

TO: Cassandra Squibb, Chair, ASMI Communications Committee

FROM: ASMI Board of Directors

DATE: February 23, 2024

SUBJECT: Board Response to Communications Committee All Hands Request

At the Alaska Seafood Marketing Institute (ASMI), we recognize the profound impact of climate change on our oceans and the vital ecosystems that sustain Alaska's rich seafood resources. As one of the stewards of this natural resource, ASMI remains steadfast in its commitment to a sustainable and thriving Alaska seafood industry.

As the marketing body for the Alaska Seafood brand, ASMI will continue to recognize and accurately portray Alaska Seafood's position in the face of a changing climate and promote Alaska's adaptive science-based fisheries management practices, low-carbon harvesting and processing, and benefits of the commercial fishing industry to Alaska fishing families and communities. The board believes that sharing the message of Alaska Seafood as one of the best choices for high quality protein that embodies Alaska's commitment to responsible environmental stewardship.

Research shows that consumers, especially younger consumers, increasingly rank sustainability and climate impacts as important factors in their purchasing decisions. ASMI's role in promoting measures that bolster Alaska's economy through responsible fisheries will be beneficial to maintaining Alaska seafoods' prominent status in the global marketplace.

As we navigate the challenges presented by climate change, the ASMI Board of Directors supports limited and appropriate efforts by the ASMI Communications Committee to develop marketing strategies which continue to position Alaska Seafood as a responsible, sustainable and high-quality resource for consumers worldwide. Climate change is a large and diverse discussion, but we would advise the communications committee to align on simple market feedback regarding climate change to ASMI staff.

## Executive Summary

With the support of the Alaska seafood industry, through our Board of Directors and International Marketing Committee, who represent a wide range of seafood companies and harvesters, ASMI has crafted a broad-reaching RAPP proposal focused on diversifying and improving overseas markets for Alaska seafood in both the near and long-term. ASMI will grow marketing programs in Southeast Asia (SEA) and Latin America, adding consumer programs, following EMP success in MENAWA with a trade program, exploring potential in India, and diversifying marketing efforts and target audiences in the UK, Japan, and Eastern Europe. ASMI has experienced staff and reps and will add a staff member to ensure we have the capacity to manage these programs.

ASMI began promotions in SEA using EMP funds for a trade mission in 2016 and then with a GBI for US Seafood in '17 and '18. In May 2019, ASMI used ATP to launch a dedicated SEA program for Alaska Seafood. In addition, a successful Cochran program mission to Alaska took place in the summer of 2019. Every FAS program ASMI has used has helped grow exports to this region, from \$62 million in 2016 to nearly \$140 million in 2023 and we are confident that RAPP funding will get us past \$150 million. ASMI's work in SEA is driven by strong interest from our industry who seek to diversify from China. RAPP is needed to begin a consumer-focused campaign in Thailand, Singapore, and Malaysia which represent the widest distribution of Alaska seafood products. ASMI will continue to build trade and HRI networks across the region, following ATP success to tap into the vast growth potential in this market.

In 2010, ASMI used EMP funds to examine the Brazilian market, hired a Brazil-based contractor in 2011 and since run a successful program generating \$3-8 million in direct exports to Brazil annually. In 2018, ASMI used ATP funding to expand the Brazil program to a Latin America program which included Peru, Columbia, Equator, Chile, and Argentina. ATP funding brought trade missions to Peru, Brazil, and Columbia, as well as reverse trade missions from the region to the US. A diverse variety of Alaska species, from good value to high end, are now exported to this region with room for growth in every sector. ASMI will use RAPP funding to expand the Brazil program to include a consumer marketing program. Alaska seafood has significant distribution at retail and through foodservice in Brazil and a consumer pull-through will help the market grow to a consistent \$10-\$15 million a year. ASMI will continue trade and HRI promotions in the region and work on building demand from the consumer sector.

In Peru, Colombia, Ecuador, and Chile, ASMI will continue working with the reprocessing sector. It will also concentrate on assisting importers and processors to expand their customer bases through the growing foodservice sector and retail. ASMI would also like to use RAPP to expand and develop this region by adding Panama and the Dominican Republic. These countries share a common language with the other Spanish-speaking countries in the region and, therefore, can take advantage of most of the tools ASMI has also created. ASMI will look for focused, strategic partners in the high-end tourism sector, including cruise ships, who already have deep ties to Alaska. Mexico is not part of the RAPP application, as it is ineligible.

ASMI hopes to follow its formula for market-building success in MENAWA. In 2022/23 ASMI conducted an EMP for Africa and identified Morocco and the surrounding region as having the best potential for Alaska seafood. ASMI feels that the combined potential in the Middle East, North Africa, and West Africa is enough to justify opening an office in the region. The Middle East offers high-end potential for species such as black cod, salmon roe, king salmon and crab, which are currently suffering drastically from inflation and reduced demand in the marketplace. North and West

Africa have both reprocessing and end-market potential, and a sample bank program will allow ASMI to accelerate new business in the region.

The Alaska seafood industry is interested in India but unsure of the potential for Alaska seafood exports due to a lack of understanding about laws, customs, eating habits etc. ASMI would like to use RAPP to conduct a market assessment similar to our '10 Brazil EMP.

As Alaska seafood enters new markets, it is important that Alaska is recognized as a global leader in sustainability, with both our practices in general and the Alaska Responsible Fisheries Management (RFM) certification. ASMI is evolving our global program to focus on sustainability and the travel industry, specifically cruise line targets. Alaska has strong ties to the cruise industry, and many are interested in sourcing Alaska seafood. RFM offers a seat at the table at many important seafood events, and ASMI will take advantage.

While Japan is one of the oldest and most established markets for Alaska seafood, it is also one most in need of diversification. In terms of Alaska seafood consumption habits and awareness, the consumer sector is strongly fragmented between older consumers and millennials. 29% of the population over 65 years old in Japan, and it is estimated that one out of three Japanese will be over 65 in 10 years. ASMI proposes to develop a consumer outreach strategy that specifically targets both the older generation with key opinion leaders on platforms for their demographic and messages that resonate like health and nutrition. This will be ASMI's first time working with "Grandfluencers" as the older generation of influencers are known. Millennials will also play the leading role in consumption soon and using RAPP, millennial messaging will focus on sustainability, as this is an important factor amount the demographic. ASMI will tie these consumer promotions in with RAPP funded efforts to diversify markets for Alaska roe products. Growth in new formats like rice balls using roe or sockeye roe ikura provide an opportunity to promote much needed innovation in this sector. ASMI will specifically target the rice ball and other convenience store opportunities by funding innovative product promotions at HRI with RAPP. The alarming market crash that black cod is experiencing will also be addressed in Japan with a request to use RAPP funds to fund a strong push campaign for the product.

ASMI's NEU program covers Northern Europe but all RAPP application activities are only for the UK. In this market we are looking to diversify how we reach our customers, with new avenues proposed for consumer ads and consumer events in London, e-commerce promotions and a major effort to diversify our foodservice channels to reach mainly millennials and Gen-Z. In addition, funding for Seafood Expo Global, the largest seafood show in the world, was included in the UK RAPP application.

In our Eastern Europe region, the war in Ukraine opened unexpected opportunities for global fish exporters, including Alaska. Armenia, Georgia, Kazakhstan, Azerbaijan, and Israel have witnessed an influx of hundreds of thousands of migrants, along with the active relocation of businesses and substantial capital flow from Russia, Belarus, and Ukraine, generating potential for the food exporters in the region due to the increased number of consumers expressing interest in wider seafood assortment, rising per capita incomes, and the strengthening of local currencies against the USD, rendering imports more affordable. Consequently, fish imports have experienced notable growth as well as the diversification of the assortment and ASMI has added Armenia, Azerbaijan, Kazakhstan and Israel to the region and will expand our successful online platform Easy Fish to these countries with RAPP, as well as conduct missions, visit trade shows, conduct omnichannel promotions and establish a sample bank to help with training.

# Contaminants and Nutrients in Alaska Commercial Fish

## Pacific Fisheries Technologists Conference

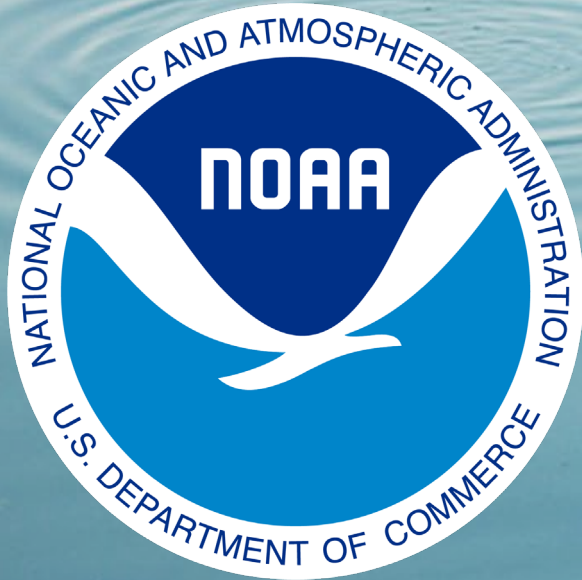
February 18-21, 2024

Christoff Furin and Bob Gerlach  
Alaska Department of Environmental Conservation  
Office of the State Veterinarian



# Acknowledgments

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# Background

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- Importance of seafood to AK: protein source, economic, cultural,
- Environmental contaminants are present and can be an issue for commerce and public perception.
- Analytical methods and instrumentation improve = lower DL
- Emerging contaminants
- USDA nutritional database does not provide good information for seafood produced in Alaska
- Baseline established





# ADEC Fish Monitoring Program

- Established in 2001 in response to EPA concerns related to fish consumption
- Monitor contaminants in Alaska's fish statewide
- Provide data for fish **consumption recommendations**
- **Risk and benefit** analysis with DOH
- Provide information for industry – **Consumer confidence**
- **Ecological monitoring**- fish are good bioindicators of contaminant presence and input; spatial and temporal changes
- Fish tissue archive

## POP's

PCB's PBDE's

Pesticides

Dioxins

## Metals

Se Cu As

Hg Pb

Ni Cr Cd

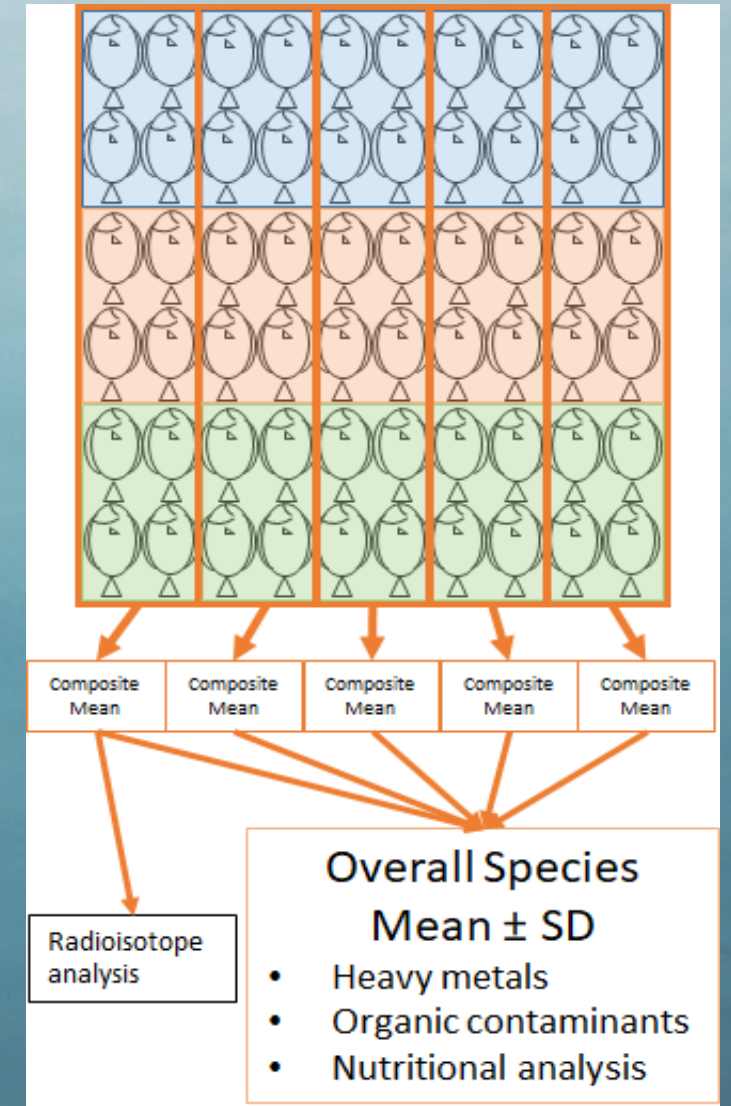
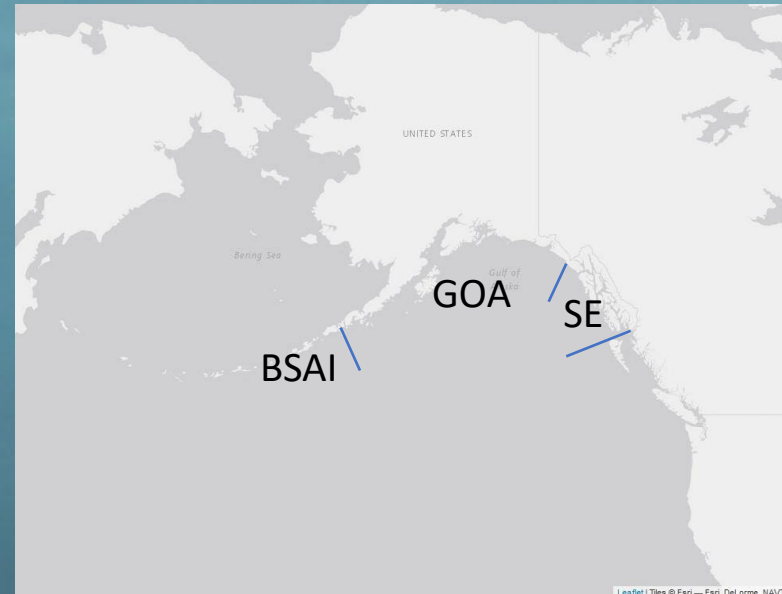
<https://dec.alaska.gov/eh/vet/fish-monitoring-program/>



IPHC Stock Assessment Survey F/V Pender Isle Photo by: Levy Botor

# Project Methods

- Collect fish and shellfish from three regions: GOA, BSAI, SE
- Analyze composite samples for nutrients and contaminants
- Compile database of results and make it available to all interested parties

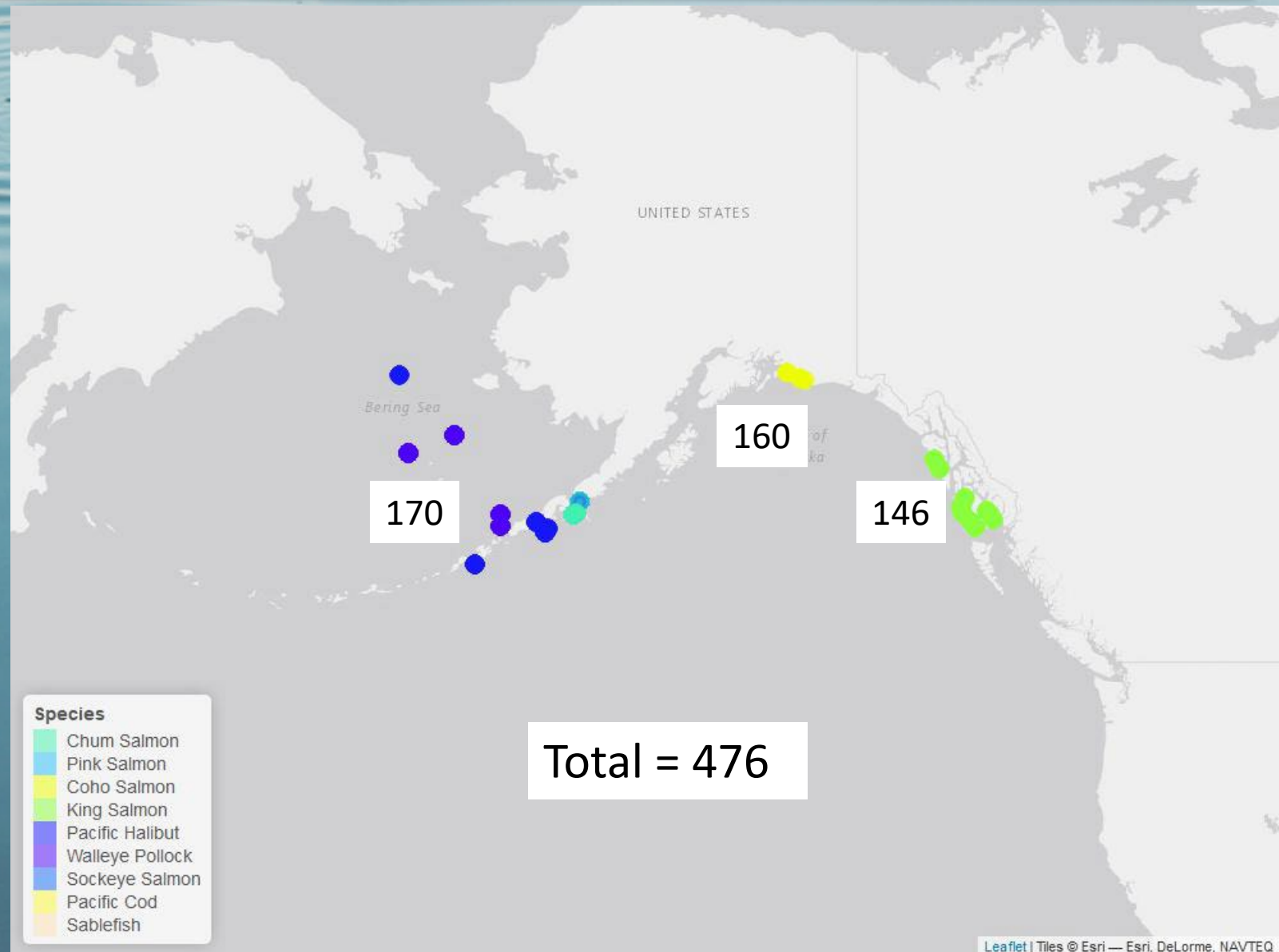




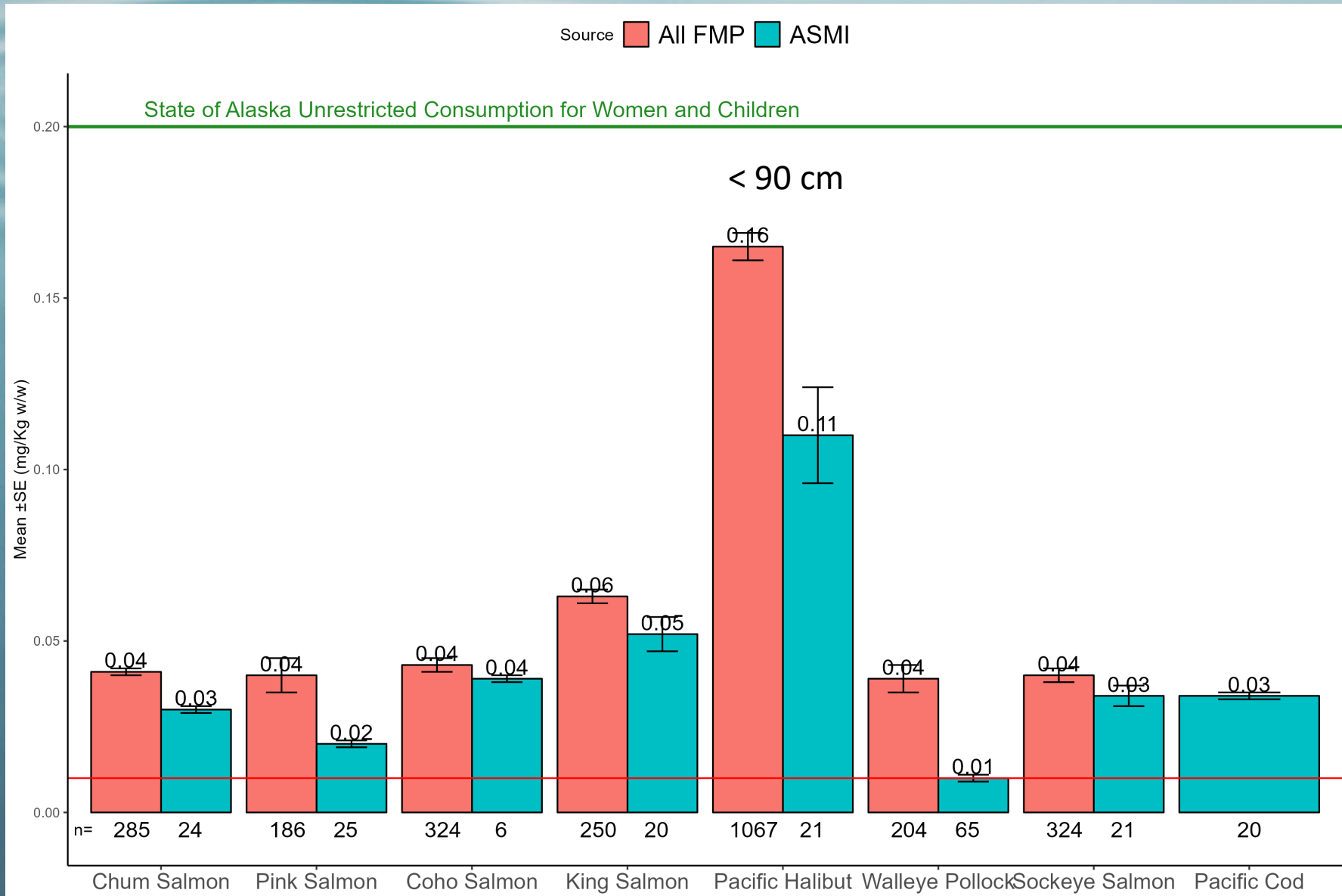
# Results

## Species collected:

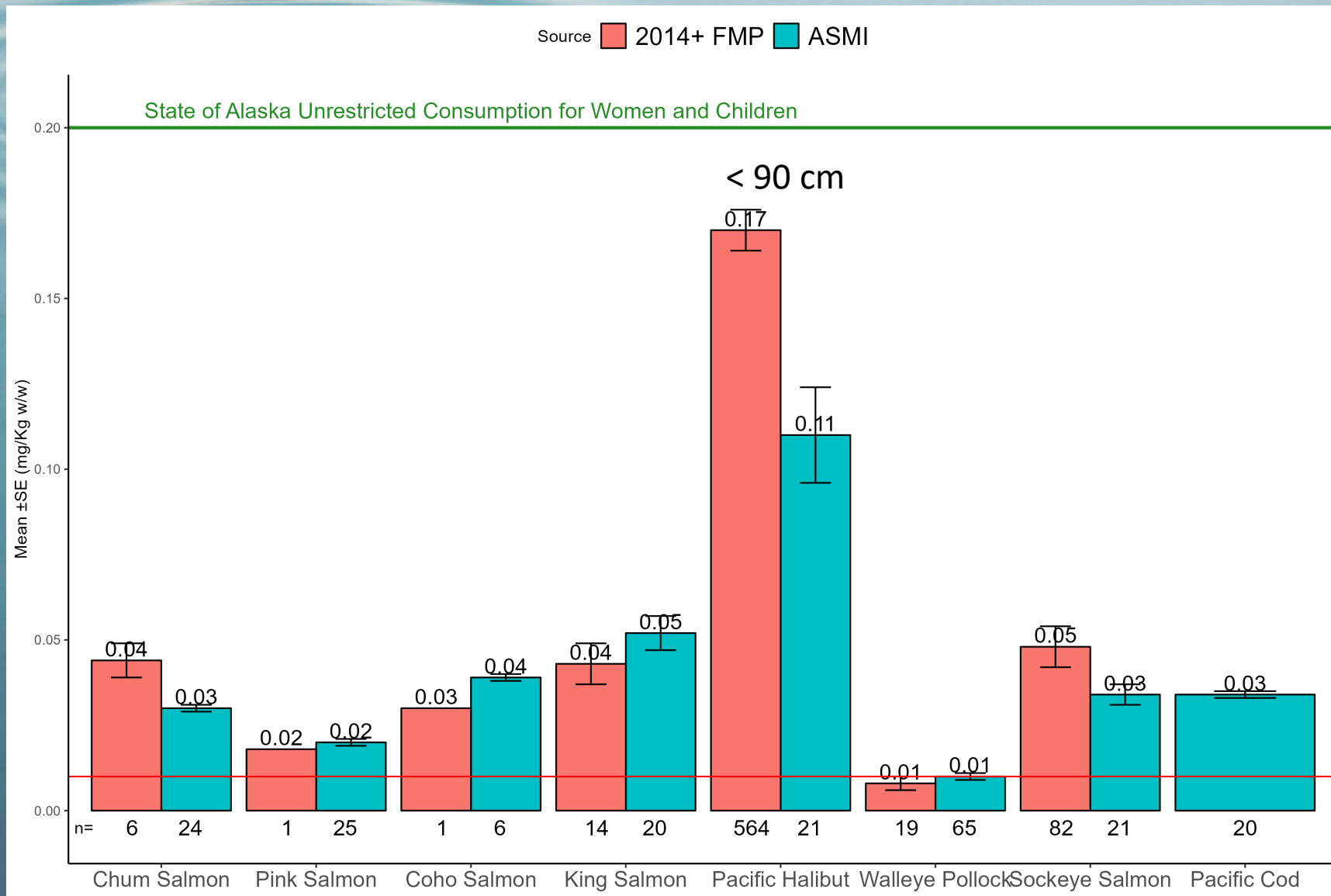
Sockeye  
Pink  
Chum  
Coho  
Chinook  
Pollock  
Halibut  
P. Cod  
Sablefish  
Red King Crab  
C. bairdi



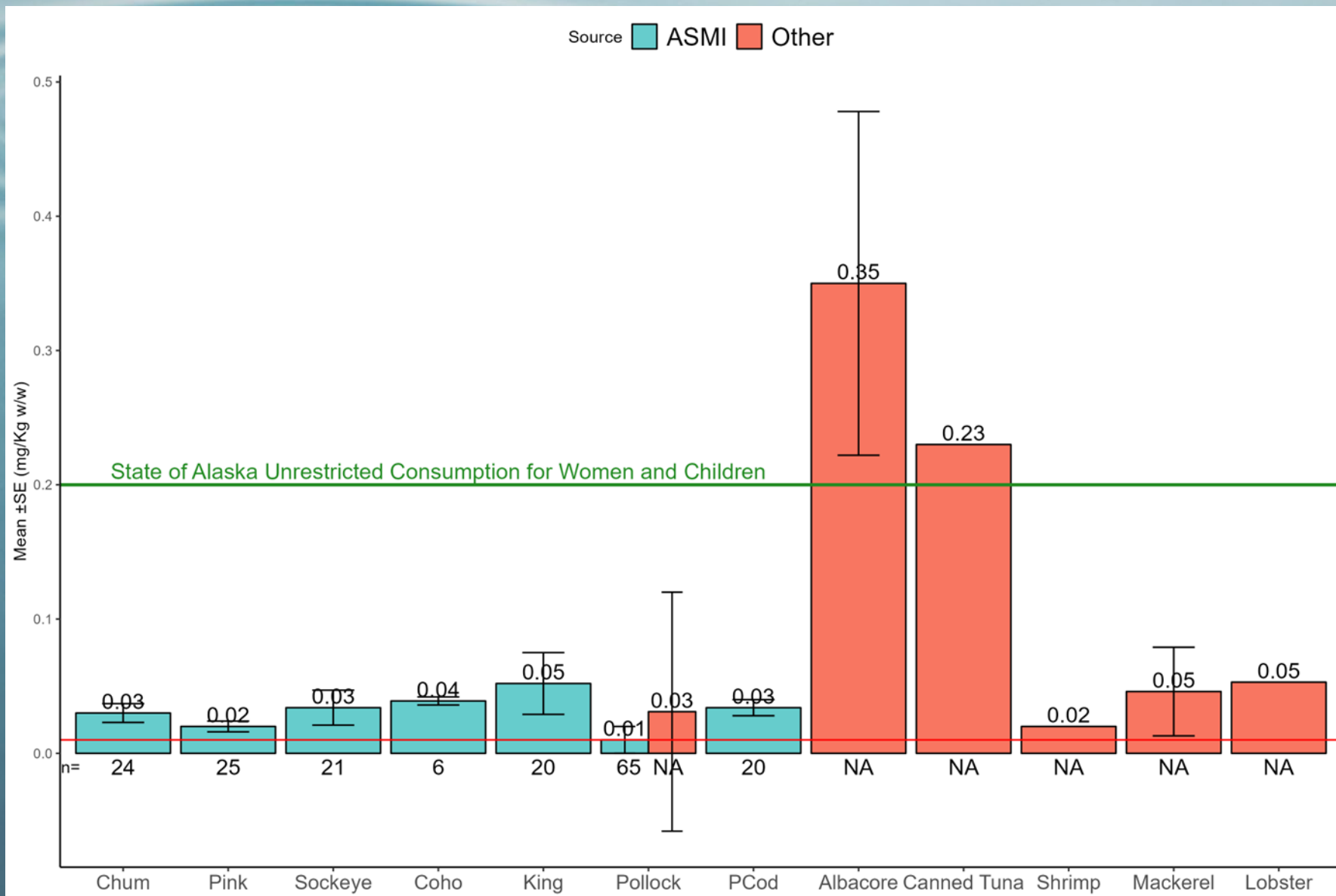
# Mercury



# Mercury



# Mercury

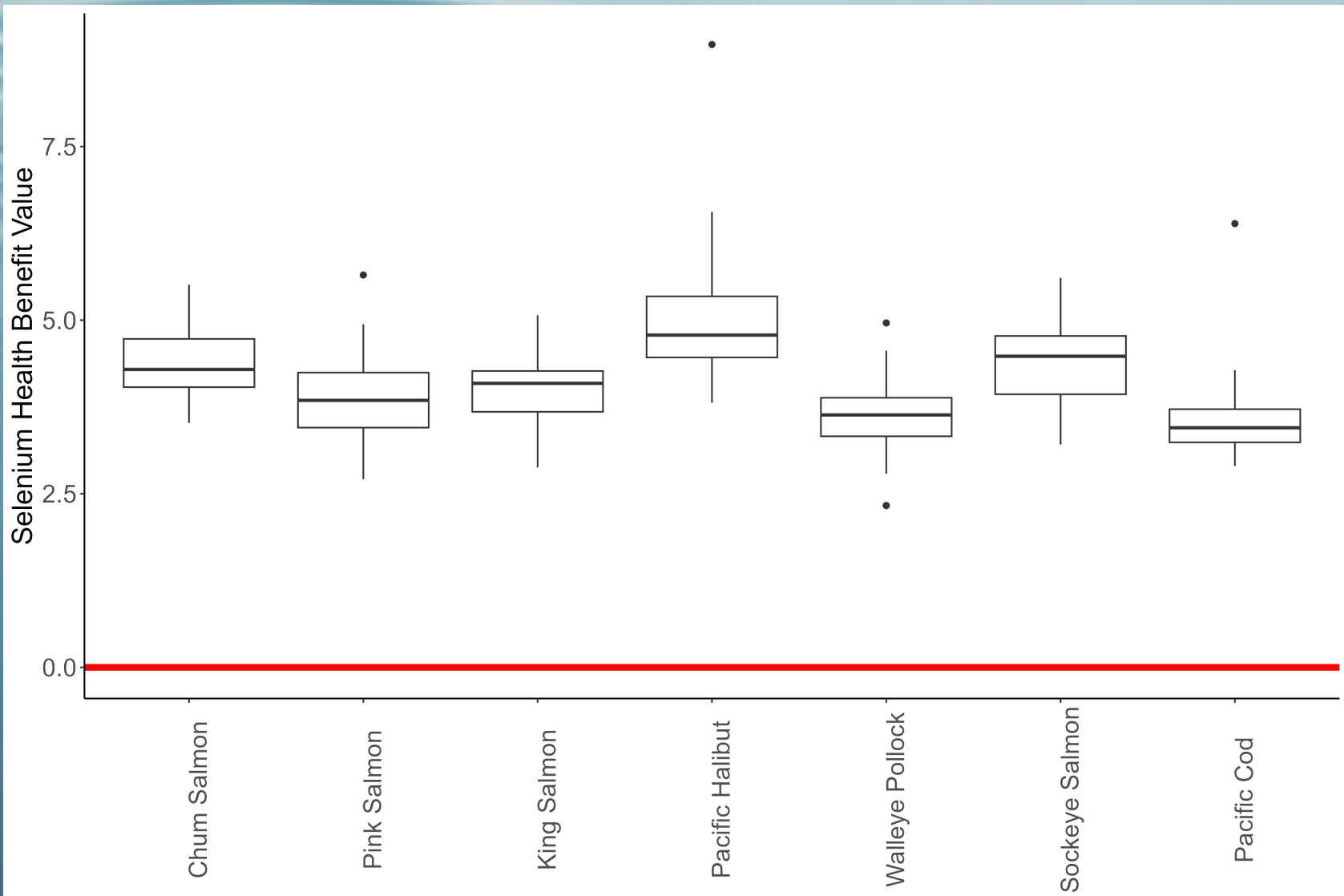




# Methylmercury

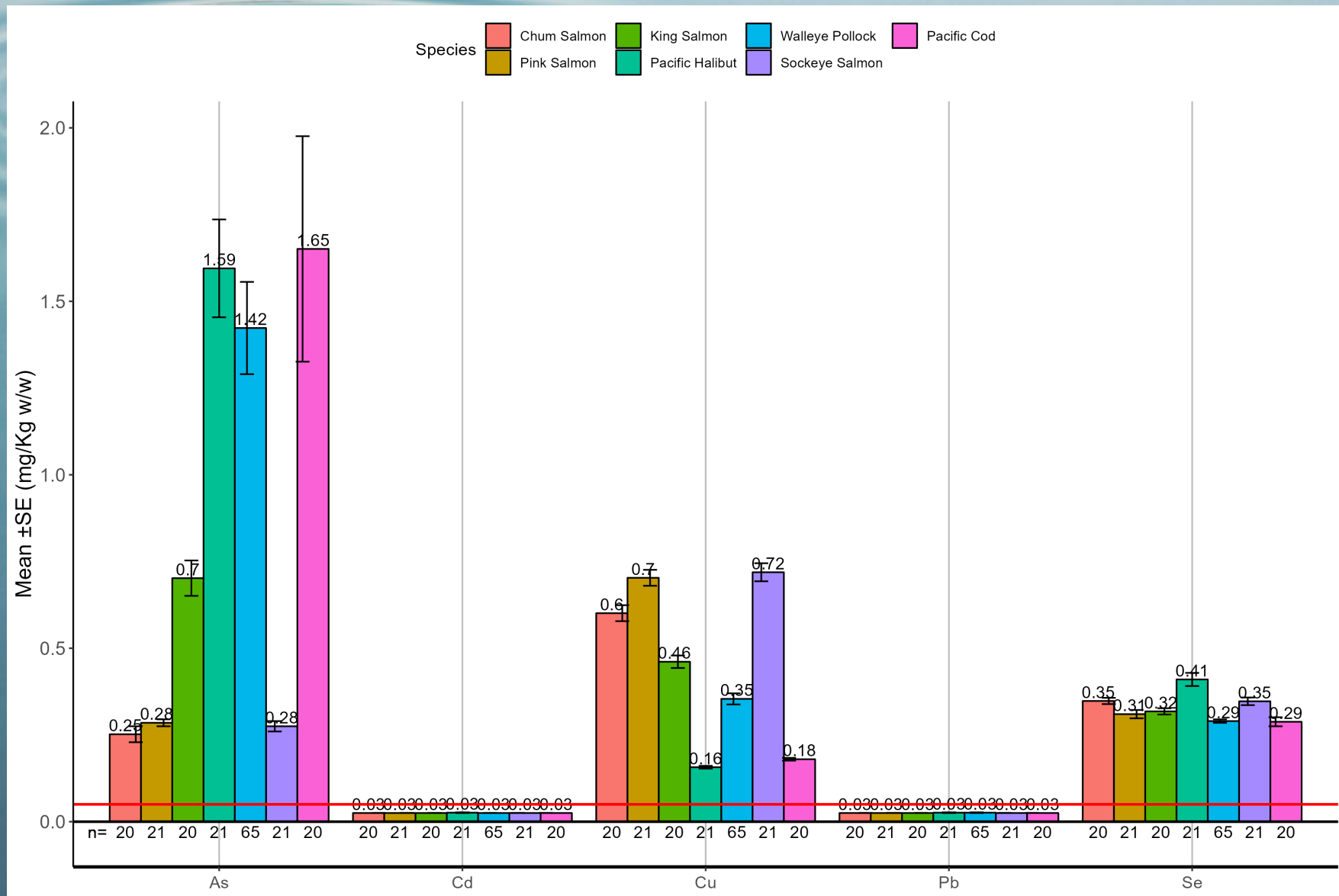
<b>Species</b>	<b>n</b>	<b>ND</b>	<b>Percent MeHg</b>	<b>Mean THg (mg/Kg)</b>
Halibut	6	0	76	0.098
Pollock	44	42	100	0.008
Sockeye	11	0	90.8	0.03
Pink	11	3	95.1	0.019
Chinook	5	0	90.1	0.057
Chum	10	0	88.7	0.031

# Selenium Health Benefit



Selenium Health Benefit Value (Ralston et al. 2016) = ((Se-THg)/Se)\*(Se+THg) (molar conc.)

# Metals

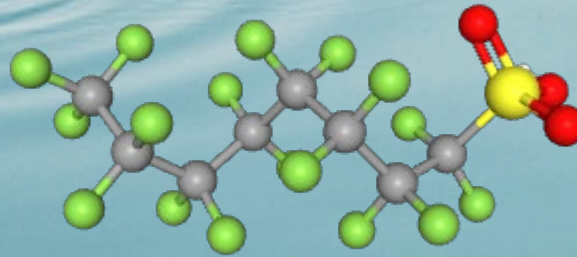


# PFAS

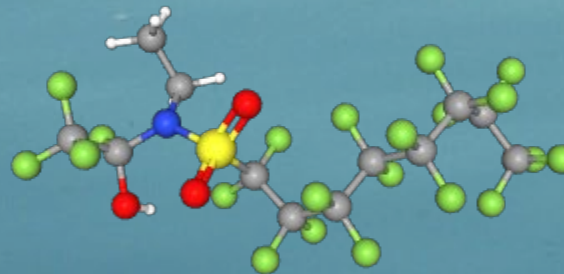
## PFAS Compounds

### Currently Tested by FMP:

11Cl-PF3OUdS	PFDoA
3:3 FTCA	PFDoS
4:2 FTS	PFDS
5:3 FTCA	PFEESA
6:2 FTS	PFHpA
7:3 FTCA	PFHpS
8:2 FTS	PFHxA
9Cl-PF3ONS	PFHxS
ADONA	PFMBA
EtFOSAA	PFMPA
HFPO-DA	PFNA
MeFOSAA	PFNS
N-EtFOSA	PFOA
N-EtFOSE	PFOS
NFDHA	PFOSA
N-MeFOSA	PFPeA
N-MeFOSE	PFPeS
PFBA	PFTeDA
PFBS	PFTrDA
PFDA	PFUnA



Perfluorooctanesulfonate



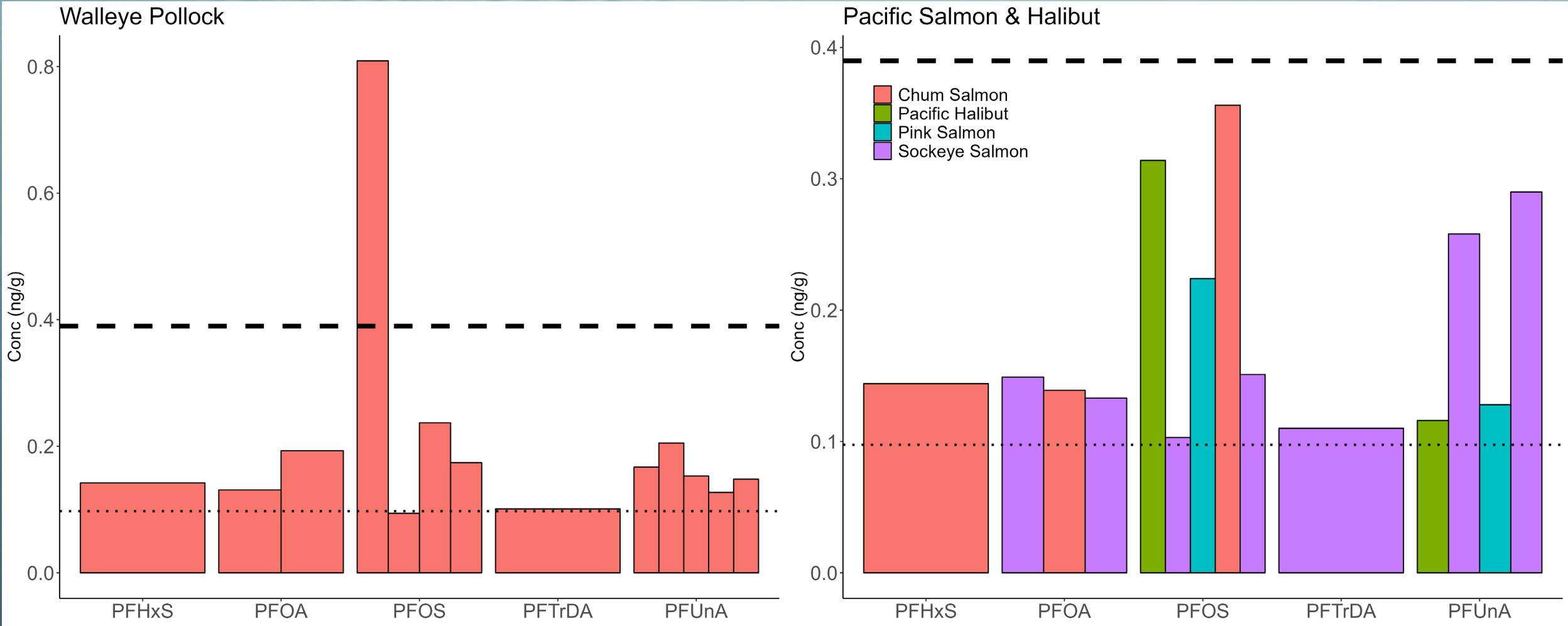
N-Ethylperfluorooctanesulfonamidoethanol

### PFAS Compounds Most Commonly Found in Fish:

PFOS	(8)
PFOA	(8)
PFTrDA	(13)
PFUnA	(11)
PFHxS	(6)
N-EtFOSE	(12)

# PFAS

5 Pollock  
1 Halibut  
1 Pink  
1 Chum  
1 Sockeye  
(+Dup)

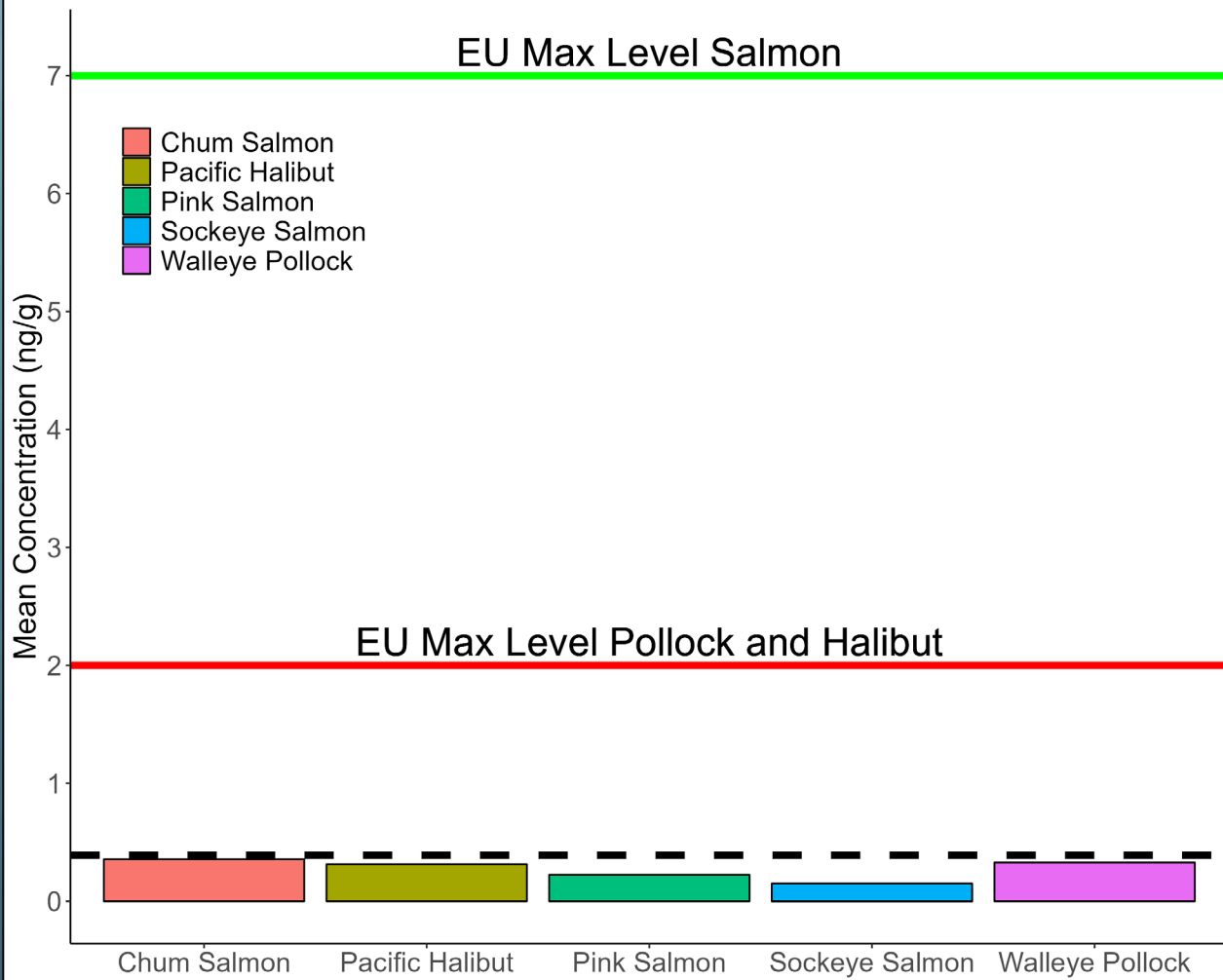




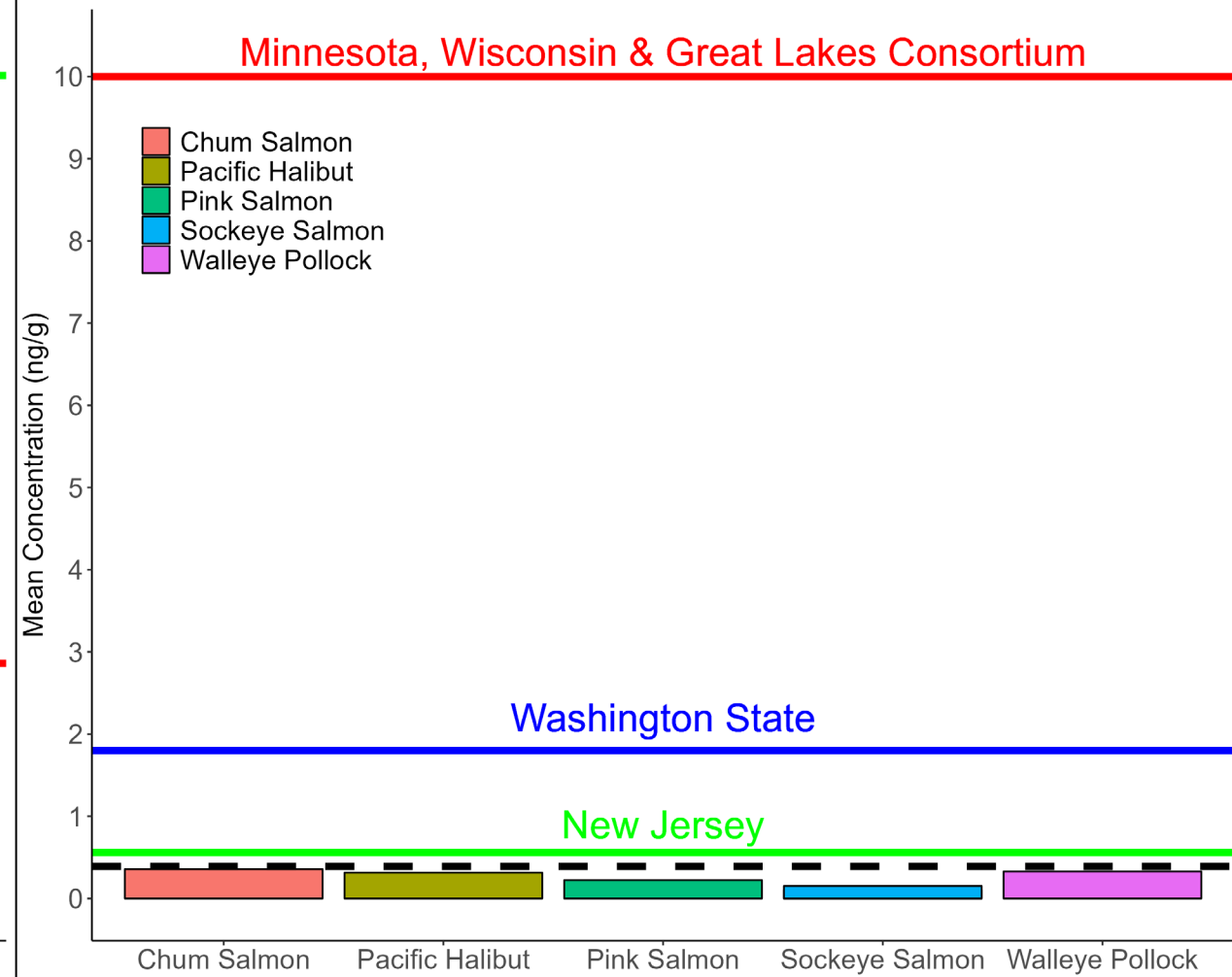
# PFOS

5 Pollock  
1 Halibut  
1 Pink  
1 Chum  
1 Sockeye  
(+Dup)

## EU Max Level Salmon

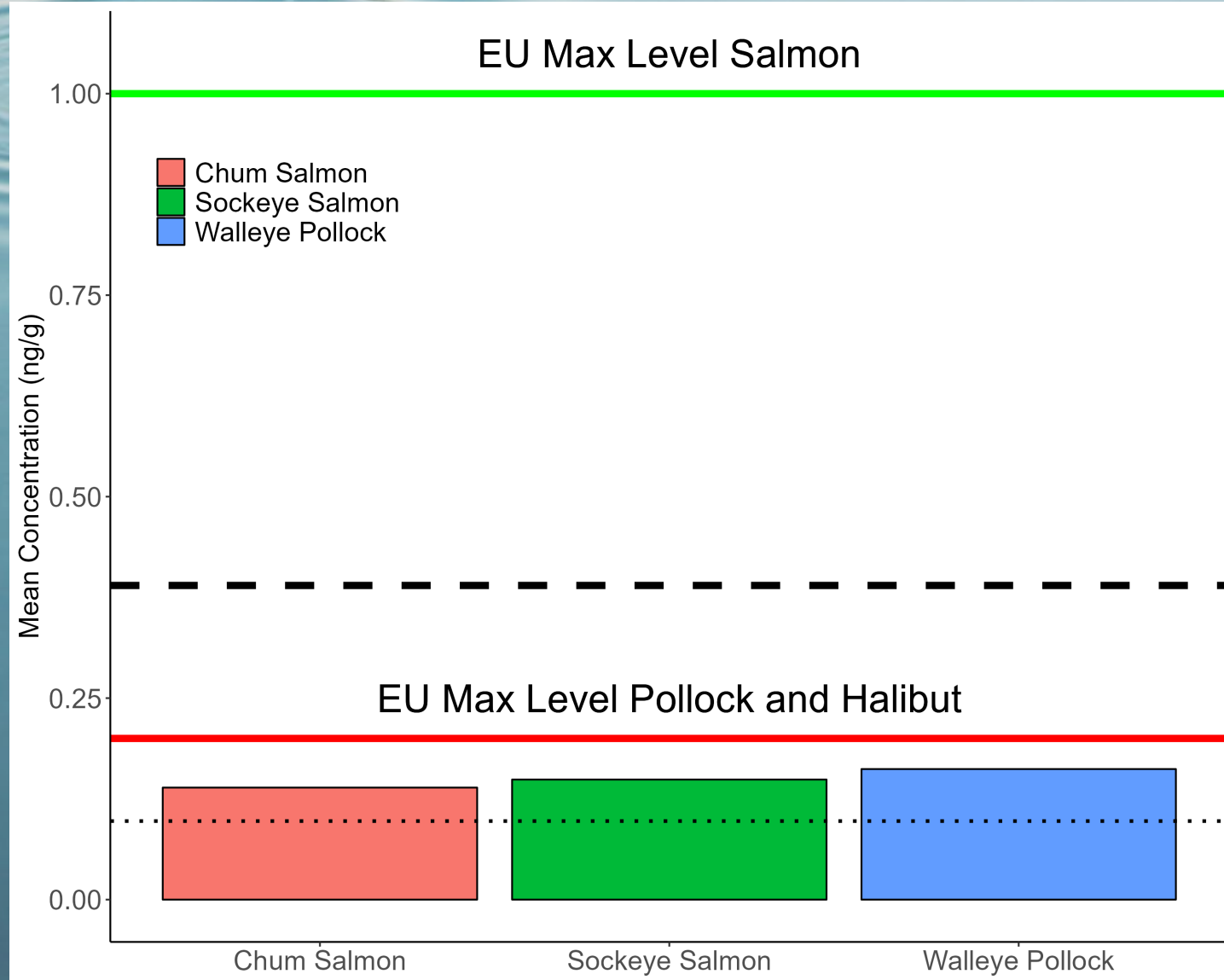


## Minnesota, Wisconsin & Great Lakes Consortium



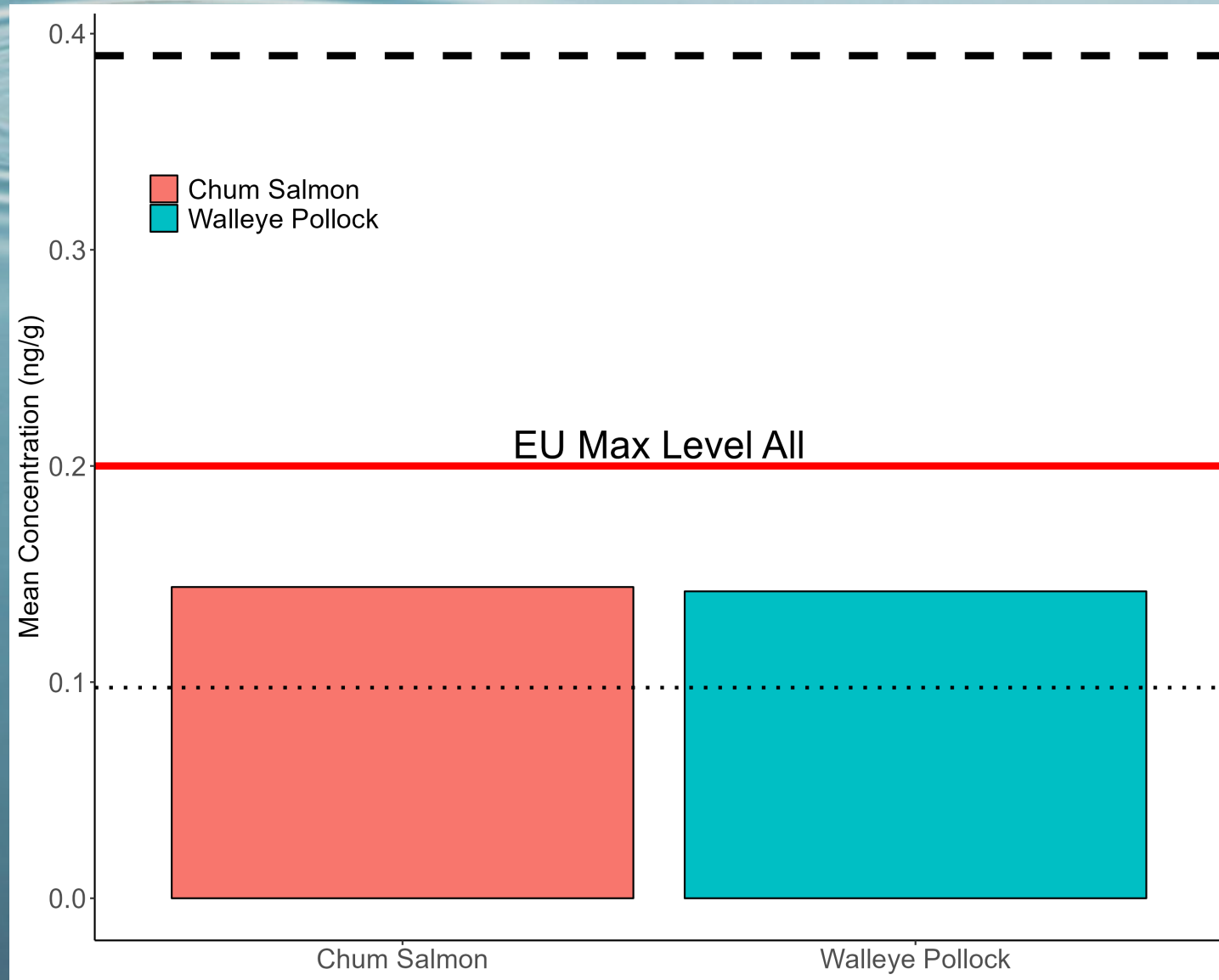
# PFOA

5 Pollock  
1 Halibut  
1 Pink  
1 Chum  
1 Sockeye  
(+Dup)



# PFHxS

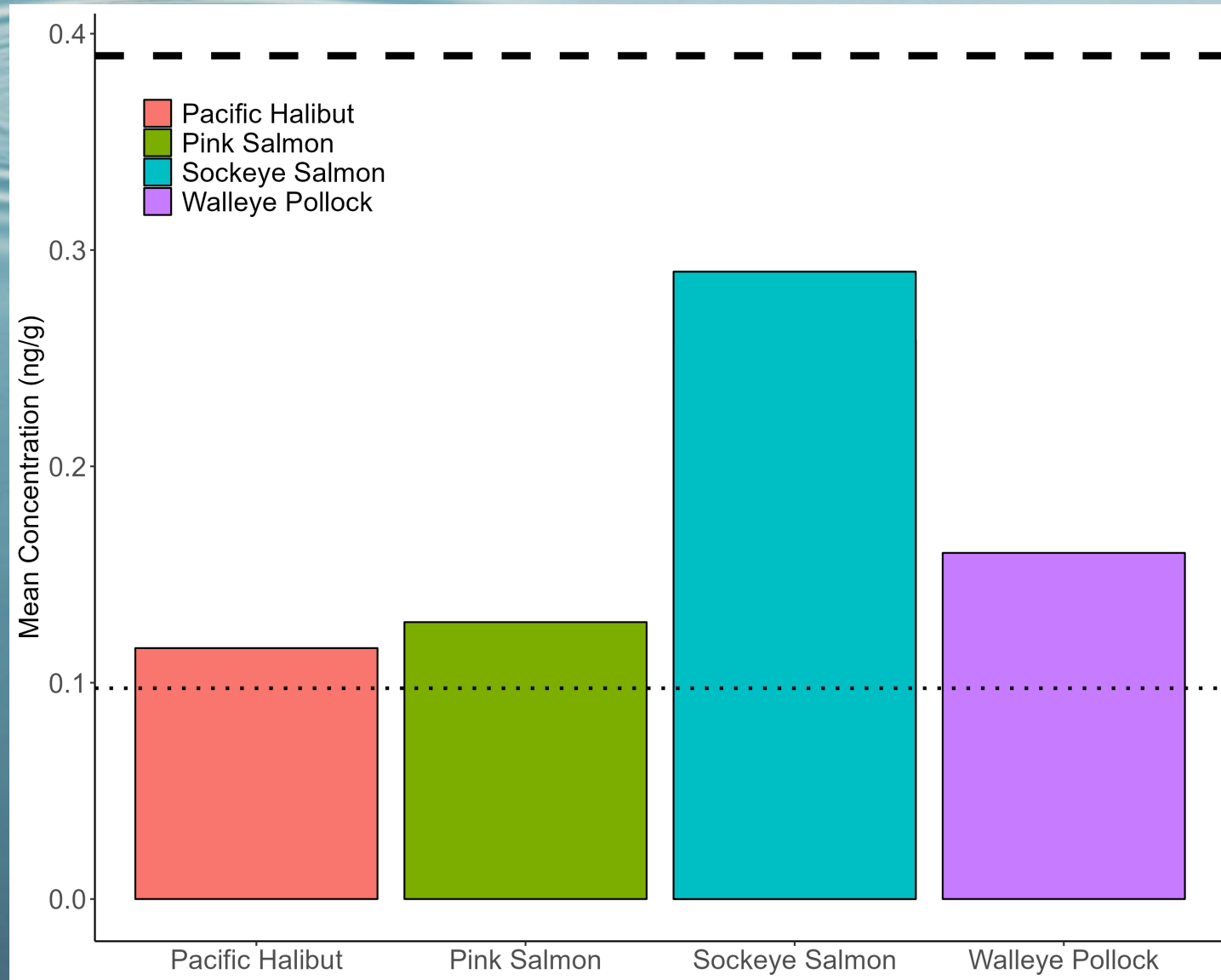
5 Pollock  
1 Halibut  
1 Pink  
1 Chum  
1 Sockeye  
(+Dup)





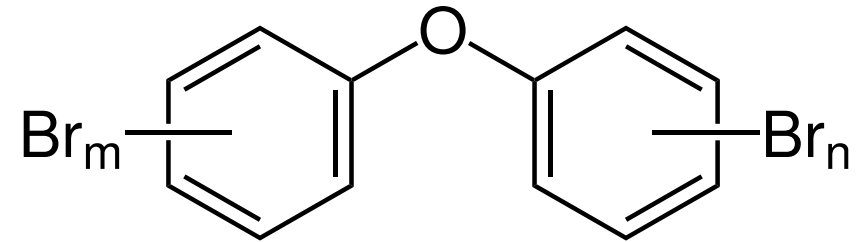
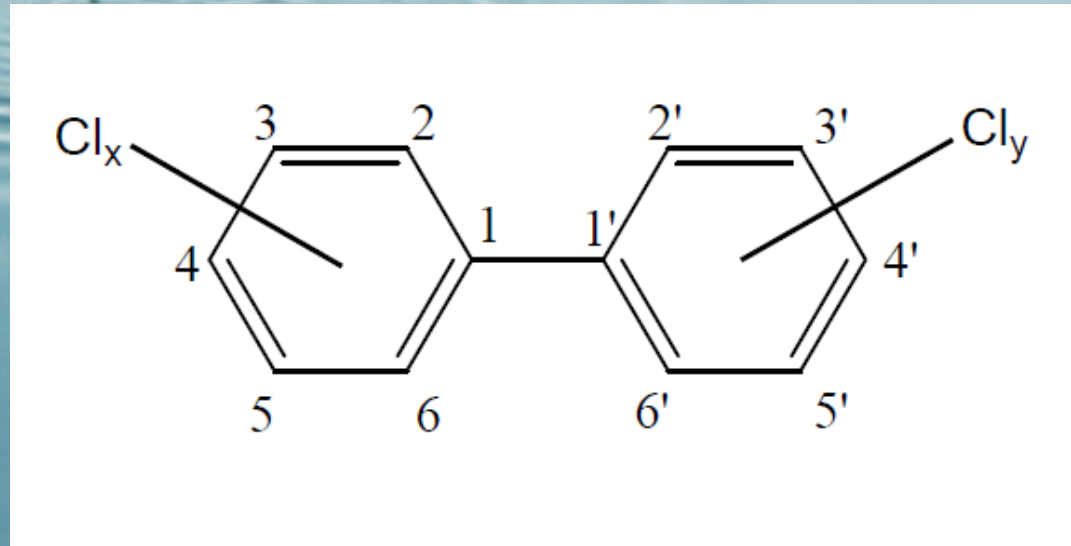
# PFUnA

5 Pollock  
1 Halibut  
1 Pink  
1 Chum  
1 Sockeye  
(+Dup)

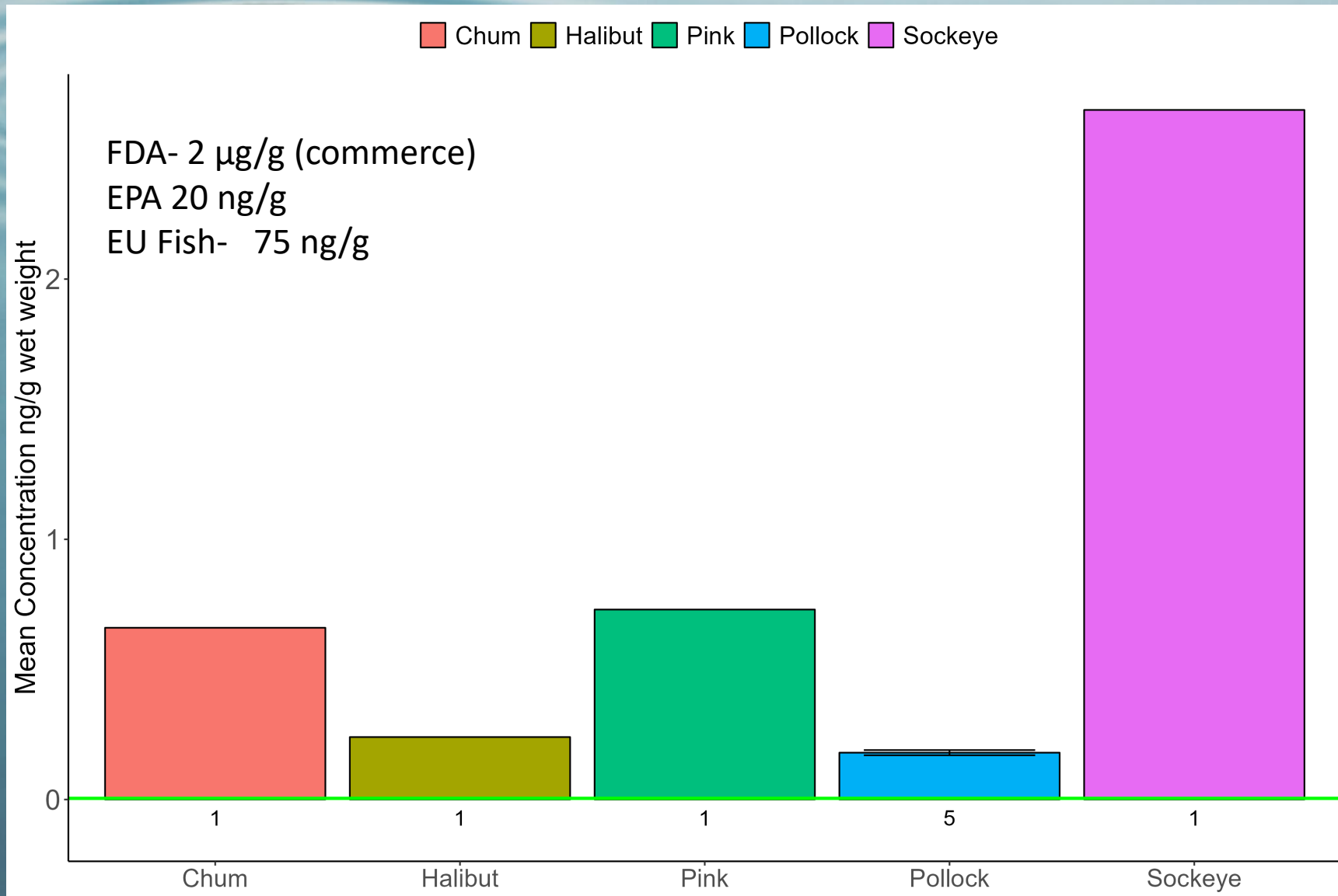


# Organic Contaminants (POPs)

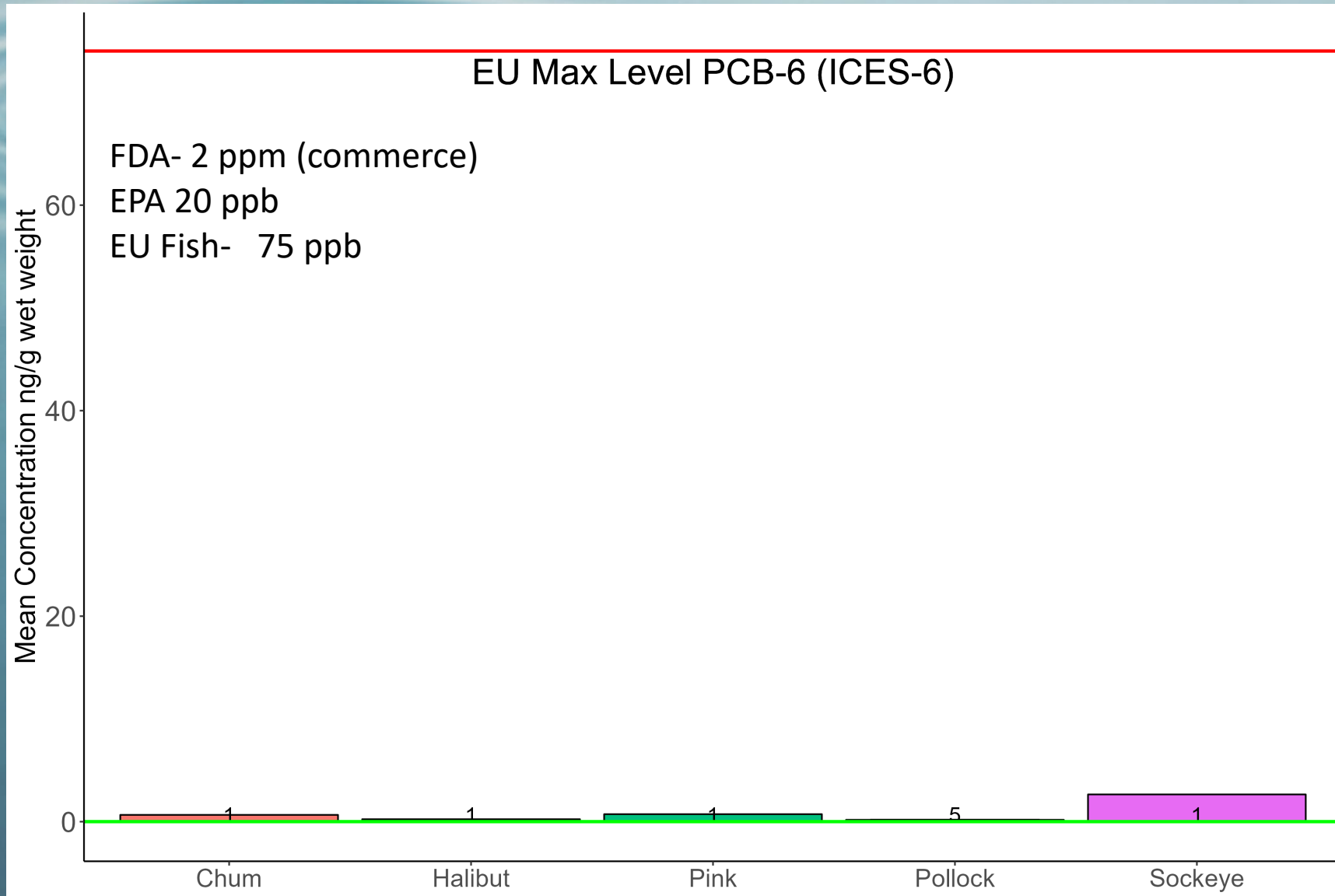
Aldrin  
Chlordane, cis-  
Chlordane, oxy-  
Chlordane, trans-  
DDD, 2,4'-  
DDD, 4,4'-  
DDE, 2,4'-  
DDE, 4,4'-  
DDT, 2,4'-  
DDT, 4,4'-  
Dieldrin  
Endosulfan Sulfate  
Endosulfan, alpha-  
Endosulfan, beta-  
Endrin  
Endrin Aldehyde  
Endrin Ketone  
HCH, alpha  
HCH, beta  
HCH, delta  
HCH, gamma  
Heptachlor  
Heptachlor Epoxide  
Hexachlorobenzene  
Methoxychlor  
Mirex  
Nonachlor, cis-  
Nonachlor, trans-  
Technical Toxaphene



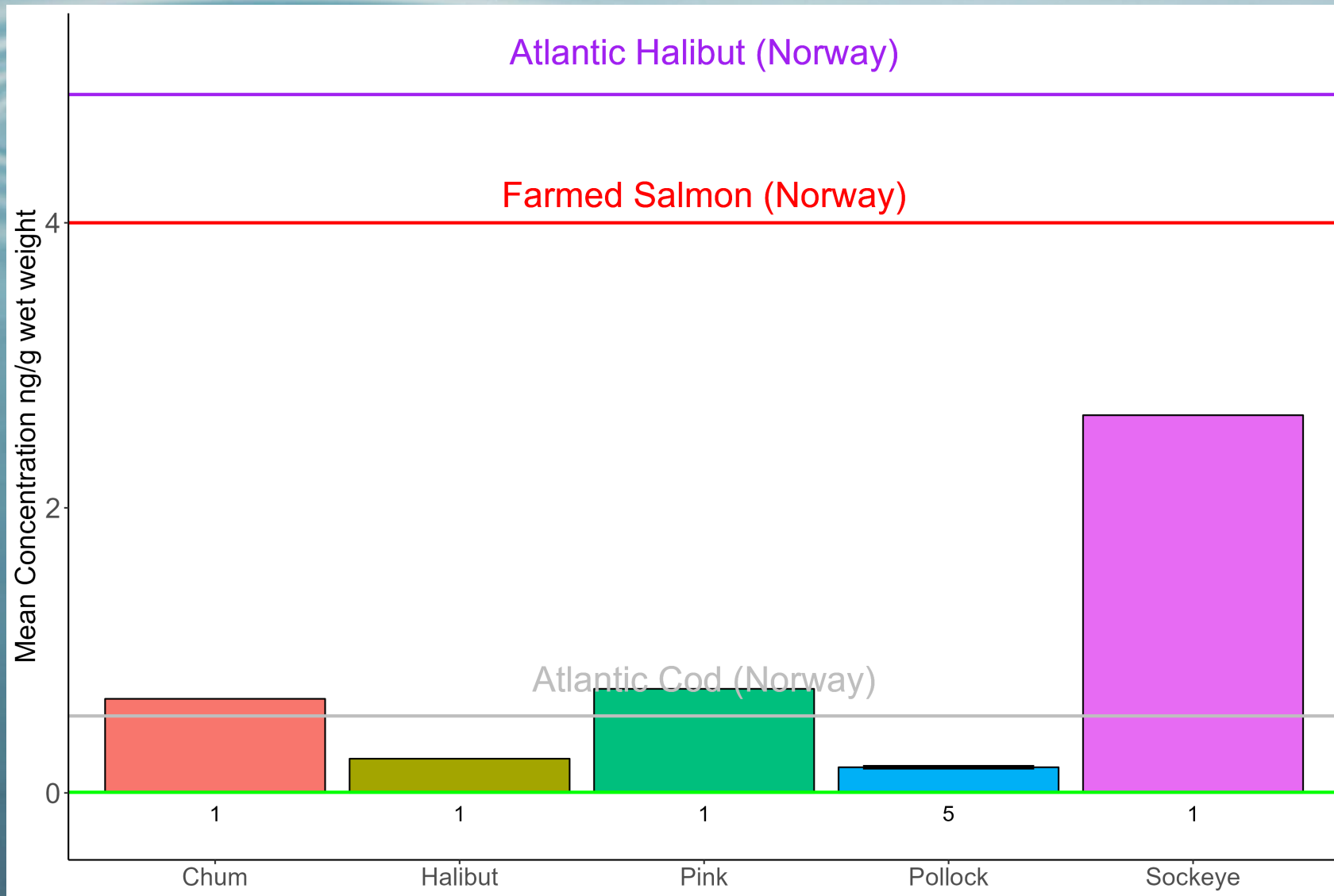
# Sum of PCBs



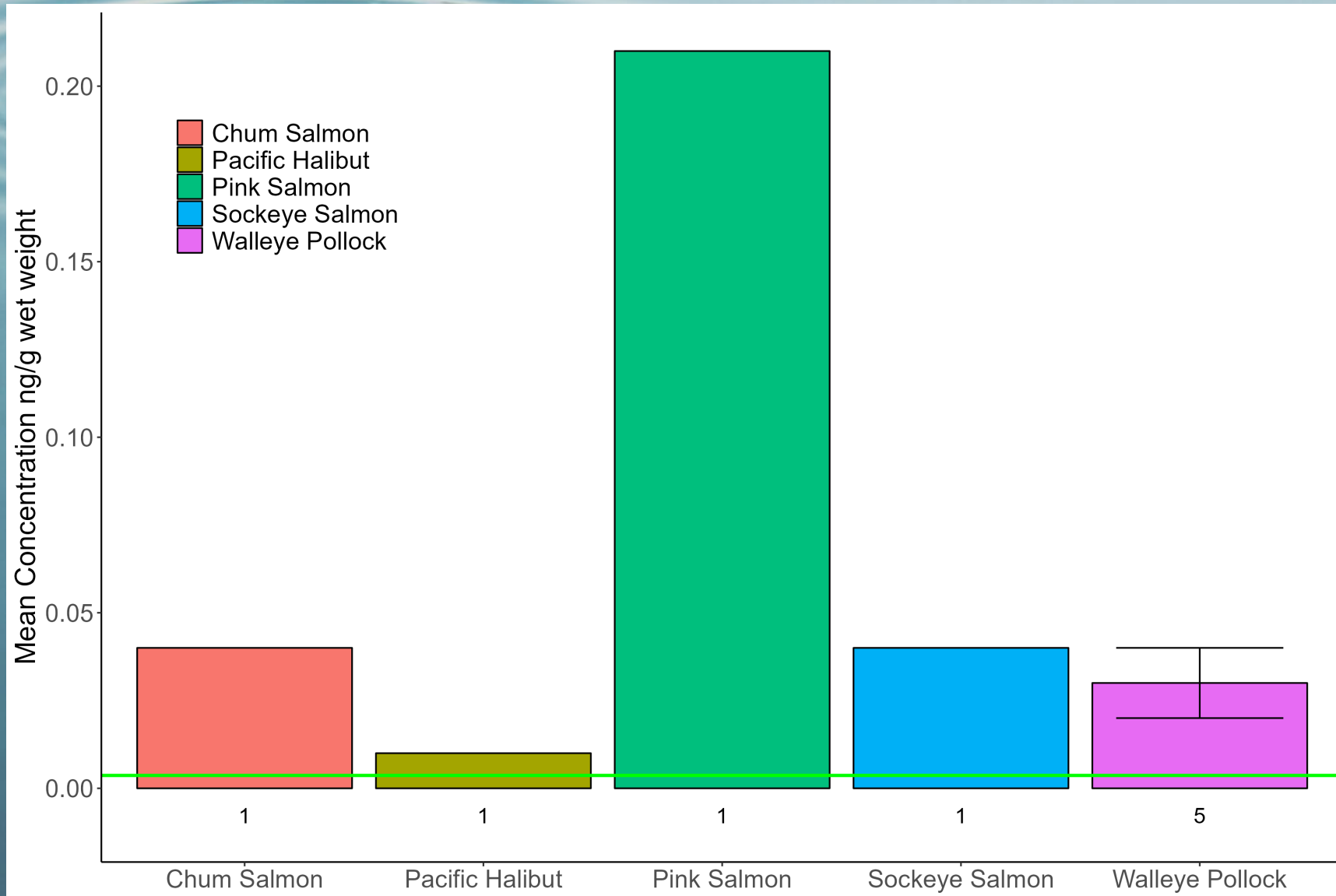
# Sum of PCBs



# Sum of PCBs

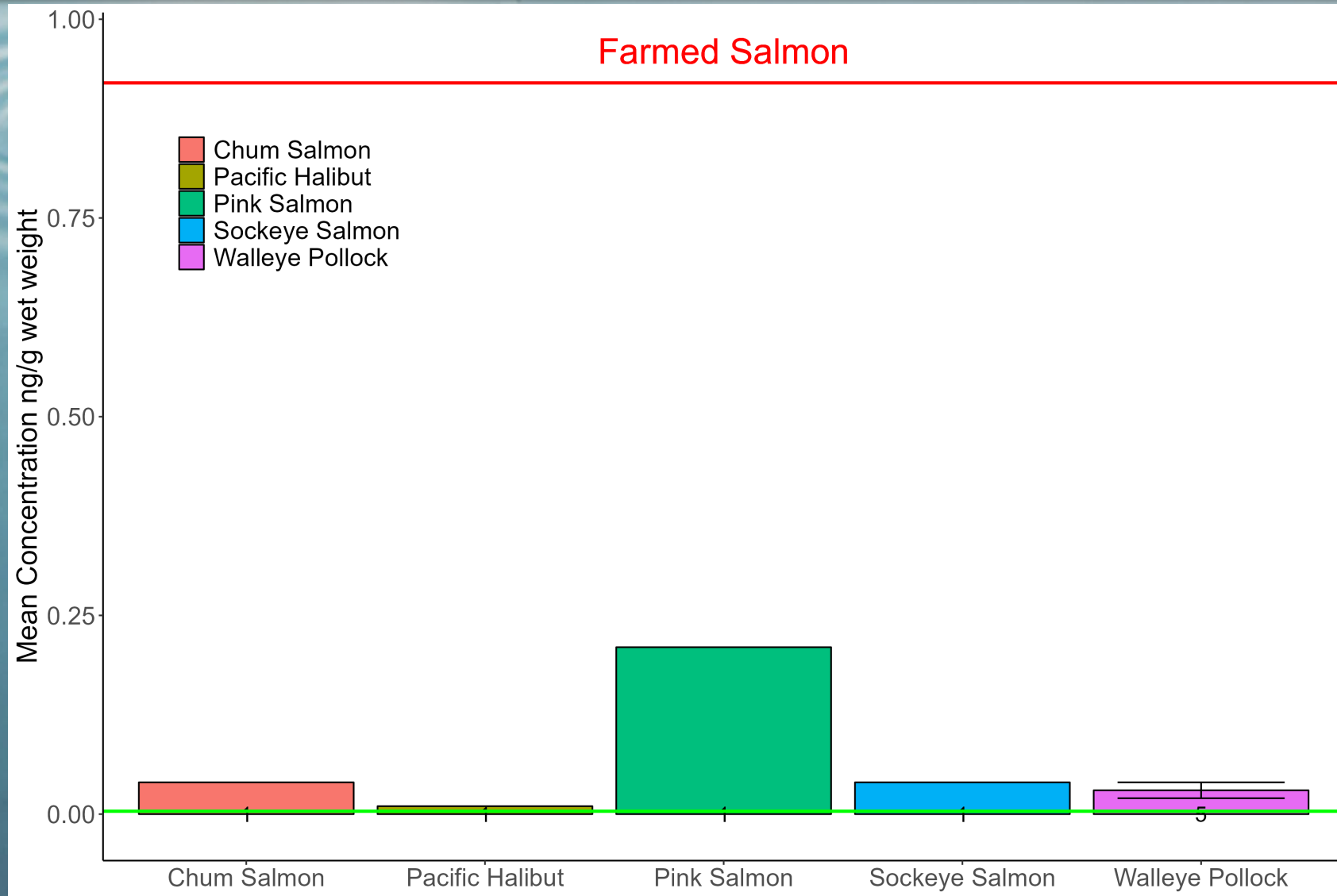


# Sum of PBDEs

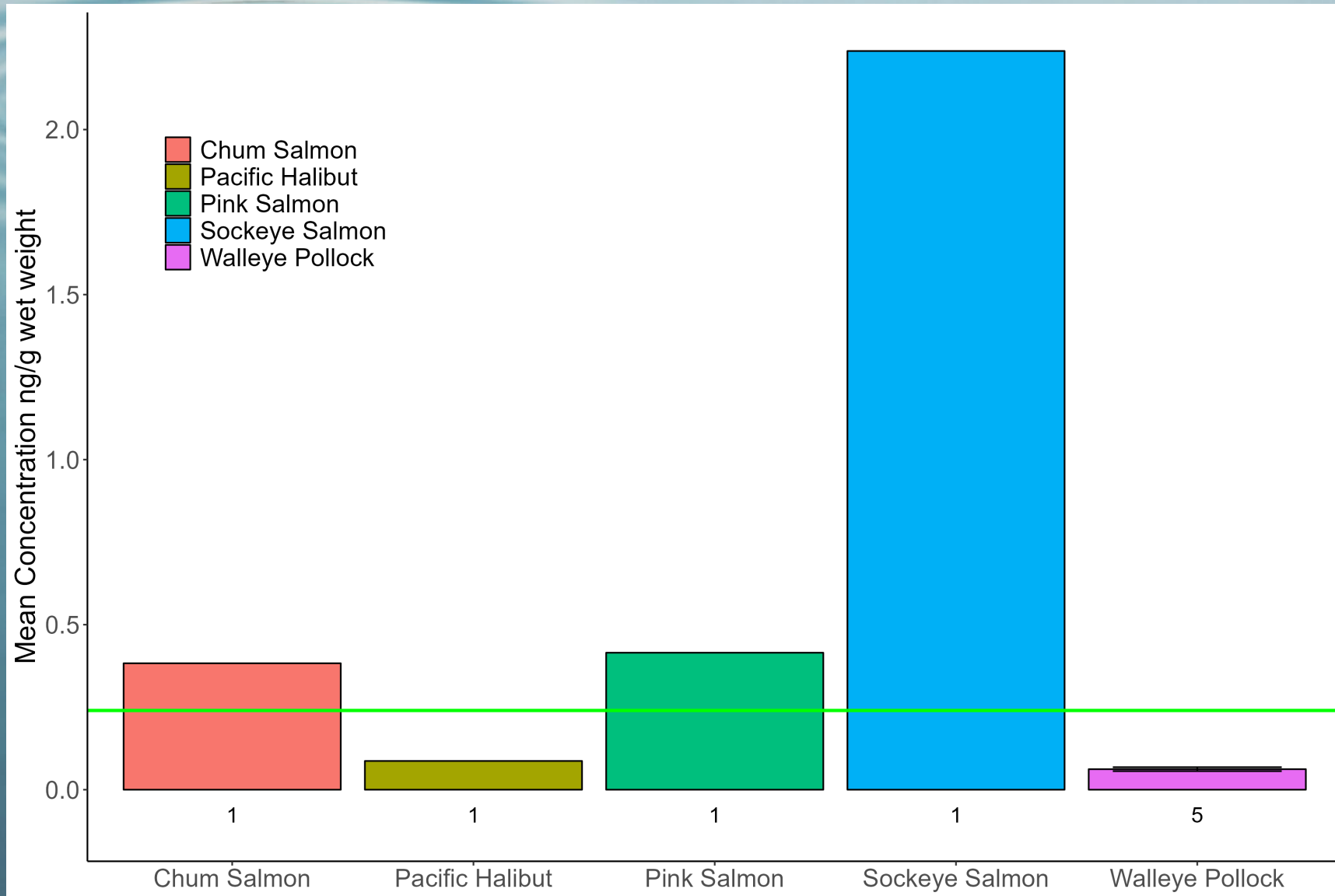




# Sum of PBDEs

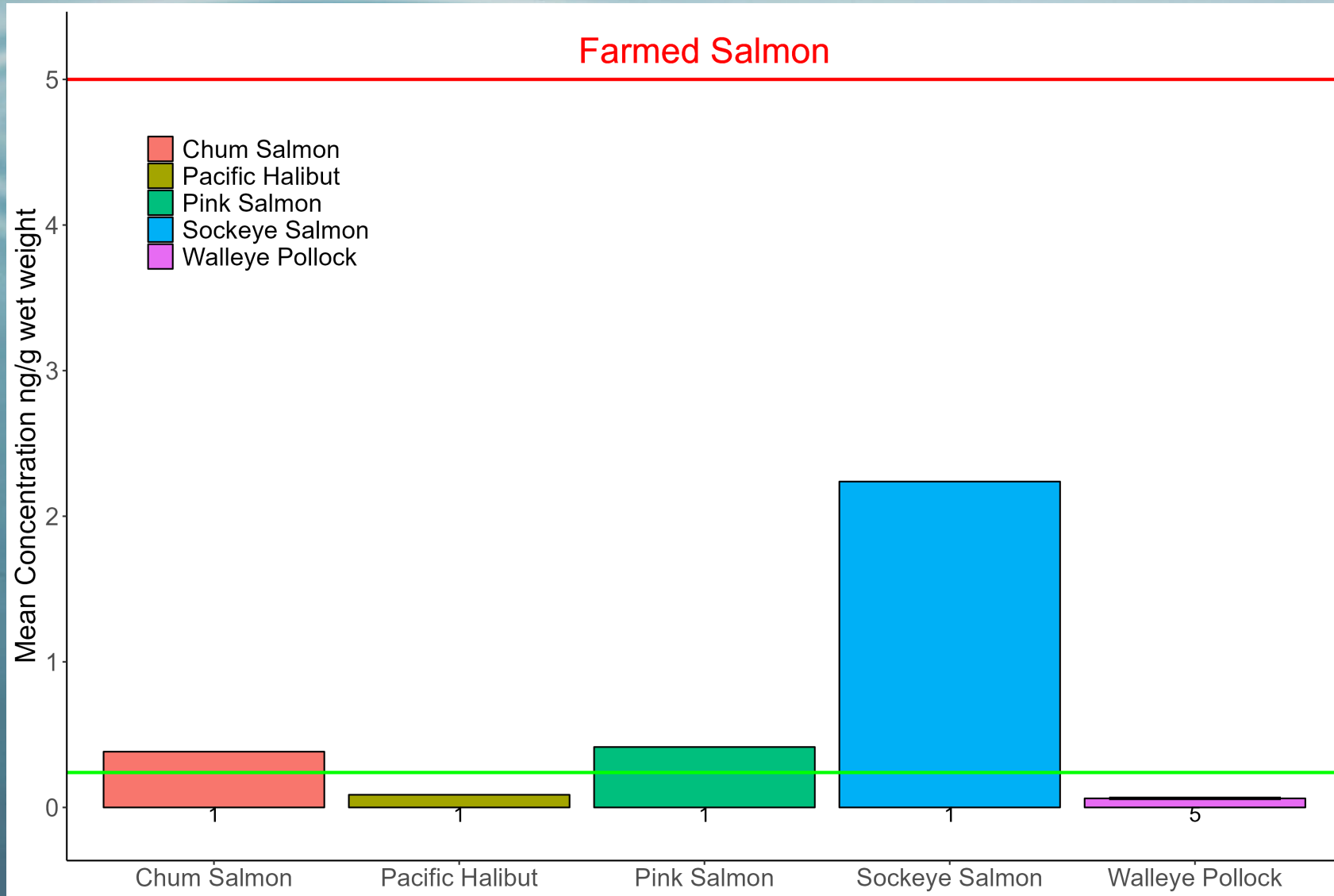


# DDT



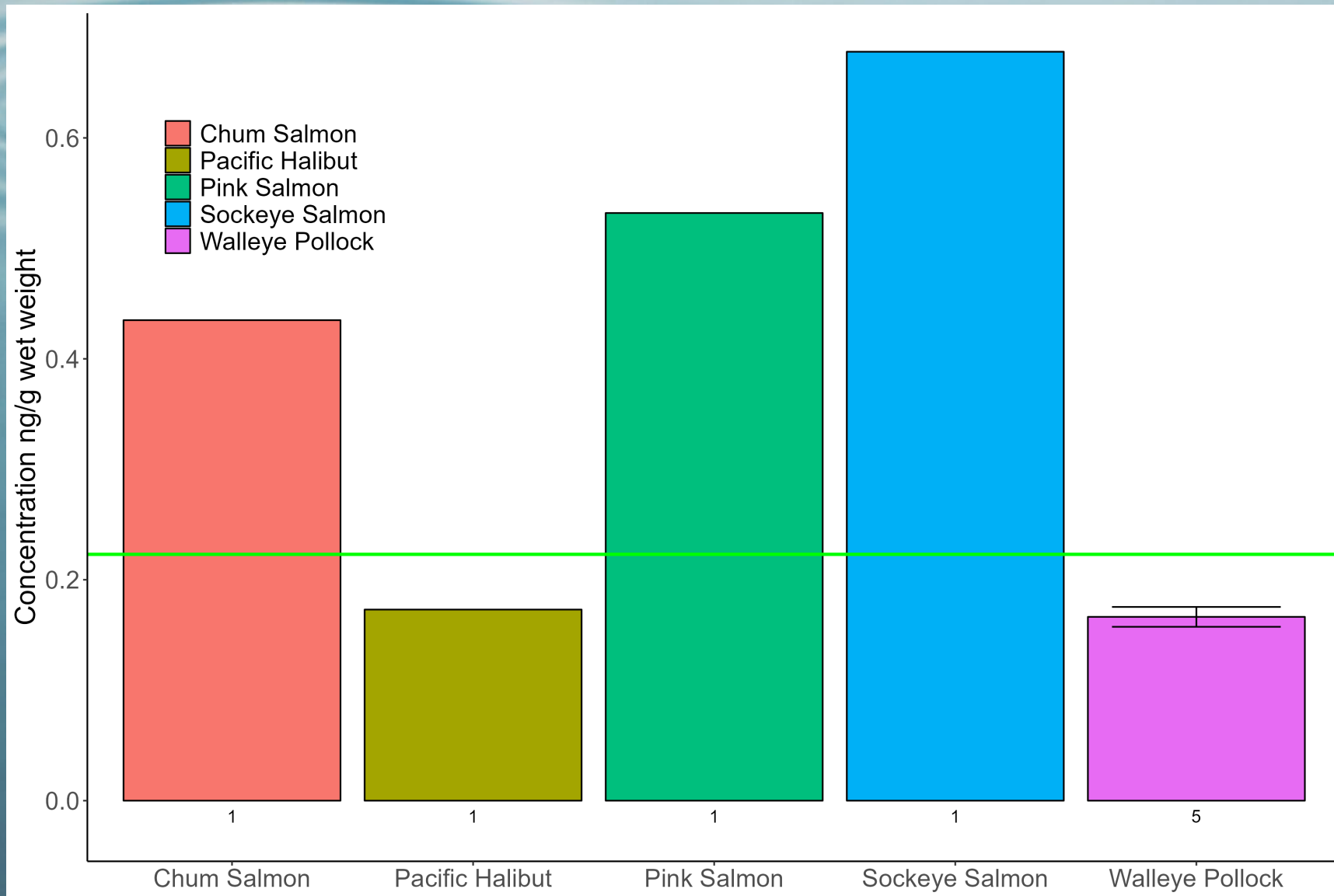


# DDT

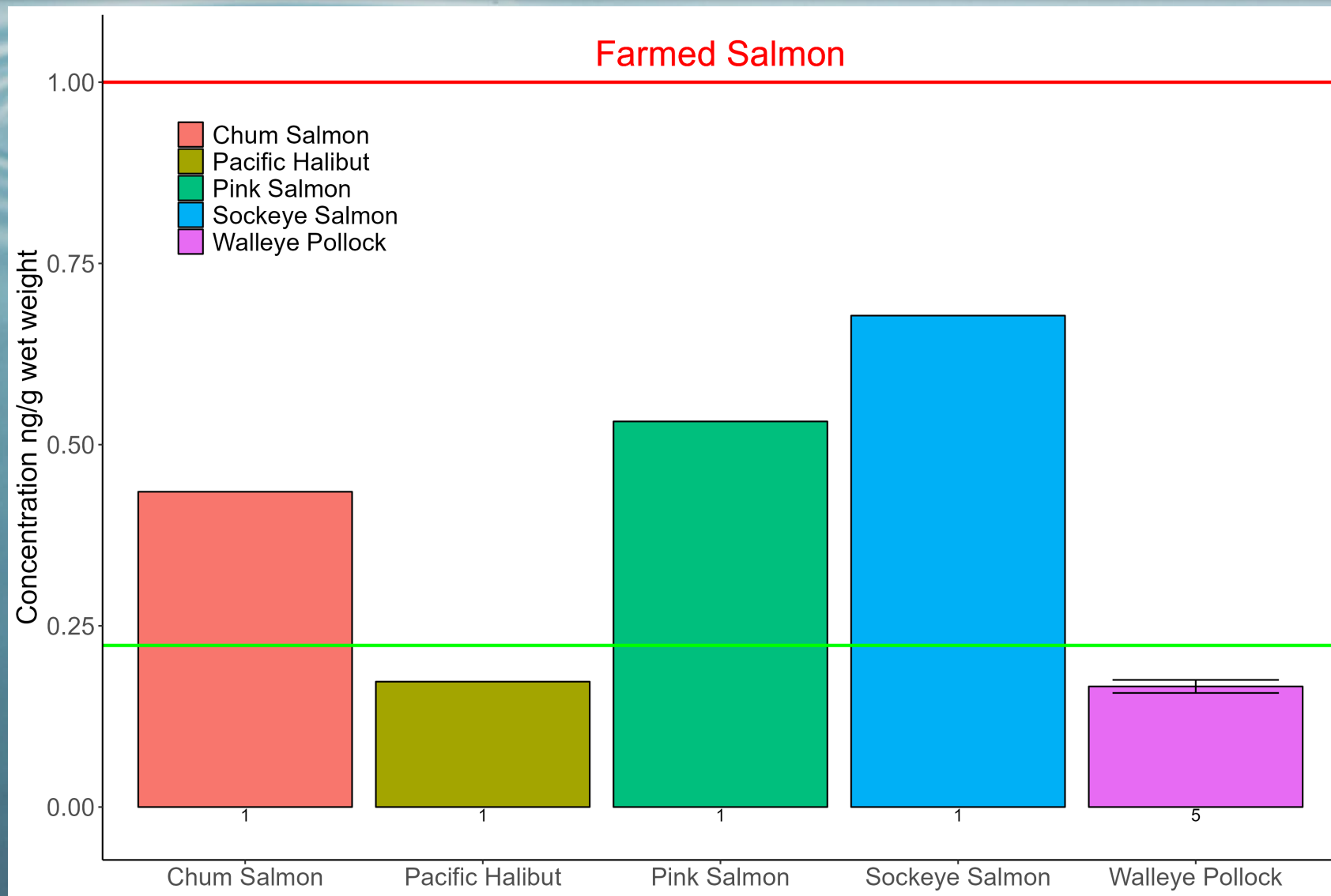


Lundebye A-K, et al. 2017. Environ Res 155:49-59.

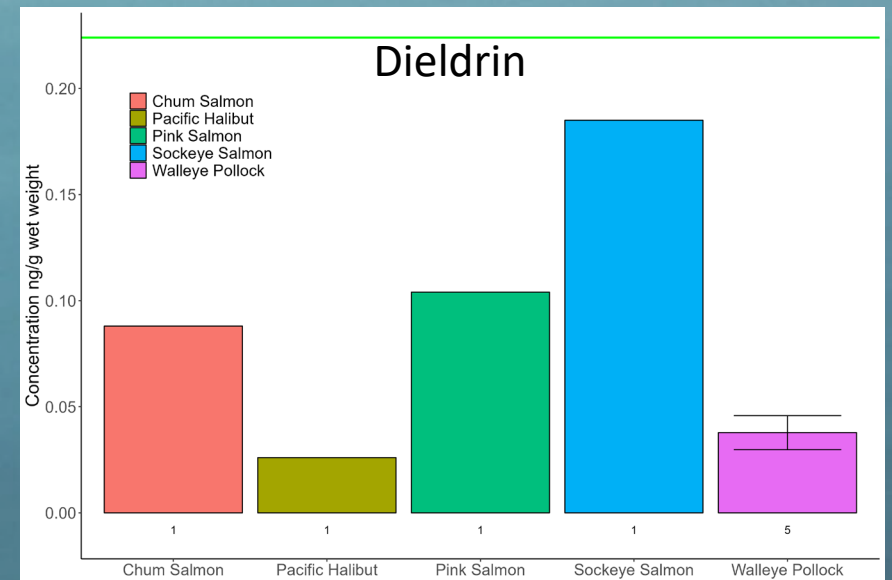
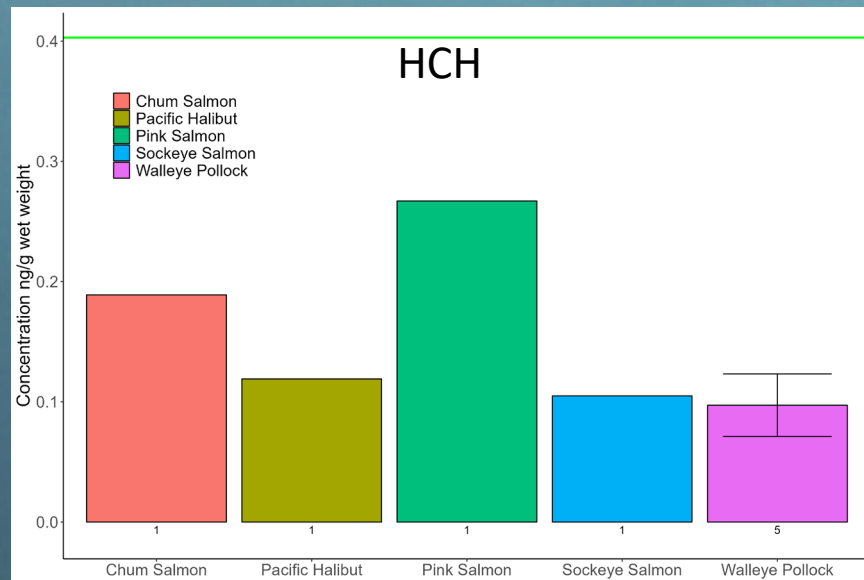
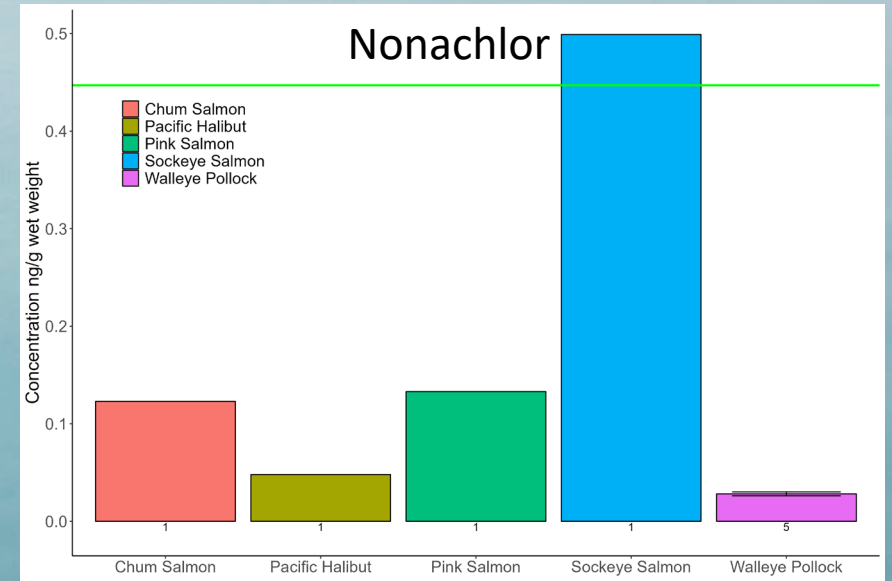
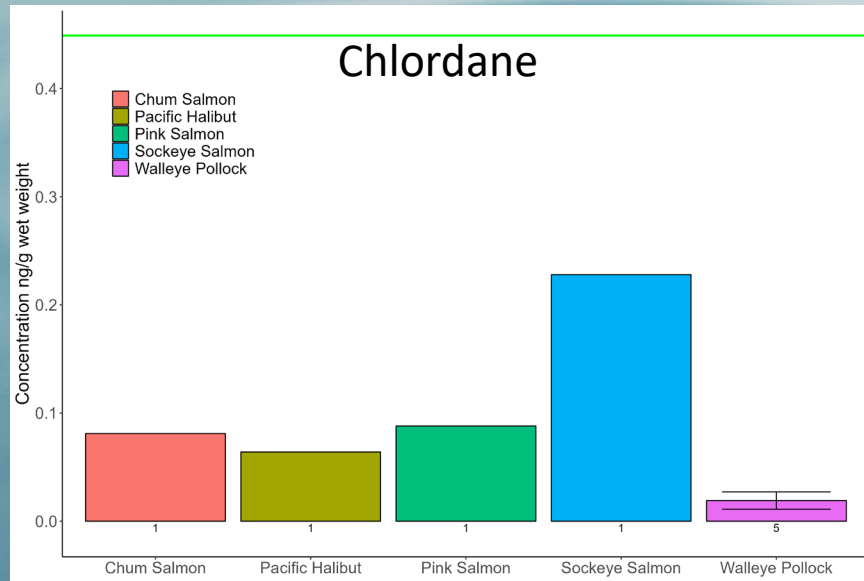
# Hexachlorobenzene



# Hexachlorobenzene




# OC Pesticides



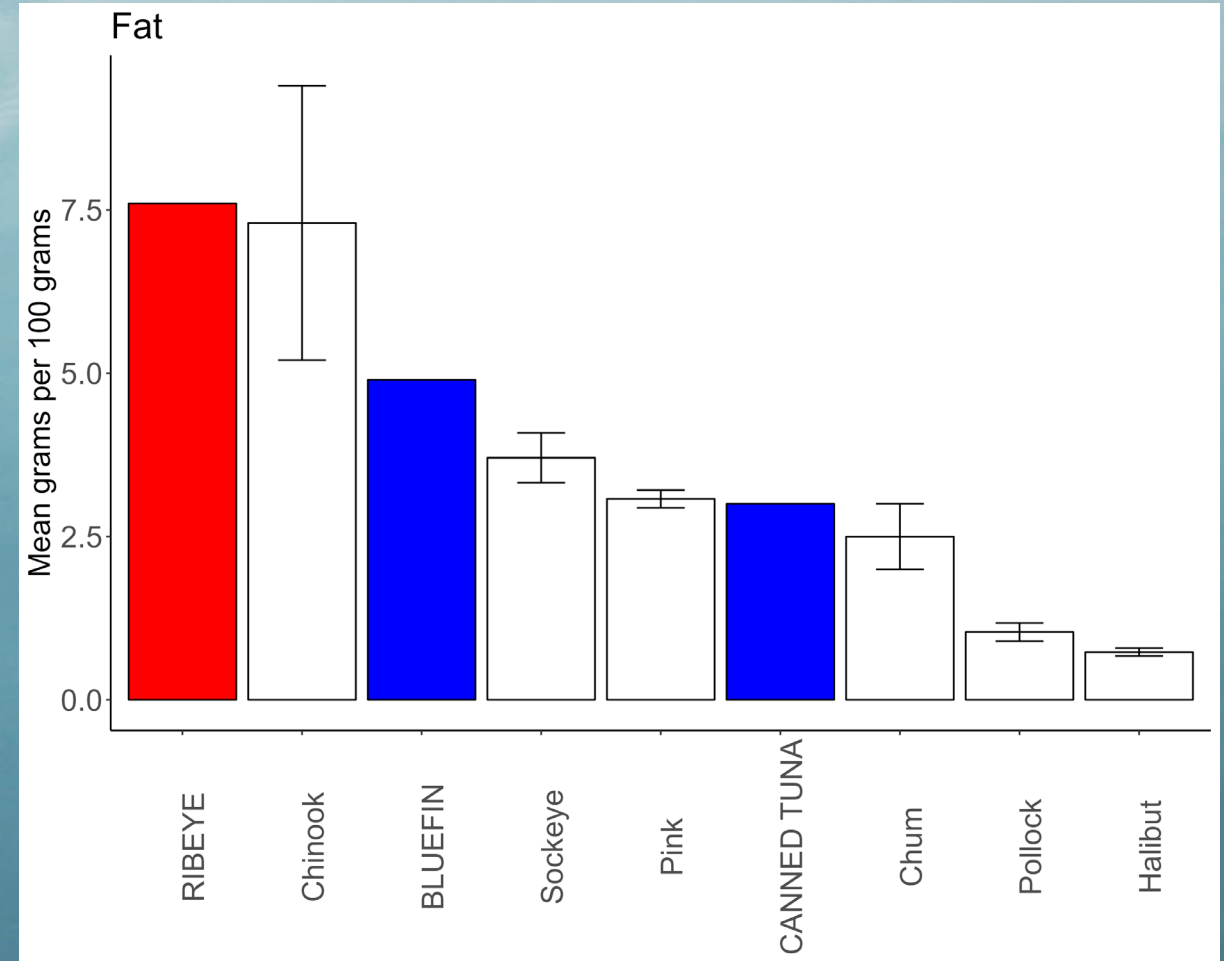
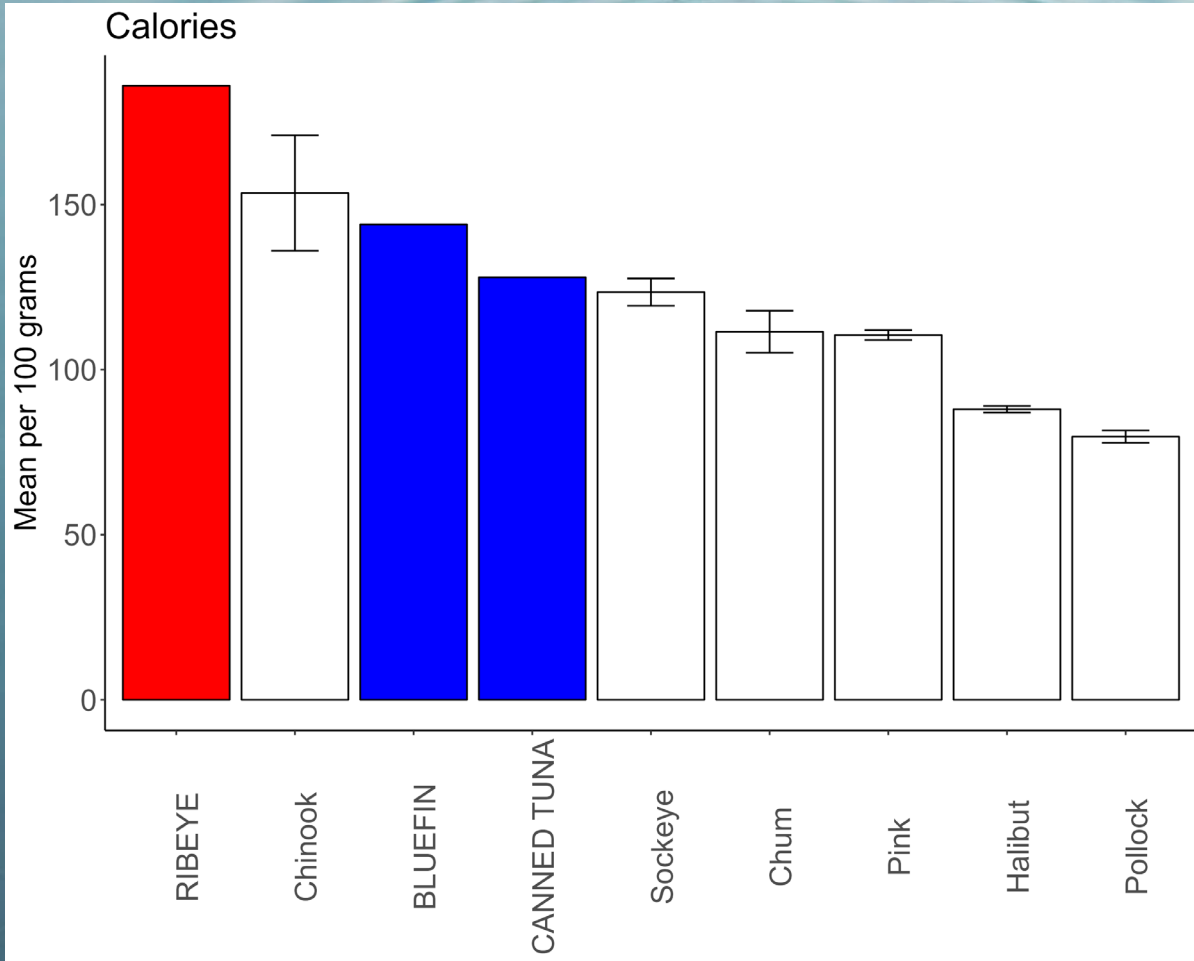
# Nutritional analysis – Exact Scientific

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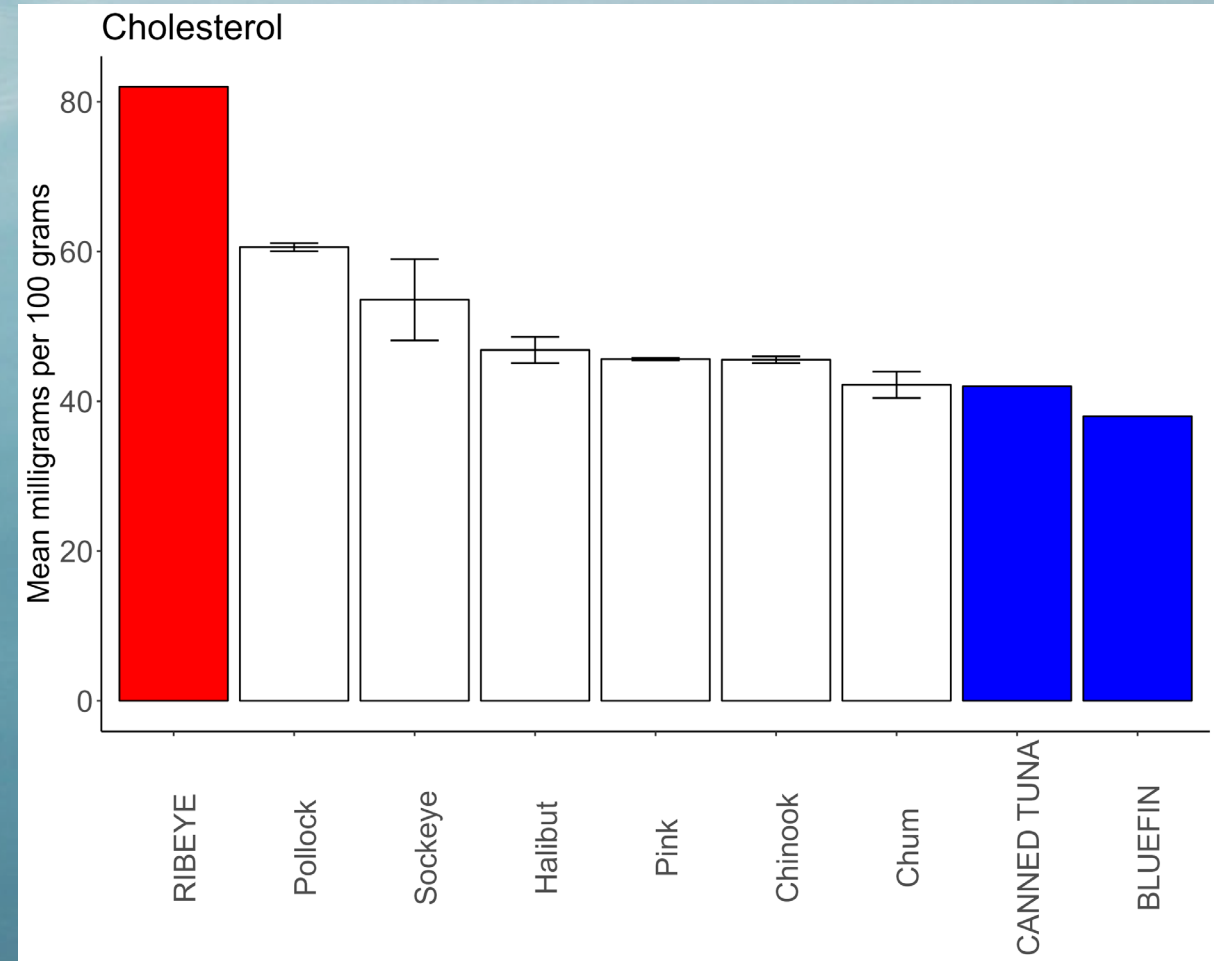
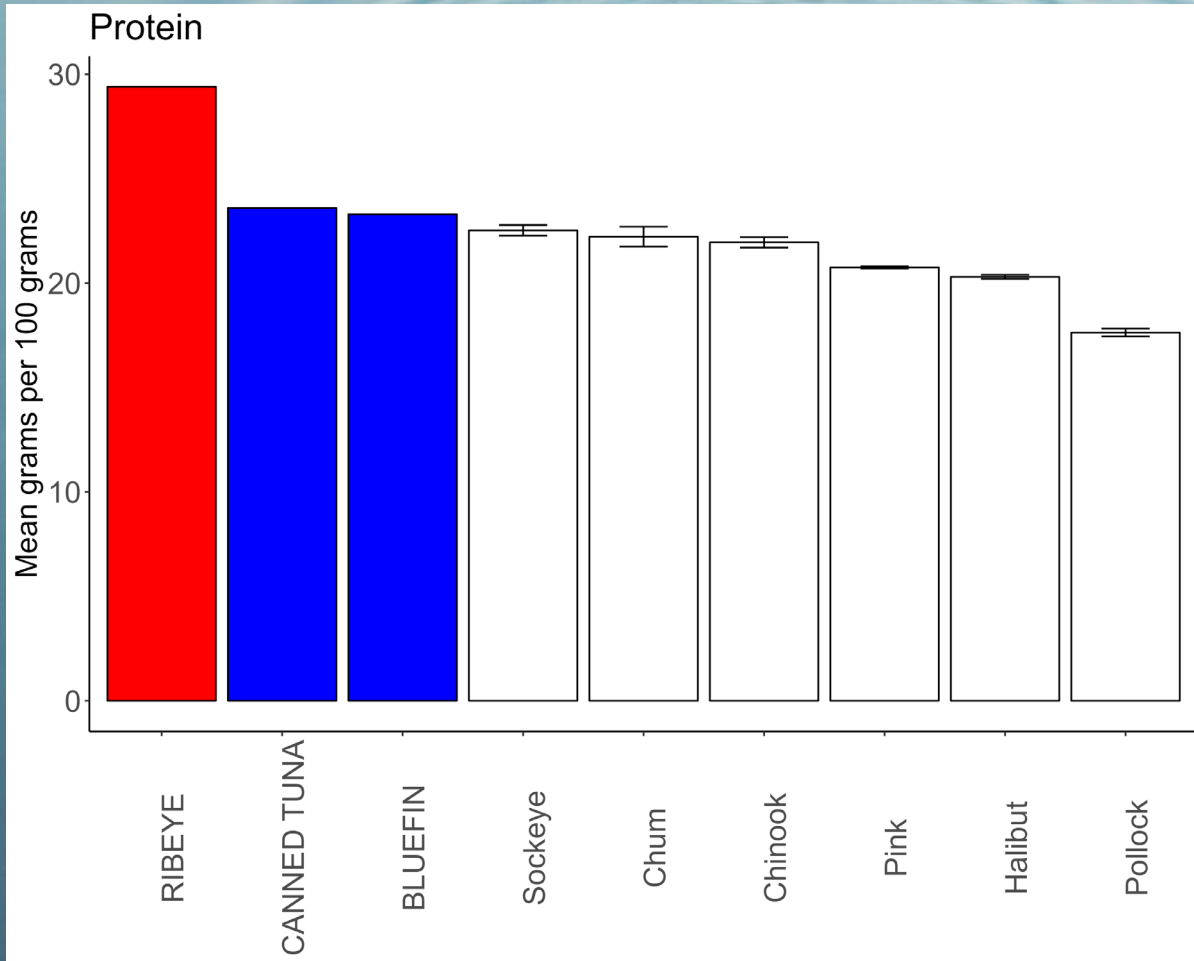
<b>Species</b>	<b>Composites (10 fish each)</b>	<b>Area</b>
Pollock	6	Bering Sea
Halibut	2	GOA
Chinook	2	SE
Sockeye	4	GOA, SE
Chum	4	GOA, SE
Pink	2	GOA

# Nutritional analysis

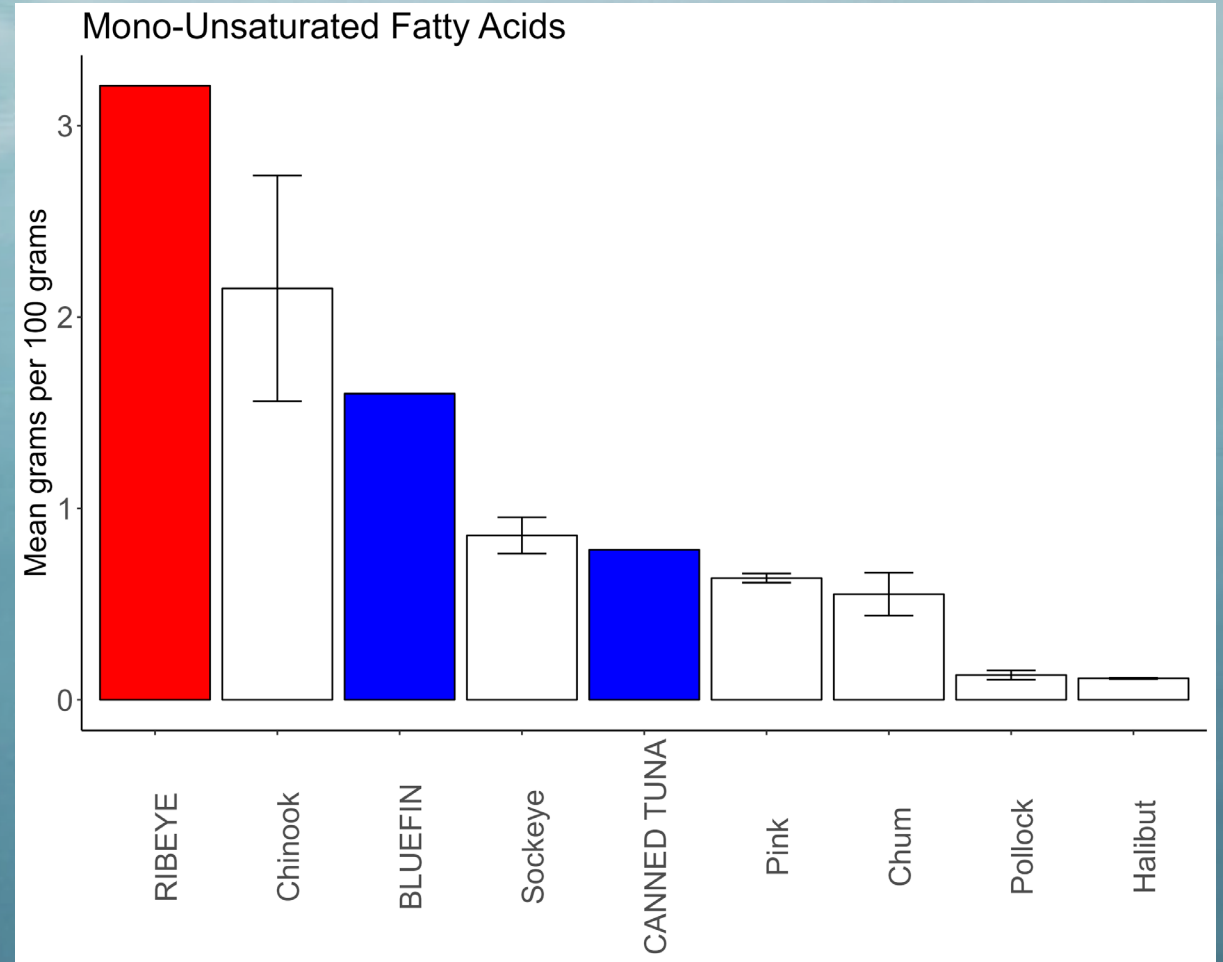
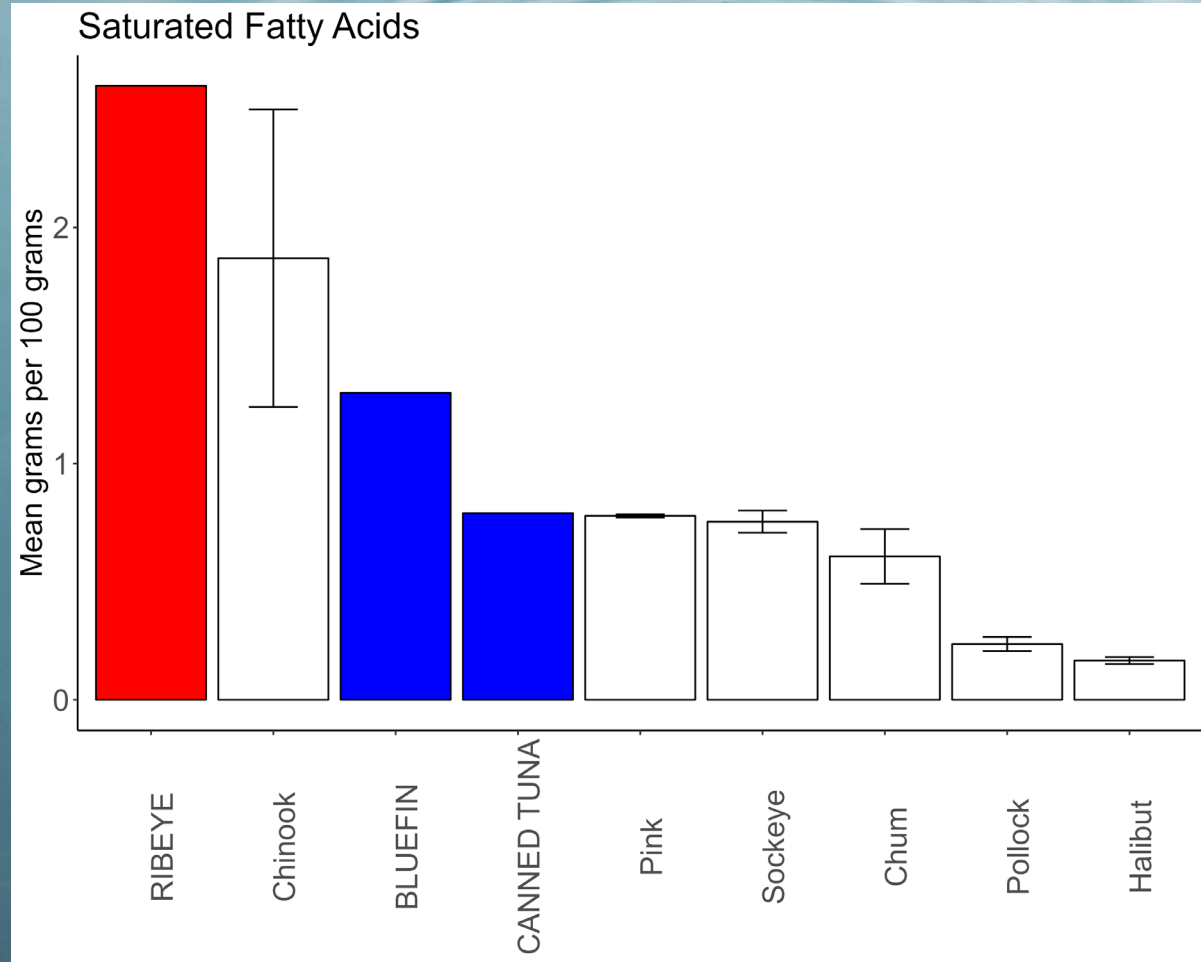




# Nutritional analysis

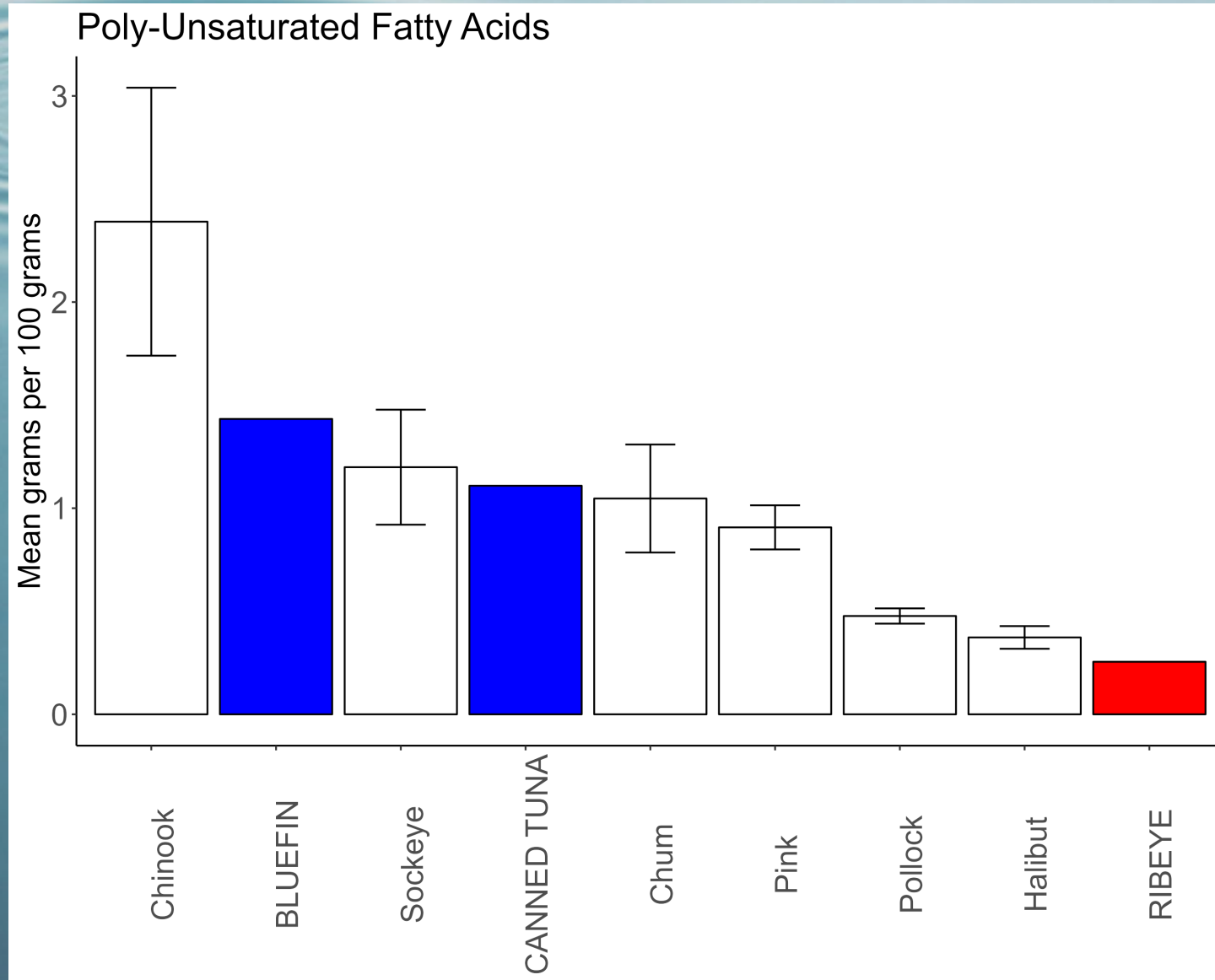


# Nutritional analysis

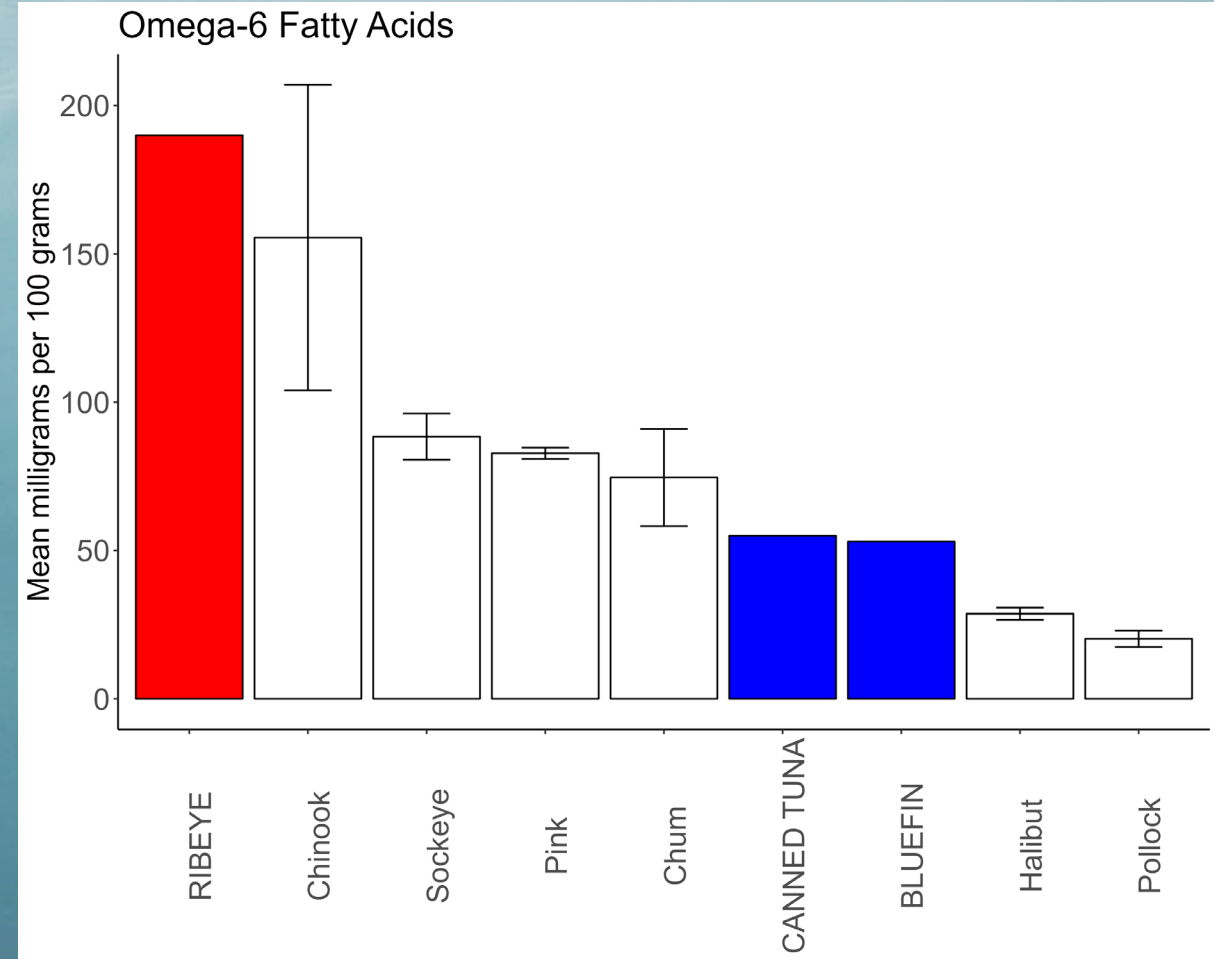
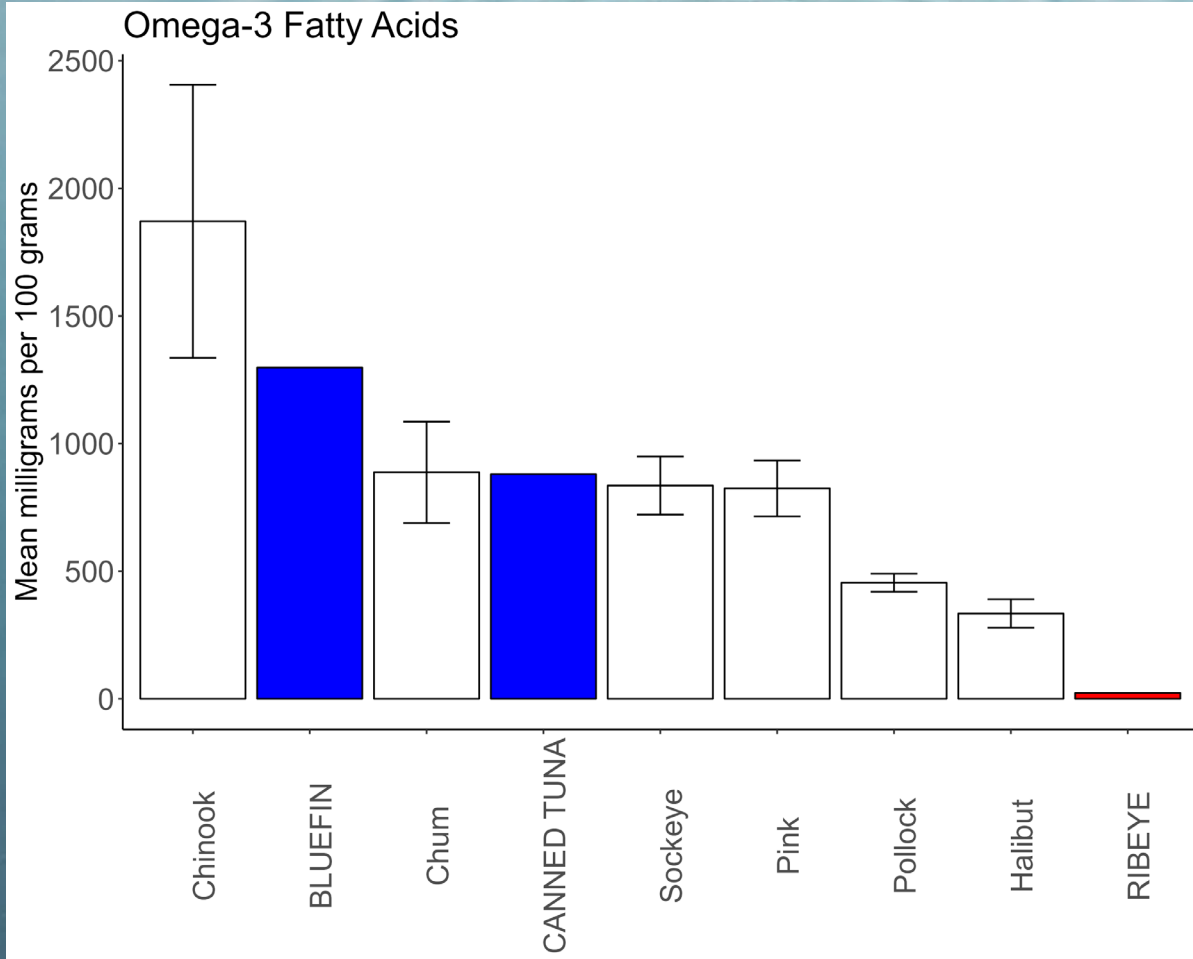




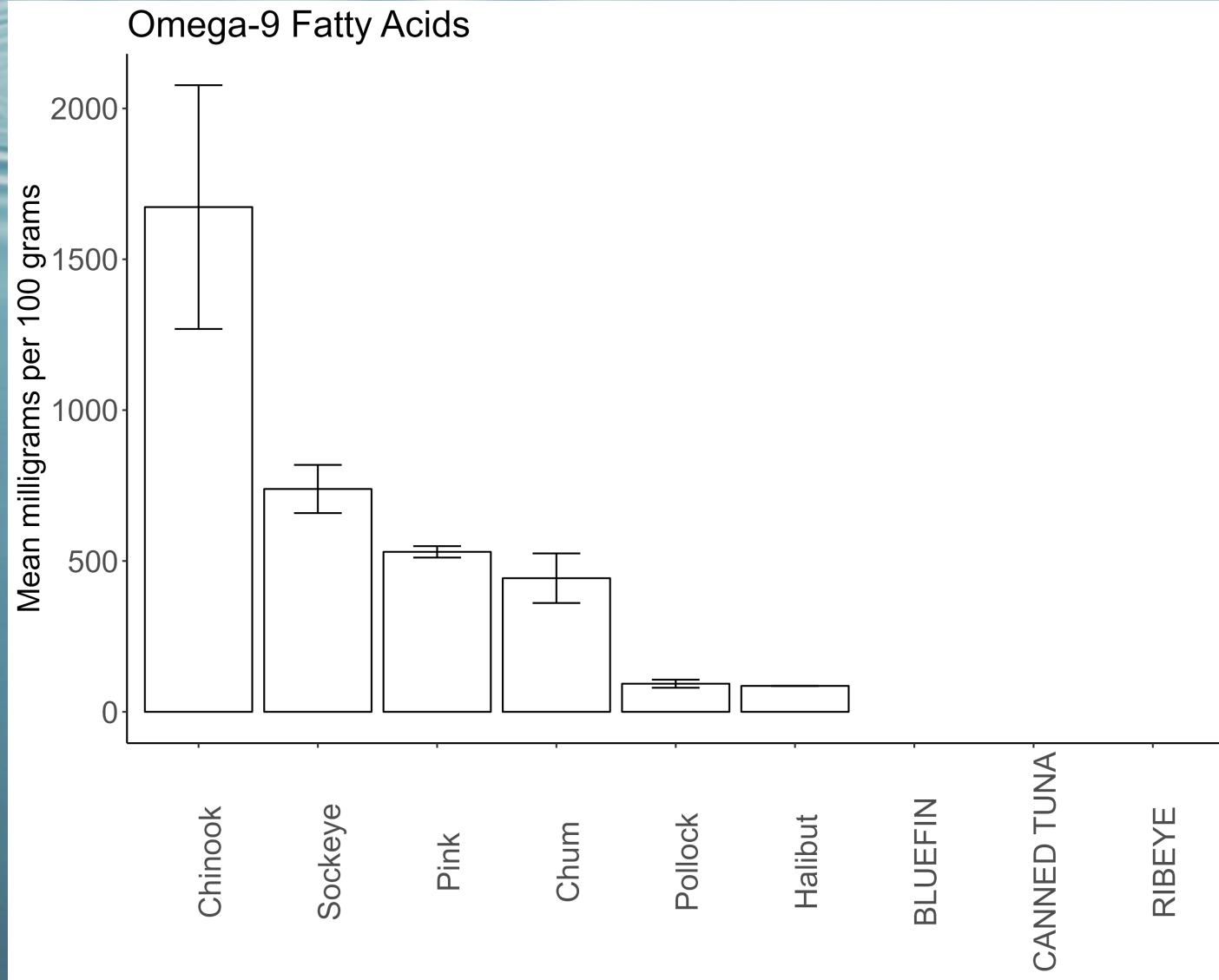
# Nutritional analysis



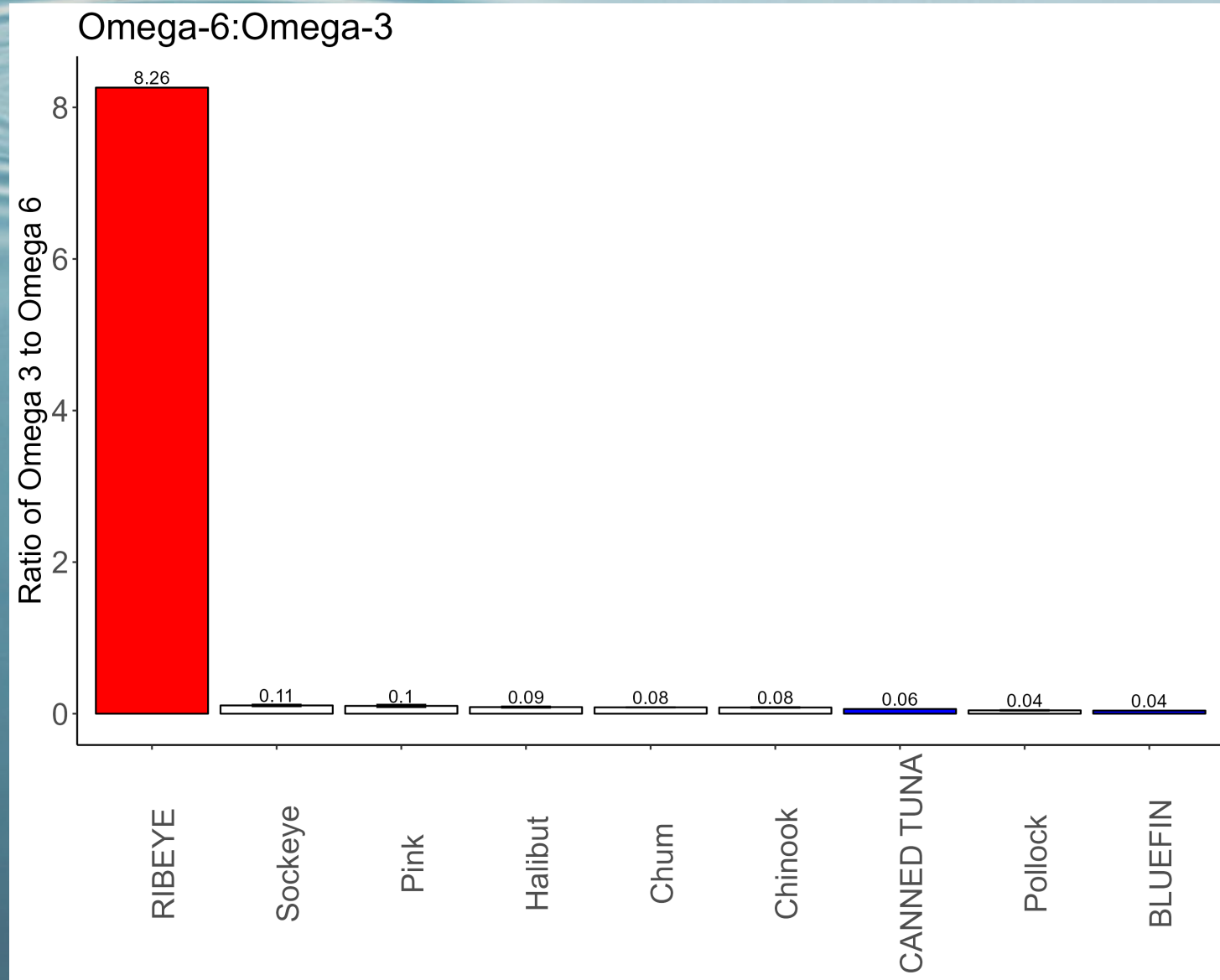
# Nutritional analysis



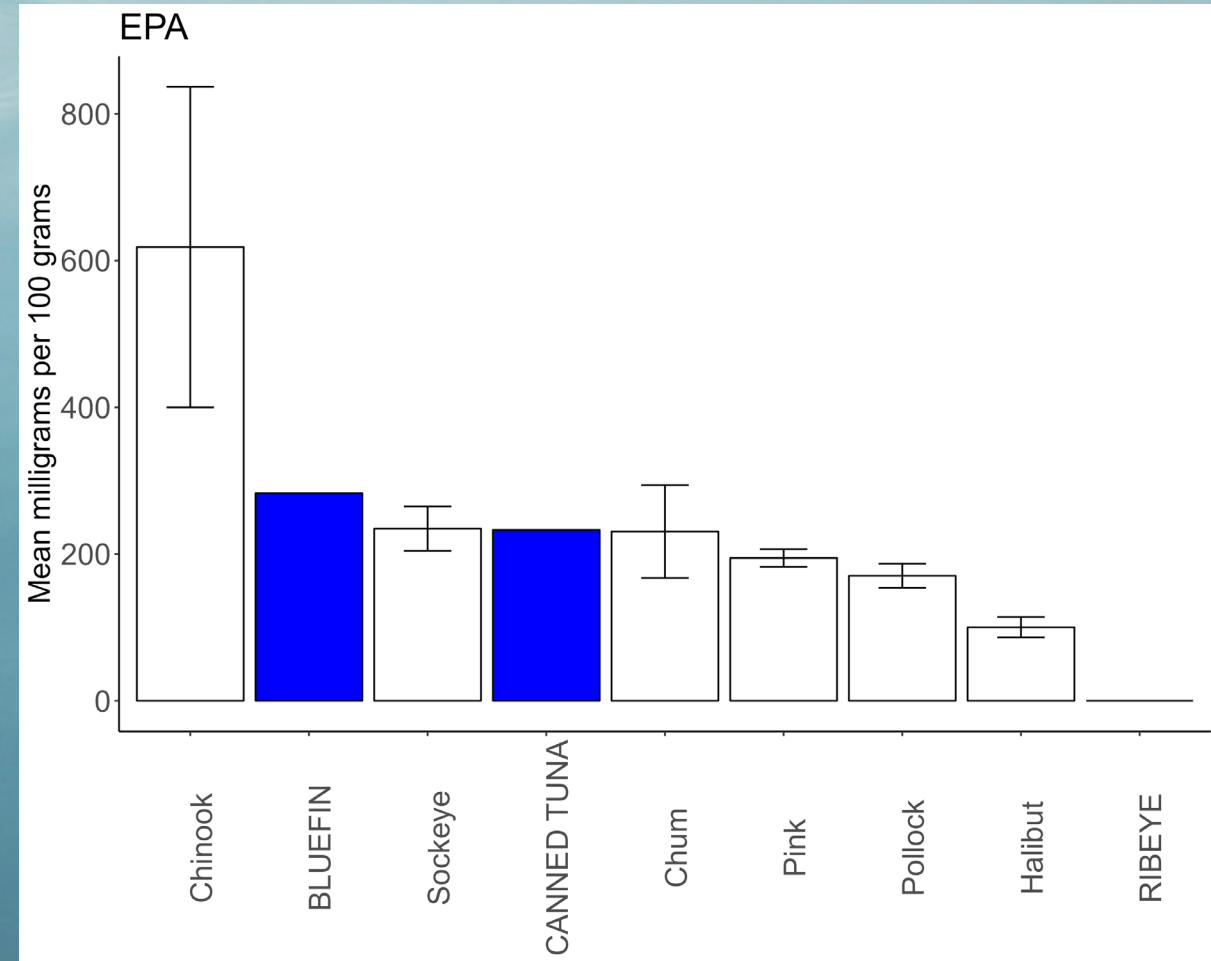
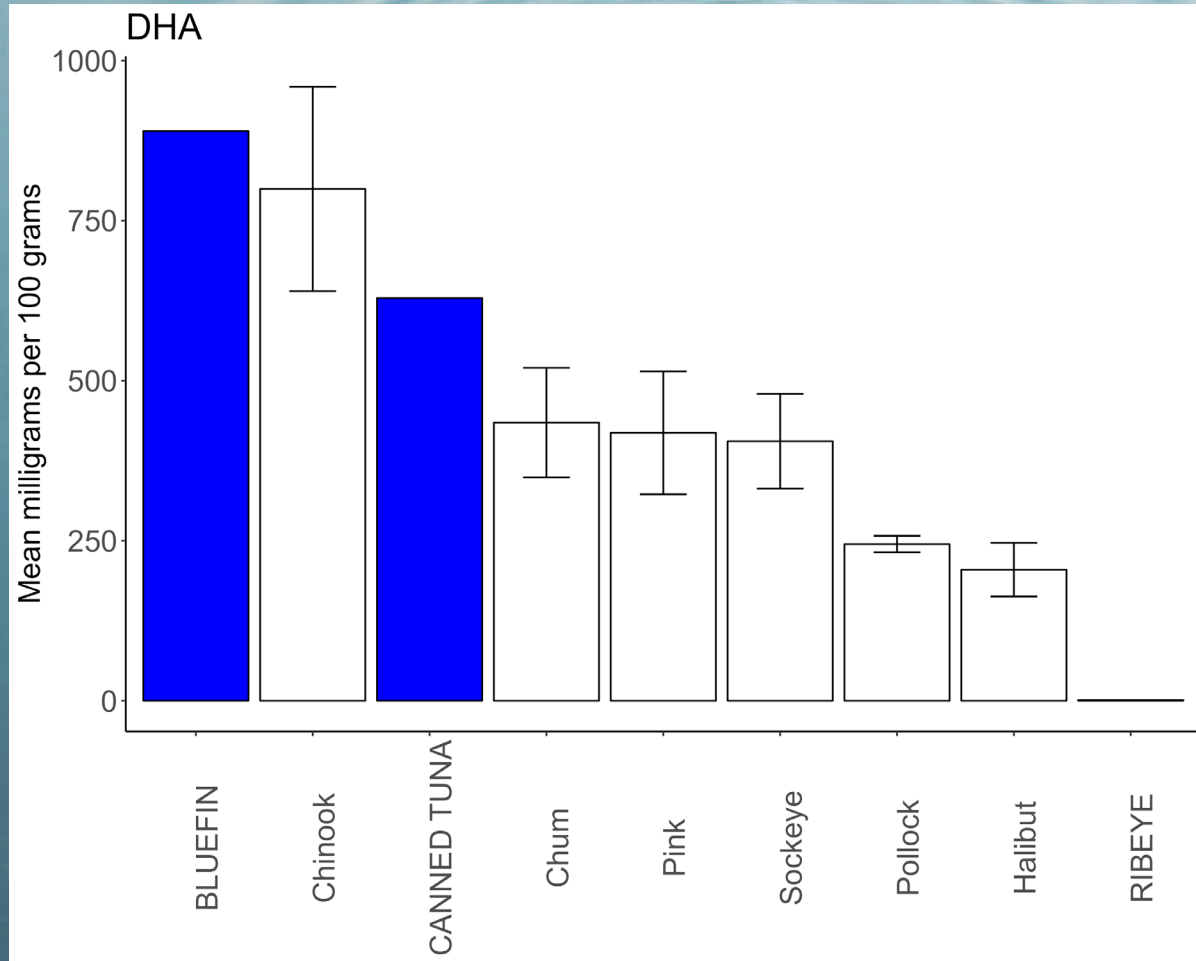
# Nutritional analysis



# Nutritional analysis



# Nutritional analysis

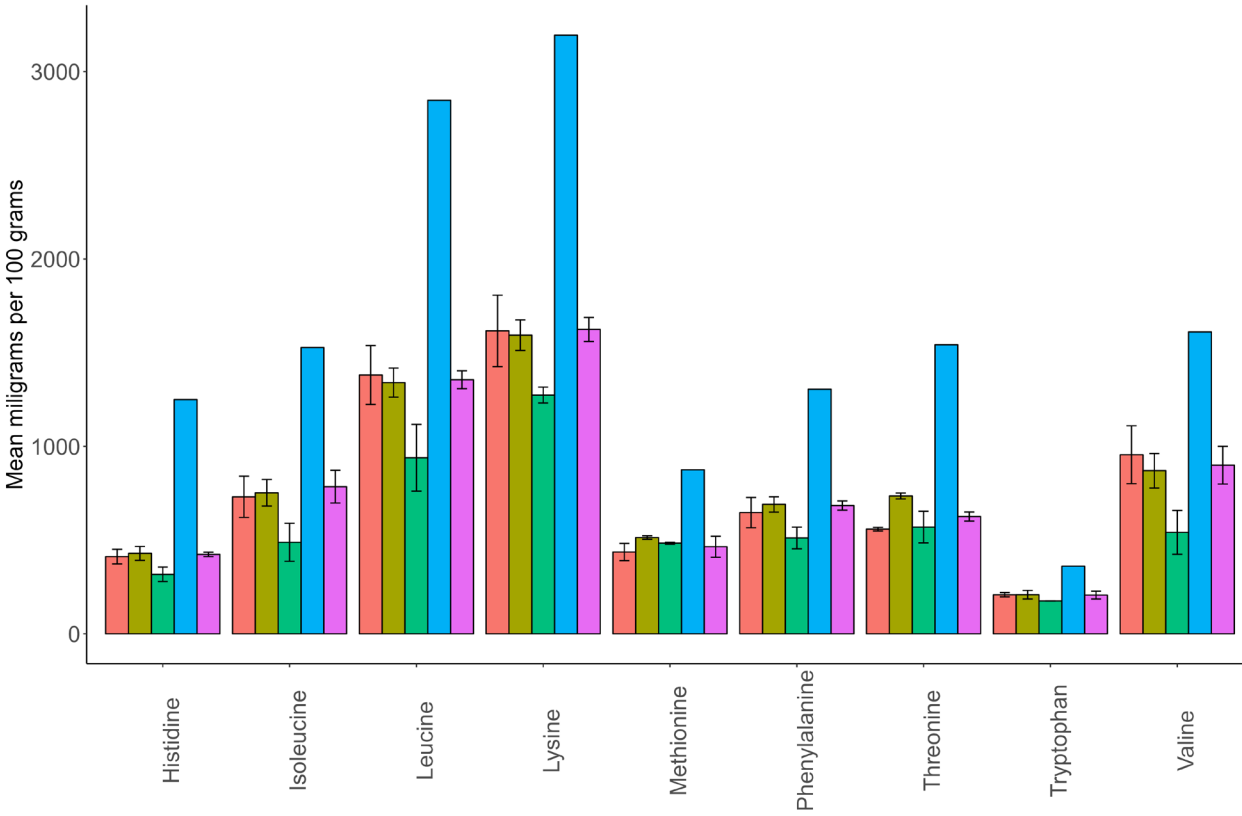




# Nutritional analysis

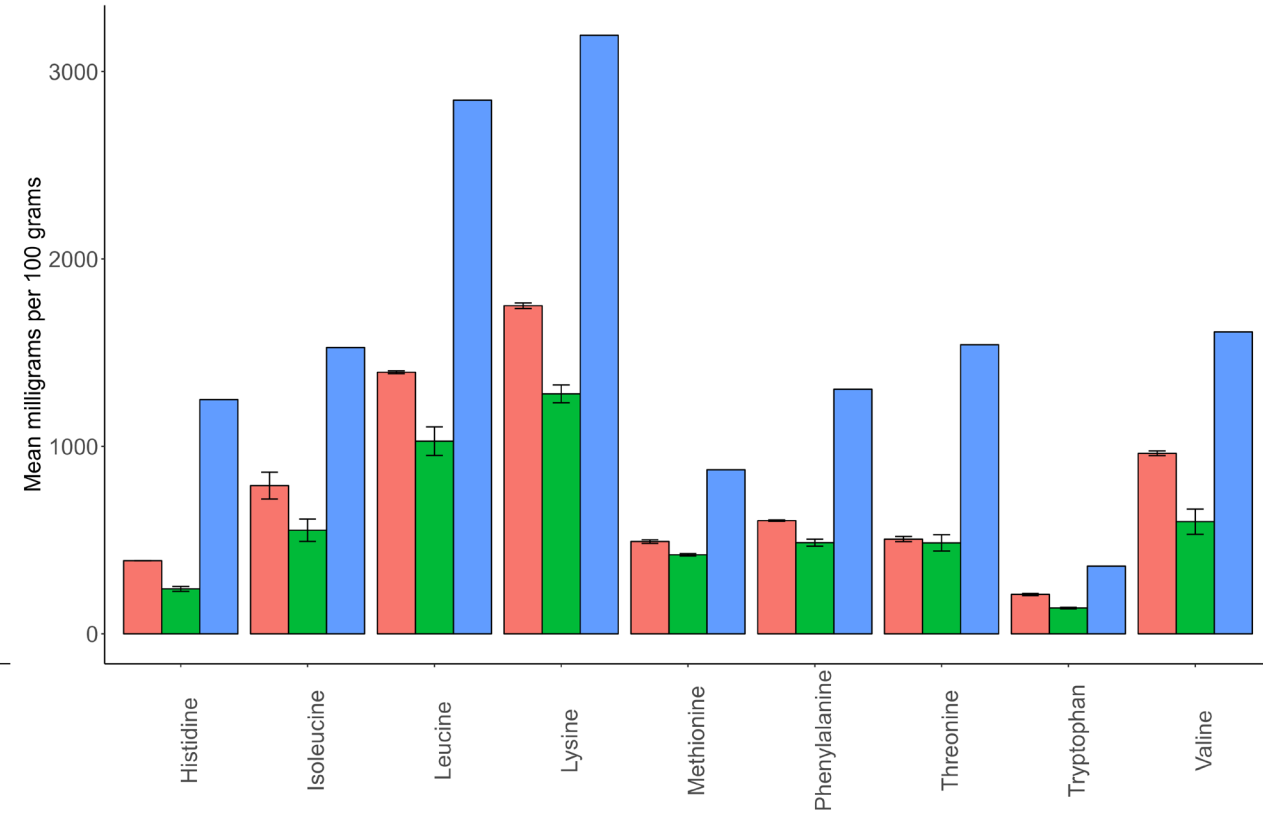
### Salmon-Amino Acids

Chinook Chum Pink RIBEYE Sockeye



### Groundfish-Amino Acids

Halibut Pollock RIBEYE



# Questions?





# Fish Monitoring Program

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Main Webpage



<https://dec.alaska.gov/eh/vet/fish-monitoring-program/>

Radioisotopes (Fukushima)



<https://dec.alaska.gov/eh/vet/fish-monitoring-program/radioisotopes-in-fish-caught-in-alaskan-waters>

Alaska Seafood Marketing Institute

Go Wild Reception



The Alaska Seafood Marketing Institute (ASMI) is hosting the annual Seafood Expo North America (SENA) Go Wild reception this year without the monetary assistance of corporate seafood sponsors in an effort to recognize the hardships and challenges our industry is facing. We will still accept in-kind and/or monetary donations from our shipping and airline sponsors as we have in years past (for example, Lynden and Alaska Airlines).

The Go Wild event is a time-honored and hallmark tradition that affords us the opportunity to celebrate with our Alaska seafood family and friends. In light of current affairs, we will scale down the reception to ensure we are being as financially prudent as possible while still showcasing the bounty of our beautiful, wild and sustainable Alaska seafood. For example, we will not have our usual dazzling seafood ice sculptures; we have decreased the floral budget; there will be no passed appetizers and champagne; we are doing all of the design work in-house; and we will not feature a piano player.

Our hope is that we can congregate as an industry to recognize the resiliency and strength of our industry and thank everyone for their steadfast commitment to Alaska.

We would try to ensure that the reception is full of those directly involved in the industry and our beloved customers. We are encouraging ticket holders to honor this when considering who they allot their tickets to.

We will still strive to keep the tenor and tone of the event positive, optimistic, and hopeful, but we will not display anything extravagant or excessive. The focal point will be community and celebrating the buoyant spirit of the Alaska seafood industry.

Finally, as in years past, we will also showcase the Symphony of Seafood winners in a tasteful way to amplify their messages.

**SENATE JOINT RESOLUTION NO. 14**

IN THE LEGISLATURE OF THE STATE OF ALASKA

THIRTY-THIRD LEGISLATURE - SECOND SESSION

**BY SENATOR BISHOP**

**Introduced: 2/15/24**

**Referred: Finance**

**A RESOLUTION**

1 **Calling on the United States Congress and all federal agencies to adopt policies and**  
2 **engage in certain efforts to improve the competitiveness and resiliency of the state's**  
3 **seafood industry.**

4 **BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

5 **WHEREAS** efforts to improve global competitiveness of Alaska commercial seafood  
6 have benefits to the entire seafood industry, including harvesters, processors, and support  
7 businesses, as well as communities across the state and the state as a whole; and

8 **WHEREAS** Alaska seafood makes up more than 60 percent of seafood harvested in  
9 the United States and is a critical part of food production for the United States; and

10 **WHEREAS** Alaska seafood is exported to about 100 countries around the globe; and

11 **WHEREAS** Alaska seafood is subject to global market factors that directly affect its  
12 value, whether sold in the United States or exported; and

13 **WHEREAS** Alaska seafood currently faces extraordinary national and global  
14 challenges, including trade policies and nonreciprocal tariffs that favor other nations, large  
15 existing inventories, high costs and inflation rates, reduced consumer demand, and global



1 competitors that have lower operating costs and are less regulated than domestic seafood  
2 producers; and

3 **WHEREAS** challenges that affect the economic viability of fishers and seafood  
4 processors also affect local economies and fish landing tax revenues in coastal communities  
5 across Alaska; and

6 **WHEREAS**, compared to other domestic sources of protein, seafood is not fully  
7 integrated into federal policies and programs designed to ensure domestic food security,  
8 supply chain integrity, and support for harvesting and processing businesses; and

9 **WHEREAS** the lack of recognition of domestic seafood in United States trade policy  
10 objectives and priorities results in market conditions that reduce the value of Alaska seafood  
11 and its accessibility to global markets, creating an unlevel playing field; and

12 **WHEREAS** the 2023 National Export Strategy issued by the federal Trade Promotion  
13 Coordinating Committee includes a chapter on seafood industries that highlights the need to  
14 improve interagency coordination and global market competitiveness for domestic seafood  
15 producers;

16 **BE IT RESOLVED** that the Alaska State Legislature supports and encourages efforts  
17 by the federal government to create an office of seafood policy and program integration  
18 within the United States Department of Agriculture to help ensure that domestic food security  
19 and supply chain integrity is fully integrated into the department's policy strategies for  
20 domestic seafood; and be it

21 **FURTHER RESOLVED** that the Alaska State Legislature urges the United States  
22 Department of Agriculture to treat seafood harvesting and processing businesses similarly to  
23 the way producers of land-based sources of protein are treated; and be it

24 **FURTHER RESOLVED** that the Alaska State Legislature encourages all federal  
25 agencies that affect the economic viability of the state's seafood industry to implement the  
26 National Oceanic and Atmospheric Administration's National Seafood Strategy and chapter 9  
27 of the Trade Promotion Coordinating Committee's 2023 National Export Strategy; and be it

28 **FURTHER RESOLVED** that the Alaska State Legislature requests all federal  
29 agencies and programs to increase purchases of Alaska seafood; and be it

30 **FURTHER RESOLVED** that the Alaska State Legislature calls on all federal  
31 agencies to help improve governmental programs applicable to the seafood industry for

1 recapitalization, vessel construction, tax structures, workforce accessibility, energy, and  
2 infrastructure; and be it

3 **FURTHER RESOLVED** that the Alaska State Legislature calls on the United States  
4 Congress to increase federal funding for new product development, testing, promotion, and  
5 marketing of domestically produced seafood in a similar fashion as the National Oceanic and  
6 Atmospheric Administration's Saltonstall-Kennedy Research and Development Program and  
7 its associated grant competition; and be it

8 **FURTHER RESOLVED** that the Alaska State Legislature requests the United States  
9 Secretary of Commerce to include and improve seafood expertise and leadership in the Office  
10 of the United States Trade Representative in order to better coordinate seafood trade  
11 objectives among offices of the United States Trade Representative, to coordinate seafood  
12 trade programs with seafood-related efforts of other federal agencies, and to provide a point of  
13 entry for seafood producers to more effectively engage with the Office of the United States  
14 Trade Representative; and be it

15 **FURTHER RESOLVED** that the Alaska State Legislature calls on the federal  
16 government to improve United States trade policy through the Office of the United States  
17 Trade Representative and other federal agencies to create a more reciprocal tariff structure for  
18 seafood export and import and reduce the burden and risk associated with non-tariff barriers.

19 **COPIES** of this resolution shall be sent to the Honorable Joseph R. Biden, President  
20 of the United States; the Honorable Kamala D. Harris, Vice President of the United States and  
21 President of the U.S. Senate; the Honorable Mike Johnson, Speaker of the U.S. House of  
22 Representatives; the Honorable Charles Schumer, Majority Leader of the U.S. Senate; the  
23 Honorable Tom Vilsack, United States Secretary of Agriculture; the Honorable Gina  
24 Raimondo, United States Secretary of Commerce; the Honorable Katherine Tai, United States  
25 Trade Representative; the Honorable Richard Spinrad, Under Secretary of Commerce for  
26 Oceans and Atmosphere and National Oceanic and Atmospheric Administration  
27 Administrator, United States Department of Commerce; and the Honorable Lisa Murkowski  
28 and the Honorable Dan Sullivan, U.S. Senators, and the Honorable Mary Peltola, U.S.  
29 Representative, members of the Alaska delegation in Congress.