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**Even with MSC Certification, the majority of Alaska Salmon will not be sold as MSC Certified**

The Alaska Seafood Marketing Institute (ASMI) would like to clarify that although the bulk of the Alaska salmon fishery has earned MSC certification, the majority of Alaska salmon processing companies (27 companies in total) will not be selling MSC certified Alaska salmon. This means approximately over 80% of the Alaska salmon supply will not carry the MSC eco-label.

"It's important that buyers understand and not be confused by the recent Alaska salmon MSC certification announcement. The Purse Seine Vessel Owners Association (PSVOA) is the MSC client for Alaska salmon, but this means that even though a portion of the fishery is MSC certified, only about 20% of the salmon harvest could be called out as MSC certified," states Michael Cerne, Executive Director at ASMI. "The announcement of MSC certification of Alaska salmon should not be interpreted as a change in the decision by the dozens of companies to no longer sell and support MSC Alaska salmon."

"The discussion of the merits of one certification program versus another is irrelevant to the sustainability of a fishery with a proven track record of over 50 years of responsible management. Alaska salmon has taken a precautionary approach to management ever since the sustained yield principle was written into the State Constitution during which time we have seen runs rebuilt to record levels," Mr. Cerne said.

The Alaska salmon industry remains steadfast in its support for choice in certification, which is why the Responsible Fisheries Management (RFM) certification program is gaining so much momentum. Over 65 companies now have Chain of Custody certification for RFM. To see the list of companies, [click here](#).

With numerous organizations providing third-party certification for responsible management and sustainability, RFM offers a credible certification choice for the marketplace. This certification shows that Alaska's fisheries meet the criteria of the United Nations Food and Agriculture Organization (FAO) Code of Conduct for Responsible Fisheries, the most comprehensive and respected fisheries management

guidelines in the world. The following Alaska fisheries are RFM certified: salmon, pollock, black cod/sablefish, halibut, cod, and king and snow crab. The Alaska flatfish fishery is currently under assessment.

For more information on Alaska's responsible management and RFM Certification go to [www.alaskaseafood.org](http://www.alaskaseafood.org).

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