

Wild, Natural, Sustainable Alaska Seafood



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Alaska Seafood Marketing Institute



Alaska Seafood Marketing Institute (ASMI)

Who we are:

- ❖ **A partnership between the State of Alaska and private seafood corporations**
- ❖ **Alaska's official seafood promotional arm**

What we do:

- ❖ **Support the Alaska seafood industry through promotion of Alaska seafood products, education and research**





Alaska's Abundant Fisheries

- One of the world's most abundant sources of wild seafood
- Alaska makes up 55% of the **United States' seafood landings**
- Alaska is the only state that mandates sustainability in the development and management of all of its fisheries



Varieties of Alaska Seafood

Alaska Salmon

- ❖ Pink, Keta, Sockeye, Coho, King



Alaska Whitefish

- ❖ Pacific cod, Alaska Pollock, Black Cod (Sablefish), Pacific Halibut, Sole



Alaska Shellfish

- ❖ Alaska Crab (King, Snow, Dungeness), scallops, shrimp, and More!



Wild Alaska Salmon



Five Species of Salmon



- King (Chinook)
- Coho (Silver)
- Keta (Chum)
- Sockeye
- Pink

Alaska Canned Salmon



- Alaska canned salmon contains four times the omega-3 fatty acids and 20% the calcium of other canned proteins
- The U.S. holds 82% of the market share for canned salmon in South Africa

Alaska canned salmon provides high quality protein that is easy to digest

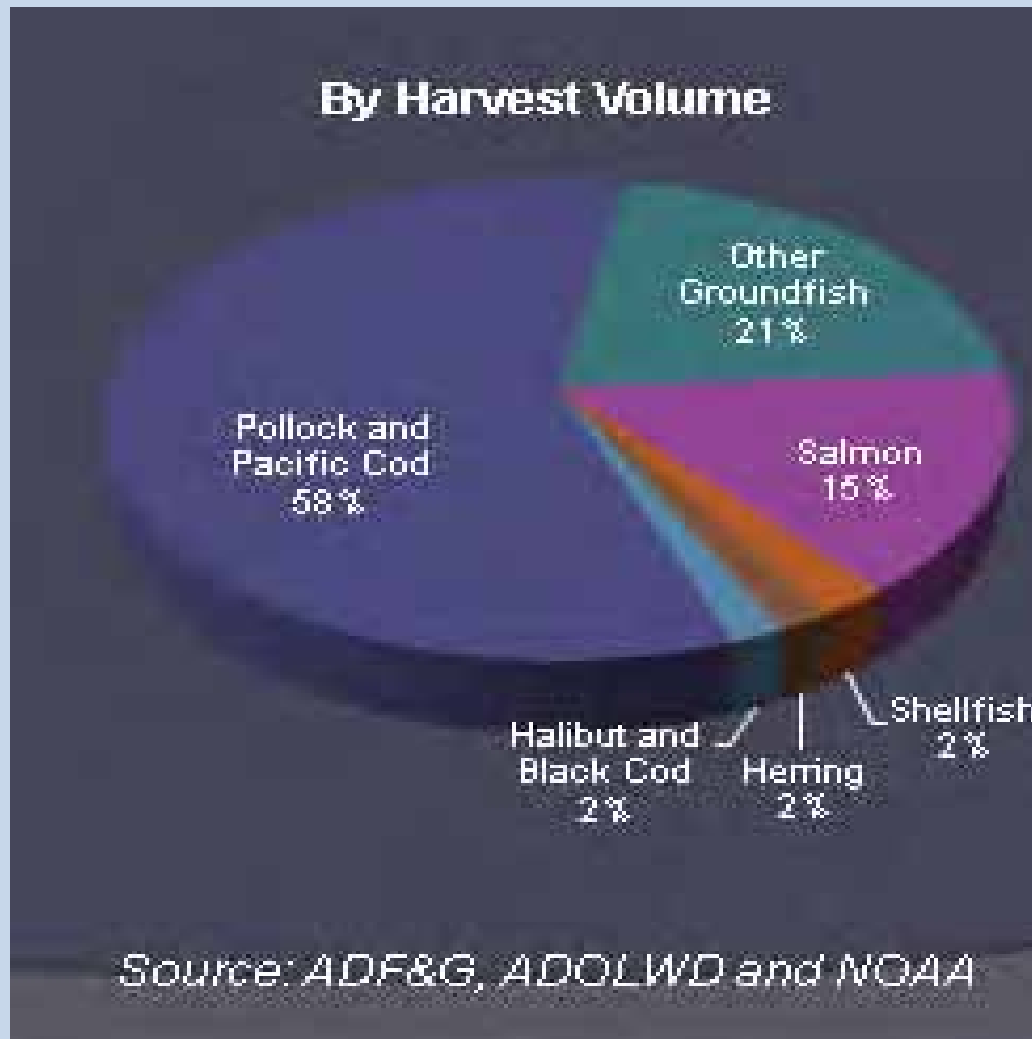
Canned Pink Salmon:

100 grams, drained contains

- ❖ 136 Calories
- ❖ Only 5 grams of fat
- ❖ 1100 Omega-3s
- ❖ **23 grams of Protein**
- ❖ 277 milligrams of Calcium
- ❖ 466 IU Vitamin D



Alaska Harvest Volume (by Species)



Alaska Whitefish



- Pacific Cod
- Pollock
- Halibut
- Black Cod/Sablefish
- Other Products:
Surimi, Pollock Roe





Alaska Shellfish

- Dungeness Crab
- Snow Crab
- King Crab



Market Trends

- Market for Organic/Health Foods Growing
- Healthy, High Protein Alternatives to Meat
- Tourism: Fastest Growing Industry



New Sustainable Alaska Seafood Products



**Wild Alaska
Canned Herring**



Wild Alaska Salmon Powder

Wild Alaska Salmon & Herring Deliver High Quality Nutrition

- Marine Protein
 - Includes all essential amino acids
- Marine Essential Fatty Acids
 - Omega-3 fatty acids, including long chain varieties (DHA/EPA) found almost exclusively in seafood
- Selenium
- B vitamins
 - Niacin, B6 and B12
- No trans fats

Marine Protein and Omega-3s Promote Early Growth & Development

- Vital to optimal development of brain, eyes and nervous system in utero
- Protect infant health and growth through breast milk

Marine Protein and Omega 3s Protect Health throughout Life

- Protect Cardiovascular & Immune Systems
- Reduce Risk of Stroke and Heart Attack
- Lower Blood Pressure
- Improve Blood Lipid & Cholesterol Profile
- Moderate Depression & Anxiety

From Nutrition Into Policy

- *The United States Dietary Guidelines for Americans 2010* recommends eating at least 227 grams of fish or seafood a week
- In 2009, the United States Women, Infant and Child (WIC) Nutrition program incorporated Canned Salmon into the food basket especially for breastfeeding women

Guinea Bissau
Mozambique
South Africa
Uganda



**Wild Alaska
Salmon & Herring
Benefit Health
at Every Age**

