

Wild Style by The Alaska Seafood Marketing Institute

Sustainable Section Transcript

V/O: Sustainable.

The meaning of the word is obvious—something that’s sustainable is something that lasts—but how do the great chefs of the world see it?

JOHN ASH: Sustainable seafood?

V/O: John Ash.

JOHN ASH: Sustainable seafood is fish or shellfish caught in ways that can be practiced now and in the future, without jeopardizing the survival of any species or the integrity of the ecosystem.

V/O: And that’s the key: Wild Alaska Salmon are just what the name suggests: Wild. And they’re caught in ways strictly managed to ensure not only the survival of the species, but a thriving ecosystem, true to the way nature intended.

Ash isn’t alone in his passion for serving sustainable seafood.

Rick Bayless... Greg Higgins... Christine Keff... Johnathan Sundstrom...

All these well-known chefs champion the importance of sustainable resources.

In Alaska, the fisheries—and even the government—share this same belief.

The insistence on sustainability is even reflected in the state constitution, which mandates that all fish—including salmon—shall be managed for sustainability.

As a result, the entire Alaska seafood industry follows precise management

guidelines and laws, ensuring that the fisheries are at once productive... sustainable... clean... and healthy.

How effective is this approach? At a time when many of the world's seafood populations are in danger from overfishing, habitat damage or pollution, the Alaska fisheries are considered a model of sustainability.

Effective resources management, reliance on scientific research, and conformance to relevant international standards, such as those of the United Nations Food and Agricultural Organization, further prove Alaska's leadership in sustainable fishing.

The key is this: The needs of the harvest are balanced with the needs of the ecosystem.

A harvest policy known as "salmon escapement" is a good example.

During spawning season, salmon are observed and counted as they head upstream to spawn. By making sure a sufficient number of salmon complete the journey, state fishery managers ensure an ongoing, self-replenishing supply.

It's only after enough salmon have returned home that the fishing season opens. And even then, the number of fishermen allowed to participate, and the size of the catch, are strictly regulated.

It's in this way that we get our supply of salmon—and so do robust populations of bears, eagles and a variety of other mammals and birds. Their vast numbers are testament to the success of Alaska's salmon management practices.

And, unlike species in other parts of the world, no Alaska Salmon are threatened or endangered.

It's these management practices that keep the world well-stocked with a continuous, ever-replenishing supply of wild salmon...

From the wild of Alaska.

QUIZ

Correct answers are highlighted.

1. What does "sustainable" mean as it applies to Alaska salmon?

- a. It means Alaska salmon is nutritious and has a long shelf life and also is so abundant that it will never go extinct.
- b. It means salmon is harvested in ways that can be practiced now and in the future without jeopardizing the survival of the species or the integrity of the ecosystem.
- c. It means Alaska salmon fishing is a great way to make a living because the initial investment is low and maintenance costs can be recovered from market prices.
- d. It means the U.S. government supports Alaska salmon fishing.

2. What practices have made the Alaska Salmon fishery a model of sustainability?

- a. The Alaska salmon fishery ensures environmental safety by using the same fishing practices that natives used hundreds of years ago.
- b. The Alaska salmon fishery is one of just three in the world to take measures to ensure that bears upstream are well-fed.
- c. The Alaska salmon fishery is extremely clean.
- d. The Alaska salmon fishery follows precise guidelines and laws, ensuring that the fishery is at once productive, sustainable, clean and healthy.

3. Why does the state of Alaska use counters to track salmon as they head upstream to spawn?

- a. Hand counting salmon is the only way to know how many are left in the ocean to eat.

- b. Counting salmon as they head upstream ensures a sufficient number of salmon spawn.
- c. Counting the salmon is done to ensure that enough swim upstream to feed animals like bears and eagles.
- d. Counting the salmon is an age-old tradition that includes many seasonal celebrations.