



Wild, Natural & Sustainable®

The Alaska Seafood Marketing Institute exists to serve the entire Alaska Seafood industry, harvester and processor alike. It is supported by industry self-assessments and uses available public funds to achieve marketing successes for the common good. ASMI adheres to the following Core Principles:

- ASMI follows the highest ethical standards in its day-to-day operations and in its business relationships.
- ASMI values its employees and members and insists that all be treated with dignity and respect.
- ASMI conducts business in the open so its actions and decisions are visible to all industry members.
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- ASMI conducts marketing activities that provide the largest economic benefit for its industry members.

www.alaskaseafood.org