

ALASKA SEAFOOD

A MODEL FOR SUSTAINABILITY

Sustainable seafood. It's a catchphrase that's everywhere, and it's one that your customers care about. But what exactly is sustainable seafood? It's seafood from fisheries that can exist long-term without compromising the survival of the species or the health of the surrounding ecosystem.

What's the big deal about sustainable seafood? Unfortunately, many of the world's fish populations are in danger from sources of overfishing, habitat damage, or pollution. Fortunately, you can look to Alaska as a source of wild seafood that is sustainable.



By proactively ensuring a healthy, wild and sustainable harvest, Alaska Seafood has helped to preserve and protect Alaska's superior seafood for future generations.

Since 1959, Alaska's constitution has mandated that "FISH...BE UTILIZED, DEVELOPED AND MAINTAINED ON THE SUSTAINED YIELD PRINCIPLE." Even today, Alaska is the only state to have written such conservation language into its constitution.

With every aspect of its fisheries strictly regulated, closely monitored and rigidly enforced for nearly five decades, the state's successful management practices are considered a model for the entire world. Indeed, Alaska Seafood is the world's model for premium wild and sustainable seafood.

SO HOW ARE ALASKA'S FISHERIES BEING MANAGED
IN A PRECAUTIONARY, SUSTAINABLE FASHION?

In Alaska, protecting the future of fish stocks takes precedence over opportunities for commercial harvest. The key is this: Alaska takes a precautionary approach to ensure the needs of the stocks and ecosystem are met. For example, commercial fishing efforts and harvest levels are strictly regulated and enforced. In fact, no species of Alaska Seafood has ever been listed as threatened or endangered under the Endangered Species Act. This approach is constantly improving as new science becomes available.

A proven track record in effective resource management, reliance on scientific research, and conformance to relevant international standards, e.g. the United Nation's Food & Agriculture Organization (FAO), is testament to Alaska's leadership in sustainable seafood. Other examples of Alaska's exemplary fisheries management include international recognition, public participation, strict laws and enforcement and collaboration among state, federal and international organizations.

The State of Alaska recognizes seafood as a precious natural resource, and the seafood industry as a vital component of the state's economy. Alaska leads the nation in resource management, quality control and conservation to ensure that Alaska Seafood remains the world's finest for future generations. Owing to its remote location and small population (just over 670,000 in 2006, or one person per square mile), Alaska has the cleanest and most natural marine environment of its size on earth. Alaska is also one of the world's most abundant sources of wild seafood that live a natural life cycle and feed upon a natural marine diet.



IT ALL COMES DOWN TO
FLAVOR AND TASTE.

Wild Alaska Seafood is the perfect ingredient for flavor. The beautiful, pristine waters of Alaska are home to five different species of salmon, several varieties of whitefish, and shellfish. Each has its own character; all have the rich, delicious taste and firm texture to complement any cooking style and flavor profile.

With a variety of different species, wild Alaska Seafood offers a delicious, distinctive option for just about any menu concept or price point. Each species has key attributes, including flavor profile, texture, oil content and size, but many are interchangeable once you understand the similarities and differences. And they are all a model for quality, purity and responsible fishing practices.

For more in-depth information on Alaska Seafood and sustainability go to www.alaskaseafood.org.

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