ALASKA SEAFOOD MARKETING INSTITUTE:

A marketing organization with the mission to increase the economic value of the Alaska seafood resource through:

*Increasing positive awareness of the Alaska Seafood brand.*

*Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry.*

*Championing the sustainability of Alaska seafood harvests resulting from existing Alaska fisheries management imperatives (State of Alaska Constitute and Magnuson-Stevens Fishery Management and Conservation Act).*

*Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to a changing environment and economy.*

*Quality assurance, technical industry analysis, education, advocacy and research.*

*Prudent, efficient fiscal management.*

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