



## July 2024 Newsletter

Welcome to our summer edition! In this issue, get ready to discover Alaska through the eyes of European journalists who visited the state on USSA's recent press trip - a collaboration with the Alaska Seafood Marketing Institute. They share their experience, providing insights into the state's sustainable fishing and diverse agriculture industries, including a product with promising export potential.

Other stories include news about a world first for the Gulf of Mexico shrimp fishery and research that draws inspiration from nanomedicine and digital twin technology to advance sustainable agriculture.

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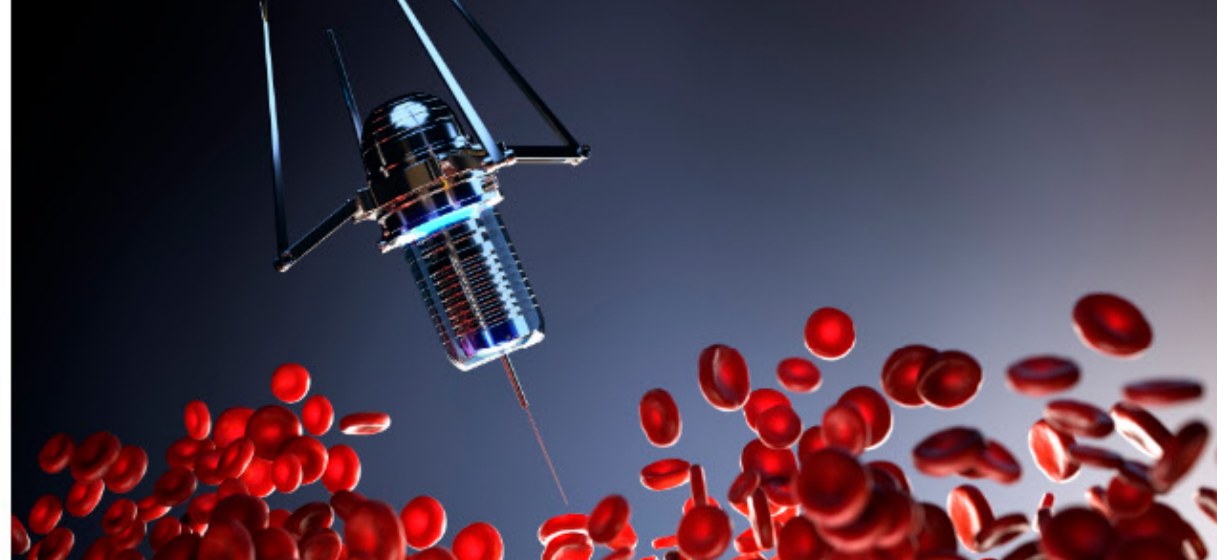
### Alaska Backs Wild, Sustainable Salmon Fishing

Vincent Bordenave, a science and environment journalist for France's *Le Figaro* newspaper, visited Alaska in May to experience the start of the salmon season. His resulting article paints a vivid picture of the state and its wild salmon fishing industry. For an in-depth look at the challenges facing Alaska's salmon population and the efforts to maintain a healthy stock, [read Vincent's article](#).



### Gulf of Mexico Shrimp Fishery Achieves Sustainability Certification in World First

The U.S. Gulf of Mexico shrimp fishery has become the first shrimp fishery to achieve Responsible Fisheries Management (RFM) Certification. It joins the Pacific Whiting fishery and eight Alaska fisheries that are RFM-certified based on internationally recognized criteria from the United Nations' Food and Agriculture Organization (FAO). [Learn more about the RFM certification and what it means](#).



### Nanomedicine Can Transform Agriculture, Researchers Say

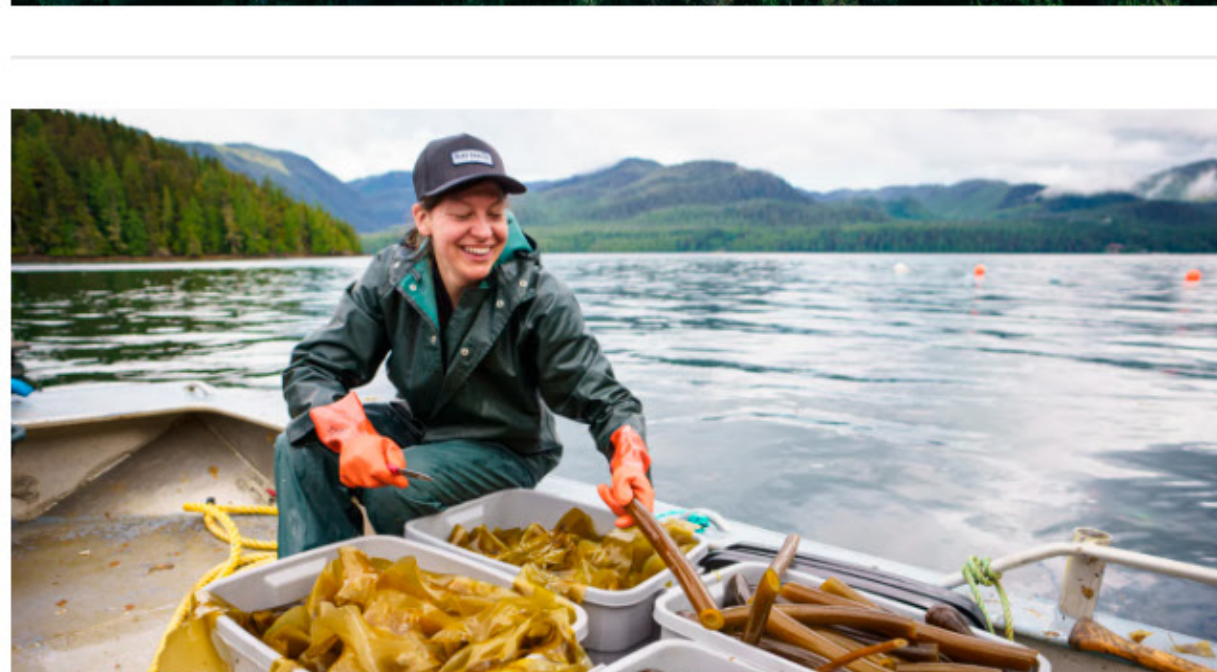
Researchers at the University of California, Riverside (UCR) and Carnegie Mellon University (CMU) argue that applying lessons from nanomedicine and digital twin technologies can make crop agriculture more resilient, productive, and sustainable. [Find out more about the research](#).



#### DID YOU KNOW?

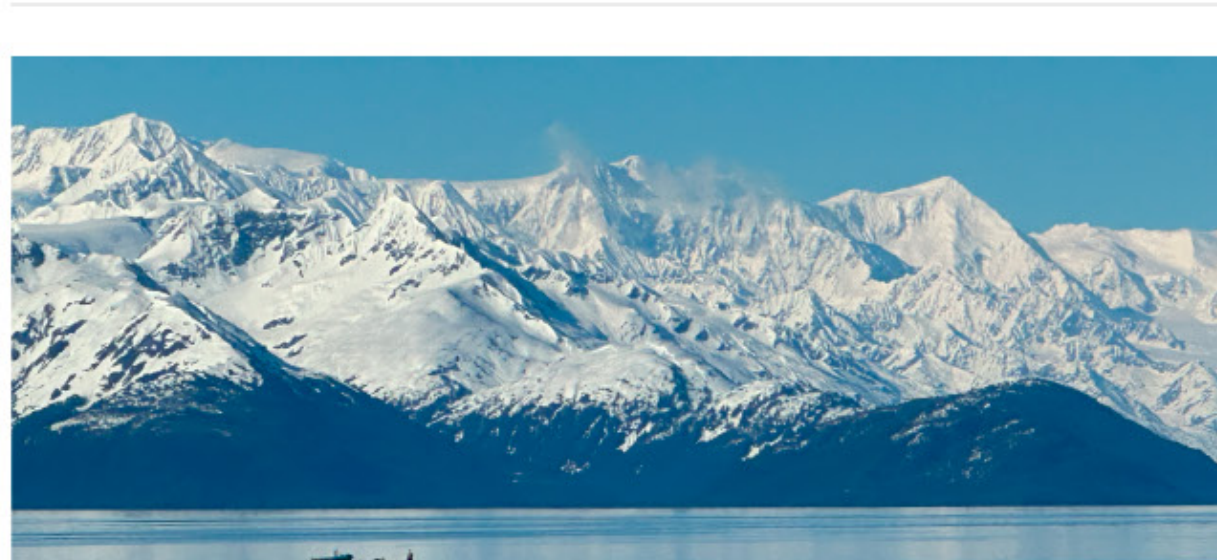
Alaska is the leading seafood producer in the United States, harvesting more wild-caught seafood than all other states combined and accounting for 1.3% of the global seafood harvest (including wild capture and aquaculture).

Source: ASMI - *The Economic Value of Alaska's Seafood Industry*



### Is Seaweed the New Seafood?

In the remote waters of Alaska, a quiet revolution is taking place, reports Willem Paul de Mooij in *VMT*, a Dutch publication for the food sector. He recently interviewed two entrepreneurial farmers who are exploring the potential of kelp as an alternative income stream. They claim it's nutritious, sustainable, versatile, and ripe for export. [Discover more about the opportunities for kelp](#).



### Alaska: More than a Feast for the Eyes

Before May this year, Laurent Journo, a marketing specialist at the U.S. embassy in Paris, knew little about Alaska, despite it being an important trading partner for France. He saw the state as a distant, wild, mountainous land with dense forests and rich fauna. After visiting, what has he learned and how have his perceptions changed? [Read about Laurent's experience and what surprised him most about Alaska](#).

#### IN OTHER NEWS

Here are some of the other stories that made the headlines this month:

- Field to Market's Fieldprint Platform, the sustainability assessment tool for commodity crop production, has been updated. Read more about the new features [here](#).
- In USSA member news, Carhart is the latest brand to join the U.S. Cotton Trust Protocol as part of its strategy to source more responsibly grown cotton, as reported [here](#).
- In contrast, a North Carolina Synthe study has quantified the pollution caused by the global synthetic apparel industry, which leaks millions of tons of plastics into the environment each year, as outlined [here](#).

For more on the above, check out our social media accounts!

The USSA is the voice of U.S. sustainable food and agricultural production. It represents the fertile lands and expansive waters of a great country and gives a voice to all that work and rely on them for food, clothing and materials.

Today, we represent more than twenty-five farming, fishery, forestry associations, and related production & processing sectors who are together responsible for more than \$8 billion of annual U.S. food and agricultural exports to the UK and EU.

#### USSA Member Organizations:

Alaska Seafood Marketing Institute; Almond Board of California; American Feed Industry Association; American Hardwood Export Council; California Prune Board; Cotton Council International; Florida Department of Citrus; Food Export Association of the Midwest; Food Export USA Northeast; Intertribal Agriculture Council; Leather and Hide Council of America; North American Export Grain Association; North American Renderers Association; North Carolina SweetPotato Commission; Organic Trade Association; Softwood Export Council; U.S. Dairy Export Council; U.S. Dry Bean Council; U.S. Grains Council; U.S. Livestock Genetics Export, Inc.; U.S. Meat Export Federation; U.S. Soybean Export Council; U.S. Wheat Associates; USA Dry Pea & Lentil Council; USA Poultry & Egg Export Council; and USA Rice Federation.

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