The Alaska Seafood Marketing Institute is a marketing organization with the mission of increasing the economic value of the Alaska seafood resource through:

- Increasing positive awareness of the Alaska Seafood brand.

- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry.


- Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to a changing environment and economy.

- Quality assurance, technical industry analysis, education, advocacy and research.

- Prudent, efficient fiscal management.

[www.alaskaseafood.org](http://www.alaskaseafood.org)