

Alaska Seafood Marketing Institute

Date: October 29th, 2018

To: ASMI All Hands

From: Michael Kohan, ASMI Seafood Technical Program Director

Program Update: Activities from 12/2017

Program Objectives

- Support efforts that ensure safe, quality Alaska seafood products reach the consumer.
- Position program as a source of technical and scientific information.
- Promote the developing seafood technical field.
- Lead technical focus on health benefits of Alaska seafood.
- Encourage projects that incorporate innovative approaches to developing seafood products from Alaska.
- Educate and inform the market, trade and consumers on the purity and quality of Alaska's products.

Background

The goal for the program is to connect with the industry to provide resources in multiple technical categories including: seafood contaminants, seafood safety, seafood quality, and promoting innovative opportunities in the field of seafood science for Alaska seafood. An important component of the technical program is to provide support for the marketing programs on technical matters and support for the industry in market opportunities. The program acts as a liaison between current science agendas and the Alaska seafood industry in order to support industry in technical matters.

Seafood Technical Program Overview



Applied Investigations

Research opportunities related to the quality and value of Alaska seafood

- seafood nutrition and quality
- product development
- processing issues
- environmental issues



Supplied Materials

Outreach and educational material related to Alaska seafood

- develop content, materials and provide guidance for technical issues of concern
- develop materials for industry on quality and processing techniques



Trade Education

Outreach and educational opportunities in seafood technical issues for the industry

- support educational opportunities to promote the seafood technical field
- collaborate with the fishing industry on training needs to develop cohesive strategies for the sustainable growth of Alaska seafood

Seafood Technical Program Projects

Projects of interest for the technical program were determined by direction from the seafood technical committee.

Applied Investigations

- **Alaska Sea Grant Internships: Chitosan and RTE Crab Listeria Prevention**
 - We worked with Louisiana State University and University of Alaska Fairbanks Sea Grant to employ a graduate intern student at the Kodiak Seafood Marine Science Center (KSMSC) studying edible chitosan films on ready to eat Dungeness crab for the control of *Listeria monocytogenes*. Chitosan produced from Alaska seafood industry crab shell waste was donated from Tidal Vision.

- **PCCRC Pollock and Halibut Milt Grant**
 - The technical program collaborated with research staff from OSU and UAF and was awarded a \$107,000 grant to fulfill objectives from the research proposal, 'Development of Value-added Market Opportunities for Pollock and Halibut Co-products.' This multi-year project will employ one graduate student to extract nucleotides from milt samples and analyze nutrient information and an undergraduate student to identify market opportunities for nucleotide content.

- **University of Connecticut/Seafood Industry Research Fund**
 - We are working with the Seafood Industry Research Fund (SIRF; NFI) to collaboratively fund a study by the University of Connecticut to gather key information regarding dietary fish consumption patterns in breast cancer survivors (BCS) experiencing symptoms of persistent pain and fatigue (PPF). This 2 year investigation uses the USDA dietary guidelines as a basis to assess the intervention of consuming more fish for improved dietary intake patterns for BCS. A specific aim of the project will be to look at the effects of high and low DHA diets on inflammatory load and PPF severity. There are 150 participants in the study who will have personalized meal plans of **frozen Alaska salmon fillets 2-3x a week** for a period of 6 weeks. How to thaw information and recipe cards for wild Alaska salmon are sent home with every participant. The project started March 1, 2018 and will be completed March of 2020.

Supplied Materials

- **ASMI Quality**
 - The ASMI Shellfish Buyer's Guide was reviewed and published with the help from the Seafood Technical Committee and the Shellfish Committee.

- The ASMI species fact sheets are being revised in collaboration with all ASMI programs for prominent Alaska seafood species.
- We developed quality handling videos for salmon harvesters to encourage and promote quality. Videos and other outreach material in the future will address quality handling practices for other species as well as different aspects of the supply chain.
- We are working with ADEC/Fish Monitoring Program to develop a database of environmental contaminants that are associated with seafood to address different limits for different export countries and Alaska's seafood values.
- We plan to work with ADEC on developing educational material in regards to seafood safety for RTE seafood products.
- We are working to update, organize and develop quality resources on the .org website.
- **ASMI Utilization**
 - Developed an infographic depicting utilization messaging of Alaska seafood with data from the 2017 Specialty Products Report.
- **ASMI Nutrition**
 - We are working to re-organize the ASMI resources and messaging on nutrition. Revised Alaska seafood nutrition outreach material will all be available on the ASMI .org website.
 - Developed an updated Wild Alaska Seafood Nutritional Values chart and the Alaska Seafood Functional Nutrition Infographic.
 - We are working with the communications team to update the nutrition page on the .org site.
 - We are starting to develop functional nutrition infographics for Alaska seafood.
- Development and updates for various whitepapers and publications for staff and industry throughout the year.

Trade Education

- Provided support for KSMSC training including:
 - HACCP, Better Processing Control School, Alaska Seafood Processor Leadership Institute, Roe Workshop, Smoked Seafood School and Seafood Processing Quality Control Training

- Supported seafood science educational events including the student poster and presentation competition at the Pacific Fisheries Technologist conference in Girdwood, Alaska, the Surimi School and Forum in Astoria, Oregon, the OTIS Alaska Blue Economy project, and the Alaska Symphony of Seafood.
- Collaborated with NFI and the Seafood Nutrition Partnership to provide public comment to the USDA on multiple seafood nutrition agenda items.
- Worked to organize the 69th Pacific Fisheries Technologist meeting in Girdwood, Alaska February 5-7, 2017. Provided funds for the 2017 ASMI seafood tech intern to attend and present. He won the poster presentation competition for his research on parasite temperature thresholds and viability in Alaska salmon.
- Board member on the Alaska Research Consortium (supporting the KSMSC).
- Steering committee member for the Alaska Ocean Acidification Network and the School of Food Science Center for Advanced Food Technology - Everett, Washington.