



*Wild, Natural & Sustainable*®

**The Alaska Seafood Marketing Institute is a marketing organization with the mission of increasing the economic value of the Alaska seafood resource through:**

- **Increasing positive awareness of the Alaska Seafood brand.**
- **Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry.**
- **Championing the sustainability of Alaska seafood harvests resulting from existing Alaska fisheries management imperatives. (State of Alaska Constitution and Magnuson-Stevens Fishery Conservation and Management Act and The Halibut Act).**
- **Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to a changing environment and economy.**
- **Quality assurance, technical industry analysis, education, advocacy and research.**
- **Prudent, efficient fiscal management.**

**[www.alaskaseafood.org](http://www.alaskaseafood.org)**