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Wild,
Natural &
Sustainable®

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

DIRECT MARKETER TOOLKIT: JUNE 2021



'Just for you' tailored resources

GRANTS

Funding for direct marketers

The USDA is providing \$92.2 million in competitive grant funds that are open to local seafood producers. Deadline June 21.

[LEARN MORE](#)

[LOCAL CATCH APPLICATION ASSISTANCE](#)

COVID-19

Industry survey results

In March 2021, McKinley Research Group conducted surveys on behalf of ASMI to measure the pandemic's impact on Alaska's commercial fishermen and processing sectors during the 2020 season. ASMI thanks our industry partners for their participation in the survey process.

[VIEW THE RESULTS](#)

RESEARCH

Salmon season updated

ASMI, in partnership with McKinley Research Group, provides weekly salmon harvest updates throughout the season.

[GET THE LATEST](#)

Connect, engage, target

CONSUMER RESEARCH

Target your audience

You know there are endless reasons to love Alaska seafood. But learn what really motivates U.S. shoppers in the new Datassential consumer research commissioned by ASMI.

[READ THE RESEARCH](#)

SOCIAL MEDIA PRE-MADES

Engage customers: Full Transparen-sea

With an increased awareness of where seafood comes from, ASMI has launched a deep-dive sustainability series on social media. Follow us on [@AlaskaSeafood](#) and look for the trophy emoji at the beginning of our posts that share our ongoing sustainability story.

[LEARN MORE](#)

Other new resources

ARTICLES & RECIPES

Hot off the presses

[How to cook frozen salmon without thawing it](#)

Food Network

[Here's why halibut is the easiest fish to grill](#)

Food Network

[Salmon-shitake rice bowls](#)

Martha Stewart Living

[Grilled Salmon Skewers](#)

@WhatsGabyCookin

[21 Chowder Recipes with Seafood](#)

Eating Well

[Why combining Keto and Mediterranean might be best for your brain](#)

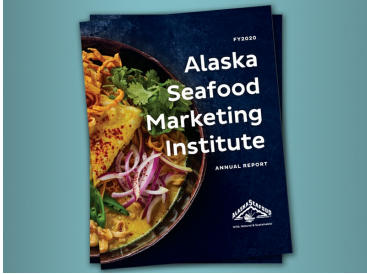
Outside

[Grilled salmon recipe](#)

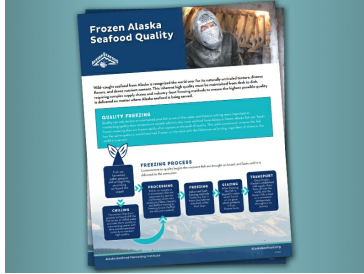
@iheartnaptime

FACT SHEETS & REPORTS

New resources on the web



NEW
FY2020 Annual Report
 now available



NEW
Frozen Seafood Quality
 fact sheet



REFRESHED
Alaska Seafood 101
 a species guide and glossary

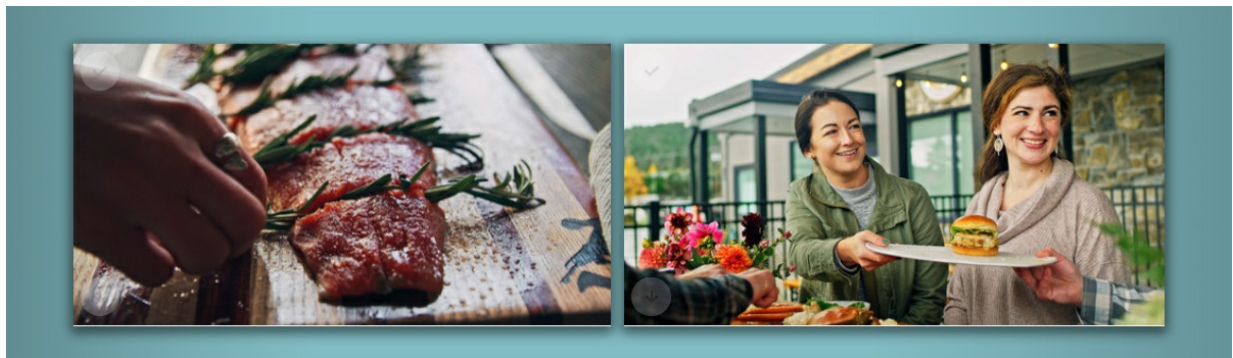
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