

FOODSERVICE PROGRAM UPDATE

ASMI Board Meeting
October 29, 2013

Overview



- Foodservice Outlook & Trends
- Highlights from FY13 & FY14
- What's New – Upcoming projects

Industry Outlook

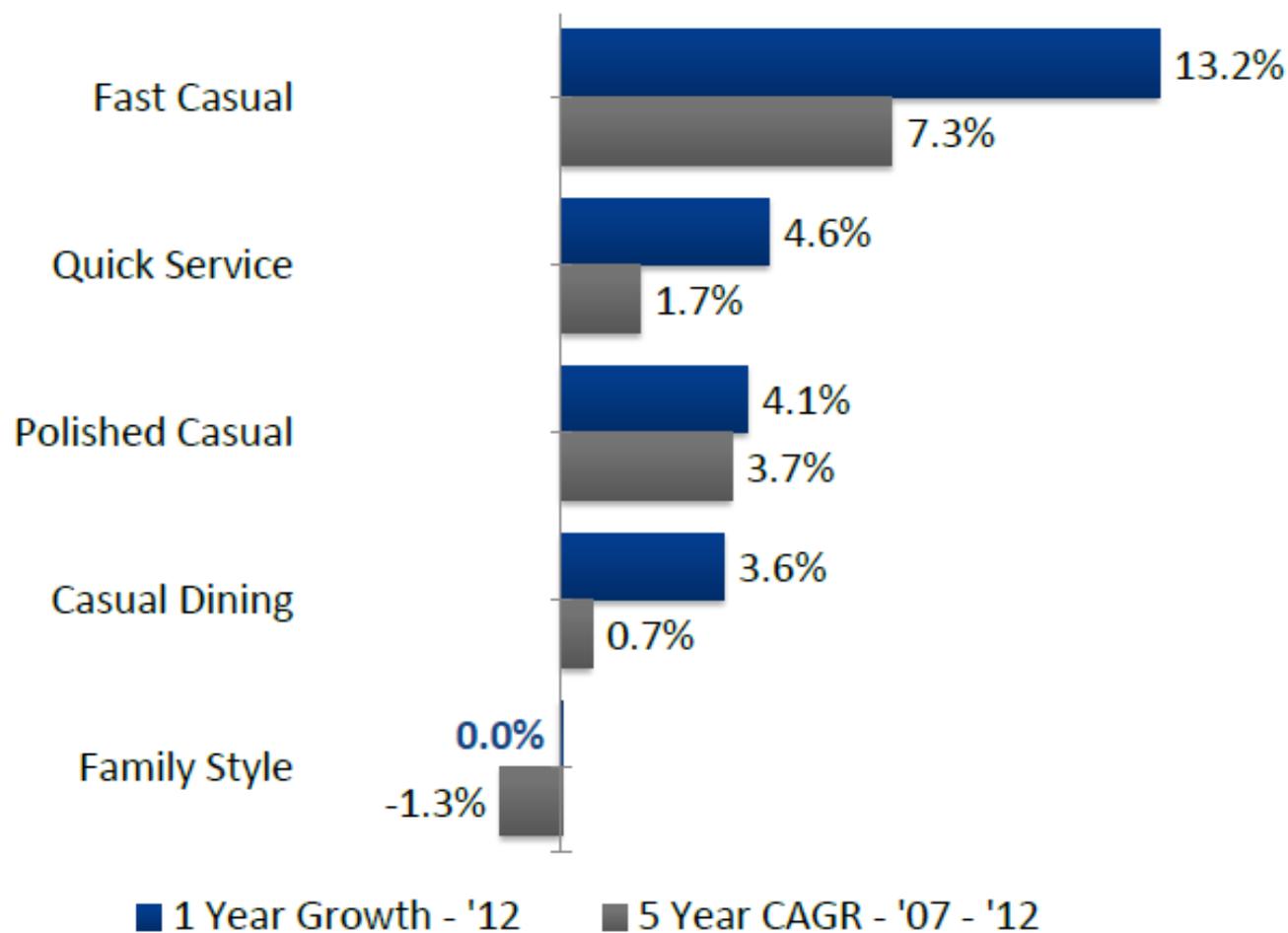
- ❑ Foodservice industry is moving beyond the “Great Recession”.
- ❑ More than ever, operators and consumers are wanting healthy options that include fish/seafood.
- ❑ Corporate initiatives and positioning continue around sustainability, the environment and “feel good values”.
- ❑ Operator and distributors are looking for the right co-branding partner - Alaska seafood has the “look of the leader” and is in a good position.

Chefs Predict the Biggest Trends for 2013

The Top 20 Food, Cuisine and Culinary Theme Trends for 2013

1. Locally sourced meats and seafood
2. Locally grown produce
3. Healthful kids' meals
4. Environmental sustainability
5. Children's nutrition
6. New cuts of meat (e.g., Denver steak, pork flat iron, teres major)
7. Hyper-local sourcing (e.g., restaurant gardens)
8. Gluten-free cuisine
9. Sustainable seafood
10. Whole grain items in kids' meals
11. Farm/Estate-branded items
12. Non-wheat noodles/Pasta (e.g., quinoa, rice, buckwheat)
13. Non-traditional fish (e.g., Branzino, Arctic Char, Barramundi)
14. Ethnic-inspired breakfast items (e.g., Asian-flavored syrups, Chorizo scrambled eggs, coconut milk pancakes)
15. Fruit/Vegetable children's side items
16. Health/Nutrition
17. Half-portions/Smaller portions for a smaller price
18. House-made/Artisan ice cream
19. Black/Forbidden rice
20. Food trucks

Fast Casual: The Bright Spot in the Restaurant Industry



Foodservice Program Initiatives

- **Understanding the consumer – new research.**
- “Local” – face of the fishermen.
- Health – capitalize on new dietary guidelines and consumer trends.
- Sustainability and beyond.
- Incorporating social media into promotions.
- Menu development that supports consumer trends and industry needs.
- Reaching the “new generation”.
- Cultivating new foodservice segments and opportunities.

Foodservice Research

- ASMI conducted two new studies this year.
 - Attitude and behavior insights.
 - Fish sandwich research:
 - Gauge consumer perceptions.
 - Goal is to expand demand and build volume.
- Both studies also looked at Alaska brand perceptions.

The Alaska Brand

CONSUMERS ARE MORE LIKELY TO RECOMMEND ALASKA SEAFOOD THAN ANY OTHER PROTEIN TESTED

Alaska seafood	45%
Alaska salmon	43%
USDA Prime sirloin	38%
Angus beef	37%
New England seafood	33%
USDA Organic chicken	32%
Atlantic salmon	31%
Louisiana/gulf seafood	28%
Kobe beef	26%
Farm-to-table pork	24%
Farmed seafood	20%
Asian seafood	18%

How likely are you to recommend the following to a friend, family member or colleague?

Source: Dataessentials 2013

UNAIDED, CONSUMERS CITE ALASKA AS THE #1 SOURCE OF GREAT SEAFOOD

Alaska	45%
Maine	35%
Florida	19%
Louisiana/New Orleans	16%
California/Los Angeles	10%
Massachusetts/Boston	8%
Washington	7%
Japan	6%
Maryland	5%
Hawaii	4%
Canada	2%
Oregon	2%
China	2%
New England	2%
Mississippi	2%
Texas	2%
New York	2%

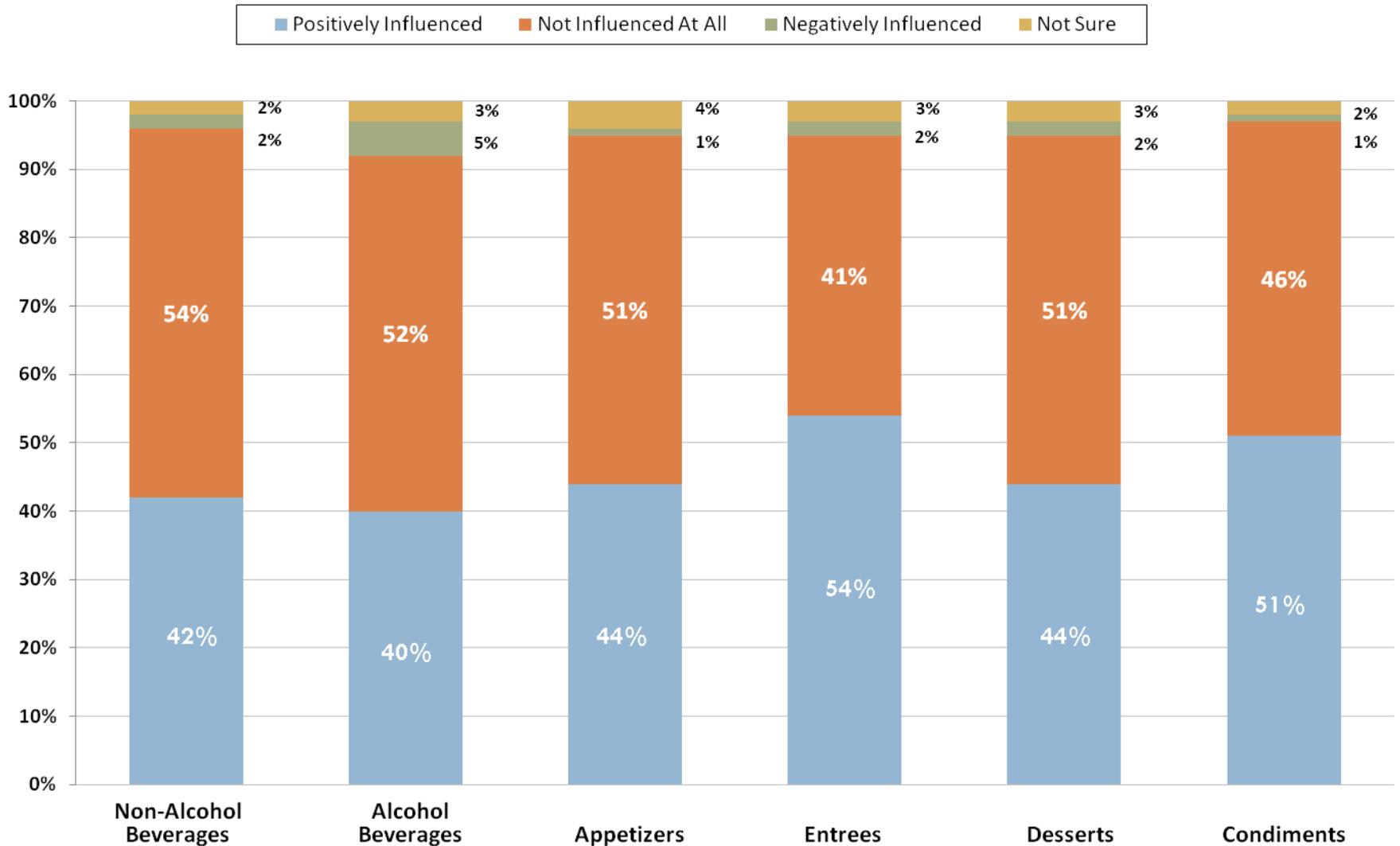
OTHER SOURCES CITED, 1% EACH:

Alabama, South Carolina, Virginia, New Jersey, North Carolina, USA, Gulf Coast, Spain, Rhode Island, Mexico, Chile, East Coast, Australia, Connecticut, Iceland, Michigan, Norway

Which US states or countries come to mind when you think of great seafood?

Source: Dataessentials 2013

The Influence of Brands on Menus





Operator & Distributor Promotions

Operator Promotions

- Goal: Focus on segments that represent the greatest growth for Alaska seafood on the menu.
- Significant inroads into QSR and fast casual restaurants over the past few years:
 - ▣ These segments now demand sustainable seafood.
 - ▣ Beyond the LTO and Lenten period.
 - ▣ Opportunity for new healthy menu options.
- Additional focus on casual and upscale restaurant chains in the coming year:
 - ▣ Seafood is a larger portion of the menu mix.
 - ▣ Ongoing menu development .
- “New generation” – college & university, K-12.

Partnership Application Process



PARTNERING

with the Alaska Seafood Marketing Institute
and the Alaska Seafood Brand

The Alaska Seafood brand is synonymous with superior quality, wild and sustainable seafood. In fact, consumers prefer Alaska Seafood to any other seafood brand.* The Alaska Seafood Marketing Institute (ASMI) can help you build your brand by capitalizing on Alaska Seafood's logo recognition and halo of positive attributes to enhance your menu. Alaska Seafood promotions are highly effective in increasing seafood sales. *Source: Datassential 2013



Application for Partnership Funding

Fill in the information on the form below and mail to:
Alaska Seafood Marketing Institute, 150 Nickerson Street, Suite 310, Seattle, WA 98109
Or scan and email to Jann Dickerson at Jann@ThinkFoodSF.com

1. RESTAURANT INFORMATION

Name of Restaurant Chain _____
Contact _____
Title _____
Address _____
Phone _____
Email _____
Number of Units _____
Geographic Location _____

2. PROMOTION DESCRIPTION

Date of promotion period _____
Product (e.g., Alaska Salmon...) _____
Product name and description on the menu _____
Name of promotion _____
Supplier _____
Distributor _____

3. MARKETING PROGRAM

All materials and menu must include the ASMI logo and Alaska along with species name (e.g., Alaska Halibut)
Total Promotion Budget _____
Estimated number of units to participate in promotion _____
Advertising (list with estimated printed quantities and/or GRPs) _____
Materials (list with estimated reach/frequency) _____
Other (PR, Waitstaff Contest, E-Blast, Social Media) _____

4. MEASUREMENT AND RESULTS

Definition of success (e.g., permanent menu item, increase in number of menu items ordered, increase pounds purchased, increased traffic vs. previous year.)



Sonic Drive-In

GO FISH



Alaska Pollock

**Fish
Sandwich**



Add Cheese*



Combo

plus tax

Sandwich

plus tax

*For an additional charge. Add-Ons and Add-Ins cost extra.
For a limited time only at participating SONIC® Drive-Ins.
TM & ©2013 Feh America's Drive-In Brand Properties, LLC

Captain D's

**EXPERIENCE ALASKAN SEAFOOD
AT D'S PRICES!**

*** KITCHEN FRESH ***



**WILD ALASKAN
SALMON
DINNER**



**WILD
CAUGHT**

Limited Time Only!
Wild Alaskan Salmon
Dinner
\$5.25

W1Q7E
Participating locations
only. Limit one per coupon.
Not valid with any other offers.
Prices vary based on choice of side.
Expires 8/29/2010

4-PC Fish Dinners
\$4.95

W2Q7E
Participating locations
only. Limit one per coupon.
Not valid with any other offers.
Prices vary based on choice of side.
Expires 8/29/2010

**Take home a
Gallon
of Tea**
\$2.50

W4Q7E
Participating locations
only. Limit one per coupon.
Not valid with any other offers.
Expires 8/29/2010

[Health Benefits of
Omega 3 Fatty Acids](#)



[Learn More About
Alaskan Seafood](#)

Wild, Natural & Sustainable

Our Salmon filet comes with your choice of
Ginger Teriyaki, Sweet Chili or Scampi Butter Sauce
over a bed of rice along with one of our scrumptious
breadsticks and your choice of any two sides.
Try it with broccoll, side salad, baked potato, corn on
the cob or any of over 10 delicious home-style sides.

Prices may vary based on choice of side. Participating locations only.

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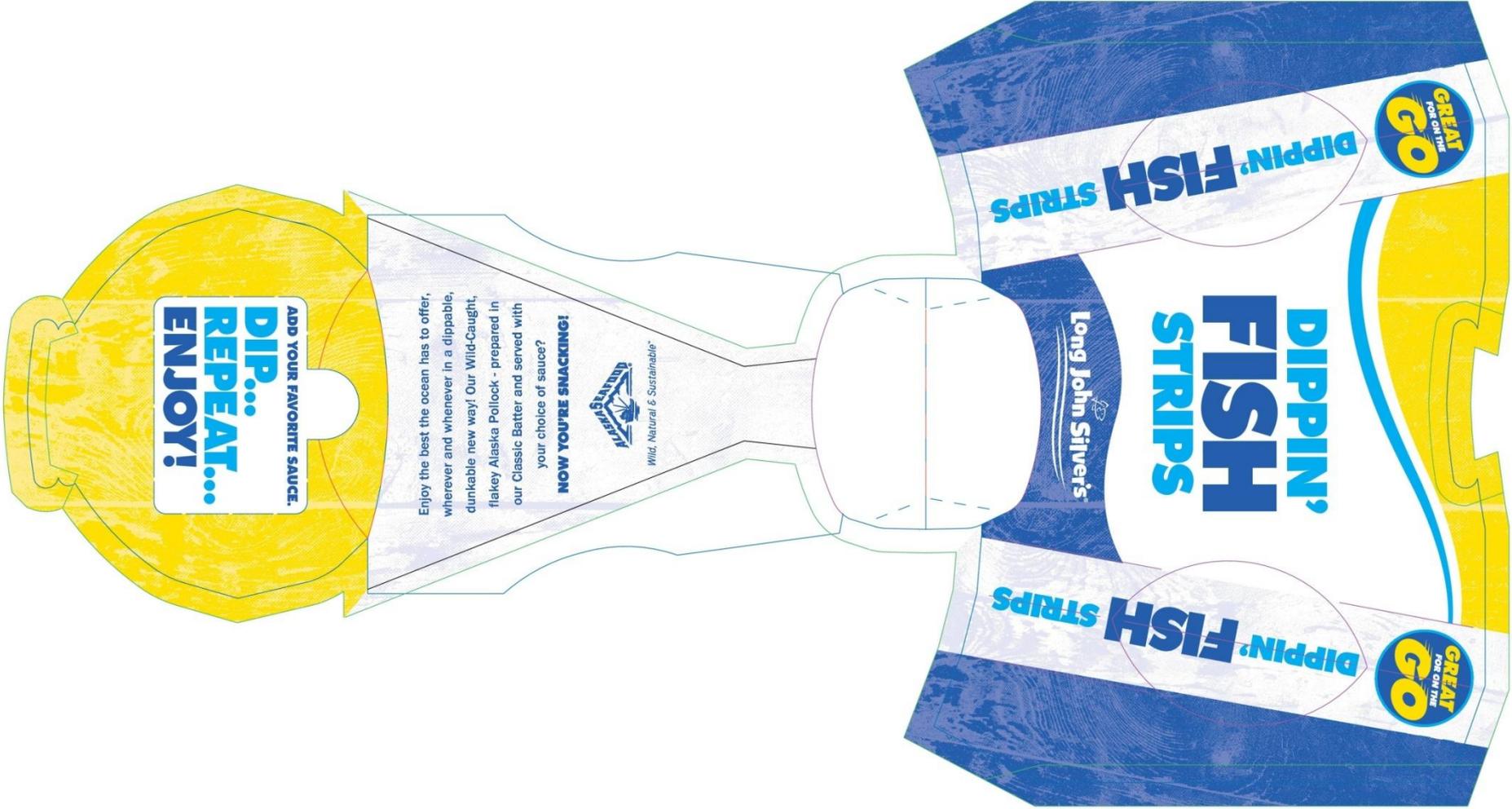
 [Send to a Friend](#)

 [Watch TV Spot](#)

Captain D's



Long John Silver's



Morton's Steakhouse

FRESH FEATURES



PAN ROASTED ALASKA HALIBUT

Brown Butter Caper Sauce and Fresh Spring Vegetables

FIELD GREEN CITRUS SALAD

Baby Arugula with Oranges and Strawberries, Goat Cheese and Candied Walnuts in a Roasted Caper Citrus Vinaigrette

SOY GINGER SNAP PEAS

Sesame Ginger Sugar Snap Peas
with Soy and Red Pepper

SAUTÉED WILD MUSHROOMS

Toasted Baguettes Topped with Fresh
Grated Aged Parmesan Cheese



Wild, Natural & Sustainable®

Oceanaire

wild, natural
and sustainable



Wild Alaska Halibut is caught in the clean, cold waters off the Alaskan Coast. Because of its tender white meat and pure flavor, Alaska Halibut has become America's most popular seafood and is a favorite of guests and chefs alike. With our long standing relationships with a select few fishing families and boats, we know our Halibut is coming straight from Alaska's bounty of sustainable and protected resources to our kitchens.

Alaska Halibut is naturally high in nutrients and low in calories, fat and sodium. Delicious Alaska Halibut awaits you at the Oceanaire Seafood Room, but only for a limited time.

Reserve your table today



theoceanaire.com 



Wild, Natural & Sustainable®

AUTHENTICALLY
WILD
UNDOUBTEDLY REFINED

ENJOY OUR WILD ALASKA SALMON

Available for a limited time.



theoceanaire.com 



Wild, Natural & Sustainable®

Oceanaire - Facebook

DINE WITH THE KING!
\$39.95 PER POUND
AVAILABLE ONLY
OCTOBER 24 -27

THE OCEANAIRE
Seafood Room

Alaska Red King Crab is the finest and most sought after crab in the world. At the Oceanaire, we only buy 100% certified Alaska Red King Crab from our fishers and fishermen in Dutch Harbor, Alaska. We know where our crab has been from the moment it was pulled from the icy cold waters of the Bering Sea, to the time that it reaches your table.

The Oceanaire is pleased to offer Alaska Red King Crab in 1 1/2 to 5 pound clusters that can be cracked and served to you by an experienced staff that knows how to handle your request.

The Oceanaire Seafood Room proudly supports Alaska Seafood. We believe in maintaining the integrity of the supply of Alaska Red King Crab and other Alaska seafood through ethical and environmentally sound fishing practices.

RESERVE YOUR TABLE NOW

*Maximum order of 2lb. per person. Not valid with any other offer, discount or promotion. Not valid for take-out.

ALASKA SEAFOOD

The Oceanaire Seafood Room - Boston
Liked · 56 minutes ago

Hail To The King!!!! Don't miss the Wild Alaska Red King Crab Extravaganza!!! Available for \$39.95 per lb.. This weekend only!!!!
These Red King Clusters are Sweet, Succulent and Buttery...
Call 617-742-2277 to make your reservation.. See You Soon...

Like · Comment · Share

2 people like this.

1 share

Write a comment...

Entertainment Pages You May Like See All

- DNA Magazine Australia
Leif Gregerson II likes this.

Sponsored See All

- Melissa Trainer likes Triumph Bar.
- Triumph Bar

Facebook 2011
English (US) Privacy Terms Cookies Help

Josh Holte added 2 photos.
We got a new FLIR Thermal Camera at work. I got to take it home and try it out. Marissa and I had a good time leaving thermal shadows...

Facebook - Goo...
Inbox - Microso...
FW: Consumer P...
RE: Resource Ro...
Re: Emailing: AS...
RE: Frozen Ship...

4:03 PM

Rubio's

The screenshot shows a web browser window with the URL www.rubios.com/socialresponsibility/sustainableseafood. The page features a wooden plank background and a navigation menu with options like MENU, CATERING, BEACH CLUB, GIFT CARDS, FUNDRAISERS, SOCIAL RESPONSIBILITY (highlighted), and COMPANY. The main heading is "SOCIAL RESPONSIBILITY" with a sub-heading "SUSTAINABLE SEAFOOD". A search bar is present with the text "Find a Location:" and a "FIND" button. A sidebar on the left lists categories: SOCIAL RESPONSIBILITY, SUSTAINABLE SEAFOOD, IN OUR RESTAURANTS, IN OUR COMMUNITY, and WORLD OCEANS DAY. The main content area includes a photo of a salmon with the caption "Photo courtesy of ASMI" and the text: "At Rubio's we strive to offer seafood that is certified sustainable or from responsibly managed fisheries that maintain healthy populations and ecosystems. Currently, a majority of our seafood meets this goal, including our genuine Wild Alaska Pollock, Regal Springs® Tilapia, Atlantic Salmon and Shrimp." Below this is a section titled "What Does Sustainable Seafood Mean?" with the text: "Sustainable seafood is fished or farmed using practices that maintain seafood populations without harming the environment." Another section, "A Majority of our Seafood is Certified Sustainable", explains that most seafood comes from fisheries certified with Best Aquaculture Practices (BAP) or FAO-Based Responsible Fishery Management (RFM) Certification. A "Our Progress to Date" section lists: "Certified Wild Caught Seafood" (100% of Genuine Wild Alaska Pollock certified, plus Pollock in Fish Taco, Fish Taco Especial, Avocado Corn Fish Taco, and Beer-Battered Fish Burrito) and "Certified Farm Raised Seafood" (100% of Atlantic Salmon and Shrimp certified). The Alaska Seafood logo is also visible with the tagline "Wild, Natural & Sustainable". The footer contains "Featured Catch: THE COASTAL TRIO", "Get Updates & Special Offers", and social media links for Facebook (89k likes), Twitter, and YouTube. The Windows taskbar at the bottom shows the time as 1:26 PM.

Jason's Deli



Jason's deli Order Online | Our Food | Catering | Blog

Pick up a Wild Salmon-wich

featuring grilled wild Alaskan Sockeye Salmon

NEW!
Add grilled Salmon to your Salad Bar Order

ORDER HERE!

ALASKA SEAFOOD
Wild, Natural & Sustainable*

FORWARD TO A FRIEND

jasonsdeli.com



New York Yankees



New York Yankees



New York Yankees



Operator Promotion Results

- Operators continue to recognize the value of the Alaska seafood brand.
- Continue to gain access into new accounts and segments.
- FY13 – 32 national account promotions happened in over 11,187 units across the U.S. promoting the Alaska brand and logo.
- Significant financial backing from our promotional partners.

Foodservice Operator Match Spend

Overall Restaurant Chain Value of the Dollar 1:10

For every \$1 dollar ASMI puts towards a restaurant chain partnership, a chain will spend approximately \$10 dollars promoting Alaska seafood and the ASMI brand logo.



Distributor Outlook

- Shift towards category management at the corporate level.
- Increased emphasis on selling distributor house brands to ensure future success.
- Role of the distributor sales rep is changing – need for better education and providing more incentives to support distributor brand growth.

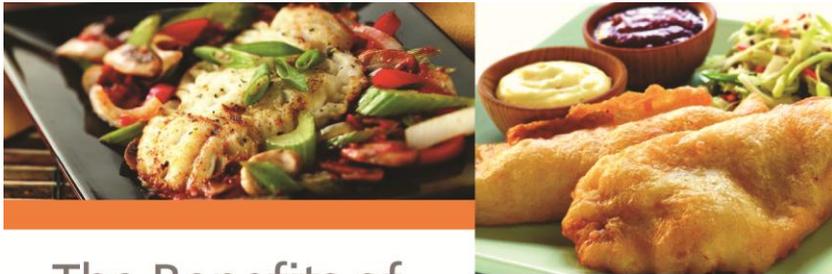
Distributor Promotions

- ASMI continues to see positive results.
- ASMI promotions often result in significant sales increases over other product categories (10-15% is typical distributor promotion goal).
- Increase sales come from promotional activities, however the emphasis is on generating new case sales and new customers.
- In FY13, over 2 million pounds of Alaska seafood was sold.

FY14 Distributor Promotions

- Align more with corporate as a result of category management.
- Offers the potential to significantly reach more operators and sales associates with Alaska seafood promotions and messaging.
- FY14 promotions:
 - ▣ Divisions – 145
 - ▣ Sales Associates – 11,943
 - ▣ Foodservice Customers – 654,013

Reinhart Corporate



The Benefits of Alaska Seafood

Drive your sales, streamline focus and earn RFS Reward points with these helpful training materials.

Learn more about upselling Alaska seafood with three easy steps:

1. Visit ReyesTrainer (or via SharePoint).
2. Enter your username and password (login: Firstname.Lastname; password: last 4-digits of your SSN).
3. Enter the codes below into the assignment code field (SEAFOOD101) on the main page.
4. After taking the quiz, you will be rewarded 5000 RFS Reward points!

Scan QR code for RFS Rewards



Did you know*...

- 55%** of consumers eat fish and seafood because they "like the way it tastes".
- 43%** of consumers reported that health is the main reason for eating more fish/seafood than two years ago.
- 65%** of consumers said they would order more fish/seafood if they had the option of choosing their side dish.
- 60%** of consumers would order more seafood if casual restaurants offered them a choice for fish/seafood.
- 68%** of consumers reported that seeing an Alaska Seafood logo on a menu would increase their likelihood of ordering an Alaska fish/seafood item.

*Source: Consumer Research Results, Alaska Seafood®, 2011



Why Alaska Seafood*?

WILD: No finfish farming in Alaska. The seafood is harvested in the wild, the pristine waters of Alaska's rugged 34,000-mile coastline.

NATURAL: Alaska Seafood is seafood at its natural best. Species mature at a natural pace, swimming freely in the icy cold waters, eating a natural diet of marine organisms.

SUSTAINABLE: Alaska's Seafood is eco-friendly. The seafood species are part of healthy, intact eco-systems and the fisheries are managed for sustainability. This is mandated by the Constitution of the State of Alaska.

FLAVOR: The superior flavor and texture of Alaska Seafood is prized around the world. They get their flavor and flesh color from

*Source: 7 Reasons to Ask for Alaska Seafood, Alaska Seafood®

their natural diet of marine organisms.

VERSATILE: Alaska Seafood is easy to prepare. You can grill, poach, bake, sauté and even take portions right from the freezer for cooking, putting a meal on the table in minutes.

HEALTHY: Alaska Seafood is healthy and nutritious. It is high in protein and low in saturated fat. It is a natural source of the "good fats" – heart-healthy Omega-3s.

U.S. JOBS FOR A HEALTHY ECONOMY: The Alaska Seafood industry is a major economic engine! It provides work for 54,000 people and is an estimated \$5.8 billion economic output to Alaska. Over half the seafood harvested by American fishing families is harvested in the waters of Alaska.

Alaska boasts an abundance of exceptional and delicious species that help to meet every price and performance need.



Ideas that INSPIRE, at PRICES you'll love.
rfsdelivers.com | tracsdirect.com



Ideas that INSPIRE, at PRICES you'll love.
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Gordon Foodservice



Wild Flavor

The waters of Alaska meet a splash of Trade East® spice.

With consumers placing more emphasis on health and wellness, sourcing of food, and bold flavors, there has never been a better time to promote Alaskan Seafood.

High in protein and essential nutrients, low in saturated fat, and a natural source of Omega-3 fatty acids, Alaska Seafood is the ideal choice for people who want to enjoy optimum health.

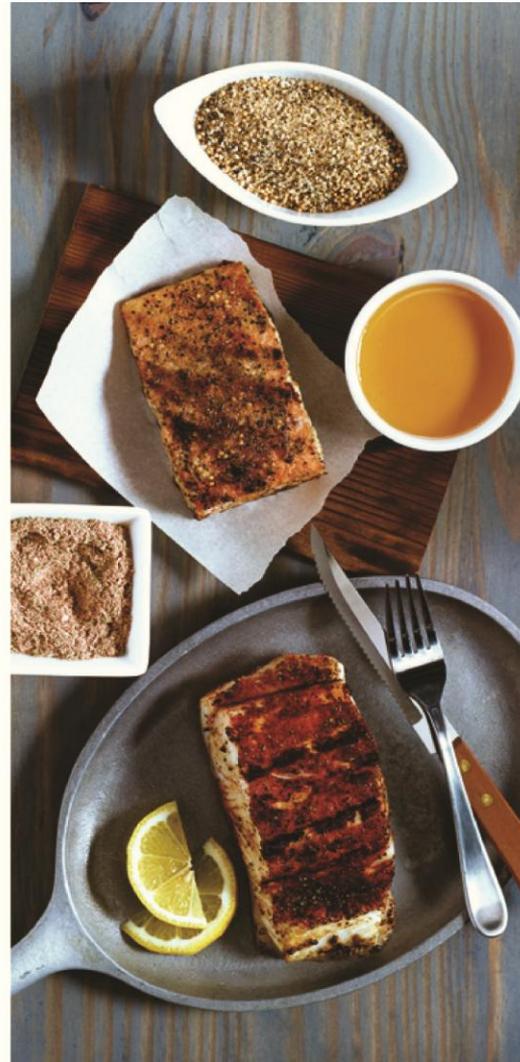
From rich-tasting, wild-caught Salmon to tender Halibut, Cod, and Pollock or mouth-watering Crab, Alaskan Seafood offers a variety of menu options for everyone's pallet. And, with Cook It Frozen offerings paired with Trade East's zesty seasonings, creating unique signature dishes has never been easier—or healthier.

For more information about seafood from Alaska and Trade East spices, contact your Gordon Food Service® Customer Development Specialist.



Wild, Natural & Sustainable®

WILD ALASKA SEAFOOD
COOK IT FROZEN!
www.cookitfrozen.com



Del Monte Meat Co.



ALASKA SEAFOOD
ALASKA SEAFOOD MARKETING INSTITUTE
AND Del Monte Meat Company PRESENT:

GIANTS
Spring 2013 Promotion

**One sales person from each DM division will win 2 Tickets to a Luxury Suite
San Francisco Giants home game. Food and refreshments provided!
Plus an additional \$200 to spend in the Giant's Dugout Store.**

THE RULES OF THE GAME

- 1) All attached Alaska Seafood Items qualify for the promotion. Promotion will be based on pound sold to qualify winner. Highest lbs per district wins.
- 2) Promotion dates are April 1, 2013 – May 30, 2013.
- 3) SF Giants Home Game date to be announced soon.

*Good Luck – and Remember...
Swing For The Fences!*

ALASKA SEAFOOD
WILD, NATURAL & SUSTAINABLE
www.alaskaseafood.org

DEL MONTE MEAT CO. INC.
delmontemeat.com

Distributor Outreach & Education





The New Generation

The New Generation

- Primary focus is on Gen Y:
- K-12 schools where appropriate.
- ASMI Goal:
 - ▣ Build our base of future seafood eaters.
 - ▣ Use our sustainable leadership position to partner with venues where this generation eats.

Education is Key

- Sustainable seafood is top of mind.
- Activities create a teachable moment.
- Involves the entire school and surrounding community.
- ASMI is active with National Association of College & University Foodservice (NACUFS).
- Platinum sponsor of *Menu Directions 2013* Conference.

Stanford University



Stanford University



Foodservice Director Advertorial



Roid and Kynal Teo Kley are among the countless Alaskan families to honor sustainability in every season's catch.

Some have SUSTAINABILITY written into their brochures. WE have it written into our STATE CONSTITUTION.



To Alaskans, sustainability means protecting the long-term health of the environment, and a way of life that has existed for generations. That's why back in 1959, when Alaska became a state, it was written into our state constitution. Now, to further verify our adherence to the highest of sustainability practices, we offer the FAO-based Responsible Fisheries Management certification – giving you assurance that we follow the world's most recognized guidelines, those of the United Nations Food and Agriculture Organization. We've always said Alaska Seafood is a responsible choice; now we go even further to prove it. Learn more at wildalaskaflavor.com



Wild, Natural & Sustainable™

©2012 Alaska Seafood Marketing Institute

Advertorial

Brought to you by Alaska Seafood Marketing Institute.



Wild, Natural & Sustainable™



Wild Alaska Seafood Stars at Stanford

Sustainable food is a far-reaching commitment at Stanford University in Palo Alto, Calif. The proof is on the plate in the form of the flavorful wild Alaska salmon that Stanford Dining serves in its campus dining outlets.

"Simply put, our commitment to sustainability is a core tenet of our management philosophy and it plays an important role in everything we do," says Eric Montell, executive director of Stanford Dining, which serves 12,000 meals daily in 11 dining halls, two late-night operations and an executive dining program.

A promise kept

A shining example of this commitment is the 15,000 pounds of wild Alaska salmon that Stanford Dining purchases from Heather Hardcastle and her family fishery on the Taku River in Alaska. "This is the only wild salmon we will serve," says Montell. "It is very popular with students and we use it in a variety of dishes."

Salmon is a popular offering at Cardinal Sage, a Mexican/Latin American dining concept that Stanford Dining conceived with consulting chef Mark Miller. "Mark is really an expert at creating extraordinary Mexican/Latin American dishes," says Montell. "He added wild Alaska salmon to the menu and the student demand has been extraordinarily high."

"We are heartened to see that an institution as large as Stanford is willing to spend the time, energy and money to source their wild salmon from individual fishing families like ours," says Hardcastle. "Because we have a deep reverence for wild salmon and feel they encapsulate much of who we are as residents of the Pacific Rim, we are gratified that the salmon we catch and carefully handle is enjoyed by the Stanford community."

As an increasing number of foodservice op-

erators realize, there are compelling reasons for choosing Alaska seafood. For one, it comes from waters that are clean, healthy and protected from harmful human activities. Seafood harvested in this wild, natural environment brings unparalleled quality and flavor to culinary creations.

In addition, Alaskans take sustainable fisheries very seriously. In the case of wild salmon, fisheries biologists establish goals for escapement—the number of salmon that need to get upstream for spawning to ensure a healthy population—and monitor the salmon runs throughout the season. Fishing fleets have finite windows of time to catch the salmon, preventing overfishing and assuring the long-term health and sustainability of the salmon population.

"Alaska seafood is the gold standard for seafood sustainability," says Montell. "We believe there isn't a higher standard or system in the marketplace."

The importance of Stanford's commitment is clear to its students, who have a "very high" awareness of sustainable food issues, Montell says.

"We are committed to sharing our knowledge and creating awareness of food culture, food systems and food production, by which we are able to meaningfully participate in the education of our future leaders," says Montell. "Through our commitment to purchasing sustainable food, we are helping to ensure an abundance of it for them and others in the future."

These principles have become part of the learning experience at Stanford. The Sustainable Foods Coordinator is a full management position with duties that include teaching at the university.

Both Montell and the Sustainable Foods Coordinator are frequently invited to speak in courses such as Food and Politics, Reducing Stanford's Carbon Footprint and Creating a

Green Student Workforce to Help Implement Stanford's Sustainability Vision.

Stanford Dining employs and trains about 18 students each quarter to manage various aspects of the Sustainable Food Program and to help in designing, implementing and managing key program initiatives.

"From events in the dining halls to partnerships with student groups and academic departments, our goal is to offer everyone at Stanford a hands-on, exciting experience to learn about sustainable food systems and to engage our community in actively creating positive change," says Montell.

Not surprisingly, Stanford's reputation for expertise in this area has spread far beyond campus.

"We have won numerous industry awards for our sustainable programs and we get regular visits from other universities and colleges to learn about our program," says Montell.

Strong partners

Another important factor in the success of the sustainability program is the close relationship with Alaska Seafood Marketing Institute and its foodservice marketing director, Claudia Hogue.

"We work very closely with ASMI," says Montell. "We would not be where we are without such a strong partnership. Whenever I have a question about seafood sustainability, I turn to Claudia for advice and she always presents information in a manner that provides information without trying to make a decision for Stanford. This is a true partnership and I highly value it."

For more information about wild Alaska seafood, including sustainability, recipes and nutrition information, visit www.alaskaseafood.org/foodservice/.

Grinnell College



UMass-Amherst Alaska Seafood Week



Celebrate **SUSTAINABLE SEAFOOD**

OCTOBER 8-11TH
WILD ALASKA SEAFOOD WEEK
with Alaska Coho Salmon, Rock Fish, Halibut, Cod and more!



GUEST CHEF **DAN ENOS**
Executive Chef/Operating Partner
at The Oceanaire, Boston,
will feature fabulous Alaskan
resources.



SPEAKER **LANI DELATEUR**
Foodservice Specialist
Alaska Seafood Marketing Institute
Thursday, October 11th, 6-8 pm
in Berkshire DC



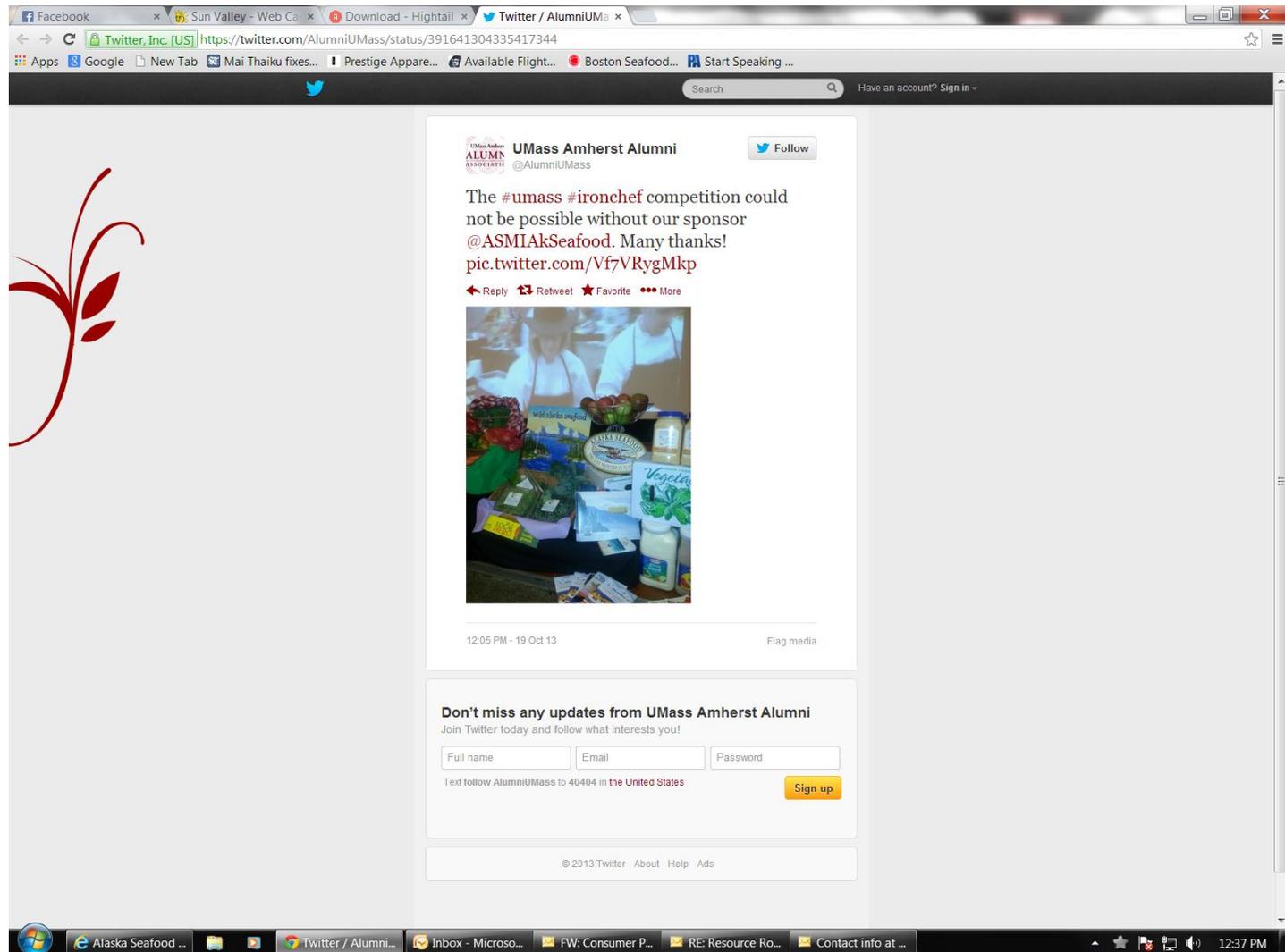
UMass-Amherst Alaska Seafood Week



UMass-Amherst Alaska Seafood Week



UMass-Amherst



The screenshot shows a Twitter browser window. The browser's address bar displays the URL <https://twitter.com/AlumniUMass/status/391641304335417344>. The Twitter header includes a search bar and a "Sign in" link. On the left side of the page, there is a large, stylized red graphic of a plant with three leaves. The main content is a tweet from the account "UMass Amherst Alumni" (@AlumniUMass). The tweet text reads: "The #umass #ironchef competition could not be possible without our sponsor @ASMIkSeafood. Many thanks! pic.twitter.com/Vf7VRygMkp". Below the text are icons for Reply, Retweet, Favorite, and More. The tweet includes a photograph of a kitchen counter with various ingredients and products, including a carton of "Vegetable" stock and a jar of "Alaska Seafood". The tweet is timestamped "12:05 PM - 19 Oct 13" and has a "Flag media" link. Below the tweet is a sign-up form for the account, titled "Don't miss any updates from UMass Amherst Alumni". The form asks for "Full name", "Email", and "Password", and includes a "Sign up" button. At the bottom of the page, there is a footer with the text "© 2013 Twitter About Help Ads". The Windows taskbar at the bottom shows several open applications, including "Alaska Seafood...", "Twitter / Alumni...", "Inbox - Microso...", "FW: Consumer P...", "RE: Resource Ro...", and "Contact info at ...". The system clock in the bottom right corner shows "12:37 PM".

Facebook Sun Valley - Web Ca Download - Hightail Twitter / AlumniUMa

Twitter, Inc. [US] <https://twitter.com/AlumniUMass/status/391641304335417344>

Apps Google New Tab Mai Thaidu fixes... Prestige Appare... Available Flight... Boston Seafood... Start Speaking ...

Search Have an account? Sign in

UMass Amherst Alumni @AlumniUMass Follow

The #umass #ironchef competition could not be possible without our sponsor @ASMIkSeafood. Many thanks!
pic.twitter.com/Vf7VRygMkp

Reply Retweet Favorite More



12:05 PM - 19 Oct 13 Flag media

Don't miss any updates from UMass Amherst Alumni
Join Twitter today and follow what interests you!

Full name Email Password

Text follow AlumniUMass to 40404 in the United States Sign up

© 2013 Twitter About Help Ads

Alaska Seafood... Twitter / Alumni... Inbox - Microso... FW: Consumer P... RE: Resource Ro... Contact info at ... 12:37 PM

Sodexo: K-12 School Project

- Leading foodservice management company.
- Provides K-12 foodservice in 500 schools districts throughout the U.S. as well as other segments including healthcare, B & I, etc.
- Provides 2 ½ million meals per day in 3,000 schools.
- In 2012, ASMI and GAPP worked on a pilot program with Alaska pollock in the Peninsula school district.
- The program was a success and resulted in a national program with Sodexo that will be launched in January.

Sodexo National Program

WILD ALASKA

POLLOCK

12 Great Recipes!

sodexo Program Manager's Guide

STEP 2

CREATE SEAFOOD LUNCHES KIDS WILL LOVE

The next step in a successful seafood program is to make the menus delicious and fun. Go beyond the traditional fish sandwich or fish sticks and capitalize on restaurant and ethnic trends that excite students and will have them asking for more! To get started, try the 12 new recipes included in this guide.

- 1 Breaded fish products are made from raw fish. Some breading is cooked slightly after it is applied to improve crispiness in the finished product, but the fish itself is still raw. All fish products should be fully cooked before serving.
- 2 Don't overcook! The FDA recommends that seafood be cooked to 140°F. Higher temperatures dry out the fish and make it less appealing.

Tips FOR PREPARING Alaska Pollock

- 3 Before serving a new seafood product, do a cook test. All ovens are different, so cooking times and oven temperatures might have to be adjusted to obtain the correct temperature and crispy breading.
- 4 Before cooking unbreaded Alaska pollock portions, brush the fish with oil or a bit of the sauce from the recipe to keep it moist during cooking.

Alaska Pollock Bank Mi

Sodexo Recipe XXXXXX Grades 9-12

YIELD: 1 serving = xx meat/meat alternate, xx vegetable, xx breads

ASSEMBLY ORDER



- | Ingredients | Measure |
|---|--------------|
| Whole grain hoagie roll | 1 each |
| Soy Mayo (see recipe on back page) | 1 tablespoon |
| 2.6 oz. unbreaded, once-frozen Alaska pollock portion* cooked | 1 each |
| Cucumbers, peeled, sliced thin | 1/4 cup |
| Red onion, sliced | 1 tablespoon |
| Cilantro, leaves and stems | 1 tablespoon |
| Jalapeno peppers, canned, drained | 3 each |
| Asian Slaw (see recipe on back page) | 1/4 cup |
- Directions**
1. Start with a whole grain hoagie roll
 2. Spread with 1 tablespoon of Soy Mayo
 3. Add a 2.6 oz. unbreaded, once-frozen Alaska pollock portion
 4. Top with 1/4 cup peeled, thinly sliced cucumbers
 5. 1 tablespoon sliced red onion
 6. 1 tablespoon cilantro
 7. and 3 canned jalapeno slices
 8. Top with 1/4 cup Asian Slaw



*A 3.6 ounce breaded once-frozen Alaska pollock portion could be substituted. Increase breads to XX.

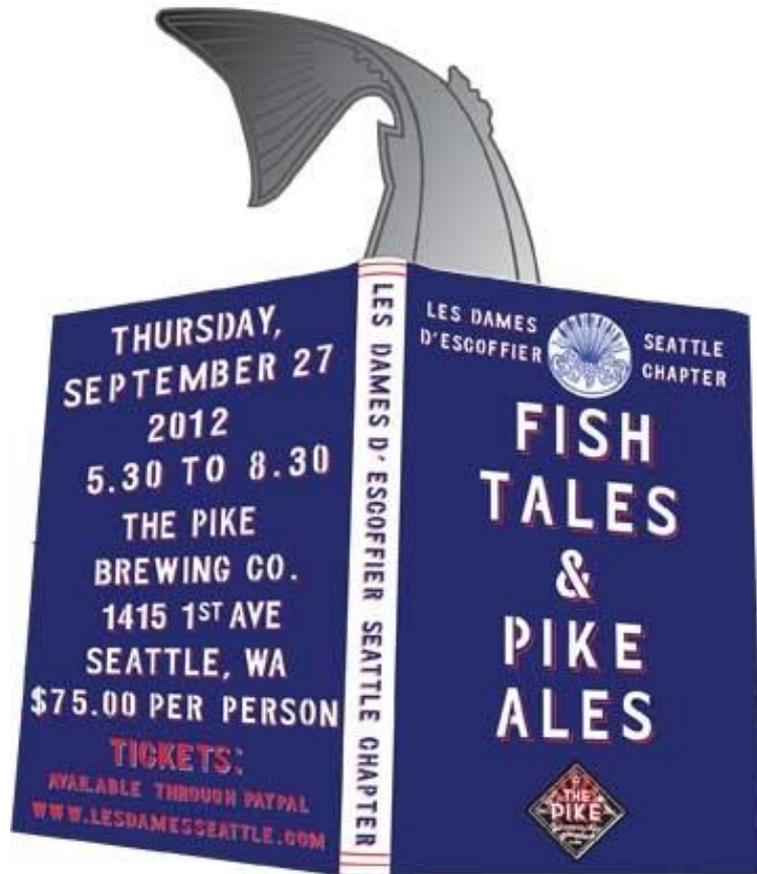
Sodexo Training Videos





Trade Shows & Conferences

Les Dames d'Escoffier



CIA Conferences



Menus of Change Initiative



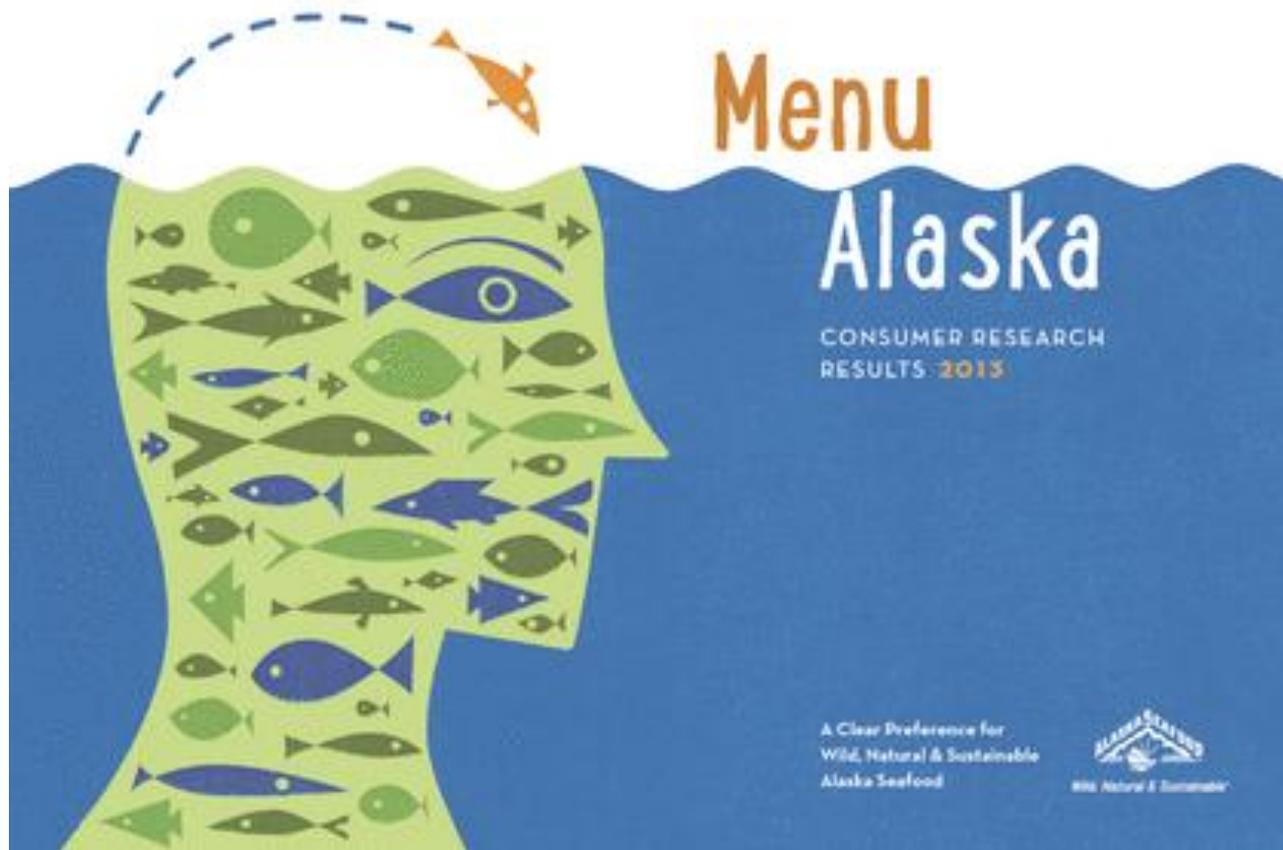
NACUFS National Conference





Trade Education

Consumer Research Brochure



Menu

Alaska

CONSUMER RESEARCH
RESULTS 2013

A Clear Preference for
Wild, Natural & Sustainable
Alaska Seafood

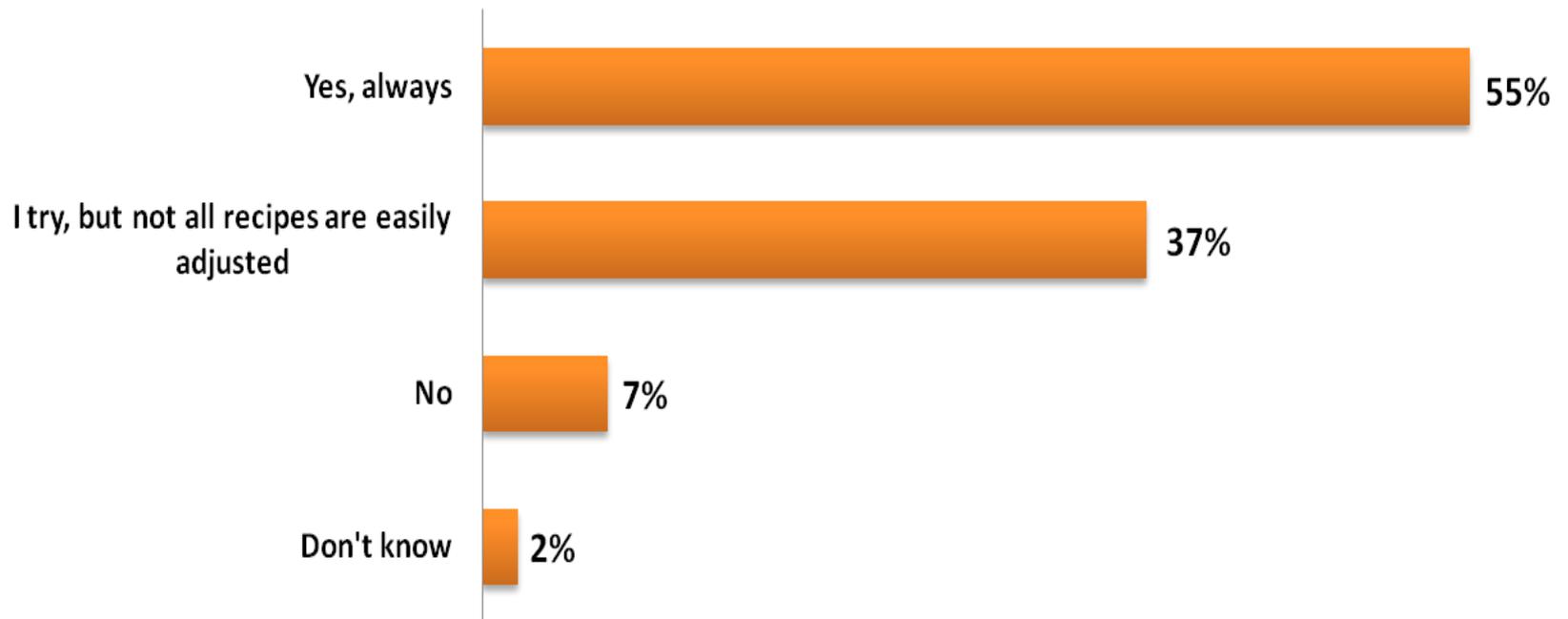


Health Initiatives

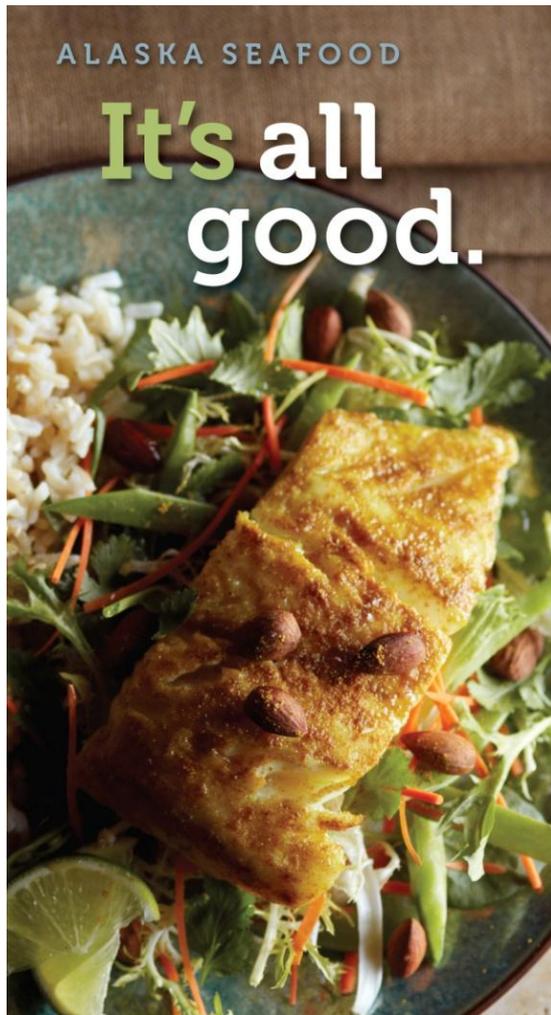
- Capitalize on new dietary guidelines – “*My Plate*”.
- Culinary Institute of America (CIA) partnerships.
- Sodium reduction strategies.
- “Swap-Meat” protein replacement.
- Gluten free recipes.

Menus are Getting Healthier

Are you making efforts to adjust dishes/recipes to be more healthful, for example, by using more fruit and vegetables or reducing sodium?



It's All Good Recipe Book



SESAME SEARED ALASKA SOLE ROLL

SERVES *4*

INGREDIENTS

Alaska sole, 3-5 oz. fillets	4 each
Mustard, Dijon	2 Tbsp.
Sesame seeds, black and white	1/2 cup
Carrots, matchstick	1/2 cup
Squash, matchstick	1/2 cup
Zucchini, matchstick	1/2 cup
Scallions, matchstick	1/2 cup
Thai sweet chili sauce	1/4 cup
Vinegar, rice wine	1/4 cup
Soy sauce, low sodium	1 fl. oz.
Millet, cooked	3 cups

DIRECTIONS

1. Preheat oven to 350°F.
2. Rub 1 Tbsp. of mustard on the skin side of the fillets, then evenly coat each fillet with sesame seeds.
3. Reserve with sesame seed side of the fillets facing downward.
4. Mix all vegetables and evenly distribute over fillets.
5. Roll fillets so that one end meets the other with the vegetables tightly bound inside.
6. In a non-stick sauté pan over medium-high heat, sear rolls beginning with the point where the fillet overlaps itself. Rotate the fillets a quarter turn each minute, until the entire outside is cooked.
7. Place onto oven safe baking vessel and bake for 3 minutes until sole and vegetables are fully cooked.
8. Mix remaining mustard, sweet chili sauce, vinegar and soy sauce.
9. Serve sole rolls atop a thin layer of sauce with cooked millet.

HEALTHY COOKING

Tip

VERSATILE VEGGIES:
We should all eat more vegetables for their great fiber and nutrition, but they also add low calorie volume that helps to healthfully bulk up dishes.

NUTRITION FACTS	Serving Size 1/4 recipe	Calories 430	Calories from Fat 110
AMOUNT PER SERVING	% DAILY VALUE*		
Total Fat 12 g	18%	Vitamin A	60%
Saturated Fat 0 g	0%	Calcium	8%
Trans Fat 0 g		Vitamin D	20%
Cholesterol 40 mg	13%	Vitamin K	35%
Sodium 790 mg	19%	Riboflavin	10%
Potassium 540 mg	15%	Vitamin B6	10%
Total Carbohydrate 52 g	17%	Vitamin B12	0%
Dietary Fiber 5 g	20%	Magnesium	20%
Sugars 12 g		Selenium	2%
Protein 25 g		Manganese	25%
Omega-3 3.350 mg		Vitamin C	15%
		Iron	15%
		Vitamin E	2%
		Thiamin	10%
		Niacin	10%
		Folate	10%
		Phosphorus	15%
		Zinc	10%
		Copper	15%
		Chromium	0%

*PERCENTAGE DAILY VALUES ARE BASED ON A 2,000 CALORIE DIET

Gluten Free Recipes

Recipe Search Result x Alaska Seafood Mar x
www.wildalaskaflavor.com/recipe-search-results

< BACK TO RECIPE SEARCH
We found 17 results for your search.

 **GARLIC GRILLED ALASKA SALMON SALAD**
21633 views

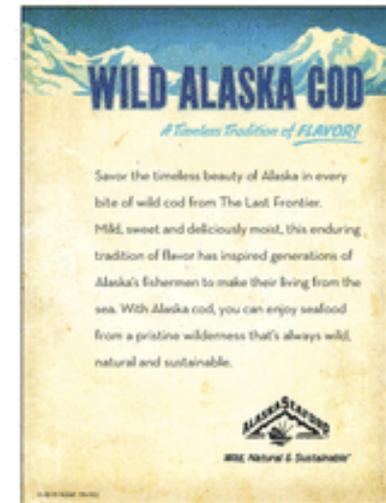
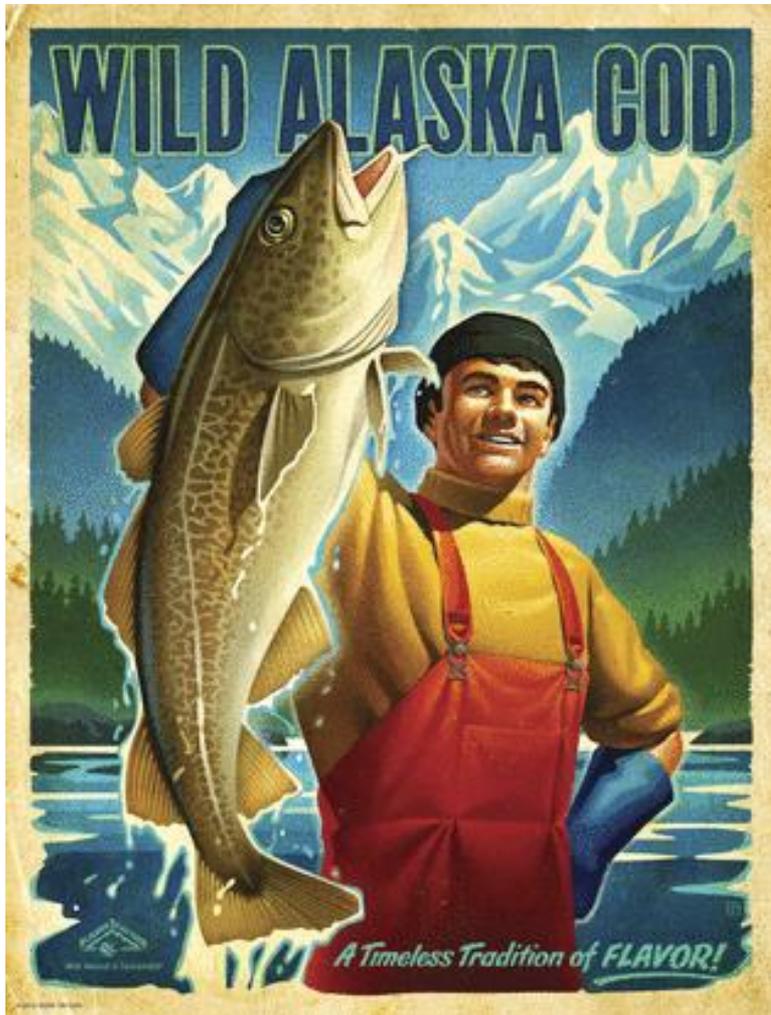
 **GRILLED ALASKA SALMON WITH AVOCADO AND PAPAYA SPINACH SALAD**
 1412 views

 **ALASKA SALMON AND WHITE BEAN SALAD**
1174 views

 **RICE PAPER WRAPPED ALASKA SALMON ROLLS**
 908 views

MOC_report_co...jpg 1384081_10151...jpg 1385407_10151...jpg 559479_101517...jpg Sodexo layout_r...zip Show all downloads... x
3:18 PM

Alaska Cod Point-of-Sale



CIA ProChef

The screenshot shows a web browser window displaying the CIA ProChef website. The browser's address bar shows the URL www.ciaprochef.com/alaskaseafood/. The website header includes the CIA ProChef logo and navigation links: Program Offerings, E Learning, Training Materials, Worlds of Flavor, and About Us. The main content area features a large banner with the text "THE PROFESSIONAL CHEF DISCOVERS SUSTAINABLE alaska seafood" and an image of a fishing boat. Below the banner is a navigation menu with links: Home, Videos and Recipes, Sustainability, Research, The Spice Pantry, Alaska Seafood Species, and More Info. The main content area is titled "Flavor First: The Next Big Thing in Flavor Destinations" and includes a paragraph about the benefits of wild Alaska seafood. To the right of the text is a video player for "Video Series - Sustainability". Below the text are six video thumbnails: "Video Recipe Demos with CIA Chefs", "Alaska Seafood 101 Videos", "Spicing up Alaska Seafood", "Consumer Research", "Alaska Seafood Species Guide for Chefs", and "Discover the Training Opportunities". To the right of these thumbnails is a sidebar with the "ALASKA SEAFOOD" logo and the text "Wild, Natural & Sustainable". Below the logo is a paragraph about the program brought to you by The Alaska Seafood Marketing Institute, with links to "Learn more about Alaska Seafood" and "Find more recipes and fishermen stories". At the bottom of the page, there is a footer with a survey link and a copyright notice: "© 2013 The Culinary Institute of America. All Rights Reserved." The Windows taskbar at the bottom shows the system clock as 3:22 PM.

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THE PROFESSIONAL CHEF DISCOVERS
SUSTAINABLE
alaska seafood

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Flavor First: The Next Big Thing in Flavor Destinations

Enter the delicious world of wild Alaska seafood, the perfect ingredient for flavor and sustainability. The beautiful, pristine waters of Alaska are home to an abundance of different species. Each has its own character, all have the rich, delicious taste and firm texture to complement any cooking style and flavor profile. And they are all a model for quality, purity and responsible fishing practices.

Video Series - Sustainability

Video Recipe Demos with CIA Chefs Alaska Seafood 101 Videos

Spicing up Alaska Seafood Consumer Research

Alaska Seafood Species Guide for Chefs Discover the Training Opportunities

ALASKA SEAFOOD
Wild, Natural & Sustainable

This program brought to you by
The Alaska Seafood Marketing
Institute

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3:22 PM

CIA ProChef Social Media

The Culinary Institute of America

NYC's Korean Jungsik Gets Two Stars from Michelin Guide
bloom.bg
Jungsik, a New York restaurant whose \$155 menu includes mysteriously-named dishes like "Scent of Jeju Island" and

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56 people like this.
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The Culinary Institute of America
October 10

The Hyde Park campus is located in the beautiful Hudson Valley, rich with amazing farms and wineries. Click here to apply now: <http://bit.ly/1auFE6s>

Farm to table? No problem.

The Culinary Institute of America
Hyde Park, NY

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400 people like this.
Top Comments · Write a comment...

Márcio Silva Esse eu já cursei!
See Translation
Like · Reply · 1 · October 10 at 6:08pm

Patty Shepherd We had a delicious dinner at this beautiful place!

Lisa Colino Ambrose That's my colleague and good friend, Deb Zeller.
Like · Reply · October 11 at 6:07pm

Kristofer T. Sullivan Smell matters too.. More then looks, in my opinion..
Like · Reply · October 11 at 8:10pm via mobile
View 2 more comments

The Culinary Institute of America
October 11

Crack open Alaska King Crab season with this Tempura Alaska Crab Leg recipe from CIA Chef Skibitzy: <http://bit.ly/1g5ULIE>

Like · Comment · Share
148 people like this.
Top Comments · Write a comment...

Karen C. Le Calvez Yummyyy
Like · Reply · October 11 at 7:54am via mobile

Larry Tucker Oh WOW!
Like · Reply · October 11 at 8:28am
View 6 more comments

The Culinary Institute of America shared a link.
October 10

Have you seen the Pearls Before Swine comic strip featuring the CIA? Check it out: <http://bit.ly/18S7Psl>

ARLS BEFORE SWINE
BY STEPHAN PAS
BY STEPHAN PAS
BY STEPHAN PAS

Local Food Lab
Are you a part of today's good food movement? Share your work and discover new projects.
Like · 1,780 people like Local Food Lab.

Languedoc Wines
Fill in your adventure and ENTER for a chance to WIN a TRIP to Languedoc!
Like · 12,065 people like Languedoc Wines.

Shelter Pet Project
Click "like" if you think all shelter pets deserve loving homes!
Like · Kuba V Cork likes Shelter Pet Project.

Ekornes Stressless
When Ekornes® was founded in 1934, we set out to change the way people think about...
Like · Sigurd Johan Saure likes Ekornes Stressless.

Wild Idea Buffalo Co.
We're the leading provider of 100% grass-fed, free-roaming buffalo meat.
Like · Mark Pedersen likes Wild Idea Buffalo Co.

Recent
2013
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Founded

Amy Zubko commented on Shauna Morikman's link on Amy Finke's wall: "Shauna Morikman you are the bes..."

Ree Campbell likes Amy Breaune's post on Ree Campbell's Wall.

Kristoffer Hedstrom is listening to Licorice Pizza by Crystal Antlers on Spotify.

Hartha A Belmont took a photo with Instagram.

Jann Dickerson Attending MEG (a restaurant marketing executive group) —at Denver, Colorado.

Helyssa Rice likes Matthew King's post.

Natalie Sperry Handelin is listening to Assassin by John Mayer on Spotify.

Jason DeRose
Sean Banerjee
Ashley Burr
Kate Consenstein
Lilani Estacio DeLateur
Emma Uri
Melissa Trainer
Nicole Both
Sorja Uri
Jason Gubert
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Culinary School Education





Foodservice Public Relations

Foodservice Public Relations

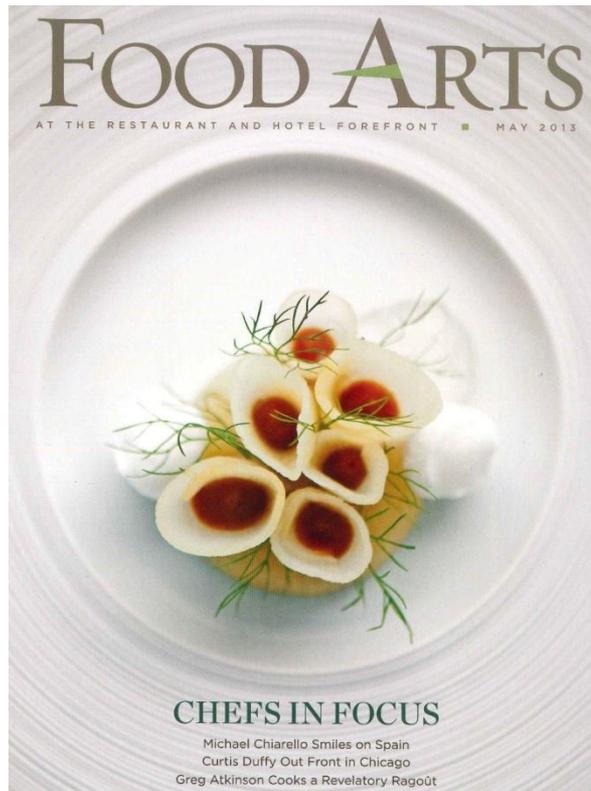
- Focus is on the foodservice trade.
- Activities include:
 - ▣ Editorial
 - ▣ Product and recipe releases
 - ▣ News articles
 - ▣ Special Events
- Increase in web traffic and online features.
- FY13 results:
 - ▣ **Total audience reached – 2,190,700**
 - ▣ **Media value - \$437,367**

Dutch Harbor Media Tour

- In cooperation with GAPP
- Focus on Alaska pollock, snow crab, cod and flats.



Food Arts



Sustainably Yours

Alaska is intent on preserving its pristine fisheries, for both environmental and economic reasons. James Jondreau reports.

It's 6 a.m. in the town of Dutch Harbor, Alaska, where the Aleutian Islands begin, on the southwestern peninsula of our 50th state, some 800 miles from Anchorage. The fishing vessels are heading out either north for the Pribilof Islands in the Bering Sea or farther northeast for Bristol Bay. The morning winter air is crisp and cold. The darkness will remain for several more hours, and when the sun begins its rise, about 9 a.m., the deep blue Bering Sea will slowly unveil its natural beauty as the ships cut through the clearest water in the Northern Hemisphere.

This morning, the *Eastern Wind* freighter is bringing a group of journalists from Dutch Harbor, where we toured the UniSea plant, to the island of Akutan to visit Trident Seafoods, the largest seafood production facility in North America. The plant can process up to three million pounds of multiple species a day, but pollock, the most abundant seafood species in Alaska, makes up the bulk of its production. The Alaska Seafood Marketing Institute brought our group to this remote corner of the world to witness first-hand the magnitude of the billion-dollar-plus Alaskan fishing industry, which is the largest single employer in the state, and to learn about its history and emphasis on sustainability. Talk about knowing where your food comes from!

Pollock is a lean, mild, and tender member of the cod family and very different from Atlantic pollock (which can be oily and "fishier" tasting). It's the most commercially used fish caught in North America. You've probably eaten it countless times without knowing its name. McDonald's Filet-O-Fish is Alaskan pollock, for example.

A few months earlier, one of these ships could have been on its way to Bristol Bay for king crab, or perhaps farther out to sea for cod or salmon, all of which swim onto higher-end menus.

And the "catch" will be there, practically waiting. This assured resource exists, we learned, because Alaska has pioneered the standard for sustainable, eco-friendly fisheries by adhering to the most recognized and internationally accepted set of guidelines written by the UN's Food and Agricultural Organization. This proactive sustainable harvest protects Alaska seafood for future generations. The responsibly



Dutch Harbor is the largest fishing port in the U.S. Photo by Dan Lamont.

managed aspect and certified strict environmental Standards of the Marine Stewardship Council which assures this eco-conscious seafood choice year-round, fresh or frozen.

"The modern pollock industry, while by no means perfect, is one of the best managed in the world," writes Andy Sharpless, CEO of the ocean conservation organization Oceana, in *The Perfect Protein*. Most pollock fishermen voluntarily manage their catch—which usually weighs in at about 750,000 pounds when ready to unload at one of the factories, either on Akutan Island or at UniSea in Dutch Harbor. Our group would hitch a ride on a fishing vessel called *The Dominator* from Akutan back to Dutch Harbor, just a few hours out of its way on its 20-hour journey to the Pribilof Islands. Ironically, the trip that February day was smooth and the weather warmer than it was in New York City, where a blizzard was in progress.

The fishing industry on the West Coast of North America in the years before Alaska became a state consisted of local fishermen and small catches to provide for communities. It's only in the past couple of decades that pollock fishing has become a mega commercial industry, supplying well over a million tons of fish each year.

In the years before the Civil War, the territory was owned

Nations Restaurant News

10/17/13

Alaska's most prolific fishery

NATION'S Restaurant News

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Alaska's most prolific fishery

Bret Thorn

Thu, 2013-02-21 19:54



It takes a long time to get to Dutch Harbor, Alaska, unless maybe you start in Akutan or Cold Bay, and even then, you never really know. The weather can be foggy or rainy, windy or snowy, or your flight might be sidetracked for some non-weather-related reason. You might be able to catch a ride on a freighter or a fishing boat, and if you've brought your seasickness pills that might be all right.

I started my trip in New York City and flew from there to Seattle a day before my flight to Alaska. The folks at the Alaska Seafood Marketing Institute planned it that way: If we caught the 6:10 a.m. flight from Seattle to Anchorage, they reasoned, the chances of us making it to Dutch Harbor on the same day were pretty good.

A direct flight from Anchorage to "Dutch," as the locals call it (others call it "Oh, you mean that place where [Deadliest Catch](#) is filmed!"), is about three hours. Ours was supposed to be direct, but someone needed to get several hundred pounds of salmon to a community called, appropriately enough, King Salmon. So we went there first, minus some of our luggage, which was bumped to make room for the fish. That was followed by a delay in Cold Bay, which from what I could tell was nothing but a snow-covered runway next to what might have been a warehouse (Wikipedia tells me it has a population of 108).

Apparently, the overcast weather made the likelihood of a quick and successful landing on the Dutch Harbor runway, which is sandwiched between a mountain and the frigid Bering Sea, questionable, so our captain

10/17/13

Alaska's most prolific fishery



And the Trident plant is a safe place to work: It currently has an accident record of 1.9 "incidents" per year. That can mean anything from a nicked finger to a complete tragedy. With 1,200 employees and so many moving parts, that seems remarkable to me.

Most of the pollock that comes into either Akutan or Dutch Harbor is processed into fillets, which are then layered in rectangles and frozen in large blocks. That's what McDonald's uses. Specifically, it uses a deep-skin fillet block, which is to say all of the skin is removed, leaving the sort of very light-colored very consistent block that you would expect in a Filet-O-Fish.

So it's whole fillets that are frozen into blocks and then cut into Filet-O-Fish shaped rectangles, breaded and fried.

About 36 percent of the pollock is further processed into surimi, which you might know better as "sea legs," or, and boy does the pollock industry regret this, "imitation crab."

Surimi is pollock that's washed and puréed and washed and puréed over and over again until it's a gleaming white slurry. It's then mixed with starches and other binders, phosphates and other things (although it's still mostly pollock), and then extruded into long thin strips. It looks sort of like fish paper at that point. Then it's rolled and colored and cut into whatever shapes Trident or Unisea's customers want. It's what you're very likely to eat in a California roll. In Europe it's sliced into deli meat, and in Japan it's practically everywhere, and with good reason. It's an inexpensive source of lean protein — 100 grams of it has 15 grams of protein and about double the amount of heart-healthy omega-3 fatty acids you need in a day.

You won't find it in school lunches, though. That's because of the imitation crab thing.



Limited-Service, Unlimited Possibilities

Published on *QSR magazine* (<http://www.qsrmagazine.com>)

[Home](#) > The Story of the Sea

The Story of the Sea

Customers are increasingly interested in the story behind their food. That's good news for the seafood industry.

The fish used for McDonald's Fish McBites and Filet-O-Fish sandwich is not local. Nor is the product used for Long John Silver's Whitefish Fillet. Same goes for Wendy's Premium Fish Fillet Sandwich, Jack in the Box's Fish Sandwich, and Quiznos' Lobster and Seafood Salad.

Not local, that is, unless the consumer lives in a place where the sun might not come up until 9:30 a.m., depending on the time of year. A place where even Subway and Starbucks have not ventured. A place at the edge of the world.

In a day and age when the story of food keeps the cash registers ringing—when *local* sometimes resonates more with customers than the industry's trusty *value* or *flavorful* propositions—the vast majority of quick-service seafood represents a sort of anomaly. Some of the best sources for high-quality, affordable seafood—the North Atlantic, say, or the Bering Sea—are thousands of miles from many U.S. quick serves.

But seafood doesn't have to rely on the *local* value-add. Seafood has its own story to tell.

The edge of the world

Dutch Harbor, Alaska, is not easily accessible for the common traveler. To reach its rocky shores—really, sheer cliffs—one must first dispatch to Anchorage, then catch a puddle jumper over half of the Aleutian Islands, a flight that may or may not include emergency fuel stops in towns bearing names like King Salmon and, appropriately, Cold Bay.



[16]

[Click here to check out more photos from Alaska](#) [16]

Americans might recognize Dutch Harbor and its host Aleutian Island, Unalaska, from the hit Discovery Channel show "Deadliest Catch." In truth, the community is not a fend-for-yourself badlands filled with rugged seamen fixing to quarrel at the town's only watering hole, as the show might portray; locals are quick to remind that the "Deadliest Catch" guys hail from Seattle. Most everyone is hospitable and moved there not for love of the harsh weather and severe isolation, but rather for the great pay, benefits, and vacation time offered by seafood companies like UniSea and Trident.

"The people are really friendly here because they're from everywhere," says Richard Bye, executive chef of the Grand Aleutian Hotel in Dutch Harbor. "Everybody has a story here, I've found; people like me—I sold my restaurant, in desperation I came up here to go into seafood processing, to pay off some bills, and worked 75 hours a week. And I turned into something else up here, which a lot of people do."

Seafood sustainability boils down to three things: ensuring adequate fish stocks for future generations, protecting marine ecosystems, and investing in communities built around the fisheries.

Living on an island with more docks than trees, where bald eagles and ravens swarm in place of seagulls, might indeed change a person. But job opportunities abound in Dutch Harbor because it is the top seafood port in the U.S., No. 1 among commercial fishery landings by volume and No. 2 among landings by value. Some 515.2 million pounds of fish worth \$163.1 million passed through the port in 2010, according to the National Oceanic and Atmospheric Administration (NOAA). It's one of six Alaska ports in the top 10 commercial fishery landings by value.

Together, Alaska's fisheries employ approximately 52,000 people (about 7 percent of the state's population; it's Alaska's biggest industry) and provide nearly \$6 billion worth—an average 2.4 million metric tons—of fish to the global market, according to the Alaska Seafood Marketing Institute (ASMI). Roughly half of domestic wild-caught seafood in the U.S. is pulled from Alaskan waters, including most of the pollock and cod commonly used in quick-service seafood items.

"We do know that Alaskan seafood is the second-most commonly specified brand on U.S. menus," says Michelle McKee, category leader at Jack in the Box, which uses Alaskan pollock in its Fish Sandwich. "We also know through research that 57 percent of diners prefer to eat wild-caught fish. So these two things definitely play a major role with [our sourcing]."

To understand the core of Alaska's seafood industry, it helps to consider the diverse bunch of people who risks their lives on the Bering Sea to haul in crab, pollock, cod, and halibut, as well as the tightknit communities banded around the watersheds that breed Alaska's famed salmon. But consider, too, that this is a story that has evolved since 1959, the year Alaska became the 49th United State, having pursued Union membership mostly so it could better manage its salmon industry; the same year that Alaska wrote into its State Constitution that fisheries would be sustainably managed.

"In many of these fishing communities ... fishing is all there is," says Randy Rice, technical director for ASMI. "So it's sustainable fishing that sustains communities. The livelihood and future of Alaska rested squarely on the backs of managing fisheries for the long-term."

While *sustainability* often has several definitions in the foodservice industry, experts interviewed for this story all say seafood sustainability boils down to three things: ensuring adequate fish stocks for future generations, protecting marine ecosystems, and investing in communities built around the fisheries.

The sustainability of Alaskan fisheries has evolved over the last 54 years. Much of the evolution has revolved around federal mandates implemented to protect domestic waters, like 1976's Magnuson-Stevens Fishery Conservation and Management Act, the original incarnation of which phased out foreign fishing in the U.S. and created regional fishery management councils. Updates to the Act in 1996 and 2006 focused on ending overfishing,

On-Campus Hospitality

SUSTAINABLE SEAFOOD

Alaska Seafood Marketing Institute



When Alaska became the 49th state in the Union in 1959, the state's constitution included a mandate that all Alaska fisheries be managed sustainably. They wanted to ensure that there will always be fishing as a way of life in Alaska, and that there will always be an abundance of wild Alaska seafood to enjoy.

In 1981, the Alaska Legislature created the Alaska Seafood Marketing Institute (AMSI), to ensure the Alaska seafood industry remained competitive. This partnership between the seafood industry, the state and the federal government promotes the consumption of Alaska seafood in domestic and international markets — and encourages the industry to produce high quality seafood.

To promote its products in the college and university segment, AMSI offers a number of ways to engage students.

"Our goal, and the reason why we are working with colleges and universities, is because we see it as an opportunity to teach Gen Y to eat more fish and seafood," said Jann Dickerson, national accounts with AMSI. "They are at a time in their lives when they are making some decisions on how they eat, and they are exposed to many new things. Along with that, the college and university's goal is to teach them about healthy food and new varieties of food. We feel it is the perfect place for Alaska Seafood."

Sustainability is another reason why she sees the college and university segment as one that is a perfect fit for Alaska Seafood. "The reason why we focus on college and univer-



sities is because they are all about sustainability. Not only is it part of their curriculum, not just the science schools, but the business, the culinary schools, they are all about sustainability. So we find that if we can go in and create an on-campus event to make a fun, teachable moment, then it develops media opportunities for the school, as well as gives the school an opportunity to teach the students about sustainable seafood. It is really a win-win situation."

The organization has a number of ways it works with schools. "We do a lot of training at colleges with the various chefs," said Dickerson. "We have a pool of chefs that we work with. Depending on where the opportunity is located, we'll bring in a different chef."

AMSI recently had Chef Barton Seaver at Yale University in New Haven, Conn. "We brought Chef Barton Seaver in to talk to all of the chefs at Yale for a roundtable session, so they could ask questions and learn all about sustainable seafood," she said. "He talked about new ways to prepare fish so that it holds longer, so the texture holds up serving it with something very hot and using sous vide technology."

At the University of Massachusetts — Amherst, AMSI was part of the school's world-record setting seafood stew event in September. (See sidebar.)

"AMSI is one of the best organizations we have worked with to promote the seafood industry and sustainable practices," said Ken Toong, UMass Amherst's executive director of Auxiliary Services and the head of Dining Services. "They have a wide array

SUSTAINABLE SEAFOOD

of resources from promotional materials, graphic design, marketing support, recipes to seafood experts for educating students. They have made our annual sustainable seafood event much easier. For the past five years, we have promoted Sustainable Seafood Week in partnership with ASMI. They suggest recipes, culinary support for our chefs, assist in designing fliers and send in their seafood experts for lecturing our students about sustainable seafood."

Alaska Seafood was also part of a then World Record longest sustainable fish taco at Emory University in Atlanta in 2011. The 260 tacos formed a line nearly 121 feet long and used sustainable Alaska cod.

The idea for the fish taco event occurred when a representative from Emory attended a special Alaska Seafood trip. "Four years ago, we partnered with Schwan's Foodservice, and we took a group of mostly college and university foodservice directors to Alaska," said Dickerson. "All of the chefs had the opportunity to look at the five species of salmon and cook them up in different preparations. The next day,

UMass Sets World Record

Chefs at the University of Massachusetts — Amherst set a new Guinness World Record by cooking a 6,656-pound seafood stew at a Labor Day barbecue that celebrates the return of students to the campus.

The record stew was the work of a team including celebrity chef Jet Tila of the Food Network, Willie Ong, UMass Amherst's executive chef and the UMass Amherst Dining Services team. They had help from UMass Amherst Chancellor Kumble R. Subbaswamy and a small army of student volunteers, administrators and staff.

The seafood stew was prepared in the custom-built, 1-ton, 14-foot frying pan used last year to set the new Guinness Record of 4,010 pounds for the world's largest stir-fry at UMass Amherst. The cooking area was located on a traffic island on Massachusetts Avenue adjacent to the Haigis Mall. Traffic was rerouted for the huge block party barbecue and cooking event. Once the record was secured, the stew was served to the crowd of students and visitors.

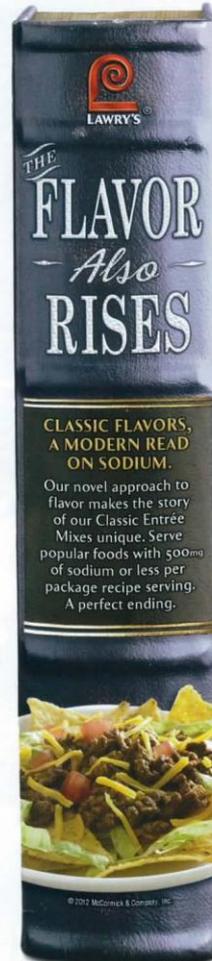
Ken Toong, UMass Amherst's executive director of Auxiliary Services and head of Dining Services, said this year's record-setting performance continues a tradition. He also noted that it keeps the campus' gastronomic emphasis on preparing and serving healthy food. "Our goals in setting this Guinness World Record are to support sustainability, to promote healthy eating and regional cuisine and to help build community," Toong says. "We also wanted

to have some fun as we welcomed 27,000 students back to school."

The stew used vegetables from the student-run permaculture garden on campus and from local farmers. "In addition, we only used sustainable seafood from New England and Alaska, and many other ingredients from New England."

The recipe called for 145 pounds of bacon, 1,000 pounds of seafood (including mussels, lobster, clams, haddock and salmon), 1,137 pounds of potatoes, 72 pounds of butter, 862 pounds of chicken stock, 72 pounds of flour, 287 pounds of carrots, 75 pounds of onions, 144 pounds of corn, 288 pounds of celery, 72 pounds of turnips, 72 pounds of parsnips, 1,725 pounds of half and half, with one pound each of oyster sauce and a salt/pepper/seasoning mix.

Corporate sponsors covered the total cost of the event. Among the sponsors were the National Peanut Board, Alaska Seafood Marketing, Lee Kum Kee, Bush's Best, Kraft, Ecolab, North Coast Seafood, McCormick and Hormel.



Flavor & The Menu

Tacos offer a platform for multicultural tastes, particularly Asian-influenced ones. Rubio's Fresh Mexican Grill's new Sesame Soy Fish Taco layers wild Alaska pollock with avocados and fresh spring mix, topped off with sesame soy and creamy wasabi sauces.

drizzled with hoisin sauce and garnished with scallions, peanuts and wonton strips — *Pandini's*

Sandwiches are another straightforward format now showing a stepped-up level of ethnic creativity. Asian cuisines and ingredients, particularly French-Vietnamese fusion banh mi sandwiches, are driving much of the ethnic sandwich trend. At Lee's Sandwiches, adventurous diners can

evolved into a larger Asian taco focus in recent chain menu items:

- ▶ **Korean BBQ Tacos** — *Wild Wing Café*
- ▶ **Korean Steak Tacos** — three corn tortillas with cubed Black Angus flat-iron steak marinated in soy and sugar, topped with cucumber chunks, bean sprouts, ginger-lime slaw, basil, cilantro and sriracha sauce, served with a side of jasmine rice — *T.G.I. Friday's*
- ▶ **Sesame Soy Fish Taco** — beer-battered Alaska pollock, soy sauce, creamy wasabi dressing, avocado slices and spring mix served in a corn or flour tortilla — *Rubio's Fresh Mexican Grill*

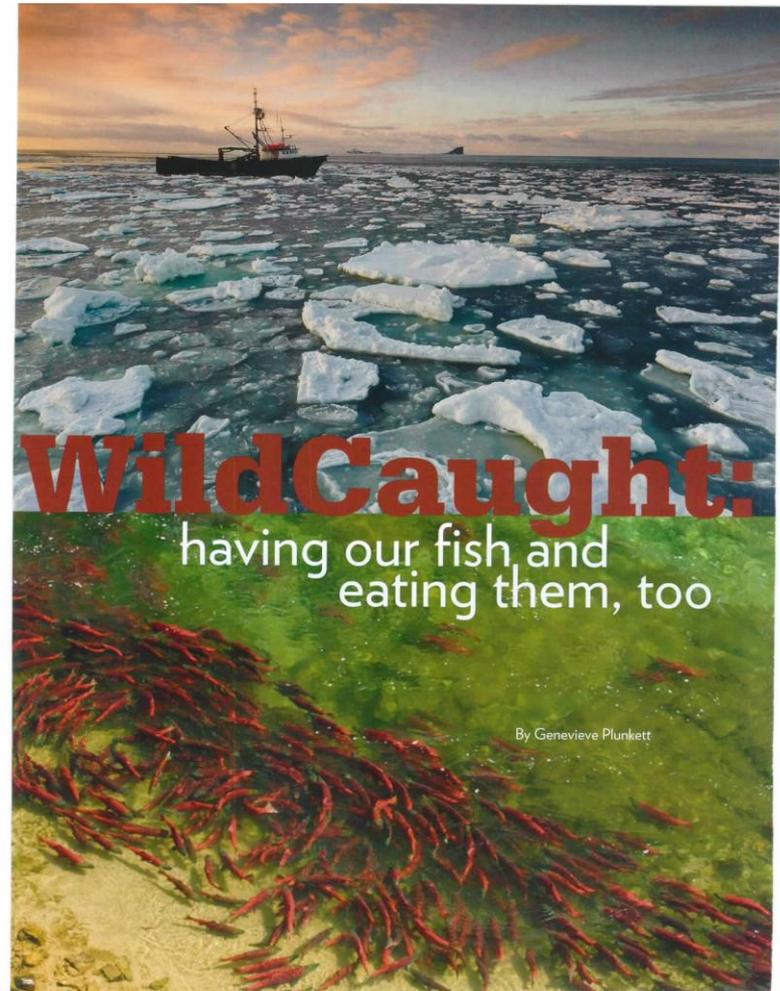


RUBIO'S

Meanwhile, chicken wings have moved way beyond the classic Buffalo recipe to become another favorite format for global flavor notes.

Flavors imparted by spreads, sauces or condiments are appealing to six out of 10 consumers, according to Technomic research, indicating an opportunity for signature house-

Santé



International Foodservice Editorial Council





Trade Advertising

Foodservice Advertising

- **Target:** Foodservice Trade.
- **FY 13 Message:** Alaska's commitment to sustainability makes it easy for seafood buyers to source responsibly. Incorporates FAO-based RFM certification.
- Includes print and online media components.
- Ads have scored well in recent readership studies - received an advertising excellence award from *Plate* magazine and a score of 90 on *Signet AdEffect*.
- Total impressions – **1,371,926**

Sustainability Ad - Print

Some have SUSTAINABILITY written into their brochures. WE have it written into our STATE CONSTITUTION.



To Alaskans, sustainability means protecting the long-term health of the environment, and a way of life that has existed for generations. That's why back in 1959, when Alaska became a state, it was written into our state constitution. Now, to further verify our adherence to the highest of sustainability practices, we offer the FAO-based Responsible Fisheries Management certification — giving you assurance that we follow the world's most recognized guidelines, those of the United Nations Food and Agriculture Organization. We've always said Alaska Seafood is a responsible choice; now we go even further to prove it.



Wild, Natural & Sustainable®

Meet Alaska's Generations of Sustainability.

Reid and Krystal Ten Kley are among the countless Alaskan families to honor sustainability in every season's catch.



Learn more at WILDALASKAFLAVOR.COM

Sustainability Ad – Online

A: Every second of every day.

Q: [\[click here\]](#)



ALASKA SEAFOOD
Wild, Natural & Sustainable

A: The extra nautical mile.

Q: [\[click here\]](#)



ALASKA SEAFOOD
Wild, Natural & Sustainable

A: They label. We legislate.

Q: [\[click here\]](#)
Come visit us at
NACUFS booth 321



ALASKA SEAFOOD
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WildAlaskaFlavor.com



Alaska's Commitment to Sustainability

A: They label. We legislate.

Q: How is sustainability different in Alaska?

Some seafood sources have sustainability written into their brochures but we have it written into our state constitution. It's a commitment that existed long before any eco-labelling programs and one that carries the full weight of our great state.



A: Everyone.

Q: Who is responsible for sustainable fishery management in Alaska?

State, federal and international organizations all work together to coordinate scientific research, enforcement of the laws, setting policies and determining the number of fish that can be sustainably harvested. Fishermen, seafood processors and environmental groups all participate to build widespread understanding about the importance of smart management actions.

A: A way of life.

Q: What is the commitment to sustainability in Alaska?

The seafood industry touches the lives of nearly every Alaskan. Alaska's seafood industry is the largest private sector employer in the state and the jobs created by the industry, either directly or indirectly, are spread widely across the state. For generations Alaskans have known that it is absolutely vital to protect their natural resources so that they can continue supporting Alaskan communities for generations to come.

FY14 Ad Campaign

- Taste continues to be the primary motivator for eating seafood.
- New campaign will focus on the food and the incredible taste. Position Alaska seafood as a craveable menu item.
- 83% of consumers say cravings are the main reason they purchase food away from home at least once a month. (source: NRN)



Thank you!