



ALASKA SEAFOOD: WILD, NATURAL, SUSTAINABLE



Five species of salmon -

King, Sockeye, Coho, Keta and Pink

Whitefish Varieties -

Cod, Alaska Pollock, Halibut,
Black Cod, Sole/Flounder, Rockfish,
Surimi

Shellfish -

King, Snow and Dungeness Crab;
Weathervane Scallops, Spot Prawns,
Oysters



Wild. Natural & Sustainable®

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



Wild, Natural & Sustainable®

ALWAYS WILD



Finfish farming
is illegal in
Alaska

2/3 of
Nation's
Harvest



ALASKA'S FIVE PILLARS OF SUSTAINABILITY



FAMILIES &
COMMUNITIES



FISHERIES
MANAGEMENT



RESOURCE
UTILIZATION



SOCIAL
RESPONSIBILITY



CERTIFICATION



Gold Standard Sustainability and Consumer Preference

SUSTAINABLE
SEAFOOD
HAS SEEN A

.....
+2075%
MENU PENETRATION
GROWTH

.....
SINCE 2009

WILD
IS PREFERRED
5:2
TO FARMED

SEAFOOD
FROM ALASKA
is more appealing

THAN ANY
OTHER
SEAFOOD
ORIGIN



Wild, Natural & Sustainable®



OF CONSUMERS

.....
ARE MORE LIKELY TO ORDER
SEAFOOD WHEN THEY SEE THE
ALASKA SEAFOOD LOGO

Sustainability is who we are.....



Wild, Natural & Sustainable®