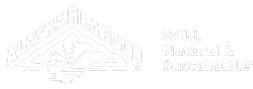


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[Media Library](#) [Direct Marketer Resources](#)

DIRECT MARKETER TOOLKIT | FEBRUARY 2023



Seafood Sustains Alaska



Alaskans are proud of the world-renowned seafood that comes from our state's waters. We feel pride when we see the Alaska Seafood brand on menus and in the marketplace, knowing that it is the highest quality and represents hard work and the place we love to call home.

This year, ASMI is highlighting the value that the commercial seafood industry brings to Alaska, and the many ways Alaskans across the state are more connected to the industry than we may realize.

[LEARN MORE](#)



NEW MARKETING MATERIALS

Help us share how Seafood Sustains Alaska

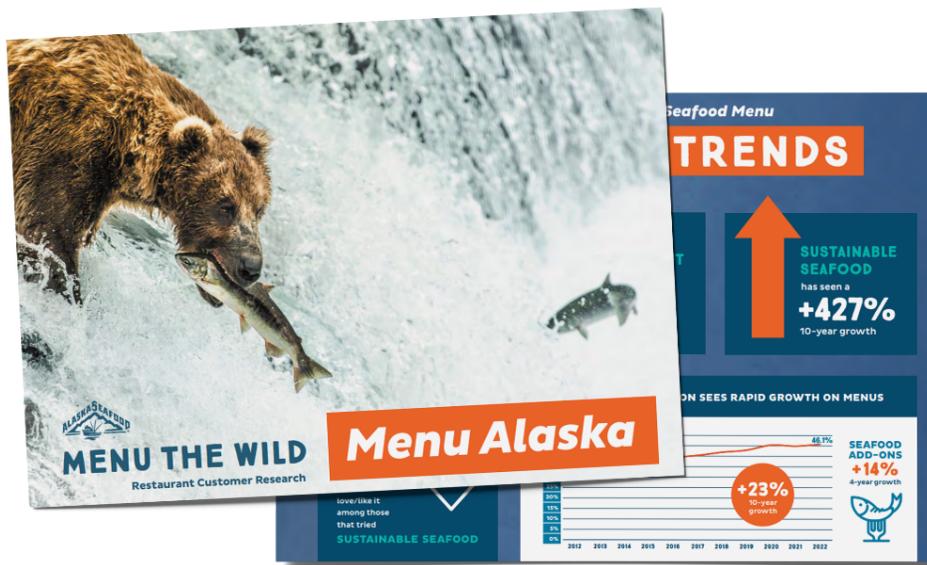
The commercial fishing industry supports thousands of small Alaskan businesses and professions, from welders and upholsterers, restaurants and retailers, bankers, insurance agents, scientists, shipping experts, and more. The following materials share a few of the tangible ways Alaska seafood supports and sustains communities across the state and helps make Alaska a vibrant and thriving place to call home.

We invite you to use these materials to help share your own stories about the ways Alaska seafood sustains your family, your business and your community. These materials can be posted on your company website, social media channels, included in newsletters or presentations, or when corresponding with your employees, industry partners or Alaska customers.

[GET THE CAMPAIGN TOOLKIT](#)

Get the numbers

Reports and research tailored for you



CONSUMER RESEARCH

New Menu Alaska research from Datassential

Good news for suppliers of Alaska seafood, new research by Datassential shows that U.S. consumers want to increase overall seafood consumption with Alaska seafood and prefer Alaska origin 2 to 1 over other seafood origins. This data is available in an easy-to-digest report showing the appeal of Alaska origin seafood across sectors and generations.

[DOWNLOAD THE REPORT](#)

New resources, media and recipes available

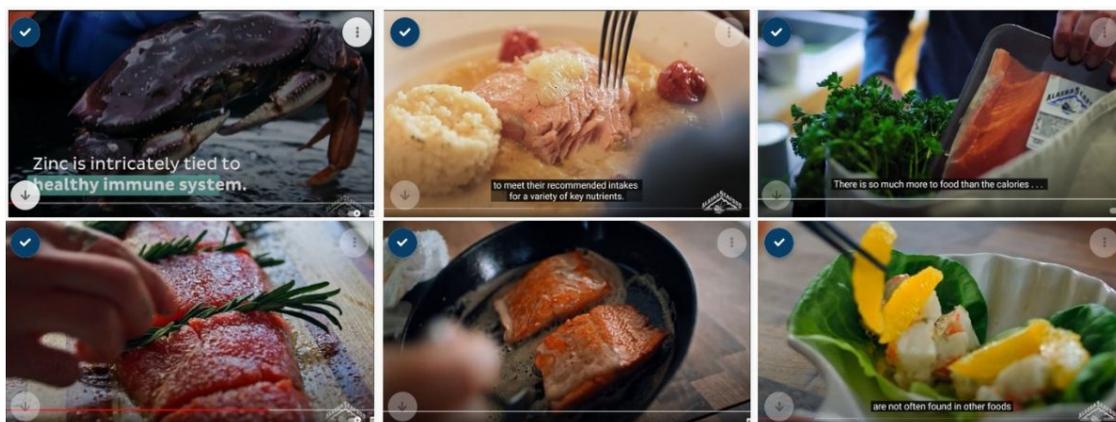


UPDATED RESOURCES

Seafood For All Seasons harvest calendar and map

An updated version of the helpful Seafood For All Seasons species harvest calendar is now available to download and order. This two-sided resource lists the many species available in Alaska, the time of year in which the fisheries operate, and the geographic locations of harvest.

[VIEW THE CALENDAR](#)



MEDIA RESOURCES

New sharable health and nutrition video series

ASMI developed a series of short videos on the functional benefits of Alaska seafood, including immunity and mental health. The video set was developed collaboratively with registered dietitian Kari Natwick, for both trade and consumer audiences. The final videos are available in the ASMI Media Library and [YouTube channel](#).

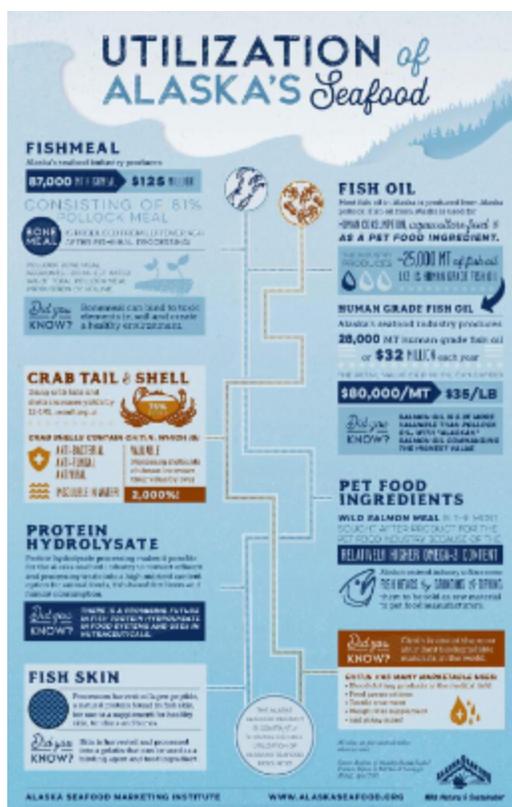
[GET A MEDIA ACCOUNT](#)



ASMI TECHNICAL
Wild Alaska Seafood & Immunity fact sheet

A comprehensive fact sheet outlining the many beneficial and immunity-building nutrients in Alaska seafood is available for download or order.

[VIEW THE FACT SHEET](#)



ASMI TECHNICAL
Utilization of Alaska's Seafood infographic

Learn about and share the many ways wild Alaska seafood is utilized - from chitin to fish oil with this fun infographic.

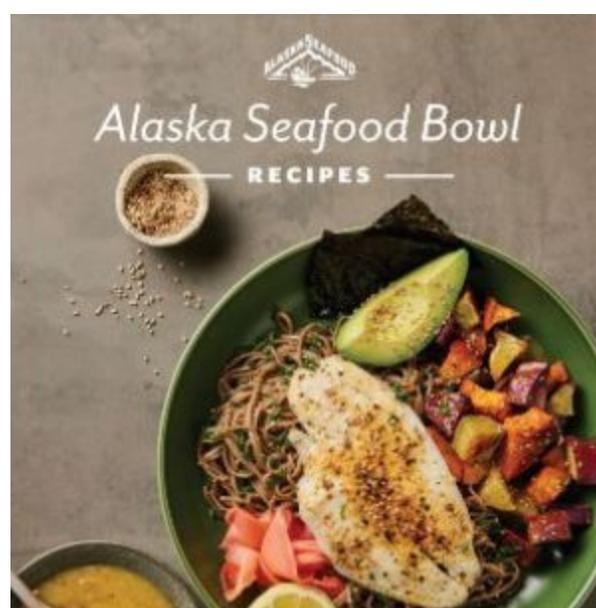
[VIEW THE FACT SHEET](#)



ASMI TECHNICAL Weathervane scallop fact sheet

A new detailed fact sheet highlighting the attributes and key harvesting, nutrition and other information regarding Alaska Weathervane scallops is now available to order or download.

[VIEW THE FACT SHEET](#)



NEW RECIPES Alaska Seafood Bowls for healthy eating

Elevate your (and your customers') seafood bowl repertoire by trying these innovative and flavorful recipes available for download and order.

[GET THE RECIPE BOOKLET](#)

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Industry Resources



Health & Nutrition



Sustainability

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