

Alaska Seafood Marketing Institute

Date: October 25, 2016

To: ASMI All Hands

From: Michael Kohan, ASMI Seafood Technical Program Director

Program Update: Activities from 12/2015

Program Objectives

- Support efforts that ensure safe, quality Alaska seafood products reach the consumer.
- Position program as a source of technical and scientific information.
- Promote the developing seafood technical field.
- Lead technical focus on health benefits of Alaska seafood.
- Encourage projects that incorporate innovative approaches to developing seafood products from Alaska.
- Educate and inform the market, trade and consumers on the purity and quality of Alaska's products.

Background

In the past, the primary focus of the technical program was to support the Responsible Fisheries Management Certification initiative. Presently, the goal for the program is to reconnect with the industry and provide resources in multiple technical categories including: seafood contaminants, seafood safety, seafood quality, traceability and promoting innovative opportunities for Alaska seafood. An important component of the technical program is to provide support for the marketing programs on technical matters and support for the industry in market opportunities.

Seafood Technical Program Overview



Applied Investigations

Research opportunities related to the quality and value of Alaska seafood

- seafood nutrition and quality
- product development
- processing issues
- environmental issues



Supplied Materials

Outreach and educational material related to Alaska seafood

- develop content, materials and provide guidance for technical issues of concern
- develop materials for industry on quality and processing techniques



Trade Education

Outreach and educational opportunities in seafood technical issues for the industry

- support educational opportunities to promote the seafood technical field
- collaborate with the fishing industry on training needs to develop cohesive strategies for the sustainable growth of Alaska seafood

Projects

Projects of interest for the technical program were determined by direction from the seafood technical committee.

Applied Investigations

- Parasite Study
 - o We are working with the research staff and the facilities at the Kodiak Fishery Industrial Technology Center on this study.
 - o We are finalizing results for temperature thresholds for parasite mortality for cod.

- USDA Nutritional Database
 - o Issues surrounding the lab results for submitted samples of pink and sockeye salmon have been resolved.
 - o Nutritional information from sockeye, pink and cod have been approved and submitted to the USDA Nutritional Database.

- USDA FAS Quality Samples Program
 - o Working with the ASMI International Program and interested industry members to introduce whitefish species and assess re-processing practices in Indonesia.

- Specialty Products Project
 - o We are working with the McDowell Group and AFDF to examine opportunities for market expansion and full resource utilization of specialty products.

- Supply Chain Quality Project
 - o We are gathering information to best understand how to provide support to the supply chain on the quality aspects of shipping and handling Alaska seafood.

- Nutritional Information
 - o We are collecting/analyzing nutritional information of roe and other specialty products for industry to use as a resource.

Supplied Materials

- ASMI Seafood Buyer's Guides
 - o Completed a new, revised Whitefish Buyer's Guide with the guidance from ASMI technical and whitefish committees and ASMI communication staff.
 - o Developed a new, revised Salmon Buyer's Guide with the guidance from ASMI technical and salmon committees and ASMI communication staff.

- New shellfish buyer's guides will be published in the coming months with the input from the respective committees.
- ASMI Quality handling short video clips
 - Working with the communications staff to produce short video clips on handling frozen H&G salmon, as well as fileting salmon, rockfish and halibut.
- Various updates to previous ASMI publications throughout the year.

Trade Education

- Worked with the ASMI Sustainability program to develop an Alaska RFM Chain of Custody Program of Work
- Provided support for FITC training including:
 - HACCP, Better Processing Control School, Alaska Seafood Processor Leadership Institute, Roe Workshop, Smoked Seafood School and Seafood Processing Quality Control Training
- Supported seafood science educational events including the student poster and presentation competition at the Pacific Fisheries Technologist conference hosted by Seafood Products Association and the Surimi School and Forum hosted by the Oregon State University Seafood Lab.
- Supported and presented at the Iceland Ocean Cluster Forum on utilization of crustacean shells at Seafood Expo North America.
- Presented at the Salmon Ocean Ecology Meeting about integrating the fishing industry and the science community.
- Presented to a Trout Unlimited delegation about Alaska's commercial fisheries.

Other Activities

- Working with the ASMI communications program to develop a more dynamic web presence for industry support concerning technical issues.
- Quality outreach materials applied to different audiences: harvesters, processors, distributors and retailers.
- Collaboration with Oregon State University and University of Alaska on product development for Alaska Pollock.
- Coordinating with quality representative from industry to develop new grading publications for meat and color evaluation.