Share your Alaska seafood story

ANNUAL PHOTO CONTEST
Submissions close September 30!

Every year ASMI invites you to share your unique perspective and experiences of the commercial fishing industry in our annual photo contest. Along with promoting your catch, we want the world to see the hardworking harvesters who provide the Alaska seafood they know and love. Help us honor your labor by submitting captured moments for chances to win!

ENTER THE CONTEST

Get the numbers

Reports and research tailored for you

INDUSTRY RESOURCE
Weekly Alaska Salmon Harvest Updates

Produced for ASMI by McKinley Research Group, the Alaska Salmon Harvest Updates are published online every week during salmon season. The detailed
Use and share these assets
New photos and recipes available

NEW RECIPES
Delicious and easy to find inspiration

ASMI’s recipe library continues to grow thanks to partnerships and recipe development with top chefs and culinary experts. Recently added recipes include tacos for every night of the week, new ways to enjoy Alaska salmon roe, and gorgeous dishes created by Top Chef champion Brooke Williamson. With searchable features including cooking techniques (Air Fryer, Grill, Bake, Broil, etc.) and tags including “10 ingredients or fewer,” “Gluten free,” “Under 30 minutes,” you can easily find and share inspiration for every type of Alaska seafood and meal.

DIGITAL MEDIA LIBRARY
New digital point of sale available

Try these pre-designed point of sale layouts available per species, or explore the hundreds of other photos and videos recently added. Find a sampling in the “What’s New” folder.
PRINTED MATERIALS STORE

New retail signage

New retail point of sale is available now in the ASMI materials catalog. Login and order now. Find them under Retail/POS.

GO TO THE STORE
ASMI COMMITTEES
ASMI committee member application period now open

ASMI is currently accepting applications for all committees through September 20. ASMI’s species and operational committees are comprised of respected and experienced industry members who provide valuable insight that guides ASMI’s efforts and mission of promoting Alaska seafood.

NOAA FISHERIES
American Fisheries Advisory Committee seeking members

NOAA Fisheries is seeking applications for the new American Fisheries Advisory Committee. Members will represent seafood sectors, including processors, recreational and commercial fishermen and seafood farmers, fisheries scientists, and regional fishery management council members. Applications may be submitted to nmfs.afac.nominations@noaa.gov by September 24, 2022.

ALL HANDS ON DECK
Mark your calendars for ASMI's annual conference

The 2022 All Hands on Deck Conference will take place November 9-11 at Alyeska Resort in Girdwood. This is a public event that brings together all programs of the Alaska Seafood Marketing Institute to present and discuss current marketing efforts, strategies, and challenges facing the industry. The goal of the meeting is to listen, learn, assess current industry conditions, and plan future efforts to promote the Alaska seafood brand worldwide.

Boost your business
Improve visibility and drive sales

ASMI MARKETPLACE
Join the Alaska Seafood Online Marketplace
Register for the new and improved suppliers directory, then create your Company Profile to be publicly listed. As a Direct Marketer you can be listed in the special For Consumers area by clicking the "Sells to Consumers/Individuals" under Additional Information. This allows consumers to buy directly from you!

REGISTER NOW

HOW IT WORKS

Need a little help?
Watch this tutorial on creating an account in the new Marketplace.

Get social with us
Join the conversation on ASMI's Facebook page made just for industry.
@ASMInews&Updates