

Alaska Seafood Marketing Institute

Date: May 10, 2018

To: ASMI Board of Directors

From: Michael Kohan, ASMI Seafood Technical Program Director

Program Update: Activities from 4/2017

Program Objectives

- Support efforts that ensure safe, quality Alaska seafood products reach the consumer.
- Position program as a source of technical and scientific information.
- Promote the developing seafood technical field.
- Lead technical focus on health benefits of Alaska seafood.
- Encourage projects that incorporate innovative approaches to developing seafood products from Alaska.
- Educate and inform the market, trade and consumers on the purity and quality of Alaska's products.

Background

The goal for the program is to connect with the industry and provide resources in multiple technical categories including: seafood contaminants, seafood safety, seafood quality, nutrition, utilization, traceability and promoting innovative opportunities for Alaska seafood. An important component of the technical program is to provide support for the marketing programs on technical matters and to aid in developing technical materials for all of the programs.

Seafood Technical Program Overview



Applied Investigations

Research opportunities related to the quality and value of Alaska seafood

- seafood nutrition and quality
- processing issues
- environmental issues



Supplied Materials

Outreach and educational material related to Alaska seafood

- develop content, materials and provide guidance for technical issues of concern
- develop materials for industry on quality and processing techniques



Trade Education

Outreach and educational opportunities in seafood technical issues for the industry

- support educational opportunities to promote the seafood technical field
- collaborate with the fishing industry to develop cohesive strategies for the sustainable growth of Alaska seafood

Projects

Projects of interest for the technical program were determined by direction from the seafood technical committee.

Applied Investigations

- PCCRC Pollock and Halibut Milt Grant
 - o The technical program collaborated with research staff from OSU and UAF and was awarded a \$107,000 grant to fulfill objectives from the research proposal, 'Development of Value-added Market Opportunities for Pollock and Halibut Co-products.' This multi-year project will employ one graduate student to extract nucleotides from milt samples and analyze nutrient information and an undergraduate student to identify market opportunities for nucleotide content.

- Alaska Sea Grant Internships
 - o The technical program collaborated with Alaska Sea Grant to offer two graduate level internships in 2017 that were positioned at the Kodiak Seafood and Marine Science Center (KSMSC). One graduate student conducted further research on parasite control measures for Alaska seafood and presented and won best poster at the Pacific Fisheries Technologist conference. In 2018, we are working with Louisiana State University and University of Alaska Fairbanks Sea Grant to employ a graduate intern student May through August studying the effectiveness of chitosan salt solutions and 1) quality, 2) shelf life and 3) listeria control on RTE crab product. Chitosan will be donated from Tidal Vision utilizing crab shell waste from the Alaska seafood industry. The previous study with Sea Grant, parasite viability with freezing and cooking temperature thresholds, is still active and we are looking for further research options for a published study next year.

- University of Connecticut/Seafood Industry Research Fund
 - o We are working with the Seafood Industry Research Fund (NFI) to collaboratively fund a study by the University of Connecticut to gather key information regarding dietary fish consumption patterns in breast cancer survivors (BCS) experiencing symptoms of persistent pain and fatigue (PPF). This 2 year investigation uses the USDA dietary guidelines as a basis to assess the consumption of more fish for improved dietary intake patterns for BCS. A specific aim of the project will be to look at the effects of high and low DHA diets on inflammatory load and PPF severity. There are 150 participants in the study who will have personalized meal plans of 4-7 cans (648-1134 mg of DHA) of **canned/pouched Alaska pink salmon** a week for a period of 6 weeks. The participants are encouraged to use the ASMI canned salmon recipes

for menu planning. The project started March 1, 2018 and will be completed March of 2020.

Supplied Materials

- ASMI Seafood Buyer's Guides
 - o New shellfish buyer's guide was published with input from the shellfish and technical committees.

- ASMI Species Fact Sheets
 - o We are collaborating with all ASMI programs to develop new species fact sheets for Alaska species.

- ASMI Quality
 - o An ASMI/Sea Grant intern worked with the Kodiak Trident facility to develop Good Manufacturing Practices posters for processing facilities.
 - o We developed quality handling posters for the industry to encourage and promote quality handling practices.
 - o We are working to update, organize and develop quality resources on the .org website.
 - o We are developing outreach material for quality handling for salmon, halibut and sablefish harvesters this summer/fall. We will develop short (< 1 minute) video clips and associated image tutorials on aspects of quality handling for different gear types and species (i.e. how to bleed, how to ice, how to transport) at the harvester level. This is in response to a direct ask from the ASMI salmon committee. Future plans are to extend this theme of quality handling outreach material to the processor, distributor and retail/foodservice. This material will be the start to revising the quality website on the ASMI .org site.
 - o Digitized art and revised copy for the skin color guide and meat color cards.

- ASMI Utilization
 - o Developed an infographic depicting the current utilization of Alaska seafood with data from the specialty products project.

- ASMI Nutrition
 - o Provided an update for industry on upcoming FDA nutrition facts label changes.
 - o Provided an infographic for Alaska seafood's functional nutrition messaging.
 - o Provided content and layout for the nutrition website update for the .org site.

- Development and updates for various whitepapers and publications for staff and industry throughout the year.

Trade Education

- Provided support for KSMSC training including:
 - o HACCP, Better Processing Control School, Alaska Seafood Processor Leadership Institute, Roe Workshop, Smoked Seafood School and Seafood Processing Quality Control Training
- Supported seafood science educational events including the Pacific Fisheries Technologist conference and the Surimi School and Forum hosted by the Oregon State University Seafood Lab
- Supported the Alaska Symphony of Seafood organized by the Alaska Fisheries Development Foundation
- Supported the Alaska Food Policy Forum
- Steering committee member for the Alaska Ocean Acidification Network and the School of Food Science Center for Advanced Food Technology-Everett
- Board member on the Alaska Research Consortium (KSMSC)

Other Activities

- The technical committee met in Girdwood, Alaska in February 2018 to discuss current work and the direction of the program. Significant interest was directed towards quality issues such as chalky halibut, quality handling material, and listeria prevention.
- Collaborated with Alaska Sea Grant to organize and run the 2018 Pacific Fisheries Technologist meeting in Girdwood, Alaska.
- Successfully collaborated with NFI, Trident and GAPP to clarify nomenclature for pollock, cod and shrimp in the nutrient database. Interested in future collaboration efforts to support updated and useful USDA nutrient database information.
- Collaborated with the ASMI food aid program and the Seafood Nutrition Partnership to submit comments for the USDA Dietary Guidelines 2020-2025 public comment period. We hope to build more collaboration in this area of nutrition.
- Working with the ASMI communications program to develop a more dynamic web presence for industry support concerning technical issues.