FOODSERVICE PROGRAM UPDATE
Overview

- Foodservice Outlook & Trends
- Highlights from FY13 & FY14
- What’s New – Upcoming projects
Industry Outlook

- Foodservice industry is moving beyond the “Great Recession”.
- More than ever, operators and consumers are wanting healthy options that include fish/seafood.
- Corporate initiatives and positioning continue around sustainability, the environment and “feel good values”.
- Operator and distributors are looking for the right co-branding partner - Alaska seafood has the “look of the leader” and is in a good position.
Chefs Predict the Biggest Trends for 2013

The Top 20 Food, Cuisine and Culinary Theme Trends for 2013

1. Locally sourced meats and seafood
2. Locally grown produce
3. Healthful kids’ meals
4. Environmental sustainability
5. Children’s nutrition
6. New cuts of meat (e.g., Denver steak, pork flat iron, teres major)
7. Hyper-local sourcing (e.g., restaurant gardens)
8. Gluten-free cuisine
9. Sustainable seafood
10. Whole grain items in kids’ meals
11. Farm/Estate-branded items
12. Non-wheat noodles/Pasta (e.g., quinoa, rice, buckwheat)
13. Non-traditional fish (e.g., Branzino, Arctic Char, Barramundi)
14. Ethnic-inspired breakfast items (e.g., Asian-flavored syrups, Chorizo scrambled eggs, coconut milk pancakes)
15. Fruit/Vegetable children’s side items
16. Health/Nutrition
17. Half-portions/Smaller portions for a smaller price
18. House-made/Artisan ice cream
19. Black/Forbidden rice
20. Food trucks

Source: NRA Study of ACF Chefs
Fast Casual: The Bright Spot in the Restaurant Industry

Source: Technomic top 500 Report
Foodservice Program Initiatives

- **Understanding the consumer** – new research.
- “Local” – face of the fishermen.
- Health – capitalize on new dietary guidelines and consumer trends.
- Sustainability and beyond.
- Incorporating social media into promotions.
- Menu development that supports consumer trends and industry needs.
- Reaching the “new generation”.
- Cultivating new foodservice segments and opportunities.
Foodservice Research

- ASMI conducted two new studies this year.
  - Attitude and behavior insights.
  - Fish sandwich research:
    - Gauge consumer perceptions.
    - Goal is to expand demand and build volume.
- Both studies also looked at Alaska brand perceptions.
The Alaska Brand

**Consumers are more likely to recommend Alaska seafood than any other protein tested**

<table>
<thead>
<tr>
<th>Protein</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska seafood</td>
<td>45%</td>
</tr>
<tr>
<td>Alaska salmon</td>
<td>43%</td>
</tr>
<tr>
<td>USDA Prime sirloin</td>
<td>38%</td>
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<tr>
<td>Angus beef</td>
<td>37%</td>
</tr>
<tr>
<td>New England seafood</td>
<td>33%</td>
</tr>
<tr>
<td>USDA Organic chicken</td>
<td>32%</td>
</tr>
<tr>
<td>Atlantic salmon</td>
<td>31%</td>
</tr>
<tr>
<td>Louisiana/gulf seafood</td>
<td>28%</td>
</tr>
<tr>
<td>Kobe beef</td>
<td>26%</td>
</tr>
<tr>
<td>Farm-to-table pork</td>
<td>24%</td>
</tr>
<tr>
<td>Farmed seafood</td>
<td>20%</td>
</tr>
<tr>
<td>Asian seafood</td>
<td>18%</td>
</tr>
</tbody>
</table>

**Unaided, consumers cite Alaska as the #1 source of great seafood**

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska</td>
<td>45%</td>
</tr>
<tr>
<td>Maine</td>
<td>35%</td>
</tr>
<tr>
<td>Florida</td>
<td>19%</td>
</tr>
<tr>
<td>Louisiana/New Orleans</td>
<td>16%</td>
</tr>
<tr>
<td>California/Los Angeles</td>
<td>10%</td>
</tr>
<tr>
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</tr>
<tr>
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<td>7%</td>
</tr>
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<td>Japan</td>
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</tr>
<tr>
<td>Oregon</td>
<td>2%</td>
</tr>
<tr>
<td>China</td>
<td>2%</td>
</tr>
<tr>
<td>New England</td>
<td>2%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>2%</td>
</tr>
<tr>
<td>Texas</td>
<td>2%</td>
</tr>
<tr>
<td>New York</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Other sources cited, 1% each:**
- Alabama, South Carolina, Virginia, New Jersey, North Carolina, USA, Gulf Coast, Spain, Rhode Island, Mexico, Chile, East Coast, Australia, Connecticut, Iceland, Michigan, Norway

Source: Datasense 2013

How likely are you to recommend the following to a friend, family member or colleague?

Which US states or countries come to mind when you think of sources of great seafood?
The Influence of Brands on Menus

<table>
<thead>
<tr>
<th>Category</th>
<th>Positively Influenced</th>
<th>Not Influenced At All</th>
<th>Negatively Influenced</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Alcohol Beverages</td>
<td>54%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Alcohol Beverages</td>
<td>52%</td>
<td>5%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Appetizers</td>
<td>51%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Entrees</td>
<td>41%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Desserts</td>
<td>51%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Condiments</td>
<td>46%</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Operator & Distributor Promotions
Operator Promotions

- **Goal**: Focus on segments that represent the greatest growth for Alaska seafood on the menu.

- **Significant inroads into QSR and fast casual restaurants over the past few years**:
  - These segments now demand sustainable seafood.
  - Beyond the LTO and Lenten period.
  - Opportunity for new healthy menu options.

- **Additional focus on casual and upscale restaurant chains in the coming year**:
  - Seafood is a larger portion of the menu mix.
  - Ongoing menu development.

Partnership Application Process

PARTNERING
with the Alaska Seafood Marketing Institute and the Alaska Seafood Brand

The Alaska Seafood brand is synonymous with superior-quality, wild and sustainable seafood. In fact, consumers prefer Alaska Seafood to any other seafood brand. The Alaska Seafood Marketing Institute (ASMI) can help you build your brand by capitalizing on Alaska Seafood’s logo recognition and halo of positive attributes to enhance your menu. Alaska Seafood promotions are highly effective in increasing seafood sales.

Application for Partnership Funding

Fill in the information on the form below and mail to:
Alaska Seafood Marketing Institute, 150 Nickerson Street, Suite 310, Seattle, WA 98109
Or scan and email to Jann Dickerson at Jann@ThinkFoodSF.com

1. RESTAURANT INFORMATION
Name of Restaurant Chain ____________________________
Contact __________________________________________
Title ____________________________
Address __________________________________________
Phone ____________________________
Email ____________________________________________
Number of Units ____________________________
Geographic Location ____________________________

2. PROMOTION DESCRIPTION
Date of promotion period ____________________________
Product (e.g., Alaska Salmon) ____________________________
Product name and description on the menu ____________________________
Name of promotion ____________________________
Supplier ____________________________
Distributor ____________________________

3. MARKETING PROGRAM
All materials and menu must include the ASMI logo and Alaska along with species name (e.g., Alaska Halibut)
Total Promotion Budget ____________________________
Estimated number of units to participate in promotion ____________________________
Advertising (list with estimated printed quantities and/or GRPs) ____________________________

Materials (list with estimated reach/frequency) ____________________________
Other (PR, Waitstaff Contest, E-Beat, Social Media) ____________________________

4. MEASUREMENT AND RESULTS
Definition of success (e.g., permanent menu item, increase in number of menu items ordered, increase in points purchased, increased traffic vs. previous year) ____________________________
Sonic Drive-In

GO FISH

Alaska Seafood
Alaska Pollock
Fish Sandwich

Add Cheese*

TRY IT AS A COMBO*

*For an additional charge. Add-Ons and Add-ins cost extra.
For a limited time only at participating SONIC® Drive-Ins.

TM & © 2020 Sonic America’s Drive-In. Recent Properties LLC.
Captain D’s
Morton’s Steakhouse

FRESH FEATURES

PAN ROASTED ALASKA HALIBUT
Brown Butter Caper Sauce and Fresh Spring Vegetables

FIELD GREEN CITRUS SALAD
Baby Arugula with Oranges and Strawberries, Goat Cheese and Candied Walnuts in a Roasted Caper Citrus Vinaigrette

SOY GINGER SNAP PEAS
Sesame Ginger Sugar Snap Peas with Soy and Red Pepper

SAUTÉED WILD MUSHROOMS
Toasted Baguettes Topped with Fresh Grated Aged Parmesan Cheese
Oceanaire

wild, natural and sustainable

Wild Alaska Halibut is caught in the clean, cold waters off the Alaskan Coast. Because of its tender white meat and pure flavor, Alaska Halibut has become America’s most popular seafood and is a favorite of guests and chefs alike. With our long-standing relationships with a select few fishing families and boats, we know our Halibut is coming straight from Alaska’s bounty of sustainable and protected resources to our kitchens.

Alaska Halibut is naturally high in nutrients and low in calories, fat and sodium. Delicious Alaska Halibut awaits you at the Oceanaire Seafood Room, but only for a limited time.

Reserve your table today

thecoeanaire.com
Oceanaire - Facebook
A Majority of our Seafood is Certified Sustainable

A majority of our seafood comes from fisheries that are certified or farmed in accordance with Best Aquaculture Practices (BAP). Our Alaska Pollock fisheries are certified by the FAO-Based Responsible Fisheries Management (RFM) Certification. This certification proves that Alaska’s fisheries meet the criteria of the United Nations Food and Agriculture Organization (FAO) Code of Conduct for Responsible Fisheries. These third-party certifications are awarded to fisheries or farms that meet sustainable seafood standards for maintaining healthy populations and ecosystems, and for seafood traceability. See below for more details on the BAP and RFM.

Our Progress to Date

Certified Wild Caught Seafood

- 100% of our Genuine VMI Alaska Pollock is certified as responsibly managed in accordance with the FAO-Based Responsible Fisheries Management (RFM) Certification.
- Our Pollock can be found in our Original Fish Taco, Fish Taco Enchiladas, Avocado Corn Fish Tacos and Bean-Roasted Fish Burrito.

Certified Farm-Raised Seafood

- 100% of our Atlantic Salmon is sourced from farms that are certified as sustainable in accordance with best aquaculture practices. Our Salmon can be found in our Atlantic Salmon Taco and Atlantic Salmon Burrito.
- 100% of our Shrimp is sourced from shrimp farms that are certified as sustainable in accordance with best aquaculture practices. Our shrimp can be found in our Grilled Coiled Tacos with Shrimp, Grilled Shrimp Taco and our Grilled Shrimp Burrito.
Jason’s Deli

Pick up a Wild Salmon-wich
featuring grilled wild Alaskan Sockeye Salmon

NEW!
Add grilled Salmon to your Salad Bar Order

ORDER HERE!

jasonsdeli.com
New York Yankees
New York Yankees

SPECIALTY

Pan Roasted Alaskan Salmon with Grape Leaves and Tomato Raisin Relish

Herbed Potatoes with Feta Cheese

Warm Pita with Hummus and Tzatziki Sauce
Operator Promotion Results

- Operators continue to recognize the value of the Alaska seafood brand.
- Continue to gain access into new accounts and segments.
- FY13 – 32 national account promotions happened in over 11,187 units across the U.S. promoting the Alaska brand and logo.
- Significant financial backing from our promotional partners.
Foodservice Operator Match Spend

**Overall Restaurant Chain Value of the Dollar 1:10**

For every $1 dollar ASMI puts towards a restaurant chain partnership, a chain will spend approximately $10 dollars promoting Alaska seafood and the ASMI brand logo.
Distributor Outlook

- Shift towards category management at the corporate level.
- Increased emphasis on selling distributor house brands to ensure future success.
- Role of the distributor sales rep is changing – need for better education and providing more incentives to support distributor brand growth.
ASMI continues to see positive results.

ASMI promotions often result in significant sales increases over other product categories (10-15% is typical distributor promotion goal).

Increase sales come from promotional activities, however the emphasis is on generating new case sales and new customers.

In FY13, over 2 million pounds of Alaska seafood was sold.
FY14 Distributor Promotions

- Align more with corporate as a result of category management.

- Offers the potential to significantly reach more operators and sales associates with Alaska seafood promotions and messaging.

- FY14 promotions:
  - Divisions – 145
  - Sales Associates – 11,943
  - Foodservice Customers – 654,013
The Benefits of Alaska Seafood

Drive your sales, streamline focus and earn RFS Reward points with these helpful training materials.

Learn more about upselling Alaska seafood with three easy steps:

1. Visit ReyesTrainer (or via SharePoint).
2. Enter your username and password (e.g., Fname.Lname; password: last 4-digits of your SSN).
3. Enter the codes below into the assignment code field (SEAFOOD101) on the main page.
4. After taking the quiz, you will be rewarded 5000 RFS Reward points!

Did you know...?

55% of consumers eat fish and seafood because they "like the way it tastes".
43% of consumers reported that health is the main reason for eating more fish/seafood than two years ago.
65% of consumers said they would order more fish/seafood if they had the option of choosing their side dish.
60% of consumers would order more seafood if casual restaurants offered them a choice for fish/seafood.
68% of consumers reported that seeing an Alaska Seafood logo on a menu would increase their likelihood of ordering an Alaska fish/seafood item.

Scan QR code for RFS Rewards

Why Alaska Seafood?*

**WILD**: No finfish farming in Alaska. The seafood is harvested in the wild, the pristine waters of Alaska’s rugged 34,000-mile coastline.

**NATURAL**: Alaska Seafood is seafood at its natural best. Species mature at a natural pace, swimming freely in the icy cold waters, eating a natural diet of marine organisms.

**SUSTAINABLE**: Alaska’s Seafood is eco-friendly. The seafood species are part of healthy, intact eco-systems and the fisheries are managed for sustainability. This is mandated by the Constitution of the State of Alaska.

**FLAVOR**: The superior flavor and texture of Alaska Seafood is prized around the world. They get their flavor and flesh color from their natural diet of marine organisms.

**VERSATILE**: Alaska Seafood is healthy and nutritious. It is high in protein and low in saturated fat. It is a natural source of the “good fats” — heart-healthy Omega-3s.

**U.S. JOBS FOR A HEALTHY ECONOMY**: The Alaska Seafood industry is a major economic engine! It provides work for 54,000 people and is an estimated $5.8 billion economic output to Alaska. Over half the seafood harvested by American fishing families is harvested in the waters of Alaska.

*Source: 7 Reasons to Ask for Alaska Seafood, Alaska Seafood*
**Wild Flavor**

The waters of Alaska meet a splash of Trade East™ spice.

With consumers placing more emphasis on health and wellness, sourcing of food, and bold flavors, there has never been a better time to promote Alaskan Seafood.

High in protein and essential nutrients, low in saturated fat, and a natural source of Omega-3 fatty acids, Alaskan Seafood is the ideal choice for people who want to enjoy optimum health.

From rich-tasting, wild-caught Salmon to tender Halibut, Cod, and Pollock or mouth-watering Crab, Alaskan Seafood offers a variety of menu options for everyone's palate. And, with Cook It Frozen offerings paired with Trade East's zesty seasonings, creating unique signature dishes has never been easier—or healthier.

For more information about seafood from Alaska and Trade East spice, contact your Gordon Food Service® Customer Development Specialist.
Del Monte Meat Co.

ALASKA SEAFOOD MARKETING INSTITUTE
AND Del Monte Meat Company PRESENT:

GIANTS

Spring 2013 Promotion

One sales person from each DM division will win 2 Tickets to a Luxury Suite
San Francisco Giants home game. Food and refreshments provided!
Plus an additional $200 to spend in the Giant's Dugout Store.

THE RULES OF THE GAME
1) All attached Alaska Seafood items qualify for the promotion.
   Promotion will be based on pound sold to qualify winner. Highest lbs per district wins.
2) Promotion dates are April 1, 2013 – May 30, 2013.
3) SF Giants Home Game date to be announced soon.

Good Luck – and Remember...
Swing For The Fences!
Distributor Outreach & Education
The New Generation
The New Generation

- Primary focus is on Gen Y:
- K-12 schools where appropriate.
- ASMI Goal:
  - Build our base of future seafood eaters.
  - Use our sustainable leadership position to partner with venues where this generation eats.
Education is Key

- Sustainable seafood is top of mind.
- Activities create a teachable moment.
- Involves the entire school and surrounding community.
- ASMI is active with National Association of College & University Foodservice (NACUFS).
- Platinum sponsor of Menu Directions 2013 Conference.
Wild Alaska Seafood Stars at Stanford

Sustainable food is a far-reaching commitment at Stanford University in Palo Alto, Calif. The proof is on the plate in the form of the flavorful wild Alaska salmon that Stanford Dining serves in its various dining outlets.

"Simply put, our commitment to sustainability is a core tenet of our management philosophy and plays an important role in everything we do," says Eric Montell, executive director of Stanford Dining, which serves 12,000 meals daily in 11 dining halls, two late-night operations and the executive dining program.

A promise kept

A shining example of this commitment is the 18,000 pounds of wild Alaska salmon that Stanford Dining purchases from Heather Hard nasle and her family fishery on the Taku River in Alaska. "This is how we mean to serve," says Montell. "It is very popular with students and we feed it in a variety of dishes."

Salmon is a popular offering at Cardinal Sage, a Mediterranean American dining concept that Stanford Dining contracted with consulting chef Mark Miller. "Salmon is really an expert at creating extraordinary Mediterranean-American dishes," says Montell. "We added wild Alaska salmon to the menu and the student demand has been extraordinarily high."

"We are heartened to see that an institution as large as Stanford is willing to spend the time and money to source truly wild salmon from individual fishing families like ours," says Hardnasle. "Because we have a deep reverence for wild salmon and feel they comprise much of who we are as residents of the Pacific Rim, we are gratified that the salmon we catch and carefully handle is enjoyed by the Stanford community."

As an increasing number of foodservice operators realize, there are compelling reasons for choosing Alaska seafood. For one, it comes from waters that are clean, healthy and protected from harmful human activities. Seafood harvested in this wild, natural environment brings unparalleled quality and flavor to culinary creations.

In addition, Alaskans take sustainable fisheries very seriously. In the case of wild salmon, fishery biologists establish goals for escapement—the number of salmon that need to get upstream for spawning to ensure a healthy population—and monitor the season run throughout the season. Passing these strict window of time to catch the salmon, preventing overfishing and assuring the long-term health and sustainability of the salmon population.

"Alaska seafood is the gold standard for seafood sustainability," says Montell. "We believe there isn't a higher standard or system in the marketplace."

The importance of Stanford's commitment is clear to its students, who have a "very high" awareness of sustainable food issues, Montell says.

"We are committed to sharing our knowledge and creating awareness of food culture, food systems and food production, by which we are able to meaningfully participate in the education of our future leaders," says Montell. "Through our commitment to purchasing sustainable food, we are helping to ensure an abundance of fish for all of us and the future."

These principles have become part of the learning experience at Stanford. The Sustainable Foods Coordinator is a full-time position with duties that include teaching at the university.

Both Montell and the Sustainable Foods Coordinator are frequently invited to speak in courses such as Food and Politics, Reducing Stanford's Carbon Footprint and Creating a Green Student Workforce to Help Implement Stanford's Sustainability Plan.

Stanford Dining employs and trains about 180 students each quarter to manage various aspects of the Sustainable Food Program and to help in designing, implementing and managing key program initiatives.

"From events in the dining halls to partnerships with student groups and academic departments, our goal is to offer everyone at Stanford a hands-on, exciting opportunity to learn about sustainable food systems and to engage our community in actively creating positive change," says Montell.

Not surprisingly, Stanford's reputation for expertise in this area has spread far beyond campus.

"We have won numerous industry awards for our sustainable programs and we get regular visits from other universities and colleges to learn about our program," says Montell.

Strong partners

Another major factor in the success of the sustainability program is the close relationship with Alaska Seafood Marketing Institute and its foodservice marketing director, Carlini Stagner.

"We work very closely with ASMRI," says Montell. "We would not be where we are without such a strong partnership. Whenever we have a question about seafood sustainability, I turn to Carlini for advice and also always present information in a manner that provides (informed) decision-making."

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For more information about wild Alaska seafood, including sustainability, recipes and nutrition information, visit www.alaskaseafood.org/foodservice.
Grinnell College
UMass-Amherst Alaska Seafood Week

Celebrate SUSTAINABLE SEAFOOD

OCTOBER 8-11TH
WILD ALASKA SEAFOOD WEEK
with Alaska Coho Salmon, Rock Fish, Halibut, Cod and more!

GUEST CHEF DAN ENOS

SPEAKER LANI DELAURER
Fishing/Seafood Specialist
Alaska Seafood Marketing Trust
Thursday, October 11th, 4-4:30pm
in Sanders Hall DC
UMass-Amherst Alaska Seafood Week
UMass-Amherst Alumni

The #umass #ironchef competition could not be possible without our sponsor @ASMIAskSeafood. Many thanks!

pic.twitter.com/Yf7VRygMkp

12:05 PM - 19 Oct 13

Don't miss any updates from UMass Amherst Alumni
Join Twitter today and follow what interests you!

Full name  Email  Password

Text follow Alumni@UMass to 46404 in the United States

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Sodexo: K-12 School Project

- Leading foodservice management company.
- Provides K-12 foodservice in 500 schools districts throughout the U.S. as well as other segments including healthcare, B & I, etc.
- Provides 2 ½ million meals per day in 3,000 schools.
- In 2012, ASMI and GAPP worked on a pilot program with Alaska pollock in the Peninsula school district.
- The program was a success and resulted in a national program with Sodexo that will be launched in January.
Sodexo National Program

CREATE SEAFOOD LUNCHES KIDS WILL LOVE

The next step in a successful seafood program is to make the menus delicious and fun. Go beyond the traditional fish sandwich or fish sticks and capitalize on restaurant and ethnic trends that excite students and will have them asking for more!

To get started, try the 12 new recipes included in this guide.

STEP 2

Tips for Preparing Alaska Pollock

- Before serving a new seafood product, do a cook test. All recipes are different, so cooking times and oven temperatures might have to be adjusted to obtain the correct temperature and crispy breading.
- Before cooking unbreaded Alaska pollock portions, brush the fish with oil or a bit of the sauce from the recipe to keep it moist during cooking.

Alaska Pollock Bank Mi

**Sodexo Recipe XXXXXXX**

**YIELD:** 1 serving = 2 oz meat/meal alternate, 2 oz vegetable, 0 oz bread

**INGREDIENTS**

<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
<th>Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole grain hoagie roll</td>
<td></td>
<td>1 each</td>
</tr>
<tr>
<td>Soy Mayo (see recipe on back page)</td>
<td></td>
<td>1 tablespoon</td>
</tr>
<tr>
<td>2.6 oz. unbreaded, once-frozen Alaska pollock portions</td>
<td></td>
<td>1 cup</td>
</tr>
<tr>
<td>Cucumbers, peeled, sliced</td>
<td></td>
<td>3 each</td>
</tr>
<tr>
<td>Red onions, sliced</td>
<td></td>
<td>3 each</td>
</tr>
<tr>
<td>Cilantro leaves and stems</td>
<td></td>
<td>3 each</td>
</tr>
<tr>
<td>Jalapeno peppers, canned, drained</td>
<td></td>
<td>1 each</td>
</tr>
<tr>
<td>Asian Sloe (see recipe on back page)</td>
<td></td>
<td>1 cup</td>
</tr>
</tbody>
</table>

**DIRECTIONS**

1. Start with a whole grain hoagie roll.
2. Spread with 1 tablespoon of Soy Mayo.
3. Add 2.6 oz. unbreaded, once-frozen Alaska pollock portion.
4. Top with 1/4 cup peeled, thinly sliced cucumbers.
5. 1 tablespoon sliced red onion.
6. 1 tablespoon cilantro.
7. 2 and 3 canned jalapeno rings.
8. Top with 1/4 cup Asian Sloe.

*1.25 oz. unbreaded Alaska pollock portion can be substituted, increase bread to 4 oz.*
Sodexo Training Videos
Trade Shows & Conferences
Les Dames d’Escoffier

Thursday, September 27, 2012
5:30 to 8:30
The Pike Brewing Co.
1415 1st Ave
Seattle, WA
$75.00 per person

Tickets:
Available through PayPal
www.lesdamesseattle.com

Fish Tales
& Pike Ales
CIA Conferences

Roasted Alaskan Cod with Warm Fruit Salad and Pea Tendrils
Menus of Change Initiative
NACUFS National Conference
Trade Education
Consumer Research Brochure

Menu Alaska
CONSUMER RESEARCH RESULTS 2013
A Clear Preference for Wild, Natural & Sustainable Alaska Seafood
Health Initiatives

- Capitalize on new dietary guidelines – “My Plate”.
- Culinary Institute of America (CIA) partnerships.
- Sodium reduction strategies.
- “Swap-Meat” protein replacement.
- Gluten free recipes.
Menus are Getting Healthier

Are you making efforts to adjust dishes/recipes to be more healthful, for example, by using more fruit and vegetables or reducing sodium?

- Yes, always: 55%
- I try, but not all recipes are easily adjusted: 37%
- No: 7%
- Don't know: 2%

Source: NRA Study of ACF Chefs
**SEESAME SEARED ALASKA SOLE ROLL**

**SERVES 4**

**INGREDIENTS**

- Alaska sole, 3-6 oz fillets
- Mustard, Dijon
- Sesame seeds, black and white
- Carrots, matchstick
- Squash, matchstick
- Zucchini, matchstick
- Scallions, matchstick
- Thai sweet chili sauce
- Vinegar, rice wine
- Soy sauce, low sodium
- Millet, cooked

**DIRECTIONS**

1. Preheat oven to 375°F.
2. Rub 1 Tbsp. of mustard on the skin side of the fillets, then evenly coat each fillet with sesame seeds.
3. Reserve with sesame seed side of the fillets facing downward.
4. Mix all vegetables and evenly distribute over fillets.
5. Roll fillets so that one end meets the other with the vegetables tightly bound inside.
6. In a non-stick saucepan over medium-high heat, sear rolls beginning with the point where the fillet overlaps itself. Rotate the fillets a quarter turn each minute, until the entire outside is cooked.
7. Place onto oven safe baking vessel and bake for 3 minutes until sole and vegetables are fully cooked.
8. Mix remaining mustard, sweet chili sauce, vinegar and soy sauce.
9. Serve sole rolls atop a thin layer of sauce with cooked millet.

**HEALTHY COOKING TIP**

We should all eat more vegetables for their great fiber and nutrition, but they also add low calorie volume that helps to healthfully bulk up dishes.

**NUTRITION FACTS**

Serving Size: 3/4 recipe | Calories: 450 | Calories from Fat: 110

- Vitamin A: 10%
- Calcium: 3%
- Vitamin D: 12%
- Iron: 12%
- Sodium: 12%
- Vitamin E: 22%
- Fiber: 2%
- Magnesium: 7%
- Zinc: 11%
- Copper: 11%
- Chlorine: 0%

*PERCENTAGE DAILY VALUES ARE BASED ON A 2,000 CALORIE DIET*
Gluten Free Recipes

GARLIC GRILLED ALASKA SALMON SALAD

GRILLED ALASKA SALMON WITH AVOCADO AND PAPAYA SPINACH SALAD

ALASKA SALMON AND WHITE BEAN SALAD

RICE PAPER WRAPPED ALASKA SALMON ROLLS
Alaska Cod Point-of-Sale
The Professional Chef discovers Sustainable Alaska Seafood

Flavor First. The Next Big Thing in Flavor Destinations
Enter the delicious world of wild Alaska seafood, the perfect ingredient for flavor and sustainability. The beautiful, pristine waters of Alaska are home to an abundance of different species. Each has its own character, all have the rich, delicious taste and firm texture to complement any cooking style and flavor profile. And they are all a model for quality, purity and responsible fishing practices.

- Video Recipes
- Alaska Seafood 101 Video
- Alaska Seafood Species Guide for Chefs
- Discover the Training Opportunities

Wild, Natural & Sustainable
This program brought to you by The Alaska Seafood Marketing Institute.
Learn more about Alaska Seafood
Find more recipes and Fisherman Stories.
Culinary School Education
Foodservice Public Relations
Focus is on the foodservice trade.

Activities include:
- Editorial
- Product and recipe releases
- News articles
- Special Events

Increase in web traffic and online features.

FY13 results:
- Total audience reached – 2,190,700
- Media value - $437,367
Dutch Harbor Media Tour

- In cooperation with GAPP
- Focus on Alaska pollock, snow crab, cod and flats.
Sustainably Yours

Alaska is intent on preserving its pristine fisheries, for both environmental and economic reasons. James Armstrong reports.

It’s 6 a.m. in the town of Dutch Harbor, Alaska, where the Aleutian Islands begin, on the southwestermost peninsula of the 50th state, some 800 miles from Anchorage. The fishing vessels are heading out either north for the Bering Sea or farther northeast for Baja Bay. The morning air is crisp and cold. The darkness will remain for several more hours, and when the sun begins to rise, about 9 a.m., the deep blue Bering Sea will slowly reveal its majesty as the ships pass through the clearest water in the Northern Hemisphere.

This morning the Eastern Wind'ighthouse is bringing a group of journalists from Dutch Harbor, where we toured the U.S. Coast Guard, to visit 'Pribilof Seafood', the largest seafood processing facility in North America. The plant processes up to three million pounds of multiple species a day, but pollock, the most abundant seafood species in Alaska, makes up the bulk of its production.

The Alaska Seafood Marketing Institute's group is the first of the world to release fish, the first time the world will see fish in all their glory. The 500-kilograms of Atlantic pollock, the most important species in the state, and to learn about its history and emphasis on sustainability. "This is about taking care of your seafood resources.

Pollock is a rock, a rockfish, a member of the cod family and very different from Atlantic pollock (which can be oily and "fishery" setting). It's the most commercially viable caught in North America. You're probably eating it countless times without knowing its name. McDonald's Fish 'n' Chips is Atlantic pollock, for example.

A few months earlier, one of these ships could have been on its way to Bristol Bay feeling the rush of the new season, all of which means even higher and more.

And the "catch" will be there, practically waiting. This measured resources exists, because Alaska has pioneered the standard for sustainability, eco-friendly fishing by adhering to the most recognized and internationally accepted set of guidelines written by the UN's Food and Agriculture Organization (FAO). This proactive sustainable harvest protects Alaska's wild fisheries for future generations. The responsibly managed aspect and certified strict environmental standards of the Marine Stewardship Council, which means this sustainable seafood choice for your local, fresh, or frozen.

"This is the modern seafood industry, while it might not seem perfect, it is one of the best managed in the world," writes Andy Shepherd, CEO of the ocean conservation organization Oceana, in The Perfect Picnic. West Coast fisheries voluntarily manage their catch, which usually weighs in at about 250,000 pounds and is delivered at a cost of the fisherman to either Dutch Harbor or at Chichagof Island off the coast of Cape Cod. Our group would take a ride on a fishing vessel called The FV Sisterhood from Alaska back to Dutch Harbor, just a few hours at its way on a 29-hour journey to the Bering Sea. Finally, the trip that February day was smooth and the weather warmer than it was in New York City, where we were based in pre-assessment.

The fishing industry on the West Coast of North America, in the years before Alaska became a state consisted of local fisherman and small catchers to provide for communities. It's only in the past couple of decades that pollock fishing has become a major commercial industry, supplying seafood to more than 100,000 orders for people who value sustainability.
Alaska’s most prolific fishery

Bret Thorn
Thu, 2013-03-21 19:54

It takes a long time to get to Dutch Harbor, Alaska, unless maybe you start in Akutan or Cold Bay, and even then, you never really know. The weather can be foggy or rainy, windy or snowy, or your flight might be sidetracked for some non-weather-related reason. You might be able to catch a ride on a freighter or a fishing boat, and if you’ve brought your seasickness pills that might be all right.

I started my trip in New York City and flew there to Seattle a day before my flight to Alaska. The folks at the Alaska Seafood Marketing Institute planned it that way: If we caught the 6 to 9 a.m. flight from Seattle to Anchorage, they reasoned, the chances of us making it to Dutch Harbor on the same day were pretty good.

A direct flight from Anchorage to “Dutch,” as the locals call it (others call it “Oh, you mean that place where Deadliest Catch is filmed”), is about three hours. Ours was supposed to be direct, but someone needed to get several hundred pounds of salmon to a community called, appropriately enough, King Salmon. So we went there first, minus some of our luggage, which was bungeed to make room for the fish. That was followed by a delay in Cold Bay, which from what I could tell was nothing but a snow-covered runway next to what might have been a warehouse (Wikipedia tells me it has a population of 108).

Apparently, the overcast weather made the likelihood of a quick and successful landing on the Dutch Harbor runway, which is sandwiched between a mountain and the frigid Bering Sea, questionable, so our captain

And the Trident plant is a safe place to work. It currently has an accident record of 0.9 “incidents” per year. That can mean anything from a pierced finger to a complete tragedy. With 1,200 employees and so many moving parts, that seems remarkable to me.

Most of the pollock that comes into either Akutan or Dutch Harbor is processed into fillets, which are then layered in rectangles and frozen in large blocks. That’s what McDonald’s uses. Specifically, it uses a deep-skin fillet block, which is to say all of the skin is removed, leaving the sort of very light-colored very consistent block that you would expect in a Filet-O-Fish.

So it’s whole fillets that are frozen into blocks and then cut into Filet-O-Fish shaped rectangles, breaded and fried.

About 36 percent of the pollock is further processed into surimi, which you might know better as “sea legs,” or, and boy does the pollock industry regret this, “imitation crab.”

Surimi is pollock that’s washed and puréed and washed and puréed over and over again until it’s a gleaming white slurry. It’s then mixed with starches and other binders, phosphates and other things (although it’s still mostly pollock), and then extruded into long thin strips. It looks sort of like fish paper at that point. Then it’s rolled and colored and cut into whatever shapes Trident or Unisea’s customers want. It’s what you’re very likely to eat in a California roll. In Europe it’s sliced into deli meat, and in Japan it’s practically everywhere, and with good reason. It’s an inexpensive source of lean protein — 100 grams of it has 15 grams of protein and about double the amount of heart-healthy omega-3 fatty acids you need in a day.

You won’t find it in school lunches, though. That’s because of the imitation crab thing.
The Story of the Sea

Customers are increasingly interested in the story behind their food. That’s good news for the seafood industry.

The fish used for McDonald’s Fish McBites and Filet-O-Fish sandwich is not local. Nor is the product used for Long John Silver’s Whitefish Fillet. Same goes for Wendy’s Premium Fish Fillet Sandwich, Jack in the Box’s Fish Sandwich, and Quiznos’ Lobster and Seafood Salad.

Not local, that is, unless the consumer lives in a place where the sun might not come up until 9:30 a.m., depending on the time of year. A place where even Subway and Starbucks have not ventured. A place at the edge of the world.

In a day and age when the story of food keeps the cash registers ringing—when local sometimes resonates more with customers than the industry’s trusty value or flavorful propositions—the vast majority of quick-service seafood represents a sort of anomaly. Some of the best sources for high-quality, affordable seafood—the North Atlantic, say, or the Bering Sea—are thousands of miles from many U.S. quick serves.

But seafood doesn’t have to rely on the local value-add. Seafood has its own story to tell.

The edge of the world

Dutch Harbor, Alaska, is not easily accessible for the common traveler. To reach its rocky shores—really, sheer cliffs—one must first dispatch to Anchorage, then catch a pudding jumper over half the Aleutian Islands, a flight that may or may not include emergency fuel stops in towns bearing names like King Salmon and, appropriately, Gold Bay.

Click here to check out more photos from Alaska

Americans might recognize Dutch Harbor and its host Aleutian Island, Unalaska, from the hit Discovery Channel show “Deadliest Catch.” In truth, the community is not a fend-for-yourself badlands filled with rugged seamen fixing to quarrel at the town’s only watering hole, as the show might portray; locals are quick to remind that the “Deadliest Catch” guys hail from Seattle. Most everyone is hospitable and moved there not for love of the harsh weather and severe isolation, but rather for the great pay, benefits, and vacation time offered by seafood companies like UniSea and Trident.

“The people are really friendly here because they’re from everywhere,” says Richard Bye, executive chef of the Grand Aleutian Hotel in Dutch Harbor. “Everybody has a story here. I’ve found; people like me—I sold my restaurant, in desperation I came up here to go into seafood processing, to pay off some bills, and worked 75 hours a week. And I turned into something else up here, which a lot of people do.”

Seafood sustainability boils down to three things: ensuring adequate fish stocks for future generations, protecting marine ecosystems, and investing in communities built around the fisheries.

Living on an island with more docks than trees, where bald eagles and ravens swarm in place of seagulls, might indeed change a person. But job opportunities abound in Dutch Harbor because it is the top seafood port in the U.S., No. 1 among commercial fishery landings by volume and No. 2 among landings by value. Some 515.2 million pounds of fish worth $163.1 million passed through the port in 2010, according to the National Oceanic and Atmospheric Administration (NOAA). It’s one of six Alaska ports in the top 10 commercial fishery landings by value.

Together, Alaska’s fisheries employ approximately 52,000 people (about 7 percent of the state’s population; it’s Alaska’s biggest industry) and provide nearly $6 billion worth—an average 2.4 million metric tons—of fish to the global market, according to the Alaska Seafood Marketing Institute (ASMI). Roughly half of domestic wild-caught seafood in the U.S. is pulled from Alaskan waters, including most of the pollock and cod commonly used in quick-service seafood items.

“We do know that Alaskan seafood is the second-most commonly specified brand on U.S. menus,” says Michelle McKee, category leader at Jack in the Box, which uses Alaskan pollock in its Fish Sandwich. “We also know through research that 57 percent of diners prefer to eat wild-caught fish. So these two things definitely play a major role with our sourcing.”

To understand the core of Alaska’s seafood industry, it helps to consider the diverse bunch of people who risks their lives on the Bering Sea to haul in crab, pollock, cod, and halibut, as well as the tightknit communities banded around the watersheds that breed Alaska’s famed salmon. But consider, too, that this is a story that has evolved since 1959, the year Alaska became the 49th United State, having pursued Union membership mostly so it could better manage its salmon industry; the same year that Alaska wrote into its State Constitution that fisheries would be sustainably managed.

“In many of these fishing communities … fishing is all there is,” says Randy Rice, technical director for ASMI. “So it’s sustainable fishing that sustains communities. The livelihood and future of Alaska rested squarely on the backs of managing fisheries for the long-term.”

While sustainability often has several definitions in the foodservice industry, experts interviewed for this story all say seafood sustainability boils down to three things: ensuring adequate fish stocks for future generations, protecting marine ecosystems, and investing in communities built around the fisheries.

The sustainability of Alaskan fisheries has evolved over the last 54 years. Much of the evolution has revolved around federal mandates implemented to protect domestic waters, like 1976’s Magnuson-Stevens Fishery Conservation and Management Act, the original incantation of which phased out foreign fishing in the U.S. and created regional fishery management councils. Updates to the Act in 1996 and 2006 focused on ending overfishing,
On-Campus Hospitality

SUSTAINABLE SEAFOOD

When Alaska became the 49th state in the Union in 1959, the nation's constitution included a mandate that all Alaska fisheries be managed sustainably. They wanted to ensure that there would always be fish to catch and that there would always be an abundance of wild Alaska seafood to enjoy.

In 1981, the Alaska Legislature created the Alaska Seafood Marketing Institute (ASMI), to ensure the Alaska seafood industry remained competitive. This partnership between the seafood industry, the state and the tribal, federal, and local governments promotes the consumption of Alaska seafood in domestic and international markets—and encourages the industry to produce high-quality seafood.

To promote its products in the college and university segment, ASMI offers a number of ways to engage students:

- Our goal, and the reason why we are working with colleges and universities, is because we see it as an opportunity to teach Gen Y to eat more fish and seafood,” said Jim Dickerson, national accounts with ASMI. “They are at a time in their lives when they are making some decisions on how they eat, and they are exposed to many new things. Along with that, the college and university’s goal is to teach them about healthy food and new varieties of food. We feel it is the perfect place for Alaska Seafood.”

- Sustainability is another reason why we see the college and university segment as one that is a perfect fit for Alaska Seafood. “The reason we focus on college and universities is because they are all about sustainability. Not only is it a part of their curriculum, not just the science schools, but the business, the culinary schools, they are all about sustainability. So we find that if we can go in and create an on-campus event to make a fun, teachable moment, it can develop media opportunities for the school, as well as give the school an opportunity to teach the students about sustainable seafood. It is really a win-win situation.”

The organization has a number of ways it works with schools. “We do a lot of training at colleges with the various chefs,” said Dickerson. “We have a pool of chefs that we work with. Depending on where the opportunity is located, we’ll bring in a different chef.”

ASMI recently held Chef Burton Seaver at Yale University in New Haven, Conn. “We brought Chef Burton Seaver in to talk to all of the chefs at Yale for a monthlong session, so they could ask questions and learn all about sustainable seafood,” she said. “We talked about ways to prepare fish so that it holds longer, so the texture holds up, serving it with something very simple using our sea technology.”

At the University of Massachusetts—Amherst, ASMI was part of the school’s world-record-setting seafood event in September. (See sidebar.)

“ASMI is one of the best organizations we have worked with to promote the seafood industry and sustainable practices,” said Ken Tong, UMass Amherst’s executive director of Auxiliary Services and head of Dining Services. “They have a wide array of resources from promotional materials, graphic design, marketing support, recipes to seafood experts for educating students. They have made our annual sustainable seafood event much easier. For the past five years, we have promoted Sustainable Seafood Week in partnership with ASMI. They suggest recipes, culinary support for our chefs, assist in designing fliers and send in their seafood experts for lecturing our students about sustainable seafood.”

Alaska Seafood was also part of a then World Record longest sustainable fish taco at Emory University in Atlanta in 2011. The 260 tacos formed a line nearly 121 feet long and used sustainable Alaska ingredients.

The idea for the fish taco event occurred when a representative from Emory attended a special Alaska Seafood trip. “Four years ago, we partnered with Schwahn’s Foodservice, and we took a group of mostly college and university foodservice directors to Alaska,” said Dickerson. “All of the chefs had the opportunity to look at the five species of salmon and cook them in different preparations. The next day, chefs at the University of Massachusetts- Amherst set a new Guinness World Record by cooking a 6,666 pound seafood stew at a Labor Day barbecue that celebrates the return of students to the campus.

The record stew was the work of a team including celebrity chef Art Fira of the Food Network, Willie Sing, UMass Amherst’s executive chef; and the UMass Amherst Dining Services team. They had help from UMass Chancellor Rumble Kelli Subbarwany, and a small army of student volunteers, administrators and staff.

The seafood stew was prepared in the custom-built, 1-ton, 14-foot frying pan used last year to set the new Guinness Record of 4,020 pounds for the world’s largest stir-fry at UMass-Amherst. The cooking area was located on a traffic island on Massachusetts Avenue adjacent to the Hampshire Mall. Traffic was routed around the site and was escorted to the crowd of students and visitors.

Ken Tong, UMass Amherst’s executive director of Auxiliary Services and head of Dining Services, said this year’s record-setting performance continues a tradition. He also noted that it keeps the campus’ gastronomic emphasis on preparing and serving healthy food. “Our goals in setting this Guinness World Record are to support sustainability, to promote healthy eating and regional cuisine and to help build community,” Tong says. “We also wanted to have some fun as we welcomed 27,000 students back to school.”

This stew used vegetables from the student-run permaculture garden on campus and from local farmers. “In addition, we only used sustainable seafood from New England and Alaska, and many other ingredients from New England.”

The recipe called for 145 pounds of bacon, 1,000 pounds of seafood (including mussels, lobster, clams, haddock and salmon), 1,121 pounds of potatoes, 72 pounds of butter, 862 pounds of chicken stock, 72 pounds of rice, 290 pounds of carrots, 575 pounds of onions, 144 pounds of tomatoes, 288 pounds of celery, 72 pounds of haricots, 72 pounds of carrots, 74 pounds of purple potatoes, 72 pounds of fennel, 72 pounds of purple potatoes, and 18 pounds of celery. The stew was served on one pound of each of yarrow sauce and a sauté wine-involving sauce.

Corporate sponsors covered the total cost of the event. Among the sponsors were the National Seafood Board, Alaska Seafood Marketing, Lee Kim Kue, Bush’s Best, Kraft, Eccles, North Coast Seafood, McCormick and Komet.
Tacos offer a platform for multicultural tastes, particularly Asian-influenced ones. Rubio’s Fresh Mexican Grill’s new Sesame Soy Fish Taco layers wild Alaska pollock with cucumbers and avocado, and topped off with sesame soy and creamy wasabi sauces.

Sandwiches are another straightforward format now showing a stepped-up level of ethnic creativity. Asian cuisines and ingredients, particularly French-Vietnamese fusion banh mi sandwiches, are driving much of the ethnic sandwich trend. At Lee’s Sandwiches, adventurous diners can drizzled with hoisin sauce and garnished with scallions, peanuts and wonton strips — Pandini’s.

Sandwiches, adventurous diners can evolve into a larger Asian taco focus in recent chain menu items:

➤ Korean BBQ Tacos — Wild Wing Café
➤ Korean Steak Tacos — three corn tortillas with cubed Black Angus flat-iron steak marinated in soy and sugar, topped with cucumber chunks, bean sprouts, ginger-lime slaw, basil, cilantro and sriracha sauce, served with a side of jasmine rice — T.G.I. Friday’s
➤ Sesame Soy Fish Taco — beer-battered Alaska pollock, soy sauce, creamy wasabi dressing, avocado slices and spring mix served in a corn or flour tortilla — Rubio’s Fresh Mexican Grill

Meanwhile, chicken wings have moved way beyond the classic Buffalo recipe to become another favorite format for global flavor notes. Flavors imparted by spreads, sauces or condiments are appealing to six out of 10 consumers, according to Technomic research, indicating an opportunity for signature house-
Santé
International Foodservice Editorial Council
Trade Advertising
**Target:** Foodservice Trade.

**FY 13 Message:** Alaska’s commitment to sustainability makes it easy for seafood buyers to source responsibly. Incorporates FAO-based RFM certification.

- Includes print and online media components.
- Ads have scored well in recent readership studies - received an advertising excellence award from *Plate* magazine and a score of 90 on *Signet AdEffect*.
- Total impressions – 1,371,926
Some have SUSTAINABILITY written into their brochures. WE have it written into our STATE CONSTITUTION.

To Alaskans, sustainability means protecting the long-term health of the environment, and a way of life that has existed for generations. That's why back in 1950, when Alaska became a state, it was written into our state constitution. Now, to further verify our adherence to the highest of sustainability practices, we offer the FAO-based Responsible Fisheries Management certification — giving you assurance that we follow the world's most recognized guidelines, those of the United Nations Food and Agriculture Organization.

We've always said Alaska Seafood is a responsible choice; now we go even further to prove it.

Meet Alaska's Generations of Sustainability.

Ray and Kaye Tui. They are among the countless Alaskan families is honor sustainability in every catch, and:
Learn more at WILDALASKAFLAVOR.COM
Alaska: Your Source for Sustainable Seafood

Our commitment to responsible management and sustainability existed long before anyone ever heard of an eco-label and thanks to a sense of responsibility that spans generations of Alaskans this commitment never waivers. When we became a state in 1958 we wrote into our constitution that fish “be utilized, developed and maintained on the sustained yield principle” making Alaska the only state in the nation with such explicit conservation language as a foundation for resource management. It means that all interests—fishermen, scientists, conservatists and citizens—work together to determine how to responsibly manage our fisheries so that there will be an abundance of wild seafood to harvest now and always.

In many ways it can be said that the seafood industry touches the lives of all Alaskans, in fact, fishing and processing employ more people than any other industry in Alaska, encompassing a full 51.2% of our workforce. As responsible stewards, each and every Alaskan understands the absolute importance of preserving this precious resource for generations to come.

We know that sustainable seafood is a complex issue that can be confusing for operators and customers alike, but the good news is that sourcing sustainable fish is in fact easy; just make sure that your seafood comes from Alaska. It’s the simplest way to guarantee that your fish is wild, natural and sustainable because that’s the only kind of seafood that we harvest.

To further verify our adherence to the highest of sustainability practices, the majority of Alaska’s fisheries have been evaluated using a third-party certification called the FAO-Based Responsible Fisheries Management certification program. This certification shows that Alaska’s fisheries meet the criteria of the United Nations Food and Agriculture Organization (FAO) Code of Conduct for Responsible Fisheries, the most comprehensive and respected fisheries management guidelines in the world. The FAO Code & Guidelines were created with the participation and input of the world’s governments, biologists, scientists and conservatists and that means the state’s fisheries are assessed against the world’s highest and most internationally accepted standards.

We want your drivers to enjoy both the unparalleled quality of our fish and the peace of mind that comes from knowing their fish is responsibly harvested, so please visit us at www.alaskaseafish.org info to learn more about how we can support your sales of Alaska seafood.
Alaska’s Commitment to Sustainability

A: They label. We legislate.
Q: How is sustainability different in Alaska?

Some seafood sources have sustainability written into their brochures but we have it written into our state constitution. It’s a commitment that existed long before any eco-labeling programs and one that carries the full weight of our great state.

A: Everyone.
Q: Who is responsible for sustainable fishery management in Alaska?

State, federal and international organizations all work together to coordinate scientific research, enforcement of the laws, setting policies and determining the number of fish that can be sustainably harvested. Fishermen, seafood processors and environmental groups all participate to build widespread understanding about the importance of smart management actions.

A: A way of life.
Q: What is the commitment to sustainability in Alaska?

The seafood industry touches the lives of nearly every Alaskan. Alaska’s seafood industry is the largest private sector employer in the state and the jobs created by the industry, either directly or indirectly, are spread widely across the state. For generations Alaskans have known that it is absolutely vital to protect their natural resources so that they can continue supporting Alaskan communities for generations to come.
FY14 Ad Campaign

- Taste continues to be the primary motivator for eating seafood.

- New campaign will focus on the food and the incredible taste. Position Alaska seafood as a craveable menu item.

- 83% of consumers say cravings are the main reason they purchase food away from home at least once a month. (source: NRN)
Thank you!