



Alaska Seafood Marketing Institute

To: ASMI Halibut/Sablefish Committee

Date: October 30, 2025

From: Greg Smith, ASMI Communications Director

RE: Halibut population talking points document

The intent of this memo is to update the committee on the status, goals and general structure of a halibut talking point document currently in development by ASMI staff.

Background: At the 2024 All Hands on Deck conference, the Halibut/Sablefish Committee requested “sustainability talking points about halibut” including descriptions of catch method, “the positive history and story of halibut fishery”, and “sustainability in action regarding declining biomass.”

Document overview: ASMI staff and contractors reviewed documents recommended by the International Pacific Halibut Commission (IPHC) and generated a document that attempts to address the following main topics:

- Fishery/species/situation overview
- Overview of fishery management
- Stock health overview
- Management actions to ensure sustainability of species and harvest
- Certification by Certified Seafood International and the Marine Stewardship Council
- Halibut harvest method/gear type
- Importance of halibut fishery to Alaskan families, business and communities

Intended audience: Industry, for use in communicating with trade partners and/or consumers.

Document format: Less formatted for industry reference and possibly share with trade, if desired. Intended to be straightforward and understandable so information can be easily communicated to a non-scientific audience.

Review to date: The document has been reviewed by the ASMI technical director, co-chairs of the ASMI Halibut/Sablefish Committee, and recently by IPHC staff.

Next steps: Incorporation of comments and suggestions from reviewers. **Expected release of final document is December 2025.**