

Alaska Seafood Marketing Institute

Date: May 8, 2017

To: ASMI Board of Directors

From: Michael Kohan, ASMI Seafood Technical Program Director

Program Update: Activities from 4/2016

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.

Seafood Technical Program Overview



Applied Investigations

Research opportunities related to the quality and value of Alaska seafood

- seafood nutrition and quality
- 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 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

- PCCRC Pollock and Yellowfin Sole Grant
 - o The technical program collaborated with research staff from OSU and UAF and was awarded a \$107,000 grant to fulfill objectives from the research proposal, 'Development of Value-added Market Opportunities for Pollock and Yellowfin Sole Co-products.' This multi-year project will employ one graduate student to extract nucleotides from milt samples and analyze nutrient information and an undergraduate student to identify market opportunities for nucleotide content.

- USDA FAS Quality Samples Program Grant
 - o The technical program collaborated with the ASMI international program and interested industry members and was awarded a FAS grant to introduce whitefish species and train staff on processing practices in Indonesia.

- Specialty Products Project
 - o The technical program collaborated with the McDowell Group and AFDF to examine opportunities for market expansion and full resource utilization of specialty products. Final summaries of the project should be available in the coming months.

- Alaska Sea Grant Internships
 - o The technical program collaborated with Alaska Sea Grant to offer two graduate level internships that will be positioned at the Kodiak Fisheries Industrial Technology Center. One graduate student will collaborate with representatives from the Seafood Products Association (SPA) to provide consumer friendly and industry aware information that ASMI can use for talking points from SPA's technical bulletins. The other graduate student will be working in the lab at Kodiak's FITC to conduct further research on parasite control measures for Alaska seafood.

- Nutritional Analysis
 - o Collecting/analyzing roe samples and other specialty products and commercial species for industry to use as a resource.

- USDA Nutritional Database
 - o Nutritional information from sockeye, pink and cod have been approved and submitted to the USDA Nutritional Database. These results were

averaged with previous USDA nutritional values and will be published in the standard reference 29 due soon. The technical program collaborated with GAPP to rectify omega-3 values for pollock and will be correct in the new standard reference.

- Parasite study
 - o A graduate student will work with FITC research staff to finalize results for temperature thresholds for parasite mortality for cod and salmon.

Supplied Materials

- ASMI Seafood Buyer's Guides
 - o Completed a new, revised Salmon Buyer's Guide with the guidance of the salmon committee.
 - o New shellfish buyer's guides will be published in the coming months with input from the shellfish committee and communication staff.
- ASMI Technical Videos
 - o Developed short handling videos for halibut and salmon per the request from OMRs and chef ambassadors with communication staff.
- ASMI FDA Nutrient Label Update
 - o Developed an update on FDA nutrient labels with correct nutritional values for all Alaska seafood.
- ASMI Color Evaluation Guide for Pacific Salmon
 - o Updated art for both color evaluation guides to a digital format.
- ASMI technical photos
 - o Produced 14 technical photos of Alaska seafood species
- Various updates to previous ASMI publications throughout the year.

Trade Education

- Provided support for FITC training including:
 - o 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 Pacific Fisheries Technologist conference and the Surimi School and Forum hosted by the Oregon State University Seafood Lab.
- Supported the Alaska Symphony of Seafood organized by the Alaska Fisheries Development Foundation
- Presented at FAO headquarters to the Fisheries and Aquaculture Statistics and Information Branch about Alaska's fisheries and discussed issues pertaining to nomenclature.
- Steering committee member for the Alaska Ocean Acidification Network.

Other Activities

- The technical committee met in Vancouver, B.C. in February to discuss current work and the direction of the program. Significant interest was directed towards continuing the parasite study and working with SPA to provide better communication on wild seafood issues.
- Successfully collaborated with NFI, Trident and GAPP to clarify nomenclature for pollock, cod and shrimp in the nutrient database. Interested in future collaboration efforts to support correct USDA nutrient database information.
- Collaborating with communication staff to produce quality outreach materials applied to different audiences: harvesters, distributors and retailers.
- Working with the ASMI communications program to develop a more dynamic web presence for industry support concerning technical issues.
- Worked with the ASMI sustainability program to identify areas of work for RFM Chain of Custody outreach and organization.