



Wild, Natural & Sustainable®

ALASKA SEAFOOD

As nature intended



PROUDLY AND SUSTAINABLY FISHING THE WILD NORTH PACIFIC OCEAN TO INSPIRE A HEALTHIER WAY OF LIVING FOR ALL

Home to over three million lakes, 34,000 miles of coastline and 12,000 rivers, fish swim freely in Alaska's waters - just as nature intended.

These fish - including salmon, pollock, sablefish and yellowfin sole - flourish in the cold, clean waters of the North Pacific, the environment from which Alaska derives its unique taste and incomparable colour.

ALASKA, THE SEAFOOD STATE.

The sheer volume of seafood produced by the state sees Alaska ranking as the number one seafood producer in the US. You might think that this would make Alaska a haven for mass-fishing at unsustainable levels, however since its statehood in 1959, it was written into its constitution that fish 'be utilised, developed and maintained on the sustained yield principle. This dedication has made Alaska home to some of the most responsible and eco-friendly fisheries in the world, protecting wildlife in over a million square miles of water.

This commitment is woven into the very cornerstone of Alaska's economy, directly employing more locals than any other private sector industry, particularly working to ensure that the more remote communities and settlements thrive.



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WHY ALASKA SEAFOOD?

It's Wild

Alaska salmon, whitefish varieties and shellfish mature at a natural pace, swimming freely in the pristine waters off Alaska's rugged 34,000-mile coastline.

It's Natural

Alaska's seafood lives in some of the cleanest waters in the world – with no artificial colouring, preservatives, pesticides, or GMOs.

It's Sustainable

In Alaska, sustainability applies to every aspect of the fishing industry – local communities, fishermen and women as well as the economic return.

It's Premium

Alaska seafood is frozen within hours of the catch, often while still at sea, ensuring the fresh taste, vitamins and minerals are locked in from sea to plate.

It's Tasty

The superior flavour and texture of Alaska seafood is prized around the world – characteristics born from the natural diet of marine organisms and the cold North Pacific.

It's Versatile

It's easy to prepare any seafood from Alaska, from grilling and poaching to baking and frying, a delicious meal can be served in a matter of minutes.

It's Economical

The seafood industry is the state's largest private sector employer – each small salmon fishing vessel, for example, is a floating family business, contributing to state and local economies.



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OUR SPECIES

ALASKA SALMON

King (chinook) – prized for their colour, high oil content, firm texture and succulent flesh.

Sockeye (red) – known for their rich flavour and distinctive deep red flesh, which is retained throughout cooking.

Coho (silver) – with their orange-red flesh, firm texture and delicate flavour, coho is considered the best salmon for grilling.

Keta (chum) – a mild flavour and firm pink flesh.

Pink – the smallest of the salmon species with a light, delicate flavour.

Salmon Roe – often referred to as 'Golden' or 'Ruby' eggs, Alaska salmon roe is high in lean protein and omega 3 fatty acids.

ALASKA WHITEFISH

Alaska Pollock – known for its versatility, snow-white appearance, lean texture and mild taste.

Sablefish – otherwise known as black cod, sablefish is prized for its rich, melt-in-your-mouth flavour and velvety texture.

Sole – known for its delicate, mild flavour, pearly-white colour and tender, yet meaty texture.

Pacific Cod – moist, firm fillets, distinctive large flakes and a slightly sweet flavour.

Halibut – known as the 'steak of the sea' with a firm, meaty texture.

Surimi – pre-cooked and ready to eat as a snack or as part of a sharing platter.

SHELLFISH

King crab – the largest and most impressive of all the crabs in the world, unmatched in flavour and texture.



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LEADING THE WAY IN SUSTAINABILITY

Alaska is known for its snow-covered mountains, ageless glaciers and incredibly green summertimes – but did you know that the state is also a world-class model for sustainability?

With the mandate for sustainable seafood written right into its State Constitution, the secret to Alaska's success lies in two basic principles:

1.

Responsible fisheries management and sustainable fishing practices take care not to harm the fish, other marine plants and animals, nor the environment.

2.

Fish populations are never overfished. Overfishing happens when too many fish are taken from the sea but this is not the case in Alaska.

Many of Alaska's fisheries are also certified by both the Marine Stewardship Council (MSC) and the Alaska Responsible Fisheries Management (RFM) Program. These certifications show that fisheries meet the criteria of the United Nations Food and Agriculture Organization (FAO) Code of Conduct for Responsible Fisheries.

FISH FOR THE FUTURE

Fishing in Alaska is not only a source of income – but a way of life, creating a symbiotic relationship between the land, sea and community.

The Alaskan people know they cannot preserve their heritage as fishermen and women without an equal dedication to enforcing the sustainability practices mandated by the state.

This commitment ensures that Alaska seafood will continue to be provided as a responsible seafood choice, with the people of Alaska having a deep understanding of the need to protect and maintain the fisheries and the surrounding habitat for future generations

HEALTHY FISH, HEALTHY BODY, HEALTHY MIND

In addition to world-class taste, texture and colour, seafood from Alaska is a heart-healthy, lean source of protein with an extensive list of nutritional benefits.

Omega 3s

- Give your heart a healthy boost – as little as one portion of fish a week reduces the risk of heart disease and heart attacks.
- Give your brain a boost – omega 3s are linked to sharper brain function, memory and lowering the risk of developing Alzheimer's disease, dementia, and possibly Parkinson's disease.
- Give your eyes a boost – omega 3s are vital for healthy visual and retinal function and may also lower the chance of developing age-related muscular degeneration (AMD).

High quality protein source

- Give your body a boost – proteins from fish and animal sources are complete and high-quality – meaning they're highly digestible and easily absorbed by the body.
- Give your muscles a boost – complete protein from seafood aids muscle function, helping to build, repair and maintain strength.

A natural source of essential micronutrients

- Give your bones a boost – few foods naturally contain Vitamin D, seafood is an exception with many types providing the full RDA of Vitamin D which is important for strong, healthy bones.
- Give your energy a boost – seafood is a natural source of B vitamins, including Vitamin B-12, an important nutrient to help maintain energy levels and improve cognitive function.



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THE DIFFERENCE WE MAKE

The Alaska Seafood Marketing Institute (ASMI) is a marketing organisation with the mission of increasing the economic value of the Alaska seafood resource through:

- Increasing the positive awareness of the Alaska Seafood brand
- Collaborative marketing programmes that align ASMI and industry marketing efforts for maximum impact within the food industry
- Championing the sustainability of Alaska's seafood harvests resulting from existing Alaska fisheries management imperatives
- Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to a changing environmental and economy
- Quality assurance, technical industry analysis, education, advocacy and research

ASMI is a public-private partnership between the State of Alaska and the Alaska seafood industry established to foster economic development of a renewable natural resource.

ASMI is playing a key role in the repositioning of Alaska's seafood industry as a competitive market-driven food production industry. Its work to boost the value of Alaska's seafood product portfolio is accomplished through partnerships with retailers, foodservice distributors, restaurant chains, foodservice operators, universities, culinary schools, and the media. It conducts consumer campaigns, public relations and advertising activities, and aligns with industry efforts for maximum effectiveness.

To learn more about the Alaska seafood industry, its sustainability credentials, the product portfolio or recipe ideas, visit our website at:

www.alaskaforeverwild.com / @AlaskaSeafoodUK.



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