



2025 ASMI All Hands on Deck

Answers to ASMI Operational Committee Questions

Seafood Technical

Please review the summaries of the species committees and incorporate relevant points when considering the following topics as points for discussion by your committee (*not all questions require answers*). Please provide a summary to the ASMI Board of Directors.

- If relevant to your committee: How are changes in foreign trade policies impacting the market? Are you experiencing, or do you foresee, shifts in exports, markets, regions. If so, where and how? How could ASMI help?
N/A
- How can ASMI make an immediate difference in the marketplace?
 - Updated information regarding quality and food safety culture
- For Domestic & International: What resources can ASMI provide to best help retailers and foodservice operators?
 - NA
- After reviewing the summaries from the ASMI Species Committees, do you have any recommendations for which your operational program should take action?

SHELLFISH

ASMI could help further define differences between bairdi and opilio, especially as hybrid species emerge. For direct marketers, resources like infographics on cooking, cleaning, and caring for live crab would support dockside sales and consumer confidence. Additionally, reframing product availability to highlight seasonal harvests as consistent, sustainable, and high-quality—rather than unpredictable—would strengthen market understanding and trust.

- We can work to develop live crab materials and work with shellfish committee to prioritize issues of greatest relevance. Best practices and alternative but acceptable practices to be included.
- We will speak to Ann Colonna about suitability of sensory comparison of hybrids with opilio/bairdi. Question of who the consumer is will be prioritized.
- Connect with Kodiak Crabfest on information/materials.
- PSP and vibrio issues (including sampling protocols/costs) should be communicated on materials

SALMON

Provide educational materials that highlight the unique qualities of each salmon species, including color variability and nutritional distinctions.

Emphasize the protein-to-calorie advantages of Alaska salmon in all health and nutrition messaging.

- We will update fact sheets to feature information on the high nutritional value of salmon regardless of flesh color, speak to salmon committee as to suitability of consumer-facing standalone item. We will send out sample for total fats.
- We will continue to emphasize protein to calorie ratio in salmon messaging

HAL/SAB

- o Consumer Education: Continue clarifying the difference between cod and black cod, and reinforce that “black cod” and “sablefish” are synonymous.
- o Industry Resources: Create a trim guide for sablefish fillets to promote consistency (include PBO vs. PBI language).
- o Fishermen & Trade Tools: Continue distributing fish-handling signage and communications to fishermen. Develop step-by-step guides for smaller companies entering international distribution.
 - Petition or work with NFI to petition for ‘Black Cod’ to be added to Fish List, work with Federal Delegation. Collaborate with other organizations on East/West Coasts in effort.
 - We can work on a document providing a list of cuts including PBI vs PBO information
 - Export is primarily the domain of INTL, but there are trainings and documents available online going over requirements and step-by-step guidance in many markets.
 - Work with comms to further highlight quality materials at fleet meetings.

WHITEFISH

For example we would like more assets of people working in the fishery, harvesting, and imagery that tells the story of these fisheries. Work with the technical program to identify the nutritional value of whitefish offcuts that can be utilized for pet food.

- We will discuss with whitefish which raw materials are most relevant and arrange nutritional testing.
- 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?
 - Continue to emphasize connection to harvesters and families.
- Is there any action that this committee recommends the ASMI Board consider at All Hands, or in the near future?
 - ASMI Technical recommends the Board look into ways to fund or otherwise assist in generation of a HACCP plan for Pacific Herring.
 - A Food Safety Culture (recommend Lone Jespersen) expert should be allowed to speak to the Board at one of its meetings.
- 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.
 - NA