



MEMBER FACT SHEET



*Wild, Natural & Sustainable**

ABOUT THE MEMBER

Name of member

Alaska Seafood Marketing Institute (ASMI)

Date of foundation

1981

Web Address

www.alaskaseafood.org

Social media handles

Facebook: Alaska Seafood

Twitter: @Alaska_Seafood

Instagram: @alaskaseafood

LinkedIn: Alaska Seafood Marketing Institute

YouTube: @AlaskaSeafood Pinterest: @alaskaseafood

ABOUT THE SECTOR

Brief description

Alaska's seafood industry is the largest private sector employer in the state of Alaska and integral to the economies of Alaska and the US. Alaska is the top US seafood producer, producing more than 60% of the nation's wild seafood harvest.



Within Alaska, the seafood industry directly employs over 62,000 workers and contributes \$5.7 billion in economic output to Alaska's economy, including all economic activity supported by harvesting, processing, and support sectors.

Nationally, Alaska seafood creates over 100,000 FTE jobs and provides \$15 billion in economic output.

A commitment to sustainable management has allowed the state's fisheries to produce large, diversified harvests for many decades. Alaska's commercial fisheries have produced over 184 billion pounds since statehood (1959). The industry produces enough seafood each year to feed the world at least one serving (12.7 billion annually), in addition to providing Alaskans with access to local high-quality seafood.

Estimated acres farmed (if relevant)

In Alaska, thousands of families make their living from the resources of Alaska's rugged 34,000 miles of sparsely populated coastline.

Number of businesses

Alaska's commercial fisheries employ just over 31,000 fishermen with total labor income of just over \$1.0 billion. Seafood processors employ 27,000 workers. The industry includes 9,000 fishing vessels, 160 shore-based plants, 52 catcher-processor vessels, and about 30 floating processors, among other participants. Most of Alaska's 9,000+ fleet belong to multi-generational, small family businesses.



People employed [directly/indirectly]

Within the state of Alaska, seafood directly employs 62,000 workers, more than any other private sector industry in Alaska, and it is the economic foundation of many rural communities. Nationally, the Alaska industry creates over 100,000 FTE, \$6 billion in annual labor income.

Annual output [eg tonnes of grain]

Alaska's average annual harvest volume (2021) amounted to 5.31 billion pounds with an average ex-vessel value of \$2.03 billion.

Value of sector

Annually, Alaska's harvest holds an ex-vessel value of \$2.03 billion. Processors turned this harvest into a product worth \$4.7 billion.

% of global market

Alaska is a major seafood producer on a global scale. If it were a country, Alaska would rank 8th in wild harvests. Nevertheless, Alaska seafood is a small part of a global supply chain that encompasses large volumes of competing wild and farmed species.

Export value (\$)

Just under 1 million metric tons (2.2 billion pounds) of Alaska seafood was exported in 2019, bringing \$3 billion in new money from foreign buyers into the U.S. economy each year.



ABOUT SUSTAINABILITY

Vision/mission statement

The Alaska Seafood Marketing Institute (ASMI) is a partnership between the State of Alaska and the Alaska seafood industry established to foster economic development of the state's most valuable renewable resource. ASMI activities support all commercially harvested seafood species in the state of Alaska.

ASMI fulfills its mission through:

- Increasing the positive awareness of the Alaska Seafood brand;
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry;
- Championing the sustainability of Alaska's seafood harvests resulting from existing Alaska fisheries management imperatives. (State of Alaska Constitution and Magnuson-Stevens Fishery Conservation and Management Act and the Halibut Act);
- Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to a changing environment and economy;
- Quality assurance, technical industry analysis, education, advocacy, and research;
- Prudent, efficient fiscal management.

Key areas of focus

In Alaska, seafood is responsibly managed utilizing a world-leading science-based approach to help fish stocks, communities, and entire ecosystems thrive. Sustainable seafood is the most environmentally efficient source of protein on the planet. All



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seafood harvested in the United States is managed under a system of enforced, environmentally responsible practices.

Alaska is the only state with sustainable fishing written directly into the state constitution.

Alaska's Five Pillars of Sustainability:

- Families & Communities: Alaska's fishing families are the heart and soul of Alaska's seafood industry, handing down fishing practices from generation to generation and believing passionately in the importance of sustainability.
- Social Responsibility: In Alaska, not only do we protect the fish and the ecosystem, but the people that participate in the fisheries as well.
- Fisheries Management: Alaska represents the gold standard for fisheries management around the world, utilizing a science-based precautionary approach built to adapt to ecosystem changes.
- Resource Utilization: We strive to use 100% of the fish, to fully utilize our abundant resources.
- Certification: Certification provides a way for fisheries to verify responsible fisheries management and strong governance.

Accomplishments with historic/trend data

Alaska serves as the gold standard; the state pioneered applying successful, science-based sustainable fisheries management practices.



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Now Alaska serves as a worldwide leader and sets the gold standard for fisheries management. State, federal and international management programs share the goal of sustainability; each has a legal mandate to prevent overfishing or harm to ecosystems and communities. The Alaska seafood industry is committed to the future health and resiliency of fish populations and the surrounding marine ecosystem for generations to come through transparent, collaborative, careful, science-based and strict resource management.

Ecosystem-based Management. Each season, scientists determine the optimal harvest levels for the health of individual species and the entire ecosystem. Fisheries managers in Alaska are on the forefront of implementing adaptive management tools in response to climate driven ecosystem change. This precautionary and adaptive approach is a cornerstone of sustainable fisheries management and allows the ecosystem and seafood species to continue to replenish year after year.

Alaska's regulations are built to protect the ecosystem through time-and-area closures, restrictions on boat size & certain fishing gear, and license limitations. In Alaska, it's the law. Sustainable fishing has been the law since 1959 when Alaska became the only state with sustainability written into its constitution. Article VIII institutes the practice of "Sustained Yield." "Fish, forests, wildlife, grasslands, and all other replenishable resources belonging to the State shall be utilized, developed, and maintained on the sustained yield principle, subject to preferences among beneficial uses." – Article VIII, Alaska State Constitution



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Regulation and Enforcement Regulations, surveys and scientific data are ways that the State of Alaska enforces the legal mandate set forth at statehood. Every aspect of fishing in Alaska is based on the latest scientific data. This data is tracked and managed by a joint effort among state, federal, and international bodies.

Workers in Alaska are protected under multiple laws and organizations. Fisheries in Alaska operate under a broad suite of state and federal laws and regulations ensuring workplace safety.

In Alaska food security takes priority over industry. Our fisheries management system prioritizes subsistence fishing, which is the customary and traditional harvesting and use of wild seafood for food and cultural significance, an important part of life in rural Alaska.

Alaska has never had a species of commercially harvested seafood on the endangered species list. By monitoring stocks closely and fishing responsibly, Alaska ensures its seafood can be enjoyed for generations to come.

Alaska Seafood is certified by both Alaska RFM & MSC Both Alaska Responsible Fisheries Management (RFM) and the Marine Stewardship Council (MSC) programs are benchmarked by the Global Sustainable Seafood Initiative (GSSI) and aligned with the United Nations Food and Agriculture Organization (FAO) Code of Conduct for Responsible Fisheries, the most comprehensive set of international standards and best practices for wild fisheries.



Comparison of standards with rest of world

To be sourced from Leading the Way in Sustainability:

<https://www.wildalaskaseafood.co.uk/sustainability/>

Current activities/ future activities [eg research, white papers, speaker platforms, planned events, exhibitions etc]

1. Branding and Advertising: ASMI works to establish and enhance the Alaska Seafood brand, showcasing it as a premium and sustainable seafood choice. Through various advertising campaigns and promotional activities, ASMI aims to raise awareness and build consumer demand for Alaska seafood products.

2. Market Development: ASMI focuses on expanding and diversifying markets for Alaska seafood both domestically and internationally. This involves identifying new market opportunities, conducting market research, and implementing strategies to increase the presence and sales of Alaska seafood in various regions.

3. Trade and Industry Relations: ASMI collaborates with trade associations, distributors, retailers, and foodservice partners to strengthen relationships and facilitate the distribution of Alaska seafood. This includes participating in industry events, conducting trade missions, and providing resources and support to industry stakeholders.

4. Culinary Education and Promotion: ASMI works closely with chefs, culinary professionals, and food media to educate them about the unique qualities of Alaska seafood and inspire them to incorporate it into their menus and recipes. This includes



hosting culinary competitions, organizing culinary training programs, and showcasing the versatility and culinary potential of Alaska seafood through various channels.

5. **Sustainability and Responsible Fisheries:** From a sustainability standpoint, ASMI emphasizes the sustainability and responsible fishing practices associated with Alaska seafood. It promotes the state's robust fisheries management systems, including science-based resource management, traceability, and certifications such as the Responsible Fisheries Management (RFM) certification and the Marine Stewardship Council (MSC) certification, to ensure the long-term viability of Alaska's seafood resources.

6. **Consumer Education:** ASMI focuses on educating consumers about the health benefits, nutritional value, and sustainable nature of Alaska seafood. It provides information about different species, cooking techniques, and recipes to encourage consumers to make informed choices and enjoy Alaska seafood products.