



## Alaska Certified Seafood Committee

The committee's general purpose is to support ASMI's promotion of the responsible management of Alaska's fisheries and provide outreach to stakeholders in support of that promotion. The committee will work to ensure that globally recognized alternatives are available for identifying Alaska's responsible fishery management (i.e., certification and ratings programs) and that Alaska origin is prominently recognized within those programs and by those using the programs. The committee will also work to educate others on (and demonstrate the value of) responsible fishery management (including the relative value of various certification programs) to stakeholders. The committee's work may include:

- a) Support of specific promotional efforts by ASMI concerning responsible fishery management (such as work at trade shows, expos, and other seafood marketing events and with targeted markets).
- b) Coordinating/interacting with staff of AK Dept of Fish and Game, National Marine Fisheries Service, and the North Pacific Fishery Management Council to gather information and support ASMI promotion of responsible fishery management.
- c) At the direction of the ASMI Board, represent Alaska as its regional advisory committee to the CSI program. In this role, the committee will market and advance the CSI program and Alaska origin within that program and work to ensure that our committee (and other regional committees) has an effective role with CSI governance system.
- d) Working with other certification and ratings entities (including CSI, GSA, GSSI, MSC, MBAq) to ensure the recognition of Alaska's responsible fishery management.