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January 2025

MONTHLY UPDATE

Alaska Seafood Marketing Institute's
Monthly Marketing Report

[ASMI Website](#)



2024 Commercial Fishing Photo Contest Winners Announced

We're pleased to share the winners of our 2024 Commercial Fishing Photo Contest. These images offer a powerful glimpse into the daily realities and deep connection to the sea that define Alaska's commercial fishing industry.

Thank you to all the photographers who submitted their work, and congratulations to the winners. You've captured the essence of this vital industry in remarkable ways.

View the full list of winners and explore the photos here: [2024 Photo Contest Winners](#)

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Upcoming Events

- FEB. 17-21

[Gulfood 2025](#) - Dubai, United Arab Emirates
- FEB. 21

[Board of Directors Meeting](#)- Juneau, AK
- FEB. 23-28

[Indonesia Trade Mission 2025](#) - Indonesia

SEE ALL EVENTS

Alaska Seafood in the News

Alaska seafood is making headlines, with stories about fishermen, health benefits, and quality all contributing to increased awareness of this delicious and sustainable resource.



Fishing Boat Captain

Professional skier McKenna Peterson shares her experience growing up fishing in Alaska, where she is now the captain of her family's fishing boat, in a profile via popular winter sports outlet, Powder. Peterson provides insight into the challenges and rewards of captaining a seine fishing boat, while sharing messaging on Alaska’s commercial fishing industry and sustainability efforts.

READ THE ARTICLE

GOOD HOUSEKEEPING

[20 Nutritious Costco Foods, Approved by a Registered Dietitian](#)

Jan. 3, 2025

Total Reach: 543,099,039

CHOWHOUND

[Fish Cheeks Are the Underrated Cut of Meat You're Missing Out On](#)

Dec. 31, 2024

Total Reach: 523,417,558

MASHED

[The Thing That Makes McDonald's Filet-O-Fish Unique](#)

Dec. 27, 2024

Total Reach: 525,662,442

New Resources

View these new resources and others on the ASMI website.



Wild, Natural & Sustainable

Wild ALASKA SEAFOOD: MERCURY & SELENIUM

Health Benefits Outweigh the Risks

Mercury (or Hg) is a **NATURALLY OCCURRING ELEMENT** that can exist in elemental, inorganic, or organic form. Organic mercury, or methylmercury, is the type we can consume from fish.

However, **NOT ALL FISH CONTAIN HIGH AMOUNTS OF MERCURY.**

THE AMOUNT OF MERCURY in fish varies depending on the species, size, and environment of the fish. Larger, older fish living in polluted waters tend to have higher levels of mercury.

Ocean fish generally contain **HIGHER AMOUNTS OF SELENIUM** than mercury levels.

SELENIUM HAS PROTECTIVE PROPERTIES AGAINST MERCURY



ALASKA SEAFOOD TWICE A WEEK FROM ANY SPECIES POSES NO RISK. The only individuals for which there are consumption recommendations are pregnant women and children under 11.

CURRENT DIETARY GUIDELINES from the USDA and FDA recommend:	
• Americans should consume at least 8 oz of SEAFOOD based on a 2,000 calorie diet.	
HEALTHY SERVINGS FOR ADULTS & CHILDREN	
PREGNANT & BREASTFEEDING:	
• 1 serving to 4 ounces	
• Eat 2 to 3 servings a week	
CHILDHOOD:	
On average, a serving is:	
• 1 ounce at age 1 to 3	
• 2 ounces at age 4 to 7	
• 3 ounces at age 8 to 10	
• 4 ounces at age 11	

ALASKA TAKES AN ACTIVE ROLE IN MONITORING OUR SEAFOOD, with regular testing showing low levels and establishing tighter limits than current Federal regulations.

MERCURY IN SEAFOOD CAUGHT IN ALASKAN WATERS		
PILCHICK	0.02 ug/Kg	0.9 ug/Kg
PINK SALMON	None of those	0.04
CHUM SALMON	Chum only	0.04
RED KING CRAB	Chum only	0.04
COHO SALMON	Chum only	0.04
SOKOYE SALMON	Chum only	0.04
PINK SALMON	Chum only	0.04
BALENO CRAB	Chum only	0.04

ug/Kg (wet weight) 0.0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1.0

Source: FDA and EPA (2011), Eating Fish: What Pregnant Women and Parents Should Know. Updated 2022.

A review of studies found that eating seafood during pregnancy and childhood is associated with improved neurocognitive development, even at low amounts. No negative effects on neurocognitive outcomes were found, despite potential exposure to mercury.

A long term study followed children who ate ocean fish almost every day and found no negative developmental effects.

A study found pregnant women who ate less than 12 oz of seafood per week had children with increased developmental delays and lower IQ scores.

Populations consuming the most fish, like those in Scandinavia, the Mediterranean, and Japan, are among the longest lived populations and are without negative IQ impacts.

THE HEALTH BENEFITS OF SEAFOOD CONSUMPTION FAR EXCEED ANY PERCEIVED RISK.

ALASKA SEAFOOD MARKETING INSTITUTE

WWW.ALASKASEAFOOD.ORG


ASMI Technical is excited to introduce a new fact sheet, *Alaska Seafood: Mercury and Selenium*, now available to order. This resource is perfect for addressing consumer questions about heavy metals in seafood.

Did you know that eating wild Alaska seafood twice a week from any species poses *no* risk from mercury? That’s because Alaska seafood is naturally rich in selenium, a powerful nutrient that counteracts mercury’s effects.

Learn more about the exceptional health benefits of wild Alaska seafood in this comprehensive information sheet—proving once again that Alaska seafood is the premium choice for a healthy lifestyle.

Order your copies today.

VIEW THE RESOURCE

Wild Alaska Seafood Nutrition							
Serving Size 3 oz / 85 g Raw (other than shellfish)							
	Calories	Protein (g)	Fat (g)	Sat. Fat (g)	Sodium (mg)	Cholesterol (mg)	Omega-3s (mg) (EPA+DHA)
WILD ALASKA SALMON							
King (Chinook)	130	19	6	2	65	40	1591
Coho (Silver)	100	18	3	1	60	35	1032
Sockeye (Red)	110	19	3	1	90	45	793
Keta (Chum)	100	19	2	1	95	35	765
Pink	100	19	3	1	90	35	882
WILD ALASKA WHITEFISH							
Alaska Cod	70	15	1	1	120	35	287
Alaska Halibut	70	15	1	0	59	40	242
Alaska Pollock	70	15	1	0	100	50	371
Alaska Sablefish	190	11	16	4	55	40	1454
WILD ALASKA SHELLFISH							
Alaska King Crab	60	13	1	0	300	30	200
Alaska Bairdi Crab	70	15	1	0	590	50	364
OTHER PROTEINS FOR COMPARISON							
Chicken	90	19	2	0	55	60	NA
Ribeye (Beef)	220	16	17	7	35	55	NA

Source: USDA Foundation Foods, 2024 and Alaska Department of Environmental Conservation's Fish Monitoring Program, 2024.

ASMI TECHNICAL

Alaska Seafood Nutritional Values Wallet Card

ASMI Technical is excited to introduce the *Alaska Seafood Nutritional Values Wallet Card*. This handy on-the-go guide to omega-3 and other nutritional values for Alaska seafood fits in a wallet and is full of new nutritional data specific to Alaska seafood species.

VIEW THE RESOURCE

ASMI Activities

Social campaigns & public relations

ASMI’s consumer facing social campaigns highlight delicious recipes that emphasize the sustainability and nutrition benefits of consuming Alaska seafood.



ASMI DOMESTIC

FujiSan Sushi Partnership Generates Over 60K Entries and Amplifies Alaska Seafood’s Reach into Sushi

Alaska Seafood joined forces with FujiSan Handcrafted Sushi to launch an exciting Alaska cruise giveaway, highlighting FujiSan sushi products made with premium Alaska seafood.

Available at 500 Sam’s Club locations, the campaign prominently featured on-pack promotions and was amplified through social media efforts by both FujiSan and Alaska Seafood. To further boost engagement, FujiSan partnered with independent Sam’s Club influencers, collectively reaching over 100,000 viewers. The sushi-focused campaign ran for just under 30 days, generating an impressive 60,000 entries and showcasing the power of sushi as a platform for promoting Alaska Seafood.

Partnerships

ASMI partners with various organizations to further amplify our reach.



ASMI INTERNATIONAL

Spanish Viewers Learn All About Cooking with Wild Alaska Salmon

ASMI Southern Europe partnered with renowned Spanish chef and Alaska seafood ambassador Joaquín Felipe from restaurant Atocha 107 in Madrid, Spain, and Canal

was taped in early November 2024 in an Alaska themed studio with beautiful snowy landscapes, bears catching salmon, and refreshed H&G sockeye salmon on display, which is becoming readily available in the Spanish market. The show aired throughout December and featured four recipes using refreshed and smoked sockeye salmon as well as keta salmon roe:

- Wild Alaska salmon loin sautéed with broken egg and broth,
- Wild Alaska salmon belly with white asparagus soup and green couscous,
- Wild Alaska salmon burger with pan-seared avocado and pickled cauliflower, and
- Smoked wild Alaska salmon roll with anchovies, apple, and cheese.

The three step-by-step recipes with refreshed sockeye salmon have been included in Canal Cocina’s recipe database and are available on demand at <https://canalcocina.es/programa/pasion-por-el-salmon>

Promotions

ASMI holds promotions around the world to boost retail sales and grow the Alaska seafood consumer base.



ASMI DOMESTIC

Alaska Seafood Shines on Menus Nationwide: 2025 Lent Promotions

As Lent approaches, Alaska Seafood is making a splash across menus nationwide. From quick-service restaurants to upscale cafes, partners are highlighting Alaska’s premium, sustainable seafood in promotions designed to delight customers and showcase the versatility of our products. Here’s a look at some of the 2025 Lent promotions featuring Alaska seafood, offering industry partners a glimpse into this year’s activities..

FIND THE PROMOTIONS HERE



ASMI INTERNATIONAL

Latvia Khan Caviar Retail Promotion

Following ASMI EEU's visit to Riga, Latvia in fall 2024, a valuable new connection was established with Khan Caviar, a local salmon roe processor and distributor with a strong

In December 2024, ASMI EEU collaborated with Khan Caviar to promote Alaska salmon roe during the Christmas and New Year holiday season. The campaign targeted high-end Latvian retailers, including SKY&More, SKY, and Spirit&Wine, leveraging in-store tastings and premium branding to demonstrate the exceptional quality of the product. The objectives were to increase holiday sales of Khan-branded salmon roe and enhance brand awareness for Alaska Seafood among premium consumers.

The campaign achieved a 34% average sales increase during the promotion period compared to the three weeks prior. Post-promotion, sales remained 19% higher than pre-promotion levels, indicating sustained interest.



ASMI

USDA Announces Large Purchase of Wild Alaska Pollock

The Alaska Seafood Marketing Institute (ASMI) is pleased to share the U.S. Department of Agriculture (USDA) announcement of an upcoming purchase of up to \$50 million of Alaska pollock. These USDA purchases provide food insecure Americans with high-quality, healthy and sustainable seafood protein. They also support American fishermen, companies and communities currently struggling with low pollock prices due to reductions in demand and increased competition, mostly from Russia.

READ THE PRESS RELEASE

First Click Testing

Please help ASMI improve
AlaskaSeafood.org/Industry

Take the Test

An illustration of a tablet device. On the screen, there's a large orange square and a smaller light blue square. A target icon with concentric circles is overlaid on the orange square. A green cursor icon is pointing at the light blue square.

ASMI

Help Us Improve the Industry Section

Based on previous feedback, we've made improvements to the industry section of [alaskaseafood.org](#)—and now we're inviting you to participate in a follow-up **first click test** (or join us for the first time if you missed the earlier opportunity).

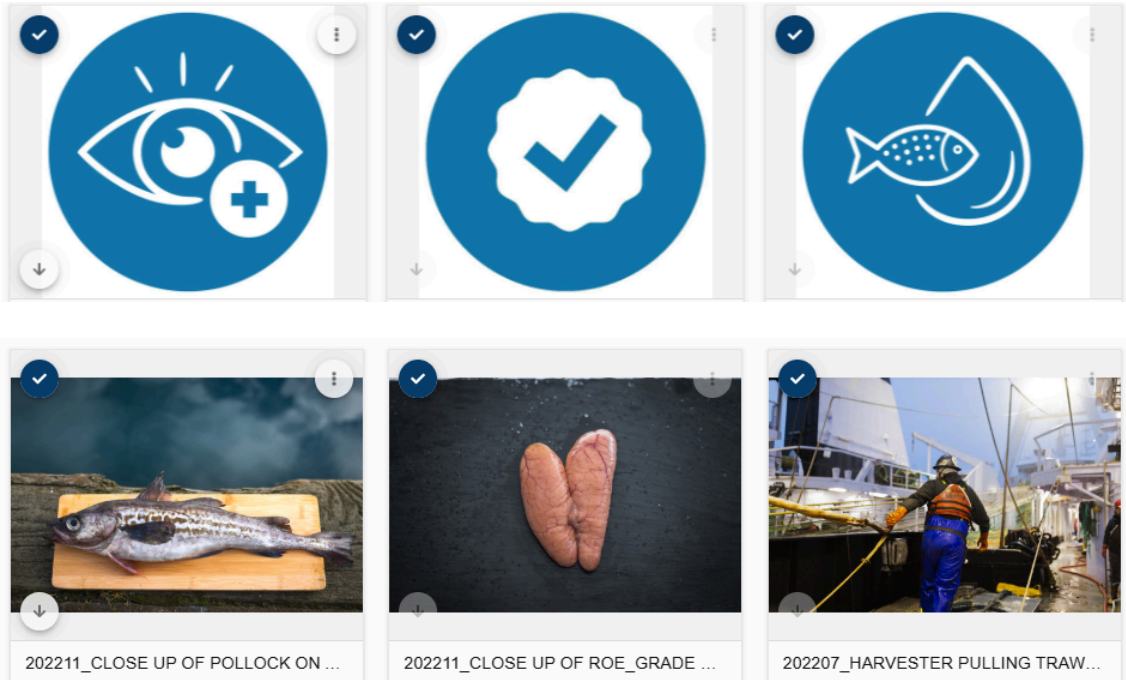
Media Library Highlights



NEW Press Assets Portal

To ensure press/media have speedy access to imagery and video content, we launched a new mini library just for press. This streamlined collection offers high caliber images and b-roll video for press to use. If you know of a member of the media who would like access, have them email us today.

EMAIL ASMI



New Icons and Imagery

We've updated our media library with more icons and Alaska Pollock imagery. Now you have a wider range of visuals to choose from for your projects.

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