

United States Senate

WASHINGTON, DC 20510

October 15, 2013

Mr. Mike Cerne
Executive Director
Alaska Seafood Marketing Institute
311 N. Franklin Street Suite 200
Juneau, AK 99801

Dear Mr. Cerne,

I write to encourage the Alaska Seafood Marketing Institute (ASMI) take part in an Alaska Seafood Festival in Manila, Philippines. The idea for this festival was brought to my attention by Jenny Strickler, Honorary Consul to Alaska for the Republic of the Philippines. The festival would showcase the variety and high quality of Alaska ocean harvests and open a new market for Alaska seafood in the Philippines.

Currently, much of the Salmon in the Philippines is imported farmed salmon. A festival highlighting the superiority of Alaskan wild salmon could have a big impact on diners' choices there creating a new economic opportunity for Alaska fisheries. Guests would include seafood wholesalers, restaurateurs, food critics and other media representatives.

In addition to Ms. Stickler, Randy Ruaro from the Office of the Governor and Alaska State Representatives Cathy Munoz and Bob Herron are working to organize and promote the event which they hope to make happen within the year.

Ms. Stickler is proposing to bring Alaska fishermen and representatives face-to-face with potential consumers to build lasting business relationships. It is my hope ASMI, as the face of the Alaska seafood industry, will play a vital role in this project which aligns perfectly with the organization's goals. Ms. Stickler should contact you shortly to present her idea.

I look forward to continuing to hear about the progress of the festival. Please let me know if I can help answer any questions.

Sincerely,



Mark Begich
United States Senator