





Sustainable

Mandated by State Constitution

Open, public process

Enduring Commitment

Separate conservation & allocation

Rights-based fisheries

Science-based

FAO Compliant

Not agenda driven

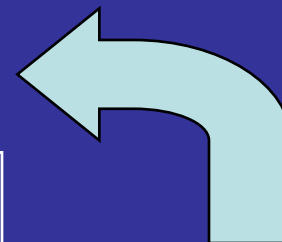
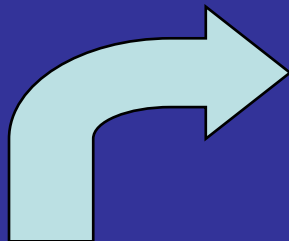
Precautionary

Collaboration

In-season Mgmt

Tested in variety of conditions

Enforcement



Sustainable



Sustainable



Consumer - motivating

Sustainable

Wild & Natural



Consumer - motivating

Sustainable

Wild & Natural



Taste & Texture

Consumer - motivating

Sustainable

Wild & Natural

Excellent Nutrition



Taste & Texture

Consumer - motivating

Sustainable

Wild & Natural

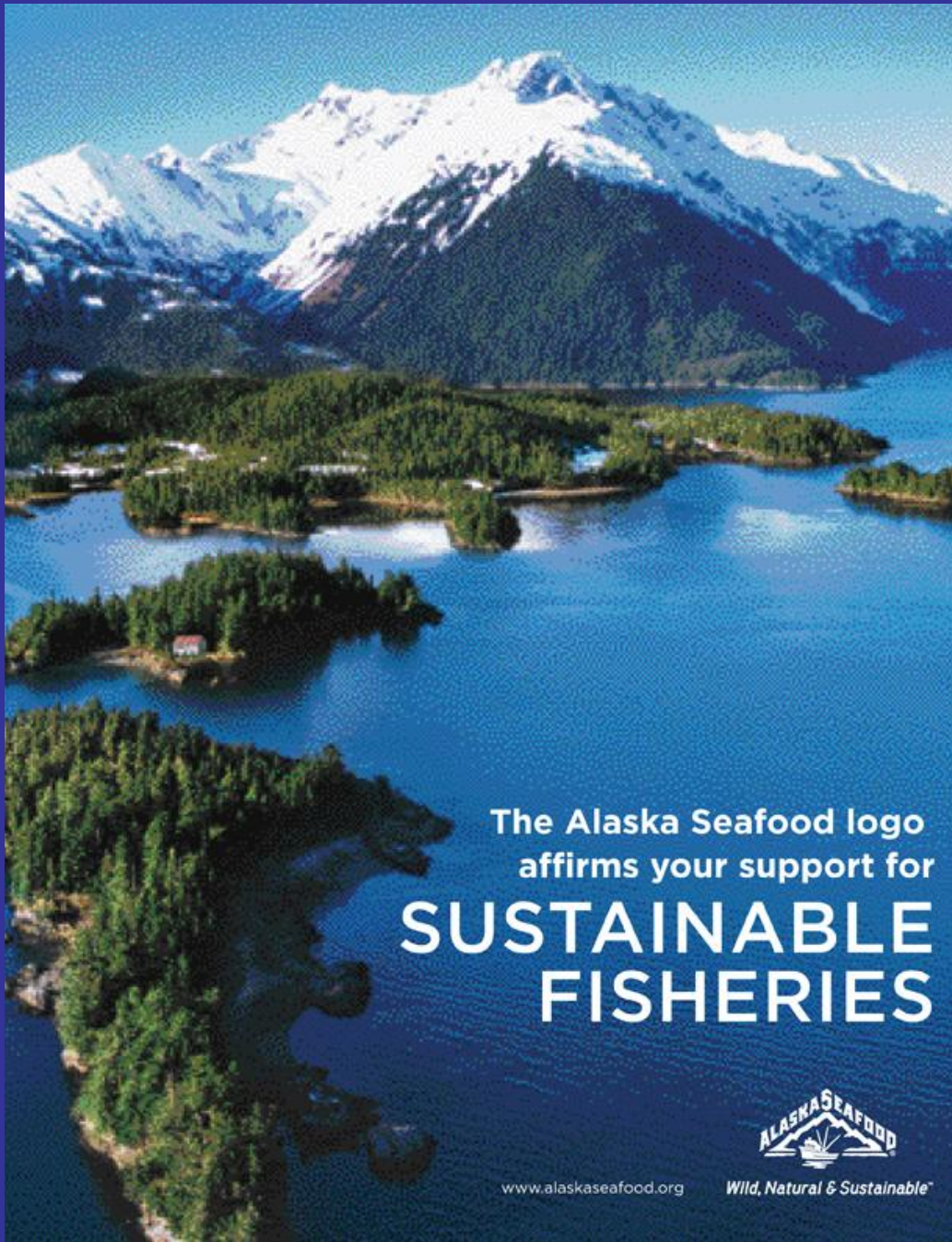
Alaska Imagery

Excellent Nutrition



Taste & Texture

Consumer - motivating



The Alaska Seafood logo
affirms your support for
**SUSTAINABLE
FISHERIES**



www.alaskaseafood.org

Wild, Natural & Sustainable™

Using the Alaska Seafood brand

- It's free to you
 - Not an added cost to supply chain that will need to be passed along
- We'll work with your brand
 - Not seeking to establish another one
 - “Alaska Seafood” - a helpful, non-confusing descriptor with positive image. Associate with the grandeur of Alaska
- Our suggestions
 - Add the sustainability attribute to your own brand or...
 - Use Alaska Seafood brandmark, if desired, to enhance your
 - It will complement , not compete
 - This approach - building on your brand family allows you more control; multiple product categories
 - Either can help achieve the goal of corporate responsibility

Using the Alaska Seafood brand

- Alaska Seafood Logo both assures product origin, and is backed by legal authority
 - State of Alaska Attorney General
 - US Government
- Use it with the assurance that the necessary safeguards in place
- Use it knowing our compliance with global UN FAO standards, US Federal and Alaska State standards as well as international cooperative groups such as IPHC
- Use it with confidence!!

Takeaway Kits for Alaska Seafood

- Sustainability Takeaway Kits have been made available to you
- Introducing ASMI Program Directors
 - Kara Hollatz, International
 - Claudia Hogue, Domestic Foodservice
 - Larry Andrews, Domestic Retail
- Please contact your Alaska Seafood representative or Program Director for full implementation and best practices in merchandising

Customized approach

- Our materials are only the starting point
- We understand your need for uniqueness in the marketplace...
- So we take a customized approach to assisting you in implementing sustainability
- Promotions, education, websites, etc.
- Please...just ask for assistance
- In addition - here's what we do have for communicating about Alaska seafood sustainability....

Alaska Seafood Sustainability POS Materials



Foodservice sustainability materials, at a glance:

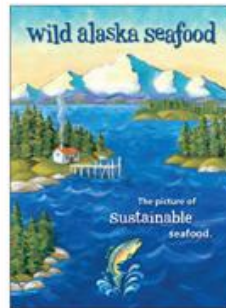


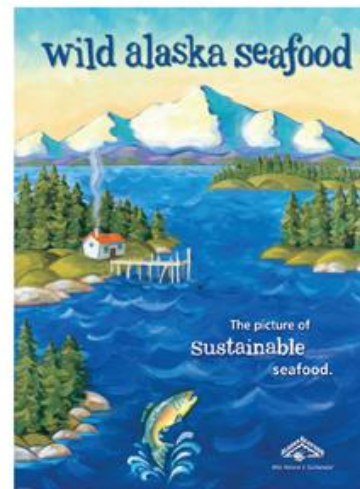
Table Tent:
Part# 6-016



Server Button:
Part# 6-018



Menu Insert:
Part# 6-017

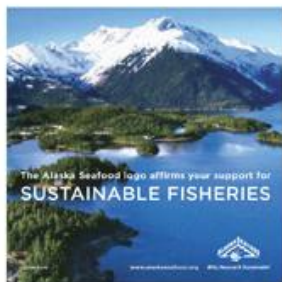


Poster:
Part# 6-015

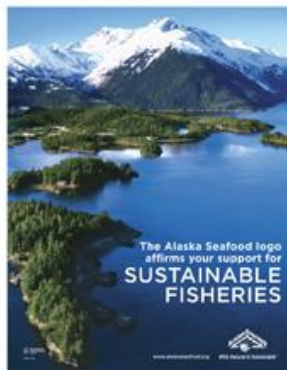
Alaska Seafood Sustainability POS Materials



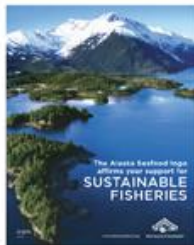
Retail sustainability materials, at a glance:



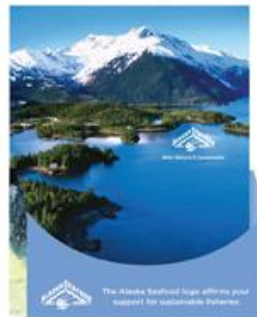
Poster:
Part# 6-019



Static Cling:
Part# 6-020



Retail On-Pack:
Part# 6-022



Recipe Box:
Part# 17-046

<p>HOW TO USE THIS GUIDE</p> <p>This guide is intended to assist consumers in the fish market by providing information on the Alaska Seafood logo and the Alaska Seafood logo. It is intended to help consumers understand the Alaska Seafood logo and the Alaska Seafood logo.</p> <p>This guide can help you make more informed choices when you buy Alaska Seafood. It is intended to help consumers understand the Alaska Seafood logo and the Alaska Seafood logo.</p> <p>All of the seafood in this list is sustainable and wild.</p> <p>Alaska Seafood Wild Caught</p>	<p>ALASKA SALMON</p>  <p>King (wild) Sockeye (wild) Chinook (wild) Pink (wild) Pluie</p>	<p>ALASKA SHELLFISH</p>  <p>King Crab Snow Crab Chumney Crabs Alaska Softshell</p>	<p>ALASKA WATERTON</p>  <p>Halibut Cod Alaska Petrock Black Cod Lingcod Rockfish Sable/Thunder Surimi Seafood</p>	<p>BEST THINGS TO DO FOR THE PLANET</p> <p>When you buy and eat seafood, you can help protect the planet. Here are some things you can do to help protect the planet:</p> <ul style="list-style-type: none"> Buy Alaska Seafood. Look for the Alaska Seafood logo. Ask your fishmonger or chef for more information. 	<p>ALASKA IS THE MODEL</p> <p>Alaska is one of the most beautiful places in the world. It is a place where nature is beautiful and the people are friendly.</p> <p>Alaska is a place where nature is beautiful and the people are friendly. Alaska is a place where nature is beautiful and the people are friendly.</p>	<p>LEARN MORE</p> <p>Visit www.alaskaseafood.org for more information on the Alaska Seafood logo and the Alaska Seafood logo.</p> <p>Visit www.alaskaseafood.org for more information on the Alaska Seafood logo and the Alaska Seafood logo.</p>	<p>A GUIDE TO Sustainable Seafood FROM Alaska</p> 
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Food Safe In-Pack:
Part# 6-021

Alaska Sustainability Brochure

Available in French, German, Japanese and
Chinese






Comparison of Standards Available in French, German, Japanese and Chinese

阿拉斯加可持續發展模式標準對比

伴隨着海產生態標籤、海產資料卡以及資格認證的廣泛應用，人們也產生了困惑。許多漁業管理機構對可持續發展有不同的標準以及方案但却并不完全對公眾公開。撇開各種資格認證的問題，一個實質性的問題是：如何比較世界權威機構的各種標準呢？

“可持續發展對比圖”可以幫助解決這個疑問，並證明了阿拉斯加可持續發展漁業管理模式是其他地區紛紛效仿的優秀標準。

- 1959年以來，阿拉斯加對海洋資源的悉心維護，是其漁業管理的亮點。
- 過度捕撈是其他地區漁場的核心難題，但阿拉斯加漁場很好地預防了過度捕撈并在必要情況下停止捕撈作業以防止過度捕撈的發生。
- 阿拉斯加海獅、水獺、海鳥以及鮭魚都受到保護，海洋禁獵區的設立保護了數千平方英畝的海洋敏感棲息地。
- 阿拉斯加優秀的漁業管理為世界其他漁場樹立了標準。

可持續發展對比圖

標準	AK	FAO	MSC	GAA/ACC
起始年份	1959	1995	1997	2002
保護措施	✓	✓	✓	見注釋
數量及存量預估	✓	✓	✓	n/a
以科學為依據的配額建立	✓	✓	✓	✓
固定捕撈限額	✓	*	*	n/a
資源保護及配額的分工	✓	✓	*	n/a
公開透明的過程	✓	✓	✓	n/a
特定存量參考值	✓	✓	✓	✓
最小兼捕及丟棄率	✓	✓	✓	✓
漁船和漁具的限制	✓	✓	✓	n/a
時間和區域的限制	✓	✓	✓	n/a
時令捕撈管理	✓	*	*	n/a
追踪研究	✓	✓	✓	✓
政府法律規定構架（國家和州）	✓	✓	✓	見注釋
棲息地保護	✓	✓	✓	✓
政策推行	✓	✓	✓	✓
防止過度捕撈	✓	✓	*	n/a
分配合理化（例如個人捕撈配額）	✓	*	*	n/a

*=無此項標準
n/a=不適用

AK = 阿拉斯加漁業
FAO = 聯合國糧農組織
MSC = 海洋管理理事會
GAA/ACC = 國際水產環境和管理協會 / 水產養殖認證委員會

注釋：AK, FAO和MSC針對野生魚類的捕撈管理。對政府和公眾方面并不全面。GAA和ACC的標準十分不同，所以并不涉及公共資源的捕撈管理。他們的人員遵循法規政策却沒有一個類似于北太平洋漁業管理委員會或阿拉斯加漁業委員會的政府性決策制定機構。

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Wild ALASKA Seafood
WILD & SUSTAINABLE



21-042

Alaska Seafood



ALASKA SEAFOOD
WILD & SUSTAINABLE
SINCE 1959

アラスカの
大自然と天然の
えさに育かれた
本物の美味しさ



**天然アラスカ
シーフード**

乱獲や養殖は一切しない
それがアラスカのルール

ALASKA SEAFOOD
WILD & SUSTAINABLE
SINCE 1959

Sustainability Banners, Shelf Talkers and Posters Available in Japanese

アラスカ産

天然紅鮭



地球環境の保護を最優先に、魚の養殖、乱獲は一切しない。
それがアラスカのルール。
おいしい天然の海の恵み、
アラスカ産シーフードをお楽しみください。

ALASKA SEAFOOD
WILD & SUSTAINABLE
SINCE 1959

●アラスカサーモンの栄養成分●

	エネルギー (kcal)	たんぱく質 (g)	脂質 (g)	炭水化物 (g)	ナトリウム (mg)	ビタミンB12 (μg)	ビタミンD (μg)
キングサーモン	180	90	20	10	2.5	0	1.6
ペニツケ	168	75	21	9	2	0	2
ボンツケ	146	54	22	6	1	0	1

Alaska Seafood Marketing Institute



ALASKA SEAFOOD
WILD & SUSTAINABLE
SINCE 1959

魚の養殖、乱獲は一切しない。それがアラスカのルールです。

天然紅鮭

アラスカ直送!!

100%天然のおいしい海の恵み



Sustainability-Focused Recipe Book Available in the UK



All Alaska seafood is wild and sustainable. Since 1959, Alaska's constitution has mandated that "Fish . . . be utilized, developed and maintained on the sustained yield principle". This long-term dedication to sustainability has ensured continuous, wild

and healthy harvests and that Alaska's stocks of superior seafood are preserved for future generations. Unlike many of the world's fisheries, Alaska's are managed for protection against overfishing, habitat damage and pollution. In Alaska, protecting

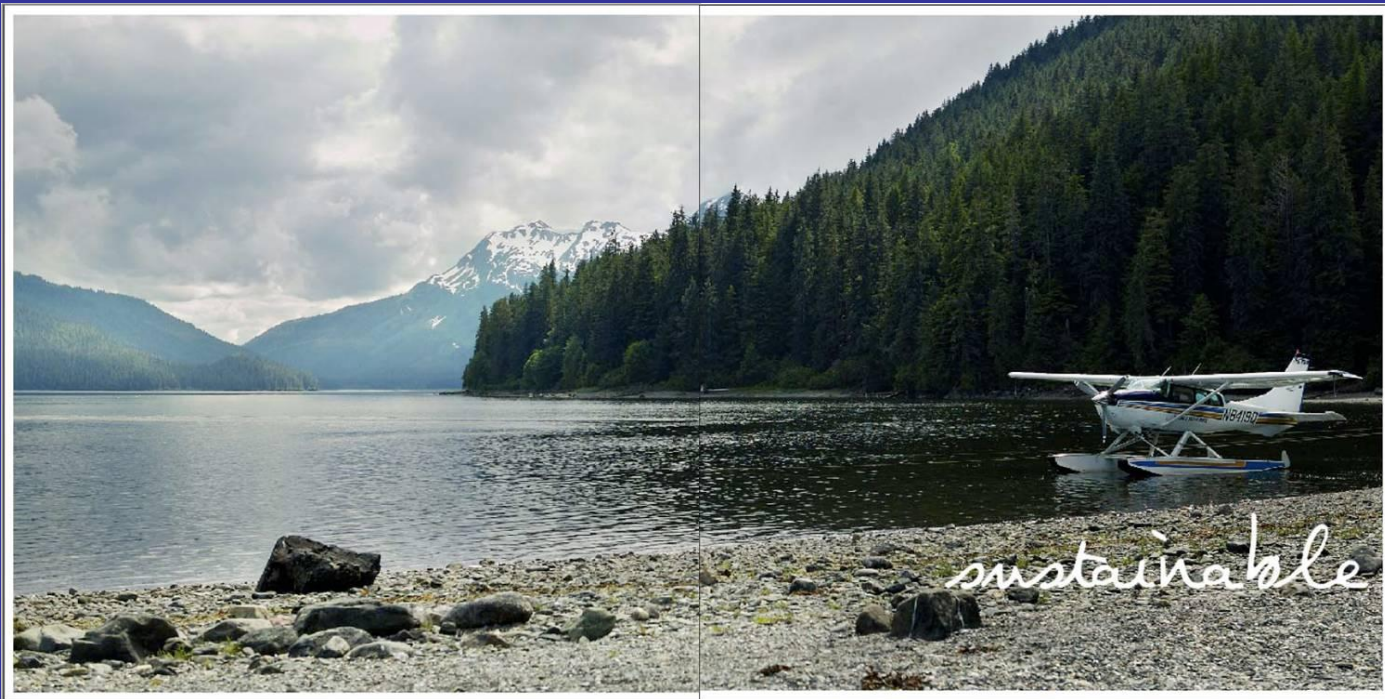
the future of both fish stocks and the environment takes priority over opportunities for commercial harvest. Alaska's exemplary fisheries management practices are characterized by the unusual degree of collaboration among the state, federal and

international organizations that are charged with protecting the valuable resource. In fact, no Alaska seafood is classified as overfished. As a result of effective management, Alaska's salmon harvests have increased well beyond historical levels.

Alaska's fisheries are globally recognized as a model of sustainability. In addition, significant bycatch reduction programmes are enforced in all Alaska's fisheries. Entire communities have been intrinsically involved with the harvesting and processing of

Alaska's commercial catch for generations. Thousands of families continue to make their living from the resources of Alaska's rugged coastline, and fishing and seafood processing employ more people than any other industry in Alaska.

Contact In-Country Representatives for Sustainability Materials



Terms and Conditions for Use of the Alaska Seafood Logo



- For all parties involved with us -
- Logo is to be used in conjunction with fish or seafood that originated in Alaskan waters.
- Proof of Alaskan origin must be shown on request
- Use of the logo with the “Wild, Natural & Sustainable®” tagline is encouraged whenever possible
- ASMI’s logo guidelines as stipulated in the *ASMI Logo and Brandmark Standards* manual must be followed
- Prohibited usage includes using the ASMI logo...in such a way that the company may be confused with ASMI



Future for the Alaska Seafood brand

- Given the brand attributes from sustainability to great taste... we believe it will be an even more relevant brand to consumers in years ahead
- Continued consumer and trade communications about Alaska Seafood - and its many attributes
- Have no agenda other than continuing to “manage well” our valued resource - stewardship
- Continue to work with key partners worldwide - to share and learn



Thank you !

