



# Alaska Seafood ON CAMPUS EVENTS



Wild, Natural & Sustainable®

# WHY stage an Alaska Sustainable Seafood event

Today's students are more vocal than ever when it comes to their dining preferences. It's more than just wanting to eat delicious foods. They want to know where their food comes from, if it's good for the earth, and good for their body. Enter Alaska seafood:

Stage an on campus event that becomes a teachable moment for students to learn about sustainable seafood and what sustainability means while introducing them to new food experiences and delicious flavors. An Alaska seafood event is a great way to create excitement for your dining services while promoting on-campus wellness and planet-friendly initiatives.

- In order to ensure an abundant food source and way of life for future generations, Alaska protects its fish stocks, marine wildlife, and the surrounding environment.
- Alaska seafood delivers consumer's top five descriptors to your on-campus dining service: great taste, fresh, wild, 100% natural, and pristine environment. *Source: Datassential 2016*
- Provides numerous health and wellness benefits via omega 3s, selenium, Vit D, and more, all wrapped up in exceptional quality and flavor.
- The Alaska Seafood Marketing Institute (ASMI) will provide a free sample kit with pounds of frozen at sea, wild Alaska pollock and videos that offer handling and recipe instructions.



UC BERKELEY – LONGEST CALIFORNIA SUSHI ROLL



KANSAS STATE UNIVERSITY



UMASS – SUSTAINABLE SEAFOOD WEEK



*"UMass students love seafood and we have noticed over the past ten years the consumption of seafood has gradually increased to 22 lbs per person annually compared to 15 lbs for the national average. We think the high quality seafood from Alaska and the strong branding has a lot to do with it."*

— UMASS DINING, Ken Toong, Executive Director

# HOW to create student engagement

- Create a social media plan for enticing students to attend the event. Be sure to leverage all the unique and special qualities of Alaska. ASMI has a plethora of photography and videos showing Alaska's pristine, natural beauty and the incredible dedication of Alaska's fishing families. #AskforAlaska

- Coordinate with student organizations, environmental and sustainability departments and solicit their help to generate excitement.

- Go wild and bring in a student photographer to capture great shots of students and food for promoting across your social platform. Tap into your Communications and Marketing departments to get the word out.

- Take a look at ASMI's "Alaska Seafood On Campus" event ideas flyer for fun ways to generate buzz and interest.

Exposing young people to healthy, sustainable Alaska seafood could make a lasting positive impact on students' lives and the health of the planet. ASMI can help.



PENN STATE



YALE FINAL CUT – ALASKA SALMON SECRET INGREDIENT

STANFORD – SUSTAINABLE SEAFOOD WEEK




*"Seafood is a growing demand among our students. They are looking for new and exciting dishes. When we partnered with ASMI last year for a special event that featured sustainably-sourced Alaska cod and rockfish, our students were very excited. Not just because the recipes were fresh and flavorful, but they really took a genuine interest in where the fish came from. The product is obviously top quality, but the story is really what separates Alaska seafood from other areas."*

— PENN STATE, Jim Meinecke, Residential Dining Coordinator

# HOW to stage an Alaska Sustainable Seafood event

**Alaska Seafood Stand-up Bear**  
Our furry ambassador invites your students to come experience healthy and delicious Alaska seafood.



We'll send you everything you need. To customize your Alaska seafood event with a wide range of materials visit [alaskaseafood.org](http://alaskaseafood.org) and click on  for our Sales Aids & Literature Catalog.

**The Alaska Seafood Story Video**  
Available online to download and play for added excitement at your event.



**Alaska Seafood POS Materials**  
It's easy to create some fun with a selection of posters, table tents, counter cards, temporary tattoos, and more capturing the wild spirit of Alaska.

**Recipes, Recipes, and More Recipes!**  
Choose from a mouth-watering array of recipe booklets and leaflets on the many ways to enjoy Alaska seafood.

**Educational Literature**  
Learn what's behind the delicious taste of Alaska seafood through a variety of materials covering sustainability practices, fishing families and communities, species information, and much more.

**#AskforAlaska Wristbands**  
Fun wearable bracelets that keep the positive experience going long after the event.

**Alaska Seafood Table Runner**  
Boldly and proudly display the Alaska seafood logo at your event.



For more information on how your campus can team up with Alaska seafood to create fun and engaging programs that your students will love, please contact [education@alaskaseafood.org](mailto:education@alaskaseafood.org) or 800-806-2497.

ALASKA SEAFOOD MARKETING INSTITUTE: [www.alaskaseafood.org](http://www.alaskaseafood.org) • [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com)  
International Marketing Office & Administration: 311 N. Franklin St., Suite 200, Juneau, AK 99801 • 800-478-2903  
U.S. Marketing Office: 150 Nickerson Street, Suite 310, Seattle, WA 98109 • 800-806-2497

