



2025 ASMI All Hands on Deck

Answers to ASMI Species Committee Questions

HALIBUT / SABLEFISH

Please use the following topics as points for discussion (*not all questions require answers*) and provide a summary to the ASMI Operational Committees and ASMI Board of Directors:

- How are changes in foreign trade policies impacting your species? Are you experiencing or do you foresee shifts in exports markets/regions for your species? If so, where and how?
 - Halibut:
 - A bright spot in foreign trade policy has been the ban on Russian product. This change has reshaped the marketplace by elevating wild Alaska products and preventing inferior products from entering the market.
 - Demand has remained strong, sustaining prices; however, there are concerns about limited frozen availability in the off-season, which could affect both menu placement and fresh case visibility. Once space is lost, it can be difficult to regain.
 - Industry continues to emphasize Alaska’s broad seafood portfolio by highlighting alternative Alaska species when halibut availability is limited.
 - Sablefish:
 - Tariff changes have significantly impacted exports to China, though the domestic market has largely absorbed the excess supply.
- What do your species need from ASMI to be immediately successful in the marketplace?
 - What opportunities do you see for your species in international markets?
 - Sablefish:
 - Continue and expand demo and digital marketing efforts, particularly at retail in Dubai, Europe, and Japan.
 - In Japan, there’s opportunity in the ready-to-eat category due to smaller kitchen availability.
 - Encourage use of the Alaska label in Japan to enhance brand recognition.
 - Explore emerging markets such as Peru.
 - Halibut:
 - Currently, no notable international market opportunities identified.
 - What opportunities do you see for your species in the US domestic market?
 - Halibut & Sablefish: Increase retail demos and digital marketing collaboration.
 - Sablefish: Expand demos to corporate campuses and continue promoting sablefish to in-state foodservice, particularly within Alaska’s tourism industry.
 - Adapt technical resources (e.g., frozen seafood study) into consumer- and chef-facing materials.
 - Are there any immediate challenges that ASMI should address or monitor?
 - Support industry dialogue on FDA acceptance of “Black Cod” as an alternative name to “Sablefish,” or identify paths to navigate current naming restrictions.

- Are there any marketing or technical resources that ASMI could provide to support your species? Examples include, but aren't limited to, messaging or talking points, photo or video assets, educational tools, and quality, health, safety or nutritional information or products. If necessary, please prioritize requests.
 - Chalky Halibut: Develop recipes or applications specifically for chalky halibut, building on approaches used by Seattle chefs.
 - Consumer Education: Continue clarifying the difference between cod and black cod, and reinforce that “black cod” and “sablefish” are synonymous.
 - Industry Resources: Create a trim guide for sablefish fillets to promote consistency (include PBO vs. PBI language). Include more recipes featuring skin-on or bone-in preparations—one or two per new recipe collection—and consider steak recipes. Raise awareness of halibut collars as a high-value item. Highlight that sablefish holds moisture well in cafeteria or heat-lamp settings.
 - Fishermen & Trade Tools: Continue distributing fish-handling signage and communications to fishermen. Develop step-by-step guides for smaller companies entering international distribution.

- What is the most valuable service or product that ASMI provides for your company/business/organization?
 - High-quality video assets adapted for social media use by industry, partners, and press.
 - Ongoing monitoring of regulatory and policy issues affecting Alaska seafood.
 - The Technical Program—particularly crisis management guidance and concise informational one-pagers on health and nutrition topics.
 - The Overseas Marketing Representative (OMR) program provides excellent global support and intelligence.

- The word ‘sustainability’ has become ubiquitous in the marketplace. How should Alaska differentiate itself? What does Alaska do that no one else does? Are there non-sustainability stories that could be highlighted to better tell the Alaska story?
 - Emphasize Alaska’s longstanding, proactive management system—for example, halibut fisheries have been actively managed for over 100 years.
 - Shift focus toward quality and community in messaging: “Our sustainability is what sustains Alaska.”
 - Highlight Alaska’s self-motivated stewardship of both resources and habitat, and the collaborative management between harvesters, the private sector, and ADF&G.
 - Research from McKinley Research that underscores the economic importance of Alaska’s coastal and small seafood-dependent communities. When these communities lose their industry footholds—through reduced access, regulatory shifts, or loss of processing capacity—the ripple effects extend far beyond the dock. Maintaining a strong local presence in the seafood industry supports year-round employment, community stability, and intergenerational stewardship that defines Alaska’s sustainable model.
 - Underscore the scale of Alaska’s fisheries management efforts and the number of people actively engaged in maintaining sustainability.
 - Expand online talking points on stock sustainability—AI search algorithms increasingly reference ASMI’s website for authoritative information.

- The Alaska seafood industry plays an important role supporting ASMI and promoting the Alaska Seafood brand. Please share some examples of how your harvest group, business, affiliate organization or company supports ASMI or effectively promotes the Alaska Seafood brand.
 - Prominently using the ASMI logo in marketing and materials.
 - Attending and representing Alaska seafood at trade shows.
 - Referring partners and contacts to ASMI or CSI for resources, logo usage, and brand collaboration.