

Consumer Preference Data

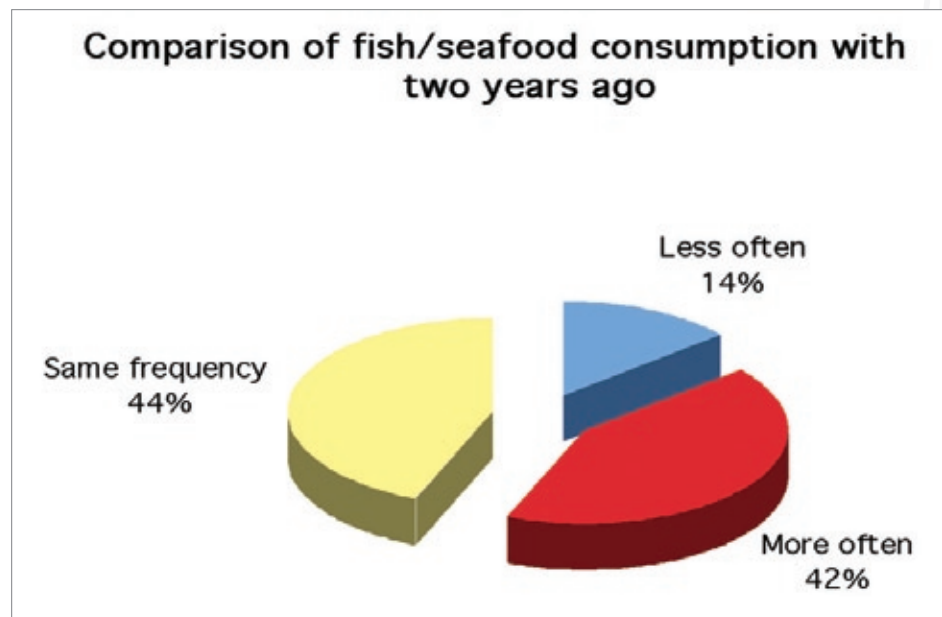
Americans are paying attention. They know that a number of health problems are on the rise and obesity is fast reaching crisis proportions. And they're concerned about their health in general. Especially baby boomers. What's more, the 2005 Dietary Guidelines for Americans (the "Food Pyramid") encourages consumers to vary their protein choices—with more fish, dry beans, peas, nuts and seeds. Which means the seafood category can expect continued growth for years to come.

All the research confirms it: There is an incredible opportunity in adding a greater variety of products to the seafood case. Consider these three simple facts:

- Consumers want greater seafood variety
- They want to reduce consumption of beef, poultry and pork
- And they want healthier seafood options and information on how to prepare seafood

Seafood Consumption: A Growing Trend

Nearly half of consumers are eating more seafood than they were two years ago, with 66% of adults eating fish and seafood one or more nights a week, according to Gallup. With growth like that, what story will your numbers tell in the years ahead?



Source: The 2005 Gallup Study of Fish & Seafood

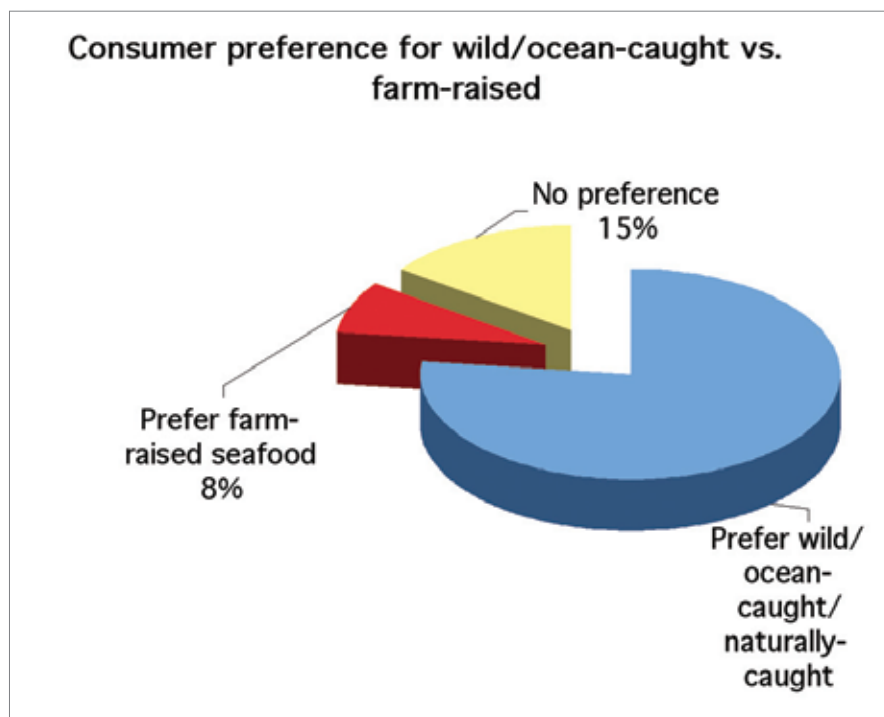


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Go Wild: Consumers Love It

Recent studies show that consumers have a clear preference for wild, sustainable seafood—particularly when it’s from Alaska.

Wild seafood is the preferred choice of consumers, whether they’re purchasing it in a retail store or restaurant. According to a 2005 Hale Group Study, in fact, 77% of restaurant consumers prefer wild, ocean-caught, naturally caught seafood—and retail trends tend to mirror those of foodservice.



Source: The 2005 Gallup Study of Fish & Seafood

Wild/ocean-caught/naturally-caught seafood is associated with higher quality, and with being more natural and better tasting than farm-raised seafood throughout this study.

Not so incidentally, all seafood from Alaska is caught wild and is sustainable.

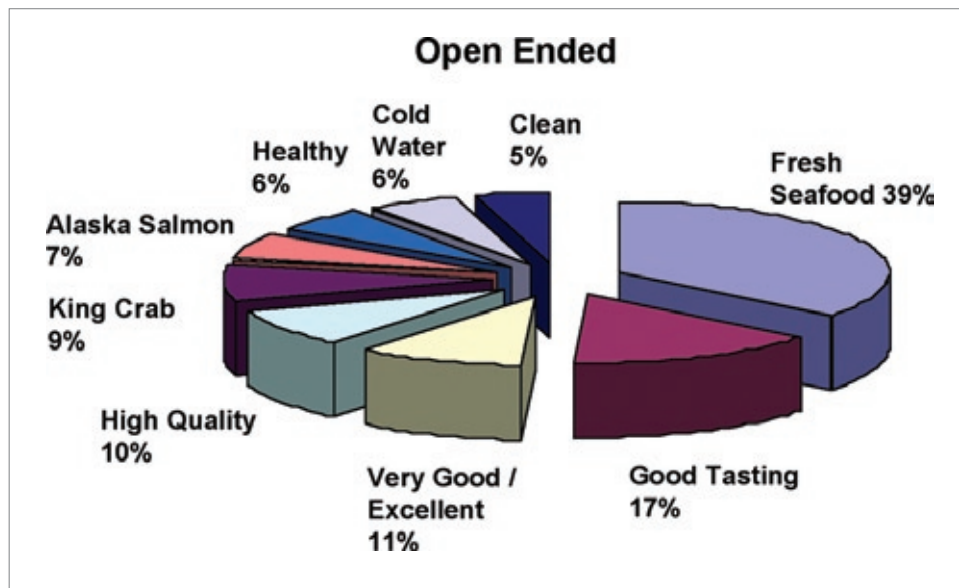


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Consumer Impressions about Fish/Seafood from Alaska:

All trends indicate that the seafood category will continue to grow:

- Increasing health concerns in general and the obesity crisis in particular will drive this category for years to come.
- The government-supported recommendations in the new Food Pyramid have raised awareness about the value of eating seafood regularly.
- Consumers are seeking more seafood variety and more nutritious seafood offerings as healthy alternatives to other proteins, indicating a robust future for the category.



Source: The Hale Group 2005



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