

Alaska Seafood
Webisode

Alton Brown, MMVIII

TITLE CARD: PHOTO OF ALTON BROWN ON BACK OF FISHING BOAT
HOLDING SALMON:

TITLE: ALTON BROWN FOR
SUSTAINABLE ALASKA SEAFOOD

EXT. ALASKAN BEACH - DAY

AB tends fish grilling over a small fire on the beach.

AB

People are eating more seafood these days, especially nutritious cold water fish like salmon which is a good thing. The trick of course is knowing what to choose in order to land maximum flavor and nutrition while doing the right thing for the planet at the same time. Now when it comes to sorting out the market or restaurant offerings I look for three words. The first: "wild" which means that the critter in question lived exactly the way nature intended. The second, "sustainable" which means the fish or shellfish are managed and harvested in such a way that the populations remain robust year after year after year. Now the third word actually sums up the first two: Alaska. Alaska's stewardship of marine resources is a model for the world. It meets or exceeds criteria for sustainability set by the internationally known Food and Agriculture Organization of the United Nations. How?

(CONTINUED)

CONTINUED:

Well, for one thing, Alaskan marine life enjoys a pristine environment, clean waters, plenty of room and a sparse human population intent on keeping it that way. But that's not all.

CUT TO:

INT. ALASKA STATE CAPITOL

AB examines the constitution.

AB VO

The promise of sustainability was actually written into the Alaska constitution when the territory became a state in 1959. In fact if you break out a copy of said document and look up Article 8, section 4 it clearly states and I quote: "Fish, forests, wildlife, grasslands and all other replenishable resources belonging to the State shall be utilized, developed and maintained on the sustained yield principle..."

AB

This means that the harvesting of a resource should never exceed or in any way endanger the continued robustness of that resource.

EXT ALASKA STATE CAPITOL

AB

Turning this mission statement into a reality requires that various state, federal and international organizations work efficiently and transparently to create laws and laws necessitate....

EXT ENFORCEMENT AREA BOAT/CAR, ETC

AB with binoculars watches rangers and troopers, etc.

AB

...enforcement. Wherever fishermen have a line in you are likely to find a guy or a girl with a badge checking that all the rules are being followed. Officials patrol by land, sea and air to ensure proper harvesting and processing of the resource.

AB (CONT'D)

Oh, check this out.

CUT TO:

EXT ON RIVER AS SCIENTISTS CHECK DNA OF SALMON

AB VO

Fisheries biologists also collect detailed data of everything from where a fish was caught to individual DNA samples so things like their age and place of origin can be determined

EXT. SCIENCE CENTER OF SOME TYPE - DAY

AB poses outside.

AB

That data may get scrunched, factored, and figured at facilities like the Ted Stevens Marine Research Institute where some hundred folks in lab coats do the science thing in state of the art genetics, chemistry and biology labs. There's even a wet lab in which various experiments can be run in fresh seawater habitats. Now, this kind of independent research gives fisheries scientists and policy makers the information they need to make informed science based management decisions.

CUT TO:

INT FISHING BOAT - DAY

RADIO ANNOUNCER

The following is a message concerning the commercial troll fishery in South East Alaska. The Salisbury Sound and Tebenkof Bay spring troll fisheries are extended for twenty four hours and will now close at 11:59 PM, Thursday May 22nd.

(CONTINUED)

CONTINUED:

AB

Policies regarding everything from when a particular fishery is open to closed to the size of boats allowed to fish, the types of gear those boats are allowed to use and how much of a particular fish can be captured are established by the Alaska Board of Fisheries and the North Pacific Fishery Management Council among others.

CUT TO:

EXT. DECK OF SAME BOAT - DAY

Various shots of fish and fishing.

AB

Through a sophisticated allotment system they even decide who is actually going to get to do the fishing. Although it's complex, the system strives to be fair and to insure a healthy economy, a healthy ecosystem, and of course, healthy fish. Speaking of...

CUT TO:

EXT. BACK OF FISHING BOAT AS FISH IS CAUGHT

...King, sockeye, Coho, Keta and pink salmon all come out of these waters as do some of the world's best Halibut, and my favorite eating fish the Black Cod. And of course Alaskan king crab, snow crab, cod and pollock are all of legendary quality. And they're wild.

(CONTINUED)

CONTINUED:

You know in the end it's all about putting the flavor and nutrition that nature intended on the plate. And of course knowing that they're being managed sustainably is a tasty sauce indeed. Not that this needs any sauce

CUT TO

EXT. AB AT GRILLING SITE ON BEACH FROM OPENING:

AB

Interested in learning more? Good. Go ahead and poke around the Alaska Seafood Marketing Institute's web site here. There's plenty to help you make good choices for your family, your planet and of course your taste buds. Now I recommend you pay Alaska a personal visit in the near future. But if you can't make the trip, you can "Ask for Alaska" Seafood from your friendly neighborhood fishmonger or your favorite restaurant. With all of the varieties of Alaska Salmon, whitefish and shellfish available year round, there's always something for everyone. Now if you'll excuse me, it's dinner time

CUT TO:

ASMI LOGO: WHITE TYPE ON BLACK BACKGROUND