



Wild, Natural & Sustainable®

ALASKA SEAFOOD

OUR SUSTAINABILITY STORY





THE FIVE PILLARS OF ALASKA SEAFOOD SUSTAINABILITY

Together Alaska's five sustainability pillars tell the story of the important work Alaska does to ensure that sustainable Alaska seafood lands on your plate. Find out more about each pillar on the following pages.



FAMILIES & COMMUNITIES



FISHERIES MANAGEMENT



RESOURCE UTILIZATION



SOCIAL RESPONSIBILITY



CERTIFICATION

..... Seek the gold standard in sustainability

ASK FOR ALASKA

Understanding seafood sustainability can be confusing. To make it easy, just ask for Alaska to guarantee you receive wild and sustainably caught seafood.

Wild seafood is one of Alaska's most precious resources and our state goes to great lengths to ensure its continued abundance. From fishermen and processors to scientists and law enforcement officials, sustainability is not only crucial to our livelihood, but a deeply-ingrained tradition.

Small, rural towns and villages populate many regions of Alaska where commercial fishing is the primary economic opportunity.



Most of Alaska's 9000+ fleet
..... BELONG TO

**BELONG TO
MULTI-GENERATIONAL,
SMALL FAMILY BUSINESSES**

.....

FAMILIES & COMMUNITIES



Alaska's fishing families are the heart and soul of the Alaska seafood industry, and as we hand down fishing practices from generation to generation, we believe passionately in the importance of sustainability.

In fact, many communities' way of life depends on healthy wild fish stocks. That's why Alaska's fishermen and fishing communities are so dedicated to upholding our strict fishing laws, using sustainable harvesting methods, and adhering to the latest scientific data and other robust fisheries management policies.

The seafood industry is the
..... LARGEST

**LARGEST
PRIVATE SECTOR
EMPLOYER IN ALASKA**

.....



FISHERIES MANAGEMENT



Alaska pioneered applying successful, science-based sustainable management practices and serves as the gold standard for fisheries around the world.

State, federal and international management agencies share the goal of sustainability; each has a legal mandate to prevent overfishing or harm to ecosystems and fishing communities.

In other words, Alaska is not afraid to say “no” on restricting all access to fishing because **the fish always come first.**

Public participation by fishermen, seafood processors, and environmental groups is a key component for Alaska’s excellent fisheries management. Inclusive collaboration with the public helps build widespread understanding about the importance of responsible management actions.

IN ALASKA, IT’S THE LAW

Sustainable fishing has been the law since 1959 when Alaska became the only state with sustainability written into its constitution

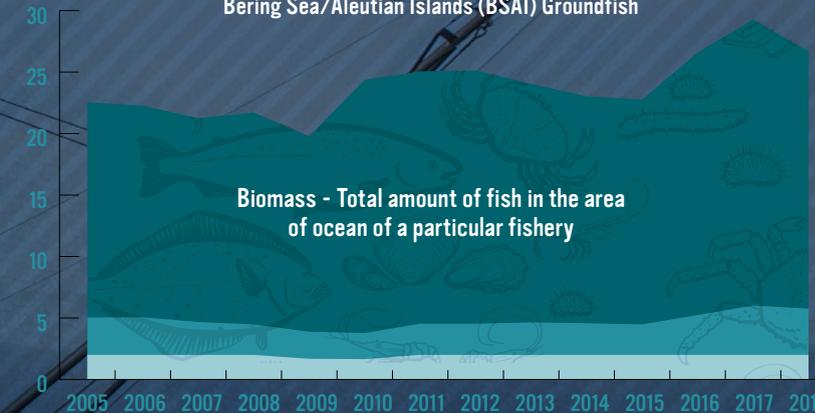


Alaska takes a scientific and precautionary approach to setting harvest levels

THIS MEANS WE CATCH FAR LESS THAN WHAT IS ALLOWED

HARVEST LIMIT EXAMPLE:

Bering Sea/Aleutian Islands (BSAI) Groundfish



Biomass - Total amount of fish in the area of ocean of a particular fishery

TOTAL BIOMASS TOTAL ABC TAC

Scientists calculate the *Acceptable Biological Catch (ABC)* – the maximum number of fish that can be sustainably caught (a very small portion of the biomass)

Fishery managers go a step further and set the *Total Allowable Catch (TAC)* – which is even lower than what the scientists have set. The TAC never exceeds the ABC.



RESOURCE UTILIZATION



Generations of Alaskans have a long tradition of utilizing the entire resource. This goal now extends to businesses where we strive for maximum use of our abundant supply.

All parts of Alaska seafood like roe (fish eggs), collars and skin are treasured in different markets around the world. After primary processing, many Alaska seafood producers use the remaining materials to create products such as fishmeal and fish oil. This increases the value and creates diversity in the marketplace for Alaska seafood.

BONES: Used in pet food, fertilizer and to remove heavy metals and radioactive waste from contaminated soil.

MILT, STOMACHS & ROE: These are treasured delicacies and are highly valued as specialty products worldwide.

SKIN: Have healing properties, are used in textiles, and biodegradable "plastic" can be made from fish scales.

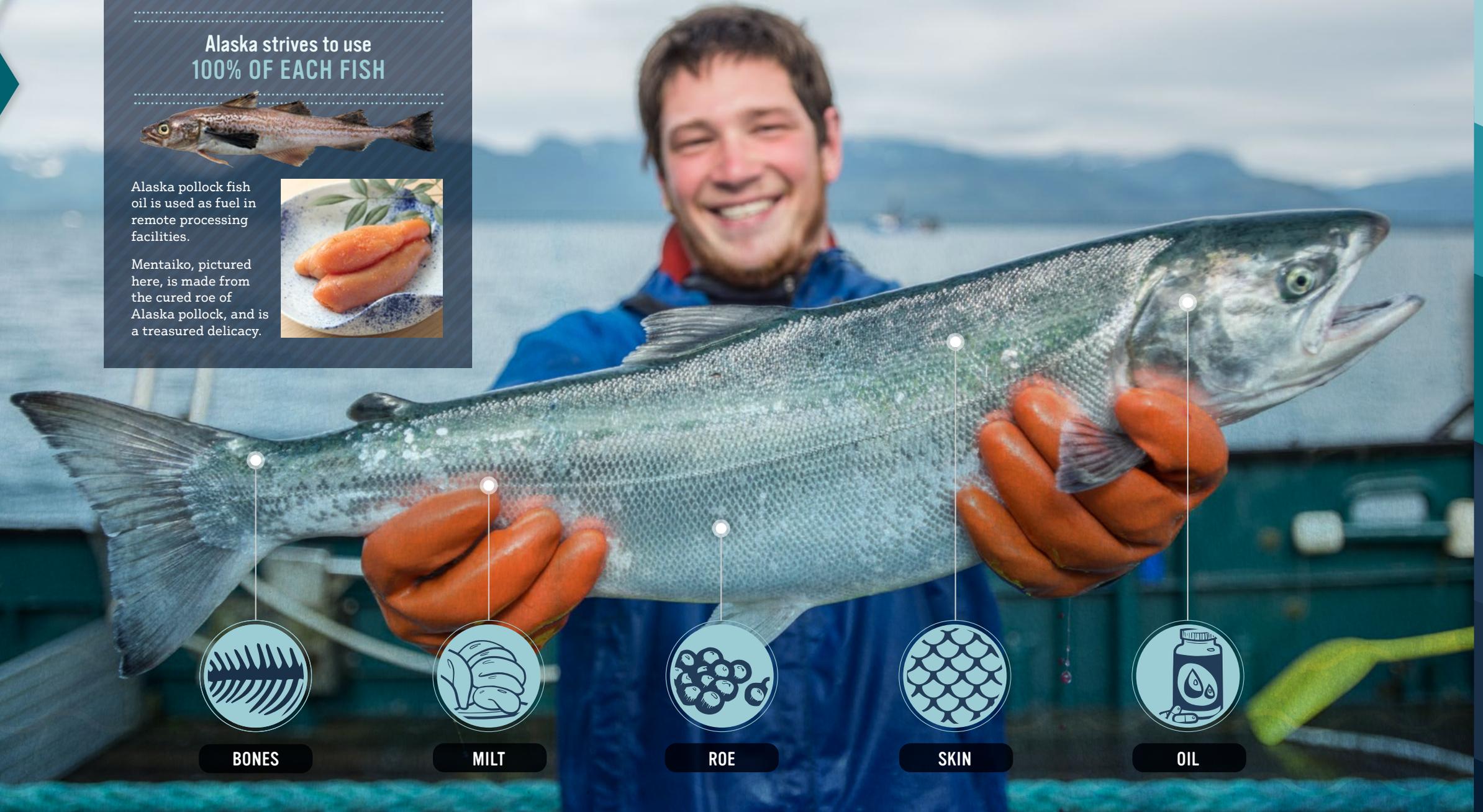
OIL: A great source of heart-healthy omega-3 fatty acids DHA & EPA, often used in vitamin supplements.

Alaska strives to use 100% OF EACH FISH



Alaska pollock fish oil is used as fuel in remote processing facilities.

Mentaiko, pictured here, is made from the cured roe of Alaska pollock, and is a treasured delicacy.



BONES



MILT



ROE



SKIN



OIL



SOCIAL RESPONSIBILITY



While protecting the environment and fish is of utmost importance, in Alaska, protections extend to the people as well.

We ensure safe and fair working conditions and livelihood security for the people employed in the Alaska seafood industry and for rural communities who depend on fishing for food to feed their families and cultural practices. The seafood industry serves as a cornerstone of the Alaska economy and prioritizing social responsibility remains a key element of our business practices.



WORKERS IN ALASKA ARE PROTECTED UNDER MULTIPLE LAWS AND ORGANIZATIONS

Fisheries in Alaska operate under a broad suite of federal and state laws and regulations ensuring workplace safety. Compliance is ensured through rigorous inspections and enforcement.



IN ALASKA FOOD SECURITY TAKES PRIORITY OVER INDUSTRY

Our fisheries management system prioritizes subsistence fishing, which is the customary and traditional harvesting and use of wild seafood for food and cultural significance, an important part of life in rural Alaska.

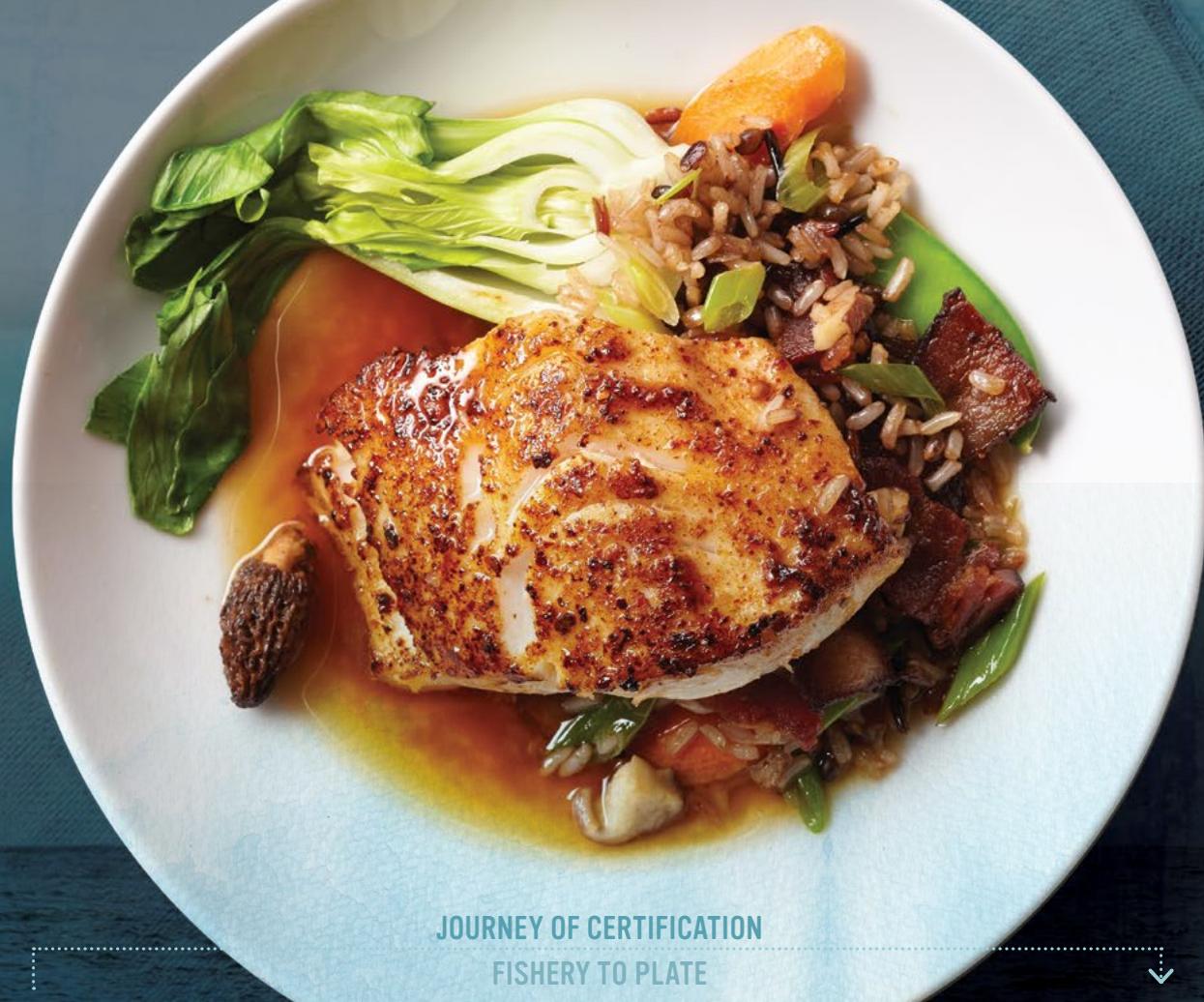


CERTIFICATION



Certification provides a way for fisheries to show responsible fisheries management and strong governance.

Certification measures against a standard of best practices for how fisheries are sustainably managed and provides a high level of assurance that the seafood you purchase is verified as sustainable or responsible, was harvested legally, and is traceable back to its source. Alaska demonstrates this through dual independent, third party sustainable seafood certifications - *Responsible Fisheries Management (RFM)* and *Marine Stewardship Council (MSC)*.



JOURNEY OF CERTIFICATION FISHERY TO PLATE



FISHERY
CERTIFICATION



CHAIN OF CUSTODY
CERTIFICATION



PRODUCT
LICENSING



RFM & MSC CERTIFICATION

RFM and MSC each have a Chain of Custody program, providing assurance to buyers that certified fish can be traced through the supply chain back to its origin - a certified fishery.

Both programs are benchmarked by the Global Sustainable Seafood Initiative (GSSI) and aligned with the United Nations Food and Agriculture Organization (FAO) Code of Conduct for Responsible Fisheries, the most comprehensive set of international standards and best practices for wild fisheries.



What is SUSTAINABLE, WILD SEAFOOD?

It's seafood responsibly managed to exist long-term without compromising the survival of the species or the health of the surrounding ecosystem.

Sustainable seafood is the most environmentally efficient source of protein on the planet.

Did you know?

ALASKA HAS NEVER HAD A
SPECIES ON THE ENDANGERED
SPECIES LIST

How? We prioritize the needs of
the ecosystem over the harvest.

Did you know?

ALASKA'S REGULATIONS
ARE BUILT TO PROTECT THE
ECOSYSTEM

- Time-and-area closures
- Restrictions on boat size & certain fishing gear
- Prohibiting certain types of fishing gear
- License limitations



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