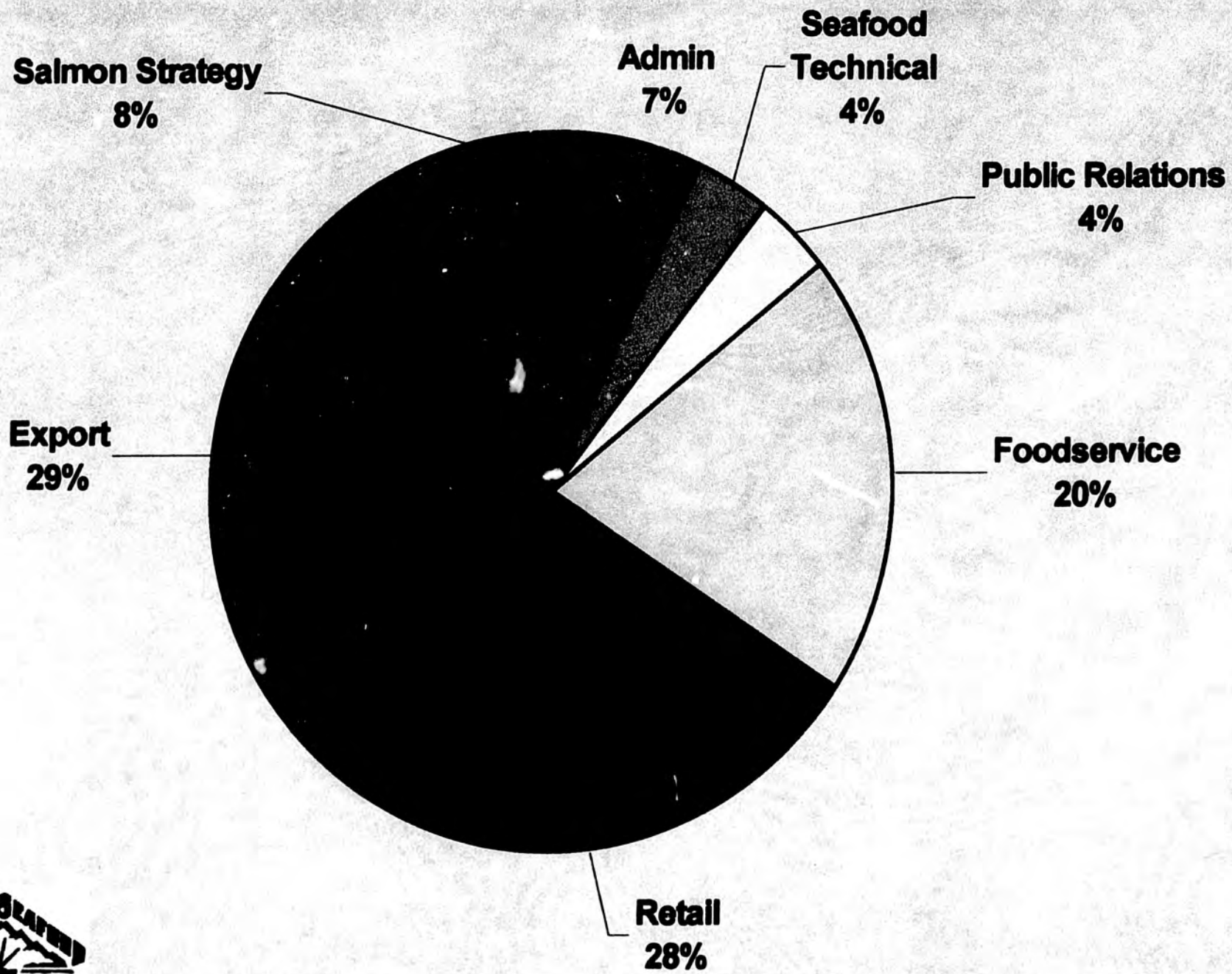


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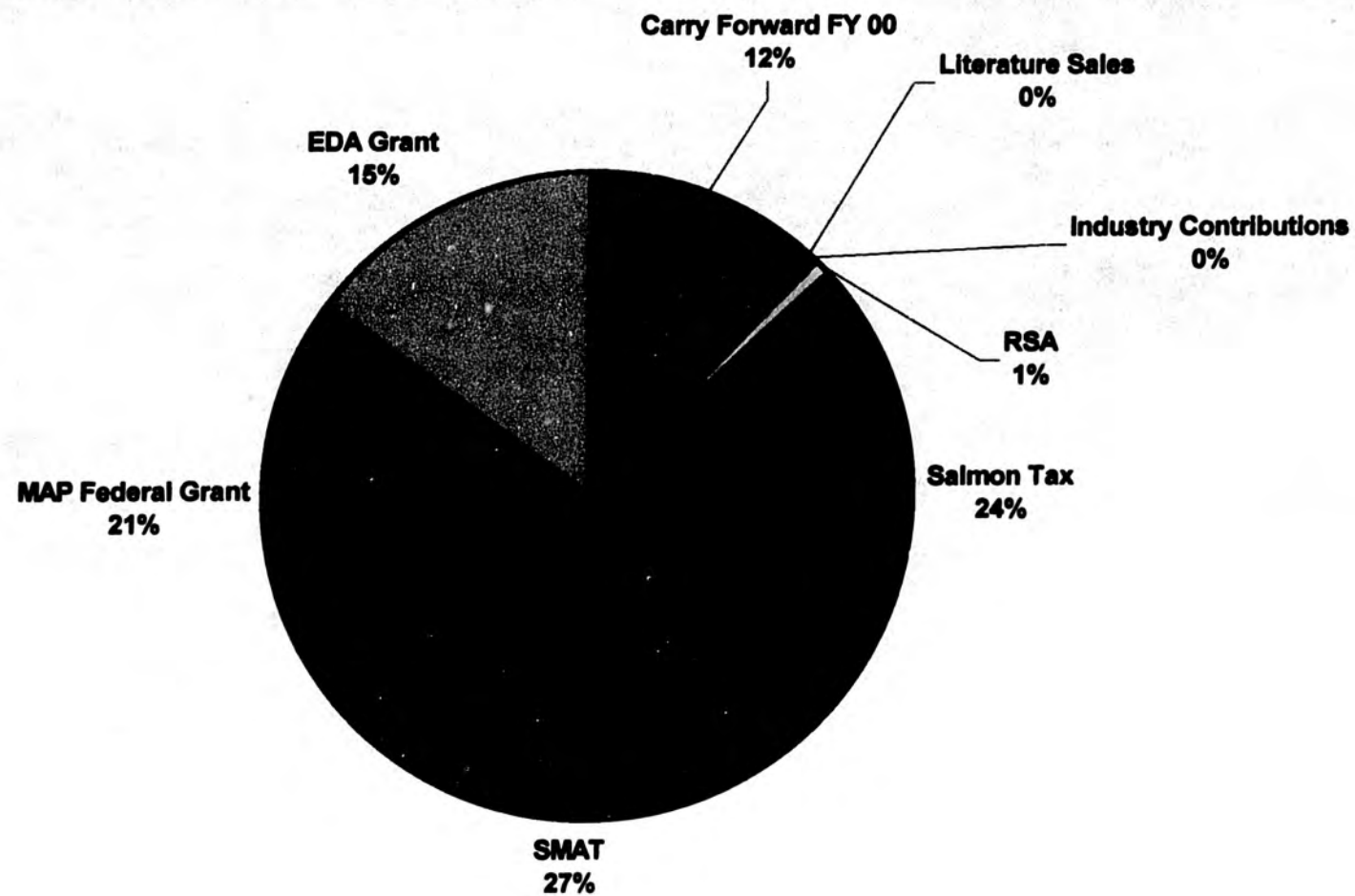
FY01 ASMI Revenue Allocation

Admin	757
Seafood Technical	405
Public Relations	418
Foodservice	2,200
Retail	3,055
Export	3,290
Salmon Strategy	919
 <i>Total</i>	11,045



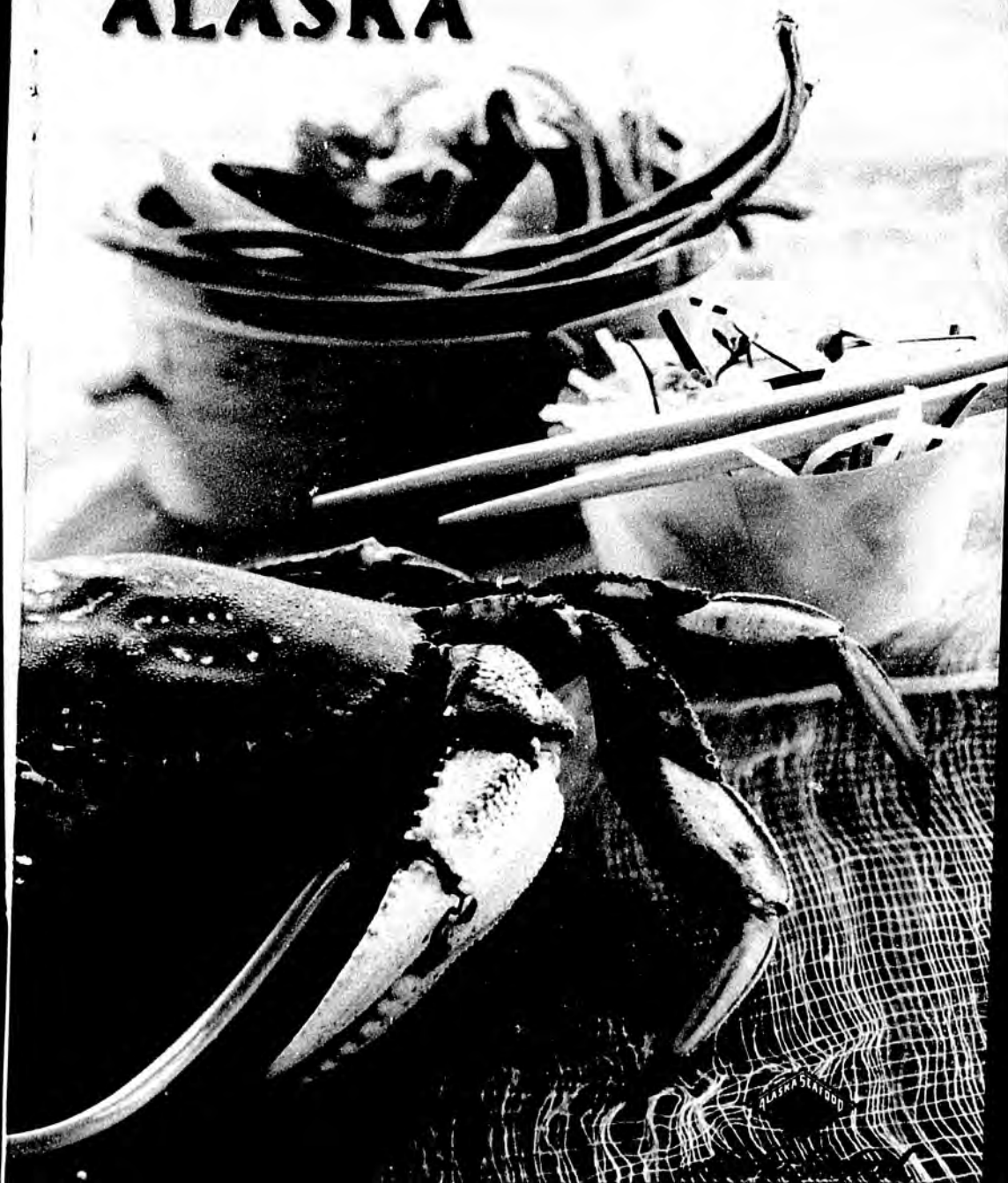
Sources of ASMI Revenue FY 01

Carry Forward FY 00	1,379	12%
Literature Sales	10	0%
Industry Contributions	50	0%
RSA	105	1%
Salmon Tax	2,822	24%
SMAT	3,159	27%
MAP Federal Grant	2,445	21%
<u>EDA Grant</u>	<u>1,775</u>	<u>15%</u>
Total	11,744	100%



ASIA MEETS ALASKA

A RECIPE COLLECTION
featuring ALASKA SEAFOOD



ALASKA SEAFOOD THE LAST FRONTIER IN FLAVOR

If your taste buds could talk, how would they describe Asia? As the sharp shock of wasabi? The velvet texture of toasted sesame oil? The piquant tang of lemon grass? Or as an exotic mix of many flavors and textures?

Truth is, the essence of Asia can't be described in one taste or texture. Asian cuisine is characterized by a multitude of flavors; some surprising, all sublime. As the American palate has become more attuned to Asian cuisine, there is an increasing demand for new and distinctive ingredients that deliver a flavor wallop.

To keep on top of this trend, it's time to start incorporating new flavors into your recipes. To experiment with fermented black beans, Thai fish sauce or mung bean sprouts; incorporating them into your menus in traditional and non-traditional ways. One way to do this is with Alaska Seafood. Many Asian recipes are based around it. Think of firm, flaky halibut accented with delicate Kaffir lime. Sweet crab in a smooth and spicy curry. And rich Alaska Salmon accented by luscious coconut milk and red chilies.

Swimming freely in icy waters, Alaska Seafood develops a firm texture and superior flavor which sets it apart from others. One of the most bountiful fishing regions in the world, Alaska produces five billion pounds of seafood a year. Among them are five species of Alaska Salmon, three species of Alaska Crab and several varieties of Alaska Whitefish.

In Asia, Alaska Seafood is highly prized for its texture and flavor. These qualities also make it appealing to the American consumer, especially when it comes to Asian-inspired cuisine. This high degree of quality is guaranteed by the expertise of Alaska fishermen. They harvest the seafood at its peak, then process it within hours to insure its fresh-caught flavor. When you call out "Alaska" on your menu, guests will know they can expect the best.

So come, take your taste buds on a tour of Asia. When paired with Alaska Seafood, you just might be surprised at the flavors you'll find.





CILANTRO GRILLED ALASKA SALMON

with RADISH VINAIGRETTE

INGREDIENTS	AMOUNTS	DIRECTIONS
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YIELD: 4 SERVINGS

Alaska Salmon filets

Alaska Salmon filets	4 (7 ounces each)
Cilantro, chopped	2 tablespoons
Ginger, chopped	1 tablespoon
Sesame seeds	1 tablespoon
Lemon zest, finely chopped	1 teaspoon
Thai fish sauce	1 tablespoon
Cornstarch	1 teaspoon
Peanut oil	as needed

RADISH VINAIGRETTE

Thai fish sauce	1/4 cup
Rice vinegar	1/4 cup
Lime juice	2 tablespoons
Honey	1 tablespoon
Peanut oil	1/4 cup
Daikon, julienned	1/4 cup
Red radish, halved and thinly sliced	1/4 cup
Cilantro, chopped	1 teaspoon
Crushed red pepper flakes	1/4 teaspoon

1. To prepare vinaigrette, combine fish sauce, vinegar, lime juice and honey in a blender or food processor container; process until blended.
2. With motor running, add oil in slow steady stream to emulsify. Stir in remaining vinaigrette ingredients; set aside.
3. To prepare cilantro topping for salmon, combine cilantro, ginger, sesame seeds and lemon zest; set aside.
4. In small bowl, combine fish sauce and cornstarch; mix to form paste. Brush tops of each salmon fillet with paste; sprinkle liberally with cilantro mixture.
5. For each serving, heat peanut oil in non-stick skillet until hot. Sear salmon, crust-side down; turn and sear other side. Finish cooking in oven, if necessary.
6. Arrange salmon fillet on warmed dinner plate, cilantro-crust side up; top with radish vinaigrette.



ALASKA KING CRAB PAD THAI SALAD

INGREDIENTS	AMOUNTS	DIRECTIONS
YIELD: 4 SERVINGS		
Flat rice noodles	1 pound	1. Soak rice noodles in warm water for 20 minutes to soften; drain well and set aside. 2. To make dressing, in small bowl, combine mirin, soy sauce, lime juice, sesame oil and ginger; mix well and set aside. 3. In large bowl, combine rice noodles, daikon, bean sprouts, long beans, red bell pepper, cilantro and mint. 4. Pour dressing over vegetables; toss gently to coat. 5. Dredge tofu in cornstarch. Deep fry in 375°F oil until golden and crisp; drain on absorbent towels. 6. Add tofu and king crab meat to vegetables; toss gently. Season with salt and pepper. 7. For each serving, place 1/4 of salad on chilled plate or bowl; sprinkle with sesame seeds and garnish with cilantro sprig.
Mirin	1/4 cup	
Soy sauce	1/4 cup	
Lime juice	2 tablespoons	
Sesame oil	2 tablespoons	
Ginger, chopped	1 tablespoon	
Daikon, julienned	2 cups	
Bean sprouts	1 cup	
Chinese long beans, diagonally-cut	1 cup	
Red bell pepper, julienned	1/4 cup	
Cilantro, chopped	3 tablespoons	
Mint, chopped	2 tablespoons	
Firm tofu, cut into 1/2-inch cubes	1 cup	
Cornstarch	3 tablespoons	
Peanut oil	as needed	
Alaska King Crab leg meat, cut up	12 ounces	
Salt and pepper	to taste	
GARNISH		
Black sesame seeds	as needed	
Fresh cilantro sprigs	as needed	



ALASKA HALIBUT

WON TON SOUP

with KAFFIR LIME

INGREDIENTS	AMOUNTS	DIRECTIONS
YIELD: 4 SERVINGS		
Alaska Halibut	12 ounces, cut into 12 squares	1. To prepare Halibut Won Tons, coat halibut pieces with hot bean paste. Arrange won ton skins on work surface; moisten edges of each with cornstarch slurry. 2. Place one halibut piece in center of each wrapper. Fold up corners to a center point; pinch moistened edges to seal. Set aside. 3. In stock pot or large wok, heat oil over high heat until hot; stir fry garlic and ginger for 10 seconds. Add mushrooms and sherry; simmer 1 minute. 4. Gradually add fish stock, green onions, lime leaves, fish sauce and chile paste. Bring to a boil; reduce heat and simmer 5 minutes. 5. Add rice vinegar and Halibut Won Tons; simmer 3 minutes. 6. In small bowl, combine soy sauce and cornstarch; stir to dissolve. Stir mixture into soup; simmer to thicken slightly. 7. For each serving, ladle 1/4 of soup and 3 won tons into warmed soup bowl.
Hot bean paste	4 teaspoons	
Won ton wrappers	12	
Cornstarch, dissolved in water	2 tablespoons	
Peanut oil	2 tablespoons	
Garlic, chopped	1 tablespoon	
Ginger, chopped	1 teaspoon	
Wood ear mushrooms, sliced	1 cup	
Dry sherry	1/4 cup	
Fish stock	1 quart	
Green onions, sliced	1/2 cup	
Kaffir lime leaves, chopped	2	
Thai fish sauce	1 teaspoon	
Red chile paste	1 teaspoon	
Rice vinegar	2 tablespoons	
Soy sauce	1/4 cup	
Cornstarch	2 tablespoons	

Note: Lime peel may be used as a substitute for Kaffir lime leaf.



GINGER ALMOND CRUSTED ALASKA SALMON

with ASIAN PESTO

INGREDIENTS	AMOUNTS	DIRECTIONS
YIELD: 4 SERVINGS		
Alaska Salmon fillets	4 (7 ounces each)	1. To prepare Asian Pesto, combine basil, cilantro, mint, pine nuts, lemon grass and chile paste in blender or food processor container; process until smooth. 2. Add lime juice and soy sauce; process until blended. With motor running, gradually add oils in slow steady stream to emulsify; set aside. 3. In small bowl, combine honey, soy sauce, lime juice, ginger, green onion and garlic; mix well. 4. For each serving, brush salmon fillet with honey mixture; sprinkle with 1 tablespoon almonds. 5. Place fillet in pan and roast in 350°F oven 9 to 12 minutes or until cooked through. 6. Pool pesto in center of warmed dinner plate. Arrange salmon over pesto on plate.
Honey	2 tablespoons	
Soy sauce	1 tablespoon	
Lime juice	2 teaspoons	
Ginger, finely chopped	2 tablespoons	
Green onion, thinly sliced	2 teaspoons	
Garlic, finely chopped	1 teaspoon	
Sliced almonds	1/4 cup	
ASIAN PESTO		
Basil leaves	1/2 cup	
Cilantro leaves	1/2 cup	
Mint leaves	1/2 cup	
Pine nuts	1/4 cup	
Lemon grass, finely chopped	2 teaspoons	
Red chile paste	1 teaspoon	
Lime juice	2 tablespoons	
Soy sauce	2 tablespoons	
Peanut oil	3/4 cup	
Sesame oil	1/4 cup	



ALASKA KING CRAB RICE PAPER SPRING ROLLS

INGREDIENTS	AMOUNTS	DIRECTIONS
YIELD: 24-32 ROLLS		
Bean threads, soaked and drained	1 cup	1. In large bowl, combine bean threads, cabbage, bean sprouts, red bell pepper, cilantro, mint, lemon grass and ginger. 2. In small bowl, combine soy sauce, rice vinegar and sesame oil; mix well. Add to vegetables in large bowl; toss to coat. 3. Fold in garlic slices and crab meat. 4. On work surface, arrange soaked rice paper discs; pat dry with absorbent towels. 5. Place 2 tablespoons of crab mixture in center of each disc. Fold each into an envelope; roll tightly. 6. Serve with dipping sauce.
Napa cabbage, julienned	1 cup	
Mung bean sprouts	1/4 cup	
Red bell pepper, julienned	1/4 cup	
Cilantro sprigs, roughly chopped	8	
Mint sprigs, roughly chopped	8	
Lemon grass stalk, bruised and chopped	1	DIPPING SAUCE: Combine 2 parts lime juice, 1 part Thai fish sauce; stir in sesame oil, chopped garlic, chopped mint and crushed red pepper flakes to taste.
Ginger, chopped	1 tablespoon	
Soy sauce	3 tablespoons	
Rice vinegar	2 tablespoons	
Sesame oil	2 tablespoons	
Garlic cloves, sliced and fried	6	
Alaska King Crab leg meat, cut up	12 ounces	
Rice paper discs, soaked	as needed	



CURRIED ALASKA POLLOCK

with PLUM VINAIGRETTE

INGREDIENTS

AMOUNTS

DIRECTIONS

YIELD: 4 SERVINGS

Alaska Pollock fillets

Alaska Pollock fillets	1 pound
Rice flour	1 cup
Eggs, beaten	2
Green onion, sliced	1 tablespoon
Thai red curry paste	1/2 teaspoon
Panko crumbs	2 cups
Sesame seeds	1 teaspoon

PLUM VINAIGRETTE

Rice vinegar	1/2 cup
Hoisin sauce	1/4 cup
Plum sauce	1/4 cup
Plum wine	1/4 cup
Ginger, chopped	1 teaspoon
Peanut oil	1/4 cup
Sesame oil	2 teaspoons
Cilantro, chopped	2 tablespoons
Mint, chopped	1 tablespoon
Salt and pepper	to taste
Peanut oil	as needed
Kim chee or pickled vegetables	as needed

1. To prepare vinaigrette, combine rice vinegar, hoisin, plum sauce, plum wine and ginger; mix well.
2. Add peanut oil in slow steady stream to emulsify; whisk in sesame oil.
3. Stir in cilantro and mint; season to taste with salt and pepper. Set aside.
4. Cut pollock fillets lengthwise into 8 strips. Dredge strips in rice flour; set aside.
5. In bowl, whisk together eggs, green onion and red curry paste. In separate bowl, combine Panko crumbs and sesame seeds.
6. For each serving, dip 4 ounces pollock strips in egg mixture; coat with crumb mixture.
7. Deep fry pollock strips in 375°F oil until golden; drain on absorbent towels.
8. Serve pollock with kim chee or pickled vegetables and Plum Vinaigrette as a dipping sauce or pool vinaigrette on plate as base for fish.



BLACK BEAN BARBECUE ALASKA SALMON

with MUSHROOM GADO GADO

INGREDIENTS	AMOUNTS	DIRECTIONS
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YIELD: 4 SERVINGS

Alaska Salmon fillets 4 (7 ounces each)

BLACK BEAN BARBECUE SAUCE

Peanut oil	2 tablespoons
Garlic, chopped	1 tablespoon
Ginger, chopped	1 tablespoon
Chicken stock	1/2 cup
Fermented black beans	1/2 cup
Ketchup	1 cup
Rice vinegar	1/4 cup
Honey	2 tablespoons
Soy sauce	2 tablespoons
Red chile paste	1 teaspoon

MUSHROOM GADO GADO

Peanut oil	2 tablespoons
Bean sprouts	1 cup
Shiitake mushrooms, sliced	1 cup
Wood ear mushrooms, sliced	1/2 cup
Leek, julienned	1/2 cup
Carrot, julienned	1/2 cup
Green onions, sliced	1/4 cup
Cilantro, roughly chopped	1/4 cup
Rice vinegar	1/2 cup
Peanut butter	1/4 cup
Soy sauce	1/4 cup
Garlic, chopped	1 teaspoon
Ginger, chopped	1 teaspoon
Crushed red pepper flakes	1/4 teaspoon
Peanut oil	1/2 cup

1. To prepare Barbecue Sauce, heat peanut oil in large sauce pan; stir fry garlic and ginger until sizzling. Add chicken stock and black beans; continue cooking until sauce is reduced by 1/2.
2. Stir in remaining sauce ingredients; cook until reduced by 1/4. Strain sauce through fine strainer, pushing beans through to extract puree; set aside.
3. To prepare Gado Gado, heat peanut oil in saute pan; stir fry bean sprouts and mushrooms for 5 minutes; transfer to large bowl.
4. Add leeks, carrots and green onions to mushroom-bean sprout mixture; set aside.
5. In a small bowl, whisk together rice vinegar, peanut butter, soy sauce, garlic, ginger and pepper flakes; add peanut oil in steady stream to emulsify. Add to reserved vegetable mixture; toss to coat.
6. For each serving, season salmon fillet with salt and pepper. Grill over high heat. Transfer to roasting pan; brush with Barbecue Sauce. Finish cooking in oven, brushing several times with sauce. Place 1/4 of Gado Gado in center of a warmed dinner plate. Top with barbecued salmon; drizzle sauce around the plate to garnish.



ALASKA KING CRAB

in FERMENTED
BLACK BEAN SAUCE

INGREDIENTS	AMOUNTS	DIRECTIONS
YIELD: 4 SERVINGS		
Alaska King Crab legs, scored	2-1/2 pounds	1. To prepare Fermented Black Bean Sauce, heat peanut oil in wok until near smoking; stir fry green onion, garlic and ginger for several seconds. 2. Add fermented black beans, mirin and soy sauce; bring to a simmer. 3. Add chicken stock, dissolved cornstarch and chile paste; bring to a boil. Reduce heat and simmer 2 minutes. 4. Place crab legs in sauce and simmer or until heated through. Toss legs gently to coat with sauce; stir in chopped cilantro. 5. For each serving, remove 1/4 of crab legs to warmed dinner plate; drizzle with small amount of cooking sauce.
Cilantro, chopped	1/4 cup	
FERMENTED BLACK BEAN SAUCE		
Peanut oil	2 tablespoons	
Green onion, sliced	1/4 cup	
Garlic, chopped	1 1/2 tablespoons	
Ginger, chopped	1 tablespoon	
Fermented black beans, rinsed and drained	1/4 cup	
Mirin	1/4 cup	
Soy sauce	2 tablespoons	
Chicken stock	1 cup	
Cornstarch, dissolved in water	1 tablespoon	
Red chile paste	1 teaspoon	



CARPACCIO of ALASKA SMOKED SALMON

with WOOD EAR MUSHROOMS

INGREDIENTS	AMOUNTS	DIRECTIONS
YIELD: 4 SERVINGS		
Dry sherry	2 tablespoons	1. In small bowl, combine sherry, 1-1/2 tablespoons peanut oil and wasabi; blend to form smooth paste. Brush center of 4 chilled dinner plates with paste.
Peanut oil, divided use	3 tablespoons	
Wasabi	2 teaspoons	2. Arrange the smoked salmon over wasabi paste so that salmon completely covers center of plate. Cover and set aside.
Alder or Hardwood	12 ounces	
Alaska Smoked Salmon, thinly sliced		3. In wok or saute pan, heat remaining peanut oil until hot. Stir fry green onion, garlic and ginger until sizzling.
Green onion, sliced	1/4 cup	
Garlic, chopped	1 teaspoon	4. Add bok choy, mushrooms and bean sauce; stir fry 1 to 2 minutes, or until bok choy is just wilted.
Ginger, chopped	1 teaspoon	
Bok choy, julienned	1 cup	5. Stir in 2 tablespoons rice vinegar and red pepper flakes; season to taste with salt and pepper. Set aside and keep warm.
Wood ear mushrooms, sliced	1 cup	
Fermented black bean sauce	2 tablespoons	6. For each serving, place 1/4 of mushroom mixture over salmon on plate.
Rice vinegar	2 tablespoons	
Crushed red pepper flakes	1/4 teaspoon	7. Drizzle with sesame oil and rice vinegar.
Salt and pepper	to taste	
Sesame oil	2 teaspoons	8. In small bowl, combine garnish ingredients; sprinkle 1/4 of garnish over salmon.
Rice vinegar	1 teaspoon	
GARNISH		
Green onion, sliced	1 tablespoon	
Sesame seeds, toasted	1 teaspoon	
Basil leaves, roughly chopped	1 teaspoon	
Mint leaves, roughly chopped	1 teaspoon	



ALASKA SALMON

FILLET with LEMON GRASS and KAFFIR LIME

INGREDIENTS	AMOUNTS	DIRECTIONS
YIELD: 4 SERVINGS		
Alaska Salmon fillets	4 (7 ounces each)	1. In large saute pan, stir fry garlic and curry paste in 1 tablespoon oil until sizzling; add fish stock, coconut milk lemon grass, lime leaf and fish sauce. Bring to a boil; reduce heat and simmer 3 minutes. 2. Season to taste with salt and pepper. Strain sauce and keep warm. 3. For each serving, heat peanut oil in saute pan, as needed, over medium-high heat. Saute salmon until golden on both sides. Finish cooking in 350°F oven for 3 to 5 minutes. 4. Place salmon fillet in center of warmed dinner plate; top with sauce. Garnish with chopped basil.
Garlic clove, chopped	1	
Thai red curry paste	1/2 teaspoon	
Peanut oil	1 tablespoon	
Fish stock	2 cups	
Coconut milk	1/4 cup	
Lemon grass stalk, bruised and chopped	2	
Kaffir lime leaf, thinly sliced	1	
Thai fish sauce	1 teaspoon	
Salt and pepper	to taste	
Basil, chopped	as needed	

Note: Lime peel may be used as a substitute for Kaffir lime leaf.

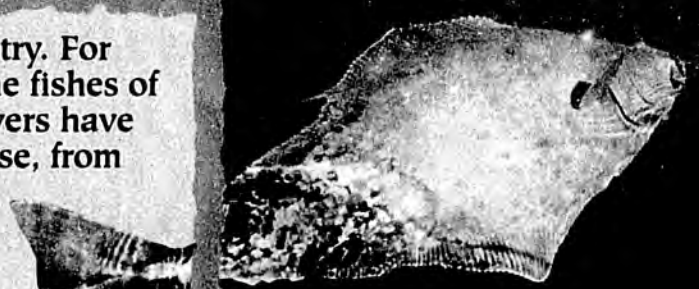
Alaska's Harvest

Natural, Sustainable, Pure

*Alaska Seafood
Marketing Institute*



Natural, Sustainable, Pure



Alaska is fish country. For thousands of years, the fishes of Alaska's seas and rivers have supported human use, from fisheries used by Alaska's indigenous Native peoples since prehistoric times, to today's modern seafood industry. Alaska is home to abundant stocks of many species of fish, and offers some of the cleanest marine, freshwater, and upland habitats in the world. Effective state and federal institutions manage fisheries that are productive and sustainable, clean and healthy. Alaska is the only State in the nation whose Constitution explicitly mandates that all fish, including salmon, shall be utilized, developed, and maintained on the sustained yield principle. Here are some examples of Alaska's unique fisheries management and pristine environment.



Alaska Salmon

Page 1

Alaska Halibut

Page 5

Alaska Pollock & Cod

Page 8

Pure Waters - Pure Fish

Page 11

Alaska Salmon



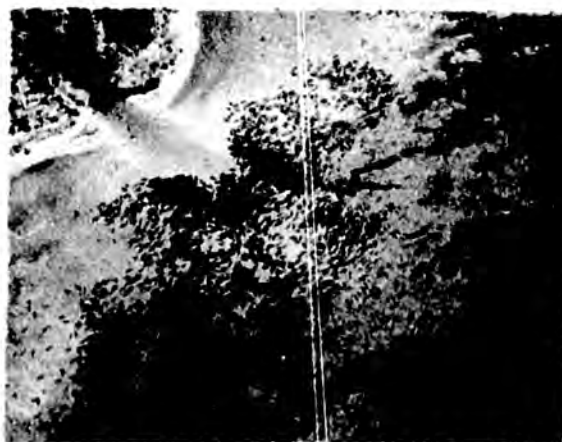
Prior to Alaska's declaration of statehood, salmon catches were declining. Since Alaska took over the management of these fisheries in 1959, the stocks have been rebuilt, and the fisheries are sustainable.

Alaska has led the way with its in-season salmon management approach, which has become a model among fisheries management agencies around the world.

Sustainable Salmon

There are five species of wild Alaska salmon: sockeye (*Oncorhynchus nerka*), king or chinook (*Oncorhynchus tshawytscha*), coho (*Oncorhynchus kisutch*), chum (*Oncorhynchus keta*), and pink (*Oncorhynchus gorbuscha*). Alaska salmon are anadromous, meaning they grow in the ocean, and spawn in the rivers. Salmon spawn only once in their lives.

Salmon return to their natal stream to spawn, passing through enclosed bays and shallow water, on their way to the upriver spawning grounds. Alaska's fishery managers take advantage of the anadromous behavior of salmon. They observe and count the fish,



Spawning salmon - Lake Clark National Park.



Photo: AK Div. Tourism

Many women participate in the Alaska commercial salmon fisheries.

and ensure that sufficient numbers of adult spawners escape the fishery, and swim up the rivers to spawn. Salmon also school tightly, and do not mix very much with other species of fishes. This means that commercial salmon fishing has virtually no incidental catch, or bycatch, of non-salmon fishes.

Alaska salmon are caught only in specific, tightly regulated areas within state waters up to three nautical miles offshore. They are harvested by fishermen, families, and Alaska Natives, many of whom are owner-operators, meaning they are independent businesses operating their own boats.

Every aspect of Alaska's salmon fisheries is strictly regulated, closely monitored, and

Photo: National Park Service

Alaska Salmon

rigidly enforced. The State of Alaska's statutes and regulations control such factors as:

Fishing areas – prohibit harvests too far offshore where the incidental catch of salmon bound for other rivers would be too high, or too close inshore where the salmon are crowded, and too vulnerable. In managing the fisheries on an in-season, day-to-day basis, Alaska's fishery managers can open and close certain areas to fishing



Fish biologist on counting tower.

Photo: © Alaska Department of Fish and Game

in response to fish behavior, water levels, and other conditions. This allows a reasonable separation of salmon so that each fishery targets a specific run of fish.

Fishing licenses – rigidly limited by a system known as "limited entry". This means that anyone wishing to fish for salmon must purchase an existing license from another license owner, because new licenses are not issued. This allows for rational management of the fishery, without undue impacts to the long-term health of the salmon stocks.

Fishing gear – purse seines and gillnets must be constructed of multi-filament mesh, rather than the less-visible monofilament. They must float at the surface where their catch can be observed. All nets are limited in their length, depth, and periods of operation, as are the gear and operation of troll (hook) gear. Trawl nets are not allowed for salmon. The fishing gear itself, and the way it is fished, virtually eliminates incidental catch of marine mammals or birds.

Alaska's fisheries management system is well-crafted and has served well for almost

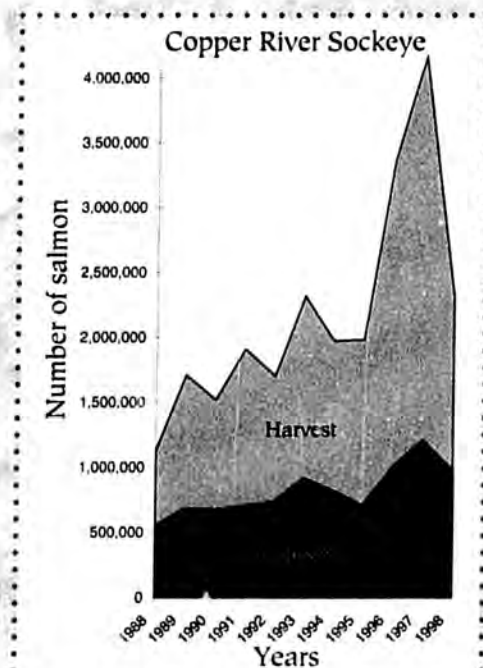


Alaska salmon help to support robust populations of bears, eagles and a host of other species of birds and mammals. The abundance of these predator and scavenger salmon eating species is a testament to the success of Alaska's salmon management and to the important role of salmon in the web of life.



Bear feeding on salmon.

Alaska Salmon



Escapement of spawning salmon is ADFG's first priority, and is steadily maintained from year to year. It is the human uses of this resource that are adjusted in response to natural variability.

Alaska's State Constitution explicitly mandates that all fish, including salmon, shall be utilized, developed and maintained on the sustained yield principle.

four decades, as demonstrated by the sustainability of Alaska's salmon harvests. The Alaska Board of Fisheries sets harvest policies, regulations, and allocations, and the Alaska Department of Fish and Game (ADFG) conducts biological research, and enforces



F/V Tarissa Jean C. in rough water near Old Harbor, Kodiak, Alaska

the Board's decisions. The dominant goal is the harvest policy known as "fixed escapement." This means that management's first priority is to ensure that sufficient numbers of adult spawning salmon escape capture in the fishery in the ocean and are allowed to spawn in the rivers, thus maintaining the long-term health of the stocks. Escapement goals can be reliably

achieved for each species, each stock, every year. All human uses of salmon, especially commercial fishing, are subordinate to this guiding principle. Because of the natural variability of environmental conditions such as El Niño, the total number of adult fish returning to spawn may vary. In order to maintain escapement, it is the commercial harvest that fluctuates from year to year.

The salmon fisheries are tactically managed while they are taking place. Alaska has led the way with its in-season salmon management approach, which has become a model among fisheries management agencies around the world. In addition, the in-season management decisions are made from a local office, by the biologists most knowledgeable in that fishery, rather than in some distant headquarters. This allows ADFG to account for the natural variability of the runs. ADFG manages over 15,000 salmon streams throughout the state.

Alaska's abundant, well-managed commercial salmon fisheries support a thriving commercial fishing and seafood processing industry, by far the largest employment sector in the state. The overwhelming majority of Alaska's salmon

Alaska Salmon

are landed and processed at seafood plants in scores of small coastal communities all



Sitka, Alaska boat harbor.

along Alaska's 47,300 miles of coastline. These long-established villages and towns depend on salmon as their economic base, and therefore have a strong incentive to support long-term, sustainable management of the fisheries.

Alaska's management of its fisheries is ecologically sound, in other important ways:

All Alaska salmon live in their natural habitat in the cold, clean waters of the North Pacific Ocean. Here they grow to adulthood at their natural pace, eating only their natural foods like shrimp, herring, squid, zooplankton, and other marine life.

They swim free on the high seas and then return to their natal streams on their own schedule. This is why Alaska's salmon fisheries are seasonal, rather than year-round. Alaska salmon are wild; there are no salmon farms in Alaska. In order to protect Alaska's wild fisheries from potential problems, salmon farming was prohibited by the Alaska legislature in 1990 (Alaska Statute 16.40.210).

Alaska salmon helps to support robust populations of bears, eagles, and a host of other species of birds and mammals. The abundance of these predator and scavenger salmon-eating species is testament to the success of Alaska's salmon management. Alaska salmon are an important and integral part of their natural ecosystem. **Unlike those in other parts of the world, no Alaska salmon stocks are threatened or endangered.**

Alaska's salmon have been abundant for millennia, and they are managed to ensure their future abundance. In Alaska, the fish come first!

All Alaska salmon live in their natural habitat in the cold, clean waters of the North Pacific Ocean, where they grow to adulthood at their natural pace, while eating only their natural foods like shrimp, herring, squid, copepods, and other marine life.



Spawning sockeyes.

Photo: John Hyde, AK Dept. Fish & Game

Alaska Halibut

.....
Environmental conditions in the ocean have always been changing, and the abundance of fishes changes along with the environment. The total, science-based quota varies in accordance with these environmental fluctuations.
.....

Halibut Harvest Conserves the Resource

Pacific halibut (*Hippoglossus stenolepis*) are not only an important part of Alaska's



Pacific halibut.

Photo: John Hyde, AK Dept. Fish & Game

fishing economy, like salmon, they have been and still are significant subsistence food for Alaska Native people.

Because halibut migration patterns are fairly well known, scientists can estimate the biomass or standing crop of halibut, part of which might be made available to a fishery. Halibut are a prolific, long-lived species and they spawn many times in their lives. Environmental conditions in the ocean have always been changing, and the abundance of

fishes changes along with the environment. Halibut's combination of fertility and longevity works to dampen those natural fluctuations. This allows fisheries scientists to observe and react to trends in the stocks.

Pacific halibut are caught almost everywhere in the Gulf of Alaska and the Bering Sea, on the 795,100 square-mile continental shelf off Alaska, in both state and federal waters. Halibut are harvested by independent fishermen, most of whom are owner-operators. The only type of fishing gear that may be used to catch halibut is

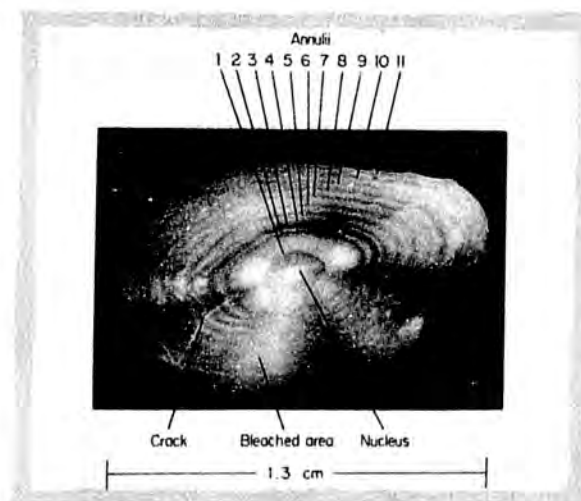
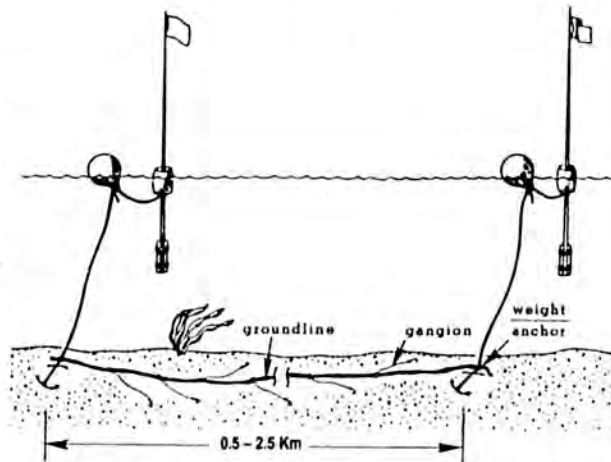


Photo: Int. Pacific Halibut Commission

Otolith (earbone) from an 11-year-old halibut. By knowing the age of the fish in the population, scientists can more accurately estimate the amount of fish that can be sustainably harvested.

Alaska Halibut

longline gear. No nets, including trawls, are allowed. Longlines are set along the seabed, with baited hooks every few yards. Because the lines are deep, they rarely come in contact with marine birds or mammals. Longline hooks are retrieved one at a time so the fishermen can unhook other species of fish and return them alive to the sea, without bringing them on board. In these ways, halibut longlining is a very clean fishery, with minimal impact on marine birds, mammals, and other species.



Halibut longline gear is composed of groundline, buoy lines and gangions with hooks spaced two to four meters apart.

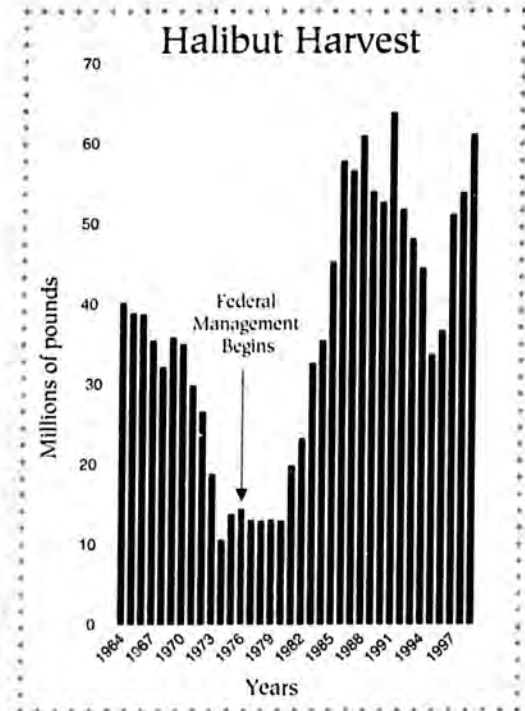
The International Pacific Halibut Commission (IPHC), based in Seattle, Washington, is the USA-Canada organization that studies halibut all along the Pacific coast of North America. Each year, IPHC biologists in consultation with fisheries biologists from the USA and Canada, scientifically estimate the biomass of Pacific halibut and the recruitment (natural addition

of young halibut) to the stock. Then, the IPHC makes its best estimate of the fraction of that biomass that may be safely and sustainably caught. This is a methodical, painstaking process, because in addition to the estimates of total biomass and harvest quotas, the IPHC also apportions those catches among various statistical areas, based on abundance.

After the IPHC's scientific work is done, management moves to the North Pacific Fishery Management Council (NPFMC) in Anchorage, Alaska. For many years the Alaska halibut fishery was

open to anyone who wanted to participate, but that changed in 1995. To manage the fishery better, NPFMC decided on a system of Individual Fishing Quotas (IFQs), one of the first such systems in the USA and one of the most successful in the world. IFQs are a system of property rights to the fish. Since 1995, anyone fishing for halibut must own

The fishery is carefully and closely monitored by the U.S. National Marine Fisheries Service.



These combined data are from the Bering Sea and the Gulf of Alaska, including both federal and state waters. Since the USA's declaration of its Exclusive Economic Zone (EEZ) in 1976, catches have rebounded, and, though they fluctuate in harmony with environmental conditions, they have been sustainable for more than two decades.

Alaska Halibut

.....
As with salmon, the Alaska halibut fishery supports a thriving fishing and processing industry in scores of small towns all along Alaska's coast.
.....



Auuke Bay, Alaska Harbor.

Photo: AK Div. Tourism

IFQ shares to match the amount of fish they wish to land. There are limits on the amount of shares that any individual may own. This prevents excessive accumulation of shares by any person or company. If an individual wants to catch more halibut than they have shares, they can buy existing shares from another person. Harvest is allowed anytime between March and November.

Other successes and benefits of the Alaska halibut fishery are:

The fishery is carefully and closely monitored by the (U.S.) National Marine Fisheries Service (NMFS).

Natural variability is explicitly taken into account, because IFQ shares are percentages of an annually variable harvest quota, rather than for a certain amount of fish. That is, an individual's share would remain constant, but the total, science-based quota varies in accordance with the natural fluctuations of the halibut population.

Far less fishing gear is left on the fishing grounds because the fishery is less frantic than in previous years. This reduces unwanted catch by abandoned gear.



Photo: Allen M. Shmida, NMFS

Careful collection of fisheries data is an extremely important part of the scientific process.

Seafood quality is better because steady landings allow for better on-boat handling and prompt processing.

As with salmon, the Alaska halibut fishery supports a thriving fishing and processing industry in scores of small towns all along Alaska's coast. Alaska's halibut resource is healthy and abundant, and its fishery is rational and sustainably managed.

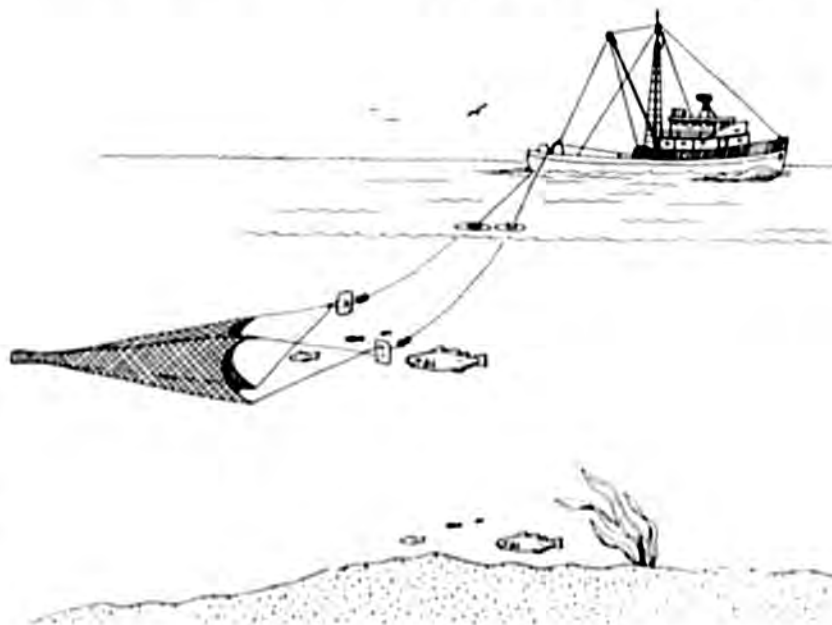
Alaska Pollock & Cod

Abundant Pollock and Cod

Alaska pollock and Pacific cod are both members of the cod family (*Gadidae*) of fishes, and are related to Atlantic cod. Pacific cod are also called gray cod or true cod. Both pollock and cod are demersal fish, because they spend most of their lives close to the ocean floor. Unlike salmon, these species are rarely caught close to shore. Instead, they are typically found in deep water several miles from shore. Pollock and cod are known for their high fecundity, which

means the females produce large numbers of eggs. Both species spawn many times during their life cycles. These attributes enable both species to withstand natural fluctuations in ocean conditions and to recover from environmental changes.

Pollock are harvested almost exclusively with pelagic trawls — bag-shaped nets that are towed through the water. Pelagic trawls do not contact the ocean bottom. Midwater fishing with pelagic trawls is a relatively selective method of fishing because the trawls can be operated in ways to minimize the incidental catch of non-target species.



Midwater trawl

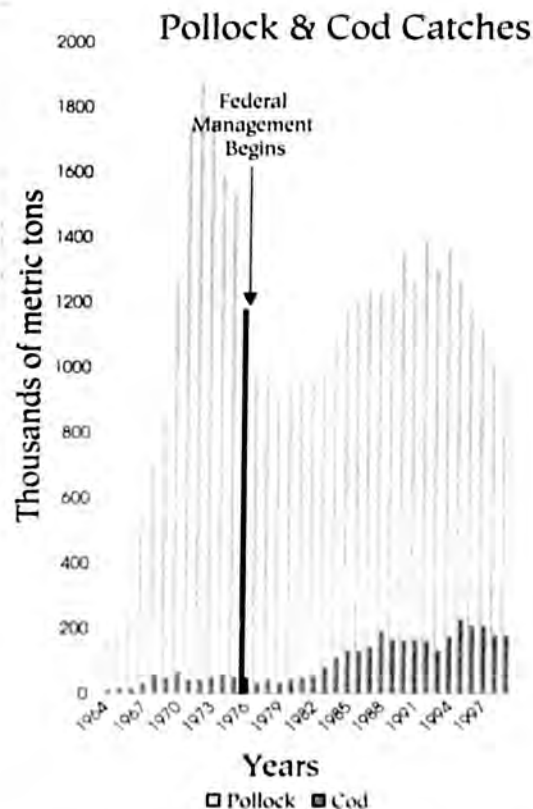


Photo: AK Div. Tourism

Bald eagle.

Alaska's fish are not just for human consumption, they are integral parts of the marine food web. Harvests are balanced with the needs of the ecosystem.

Alaska Pollock & Cod



These data are for the portion of the Eastern Bering Sea that is now the American Exclusive Economic Zone. Prior to the USA's declaration of its EEZ in 1976, the catches of pollock by non-American fleets were very high; this was one of the many reasons for the USA's declaration. Please note that since 1976, when the fisheries came under American management, the catches of both pollock and cod are allowed to fluctuate naturally, in accord with environmental conditions, but both fisheries are clearly sustainable.



Sea otter.

Photo: Robert Angell, AK Div. Tourism

Large areas of the Bering Sea and Aleutian Islands have been closed to trawling to protect crab species. Other areas around rookeries and haulouts have been closed to protect sea lions. While the Bering Sea is not completely closed to fishing, these refuge areas do allow fish to avoid capture thus helping to ensure the sustainability of the marine ecosystem. Alaska's fish are not just for human consumption, they are integral parts of the marine food web. Except for a relatively small fishery for herring roe, there are no harvests for forage fishes such as capelin or sandlance; Alaska's harvesters are not "fishing down the food chain". Rather, harvests are balanced with the needs of the ecosystem.

Most vessels fishing for pollock and cod are required by U.S. federal law to carry independent scientific observers on board. These observers record the location, amount, species composition, and other data about the catches, and they report the data to the National Marine Fisheries Service (NMFS), which enforces federal fisheries regulations.



Horned puffin, Walrus Island, Alaska.

Photo: John Hyde, AK Dept. Fish & Game

Alaska Pollock & Cod

NMFS also performs biological studies of pollock and cod populations, as well as those of many other species. Based on these studies, NMFS and university scientists estimate the amount of fish that might be available to be harvested in the coming year. Harvest decisions are made by the NPFMC. In over two decades the policy-making NPFMC has never overturned a scientifically based catch recommended by its scientists. In fact, in some cases the NPFMC has imposed some



The U.S. Exclusive Economic Zone off Alaska includes large portions of the Gulf of Alaska and the Bering Sea. Alaska has 28% of the American EEZ, and 70% of the American continental shelf.

of its own additional safeguards. This style of fisheries management has worked very well for over 20 years. The Council continues to work in a mode of conservative management. The Alaskan approach is precautionary and risk-averse, and the proof is in the long-term health of the resource.

Most vessels fishing for pollock and cod are required by U.S. federal law to carry independent scientific observers on board. These observers record the location, amount, species composition and other data about the catches, and they report the data to the National Marine Fisheries Service, which enforces federal fisheries regulations.



Photo: John Bortnick, NOAA

A group of humpback whales feeds on shrimp and small fishes by straining them from the water.

Pure Waters – Pure Fish



Many studies conducted by both government and university scientists over the course of decades have repeatedly demonstrated that Alaska seafood is pure and clean, with little to no traces of contaminants. Contaminant levels that constitute a public health concern, as determined by the U.S. Food & Drug Administration (FDA), have never been approached and Alaska seafood is routinely purer than products from other parts of the world.

Pure Waters, Pure Fish

Alaska is thousands of miles away from large sources of pollution that can contaminate the human food supply in other parts of the world. These distances, combined with the earth's patterns of circulation of water and air, help to ensure that Alaska's own waters are among the cleanest in the world.

Alaska's human population density is the lowest of any in the United States, and lower than most places in the world. Alaska has little heavy industry, and has strict regulations governing development activities, such as road building, mining, logging, and sewage treatment. The State of Alaska Department of Environmental Conservation (ADEC) has a regulatory

section dealing specifically with water quality. Water discharges, such as sewage and other potential pollutants, are closely regulated to ensure high water quality. In addition, ADFG requires prior approval for any in-stream construction activities in Alaska's salmon

streams through the authority of the Alaska statutes known as the "Anadromous Fish Act" (Alaska Statute 16.05.870). Alaska also has a Forest Practices Act requiring buffer zones



Mendenhall Glacier, Juneau, Alaska.

Photo: AK Div. Tourism

from logging along salmon streams to prevent erosion and protect spawning and rearing habitat. Clean marine habitats produce pure seafood products.

A good way to judge the cleanliness of a body of water is to examine the sessile (non-moving) organisms that live there, such as mussels and oysters. Since 1986, the

Pure Waters – Pure Fish

U.S. National Mussel Watch Project of the National Oceanic and Atmospheric Administration (NOAA) National Status and Trends (NS&T) Program has been doing exactly that. The program is growing, and there are well over 250 sampling sites distributed throughout the coastal United States. Every two years, either mussels or oysters are tested for the presence of 44 different kinds of petroleum hydrocarbons, and other pollutants, such as metals, pesticides, and PCBs. NS&T sampling near Alaska's fishing grounds have shown no human-caused contamination. The Alaska sites, including two in Prince William Sound, all ranked among the 25 sites with the least



Photo: Allen M. Shimada, NMFS

An oceanographer retrieves an instrument that measures water quality. A thorough understanding of the physical and chemical properties of the ocean is essential to understanding its biology.



Photo: © Mark Emery

Salmon eggs incubating in stream bed.

petroleum contamination in the USA. Alaska sites are not considered to have high concentrations of petroleum hydrocarbons, PCBs, or pesticides.^{1,2}

Years ago, worldwide concern forced a ban on certain organic chemicals, such as DDT (a pesticide) and PCBs (a class of industrial chemicals). Before and since those bans took effect, DDT and PCB were found at levels of concern in many marine organisms around the world, but **not** in Alaska seafood. Many studies^{3,4,5,6,7} conducted by both government and university scientists over the course of decades have repeatedly demonstrated that Alaska seafood is pure and clean, with little to no traces of contaminants.

***The State of Alaska
Division of Public
Health's independent
study of traditional
(Native) foods,
conducted for the
entire state,
recommended "the
continued unrestricted
consumption of
traditional subsistence
foods in Alaska."***



Photo: John Hyde, AK Dept. Fish & Game

Alutian woman at a fish camp.

Pure Waters – Pure Fish

Alaska's marine habitats are extremely clean, and Alaska's seafood is remarkably free of contamination.



Juvenile salmon (approximately 10 cm in length).

Photo: © Mark Emery

Contaminant levels that constitute a public health concern, as determined by the U.S. Food & Drug Administration (FDA), have **never** been approached and Alaska seafood is routinely purer than products from other parts of the world.

The Cook Inlet region of Southcentral Alaska near Anchorage is the most populated in the state. Studies performed for the U.S. Minerals Management Service report that Cook Inlet's waters and sediments are remarkably free of hydrocarbons and metals. One of the research teams, University of Alaska's Environmental and Natural Resources Institute, said "The physical, chemical, and bioassay results of this study show that Cook Inlet has very low environmental concentrations of hydrocarbons, and that sediments and water are generally free from toxicity. Results also show no immediate evidence of heavy metal pollution in Cook Inlet." ^{8,9}

As the marine habitat in Cook Inlet is extremely clean, so is Cook Inlet's seafood. Like most regions of Alaska, Cook Inlet is home to Alaska Natives and others whose lifestyle is based on harvest and consumption of local foods, especially finfish and shellfish,



Photo: John Hyde, AK Dept. Fish & Game

Alaska's environment – pure and pristine.

at levels higher than those consumed by other Americans. In order to assess the potential risks of a subsistence diet based heavily on seafood, the U.S. Environmental Protection Agency (EPA) conducted a comprehensive study of Cook Inlet seafood species. King salmon, sockeye salmon, chum salmon, halibut, sea bass, cod, flounder, as

Pure Waters – Pure Fish

well as other subsistence food species, such as kelp, snail, and clam were studied. The results indicate finfish and shellfish in Cook Inlet are as clean and wholesome as any that the EPA has ever tested.¹⁰

This conclusion was supported by the State of Alaska's Division of Public Health. Their own independent study of traditional (Native) foods, conducted for the entire state, recommended "the continued unrestricted



Photo: Cheryl 'Zeke' Yankee

Many Alaskan families commercial fish together, such as this father and son.

consumption of traditional subsistence foods in Alaska."¹¹ ADEC also tests the cleanliness of Alaska seafood. ADEC tested a variety of species including salmon, halibut, king crab, and snow crab. The results showed that none of these species approached FDA's level of concern for arsenic, chromium, cadmium, lead, and nickel.¹²

ADEC also routinely checks both raw and processed seafood products for bacterial contaminants and fecal coliform, and consistently finds that bacteria are virtually non-existent in Alaska seafood.¹³

Alaska's marine habitats are extremely clean, and Alaska's seafood is pure and remarkably free of contamination by pesticides, petroleum derivatives, PCBs, metals, and bacteria.

"The seafood samples in Cook Inlet show some of the lowest levels of contamination that we've ever seen in sampling done throughout the country . . . These are some of the cleanest fish we've ever seen." – Rick Albright, Director, Environmental Protection Agency - Anchorage, Alaska office.



Photo: AK Div. Tourism

Humpback whale breaching.



Photo: © Mark Emery

Biologist sampling salmon.

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Alaskan sunrise.

Photo: AK Dept. Fish & Game

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Photo: Allen M. Shimada, NMFS

A biologist deploys a plankton net. Plankton form the base of the marine food web; understanding plankton is crucial to sustainable fisheries management.



Photo: John Bortniak, NOAA

Orca whales are common in Alaska's pure waters.

Cover and back cover photo credits: ASMI.

Inside cover photo credits: spawning sockeye, halibut, and fishing vessel -John Hyde, AK Dept. Fish & Game; cod- R. Carlson, NMFS.

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ASMI program profile

ASMI has four core programs: Export, Domestic (U.S.) Marketing, Seafood Technical (quality information and education), and Public Relations. A new program, Alaska Salmon Strategic Marketing, was established in September 2000, made possible by an EDA grant for salmon marketing in the U.S.

Export

Promotional activities are conducted in more than a dozen countries around the world. Overseas marketing representatives based in Japan, China, Taiwan, Europe and Australia market "Alaska" brand seafood products through foodservice and retail promotions, public relations, trade and consumer advertising, and trade education. ASMI has received support for this program since 1988 from the USDA Market Access Program, and it was originally limited to salmon promotion. Four years ago the federal government opened the door to marketing the full range of Alaska seafood products.

Domestic Marketing

The retail program arranges in-store promotions in major grocery store chains, and supports the promotions with advertising and public relations. There are three all-species promotions and two canned salmon promotions placed in retail stores each year, with as many as 5,000 stores participating in summer promotions. Four field marketing representatives serve this program. The retail program also works with the nation's largest home delivery service, which has expanded its Alaska seafood offerings to six products.

The foodservice program works primarily with national foodservice distributors and restaurant/hotel chains, doing customized promotions to boost Alaska seafood awareness and sales. Over the last five years ASMI has worked with 31 distributor partners, (companies that move millions of pounds of Alaska seafood each year,) and with 45 hotel and restaurant foodservice partners (with chains that represent from 1 to 1700 restaurants). The number of promotional partners has grown steadily. ASMI works with chefs through the Culinary Institute of America, training prominent executive chefs for large institutions in Alaska seafood use, resulting in Alaska products being added to menus across the country.

New initiatives in the domestic market include a Kids' Marketing Program for restaurants serving Alaska seafood, and a takeout program to position Alaska seafood in the deli section of stores that sell ready-to-eat meals.

Seafood Technical

Seafood quality assurance is the focus of this program. It develops market-oriented quality specifications that promote a high quality image for Alaska seafood in the marketplace. It also adopts and disseminates recommendations for the handling of seafood from the moment of capture to final distribution, using education and training as its primary tools. This program offers technical assistance and support to the industry and to all other ASMI programs in the areas of scientific and regulatory issues including food safety, product labeling, environmental concerns, and importation requirements in overseas markets.

Public Relations

The public relations program supports the marketing programs by responding to inquiries and information requests from industry members, news media, businesses, government agencies and the general public. It uses industry newsletters, press releases, recipe releases, televised Alaska seafood segments, information kits, trade show booths, and the newly restructured website (www.alaskaseafood.org) as its primary tools. This program also oversees the Salmon Market Information Service (ASMI has a statutory obligation to provide information about the salmon market to the salmon fleet.) and coordinates sponsorship of the Symphony of Seafood held in Anchorage each year.

Alaska Salmon Strategic Initiative

This program was initiated in September 2000 to help the Alaska salmon industry through developing and executing an Alaska salmon marketing plan that will lead to increased sales. Public relations activities include television segments featuring Alaska salmon, food editorials for newspaper publication, promotion of value-added products and use of salmon as an ingredient in prepared foods, as well as trade and consumer advertising highlighting the attributes of wild Alaska salmon. It is funded by a federal EDA grant through the Trade Adjustment Assistance Act.

Alaska Seafood Marketing Institute

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Component Mission

To increase the consumption of Alaska seafood and to promote the quality and superiority of Alaska seafood products.

Component Services Provided

ASMI has four programs: Export Marketing, Domestic (U.S.) Marketing, Seafood Technical (quality information and education), and Public Relations. A new program, Alaska Salmon Strategic Marketing Program, was established in September 2000 (FY 01) with the influx of an EDA Grant for salmon marketing in the United States. All of ASMI's programs focus on branding the state's seafood as "Alaska Seafood."

- 1) **Export Marketing – Seafood** is the state's largest export. ASMI markets Alaska seafood products through the foodservice and retail channels in Asia, the European Union and Australia through promotional activities, public relations, trade and consumer advertising, and market research. ASMI has contractors in Tokyo, Taipei, Shanghai, Sydney, London, Paris and Barcelona. They work for ASMI part-time and perform the same functions as their counterparts in the United States: setting up seafood promotions at foodservice and retail, making liaisons with those who make the purchase decisions, public relations, trade advertising, attending strategically selected trade shows, etc. This component is financed by federal funds from USDA with a Receipt Supported Services (RSS) match and a 50% in-kind match from third party entities. For many years this program was only permitted to market salmon. Four years ago, the federal government allowed crab and groundfish to be marketed as well.
- 2) **Domestic Marketing -- Markets** all species of Alaska seafood in the United States through the retail and HRI (hotel, restaurants and institutions) channels. This component is financed by industry taxes and an EDA federal grant that is matched with RSS funds.
 - a) **Retail:** In-store promotions in major grocery store chains, public relations, consumer advertising, and trade advertising. This program also encompasses the Schwan's Promotion. Schwan's has a fleet of 6,000 trucks that deliver frozen meals to homes and offices across the Lower 48. Their catalogs go out to 6,000,000 consumers. Schwan's currently carries six Alaska seafood products and Alaska is featured on the cover of the winter edition. There are three full time marketing representatives in the Lower 48 in Florida, Texas and Ohio. A fourth will be hired in mid-February 2001 to cover Washington, Oregon and California.
 - b) **Foodservice:** Customized promotions for foodservice venues, primarily national restaurant chains and hotels, and special projects. New programs include a Kids' Marketing Program to draw families with small children into restaurants that serve Alaska seafood and a Takeout Program to get Alaska seafood into the deli section of stores for ready-to-heat meals. The catalyst for ASMI's success in foodservice is an annual Alaska Seafood Seminar at the Culinary Institute of America in Napa Valley, California. Twenty to twenty-five executive chefs are invited to the seminar and get in-depth training on all aspects of Alaska salmon, shellfish and whitefish. 99% of these chefs return to ASMI for assistance in getting an Alaska seafood item on their menus and doing a promotion in the chains they represent.
- 3) **Seafood Technical Program – Focuses** on quality information and training materials, technical assistance on nutritional labeling, scientific issues, and education. Improving the quality of Alaska seafood is one of the most important marketing components. ASMI works with fishermen, processors, brokers and traders, retail seafood handlers and chefs to ensure that quality products from Alaska are available for the world's consumers. This program also handles the technical aspects of seafood crises, federal notices, etc.
- 4) **Public Relations – Provides** public relations support to the marketing programs, keeps the industry informed on ASMI's activities, increases awareness of Alaska seafood products through press releases, recipe releases, press

packets. This program also oversees ASMI's website at www.alaskaseafood.org. The ASMI website has been used as a model by Seafood Business Magazine on how to use the Internet to market seafood. In the event of a crisis regarding seafood, this program coordinates with the Seafood Technical Program to ensure that no harm is done to the state's seafood or its image.

5) **Alaska Salmon Strategic Initiative** – This is a program initiated in September 2000 to develop and execute an Alaska salmon marketing plan that will lead to increased sales volume and product value for the Alaska salmon industry in the U S market. Program concentrates on public relations, opportunities for value-added products and use of salmon as an ingredient, trade and consumer advertising on the attributes of wild Alaska salmon, and any other project that will enhance the position of wild Alaska salmon. This component is funded by an EDA grant through the Trade Adjustment Assistance Act, which assists American industries impacted by imports.

Component Goals and Strategies

To further increase consumer awareness of and preference for Alaska Seafood.

Continue to develop distribution programs for Alaska seafood products at the wholesaler and distributor level, and with retail chains and high volume foodservice operations. Work with smaller companies and marketers to find high value niche markets.

- Use ASMI logo to develop an identity for Alaska seafood products at point-of-purchase.
- Gain multiple ad features for three Alaska seafood products during key promotion periods in major retail markets.
- Achieve promotions with 10 or more commercial restaurant chains: casual, family and themed.
- Obtain promotions with 5 or more top broad line distributors and their customers.
- Achieve promotions with 2-3 top contract management companies.
- Attend and have show booth presence at as many world-wide trade shows as funding will allow.

To further integrate domestic and export marketing programs to maximize effectiveness of global branding for Alaska seafood products. Utilize the relationships and successes in one component to achieve the same goal in another and maximize resources.

Continue the Alaska Salmon Strategic Initiative. Use the Salmon Index to measure impact of first 9 months of public relations and advertising on consumer awareness of Alaska as a source of abundant wild salmon. Match up food companies with seafood producers for use of Alaska salmon as an ingredient. Meet with all medium and large processors to inventory value-added products and ability to supply the market.

To improve and maintain quality awareness of Alaska seafood.

- Continue partnering with Alaska Science & Technology Foundation, Alaska Fisheries Development Foundation, Marine Advisory Program, fishing organizations, processing organizations on programs to improve the quality and handling of Alaska seafood.
- Complete industry quality survey and distribute results. This study is done every 5 years on the harvesting and processing sectors. Kudos are given where improvements have been made and areas that need improvement are targeted for additional effort.
- Distribute seafood shippers and cold storage technical educational materials aimed at better ensuring Alaska seafood quality is maintained during distribution.
- Expand training efforts among commercial fishermen and seafood processors on recommended handling practices and sanitation practices.
- Promote new marketing aids for retail and foodservice through training programs that certify food handlers in safe food practices.
- Train wholesale seafood companies in proper handling procedures to reduce/eliminate poor quality product from getting to markets.
- Conduct research on quality and quality changes in frozen Alaska salmon to provide information and assurance to buyers resistant to frozen salmon.

Key Component Issues for FY2001 – 2002

The seafood industry is the largest private employer in Alaska, providing one sixth of all the employment (35,000 full-time and 70,000 seasonal). Although there are many successes, there are also many challenges. These come from

climate and ocean changes, environmental issues, allocation issues, and market forces. Seafood products are bought and sold all over the world. Pink salmon caught in Russia are frozen and shipped to Mexico where they are canned and sold in the United States. Surimi products, once the stronghold of the Alaska pollock industry, are now made from cheap products from Indonesia. Farmed salmon is flooding the world's markets. Halibut and black cod aquaculture just received a major influx of funding (\$75 million Canadian) in Canada and is moving forward in Europe. The key issue ASMI faces is the same one the Alaska seafood industry faces: maintain market share against cheap imports and increasing output from aquaculture without sacrificing the value of the product to the State of Alaska and its fishing communities.

ASMI's focus for FY01/FY02 will be to rejuvenate all of its marketing strategies based on sound research and the reality of a market under siege. Each program will be examined by staff and industry advisory committees to ensure that ASMI is using the best strategy to position the products at the best value. ASMI will work closely with the industry to ensure that the Alaska Seafood label/logo is on every package and all point of sale materials. With the added funds from the EDA grant for salmon, ASMI will be able to provide more aggressive public relations support for the retail and foodservice programs in the United States as well as consumer advertising in national magazines. This program will have a spillover effect on other Alaska seafood products that carry the logo identification.

Continue to aggressively exploit the unique attributes of wild Alaska seafood. In the overseas markets, budgets are extremely small but ASMI has professionals who make the most of their limited dollars. Each country has its own characteristics, labeling laws, consumer issues, etc. In most of ASMI's overseas markets, there is more awareness and concern about issues like genetically modified organisms and food safety than in the United States. There is increasing awareness, however, of GMO's, mad cow disease, etc., in the United States. Although the basic marketing strategies are the same as in the United States, Alaska seafood has the advantage in being a natural wild product from a pristine environment.

Major Component Accomplishments for FY2000

Environmental Groups and Wild Alaska Salmon: For three years, ASMI has been proactively contacting environmental groups about wild Alaska salmon to combat the impression that all wild salmon is endangered. In FY2000, the Audubon Society published the Seafood Lovers Almanac, which lists Alaska Wild Salmon in the "green" section and farmed salmon in the "red" section. ASMI worked with the Monterey Bay Aquarium on their seafood list for consumers and Alaska Wild Salmon is on their "good to eat" list while farmed salmon is not. ASMI began working with the Chefs' Collaborative, a large group of chefs who will serve only sustainable agricultural products. They now use Alaska Wild Salmon at their conferences and extoll its virtues in their publications, while advising chefs not to use farmed salmon. ASMI is marketing the fact that Alaska salmon has been certified by the Marine Stewardship Council as sustainable. ASMI's Executive Director is on the MSC's Standards Council and has encouraged the Council to stay away from certification of aquaculture products.

Pollock, cod, halibut, crab: ASMI produced a booklet called "Alaska Seafood, Natural, Sustainable and Pure", which covered all species of Alaska seafood, including fishing methods and regulations. An educational video on the whitefish/groundfish fisheries of Alaska began production in FY2000 and will be completed in the spring of 2001. ASMI takes advantage of every opportunity to educate the food trade about these fisheries. This is in addition to all other marketing work done on behalf of groundfish, whitefish and crab.

Entry into the Australia/New Zealand Market for Wild Alaska Salmon: In FY2000, the trade barrier against wild Pacific salmon was lifted and ASMI immediately sent a trade mission to Australia, conducted seminars, met with foodservice and retail trade to educate them about wild Alaska salmon. The first shipment of Alaska salmon was sent to Australia in FY2000 before any Norwegian or Chilean farmed salmon.

Establishment of office in Taiwan: A part-time contractor was hired to work on developing a market for Alaska seafood in Taiwan. Although the funding is small at \$175,000, the goal at this time is to establish distribution channels for Alaska products throughout the nation.

Revised Alaska Seafood Logo: The ASMI board approved a modernized version of the ASMI logo during FY00. The significance of this is that the logo is our "brand". It is used on menus, newspapers ads, promotional items and as the symbol of our organization. Most importantly, it is used by seafood producers on their product labels and needs to be easy to use, attractive and legible. The new logo has been received well by the trade and the seafood industry.

Technology: ASMI's technology capabilities were upgraded in FY2000 modeling major private corporations. ASMI's website has become a major resource around the world. ASMI also established an Intranet program for all team members around the world to access artwork, advertising copy, reports, statistics, recipes, etc., to avoid unnecessary expenditures. A TeamASMI list serve around the world allows the team to share ideas and information.

Total pounds sold through ASMI promotions excluding canned (approximately): 52 million pounds.

*Not all partners will disclose the pounds sold through ASMI promotions for proprietary reasons.

ASMI markets canned salmon in the U.S., Australia, the European Union, and in the world's #1 market for Alaska canned salmon, the United Kingdom. Although we cannot document that sales were a direct result of our programs, ASMI does consumer advertising, recipe books, catering cookbooks, and in-store promotions that result in sales.

Canned salmon sales in the United States were up 7% in FY00.

Canned sales in Australia: 10,980,200 lbs.

Canned sales in European Union: 2,952,400 lbs.

Canned sales in the UK: 32,718,400 lbs.

Statutory and Regulatory Authority

AS 16.51.010-180

AS 43.76.110-130

15 AAC 116.600-700



Alaska Seafood Industry Facts

- More than half the U.S. commercial seafood harvest comes from Alaska. The 5.6 billion pound harvest of 1999 had an ex-vessel value of \$1.2 billion: \$415 million for groundfish, \$363 million for salmon, \$271 million for shellfish, \$137 million for flatfish, and \$15 million for herring.
- The nation's top port in terms of volume and value is Dutch Harbor/Unalaska, where landings were valued at \$140.8 million in 1999. Kodiak ranked third in the nation with landings valued at \$100.8 million.
- Alaska's dominant position in the U.S. seafood industry creates employment. The seafood industry accounts for 47% of the private sector employment in Alaska. More than 15,000 Alaskans worked in seafood harvesting in 1999, and about 8,500 worked for seafood processors. Eleven seafood processors rank among the state's top 100 employers. Earnings to fish processors were about \$2.4 billion in 1999.
- Alaskans own about 78% of the total number of active commercial fishing entry permits. About half of these 11,118 Alaskan-owned permits are held by rural residents.
- Anchorage is Alaska's largest fishing village, with 903 commercial fishing permit holders and 36 fish processors. The seafood industry directs about \$250 million a year to the economy of Anchorage, the state's major commercial hub.
- Revenues from fisheries business and landing taxes totaled \$42.9 million in FY 00, contributing about 8% of state tax revenues. The state retained more than \$20 million, and the balance went to local governments. Seafood companies also pay state general corporate income taxes.
- Alaska produces 90-95% of the U.S. commercial salmon harvest, and is the world's top producer of wild salmon. Alaska's carefully managed salmon fishery has been certified as sustainable by the Marine Stewardship Council (MSC).
- Seafood is Alaska's number one export. During the first half of this year alone, Alaska seafood exports were valued at \$493 million. The total value of 1999 seafood exports was nearly \$1 billion.



Alaska Seafood Marketing Institute

Productive partnership of public and private sectors

Alaska Seafood Marketing Institute (ASMI) was created twenty years ago as a cooperative partnership between the Alaska seafood industry and state government. It is Alaska's official seafood marketing agency, and is established under state law as a public corporation. ASMI functions like a promotional council for our state's seafood products, promoting the "Alaska" brand.

Global marketing effort

ASMI markets Alaska's seafood resources in the U.S., Japan, the European Union, China/Hong Kong, Taiwan, and Australia. Around the globe, ASMI markets the "Alaska" brand, and emphasizes the unique characteristics of our seafood products. Alaska seafood promotions in the U.S. are conducted primarily through national supermarket and restaurant chains. Export activities in both mature and developing markets include retail and foodservice promotions, trade missions, trade shows and educational seminars for Alaska's trade partners.

Funded by the seafood industry with help from federal grants

ASMI is supported by taxes on Alaska seafood processors and salmon harvesters. In addition, a federal grant of about \$3 million from the USDA Foreign Agricultural Service is earmarked for overseas marketing of all species of seafood in more than a dozen countries. A one-time \$5 million federal trade adjustment assistance grant was received from the U.S. Dept. of Commerce Economic Development Administration. This EDA grant is being expended over a three-year period on salmon marketing in the U.S.

Missions and measures

The mission of ASMI is to increase the worldwide consumption of Alaska seafood and promote the quality and superiority of Alaska seafood products. Measurements of success include development of new markets, and pounds of Alaska seafood sold through ASMI promotions.

Total pounds sold through ASMI promotions in FY 00

Total pounds of Alaska seafood, excluding canned salmon, sold through ASMI promotions in FY 00: 52 million pounds. (Note: some promotional partners will not disclose their figures for proprietary reasons.) This includes more than 29 million pounds of value-added frozen Alaska seafood moved through the largest home delivery service in the U.S.

Note: Canned salmon sales in the U.S. were up 7% in FY 00. Canned sales in Australia, and the EU (including the UK) totaled about 47 million pounds. ASMI promotes in all these markets, however the percentage of sales directly tied to promotional activities cannot be documented.