



# ALASKA SEAFOOD MARKETING INSTITUTE

## SEAFOOD TECHNICAL PROGRAM

*Wild, Natural & Sustainable®*

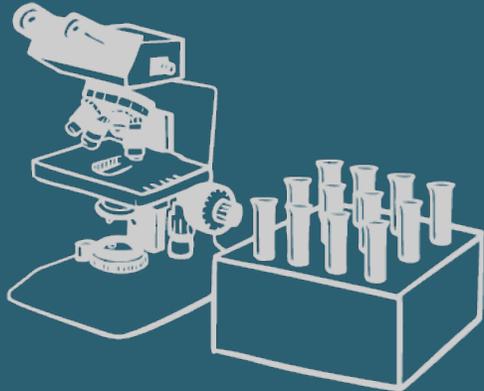
Michael Kohan – Seafood Technical Director – October 2019

# SEAFOOD TECHNICAL OVERVIEW



Wild, Natural & Sustainable®

SCIENCE &  
REGULATORY



QUALITY



NUTRITION



SAFETY



# SEAFOOD TECHNICAL OVERVIEW



*Wild, Natural & Sustainable®*

## SUPPLIED MATERIALS



Outreach and educational material related to Alaska seafood

## TRADE EDUCATION



Outreach and educational opportunities in seafood technical issues for the industry and trade

## APPLIED RESEARCH



Research opportunities related to the quality and value of Alaska seafood

# SUPPORT MATERIALS



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## FACT SHEETS

The image shows a stack of fact sheets for various Alaska seafood products. The top sheet is for Keta Salmon, which includes sections for Products, Harvest Profile, Sustainability, Wild Nature, and Certified. Below it are sheets for Wild Alaska Pollock, Surimi Seafood, Sablefish, King Salmon, Coho Salmon, Sockeye Salmon, and Pink Salmon. The Keta Salmon sheet is the most detailed and is shown in a larger view below.

### WILD ALASKA POLLOCK

*Gadus chalcogrammus*

### Wild ALASKA SURIMI SEAFOOD

*Camelus chalcogrammus / Thaumato chalcogrammus*

### Wild ALASKA SABLEFISH

*Anoplopoma fimbria*

Also known as SABLE or ALASKA BLACK COD or THE ARISTOCRAT OF THE OCEAN

### Wild ALASKA KING SALMON

*Oncorhynchus tshawytscha*

### Wild ALASKA COHO SALMON

*Oncorhynchus kisutch*

### Wild ALASKA SOCKEYE SALMON

*Oncorhynchus nerka*

### Wild ALASKA PINK SALMON

*Oncorhynchus goriscua*

### Wild ALASKA KETA SALMON

*Oncorhynchus keta*

Also known as SNOW or SILVERHITE SALMON

PRODUCTS	HARVEST PROFILE	SUSTAINABILITY
<b>FRESH/FROZEN</b> DRESSED HEO ROE PARTS CANDY BAGGIES LAWED	<b>HARVEST SEASON</b> JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC ALASKA'S WILD SALMON HARVEST SEASON	<b>WILDLIFE</b> ALASKA'S WILD SALMON are not only important ecologically, they are intrinsically tied to subsistence lifestyles in rural Alaska. Fisheries in Alaska's coastal communities support the distinctive salmon fishing to sustain Alaska's salmon harvest industry, which has been a priority before sport, commercial and general fishing.

#### WILD NATURE

ALASKA'S WILD SALMON belong to the genus *Oncorhynchus*, a name formed by combining two Greek words. *Oncor* (meaning hooked or hook) and *hynchus* (meaning head) is a name given due to the hooked or "hook" nose over the gape of many salmon.

The genus *Oncorhynchus* distinguishes WILD PACIFIC salmon from other fish that have the common name salmon including trout and farmed varieties.

#### ECONOMY

Salmon is a major industry in Alaska, providing jobs and income for many Alaskans. The salmon industry is a vital part of the state's economy.

#### WILDLIFE

ALASKA'S WILD SALMON are not only important ecologically, they are intrinsically tied to subsistence lifestyles in rural Alaska. Fisheries in Alaska's coastal communities support the distinctive salmon fishing to sustain Alaska's salmon harvest industry, which has been a priority before sport, commercial and general fishing.

#### CERTIFIED

The Alaska Seafood Marketing Institute (ASMI) is a non-profit organization that promotes the sustainable and responsible harvesting of wild Alaska salmon. ASMI is a member of the Marine Stewardship Council (MSC) and the Aquaculture Stewardship Council (ASC).

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# SUPPORT MATERIALS



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## FACT SHEETS

Wild Alaska Pollock  
 Wild Alaska Surimi Seafood  
 Wild Alaska Sablefish  
 Wild Alaska King Salmon  
 Wild Alaska Coho Salmon  
 Wild Alaska Sockeye Salmon  
 Wild Alaska Pink Salmon  
 Wild Alaska Keta Salmon

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## QUALITY

SALMON QUALITY HANDLING TIPS  
 GILLNETTING

WILD ALASKA SALMON PICK DON'T FLICK

Salmon Skin Color Guide

QUALITY IS CASH!

Functure Wounds \$55  
 Sunburned Skin \$5  
 Scale Loss \$5  
 Bully Burn \$25  
 Gashes \$55  
 Gaping \$5  
 Bruising \$55  
 Mushy flesh \$55

# SUPPORT MATERIALS



Wild, Natural & Sustainable®

## FACT SHEETS

Wild Alaska Pollock  
Wild Alaska Surimi Seafood  
Wild Alaska Sablefish  
Wild Alaska King Salmon  
Wild Alaska Coho Salmon  
Wild Alaska Sockeye Salmon  
Wild Alaska Pink Salmon  
Wild Alaska Keta Salmon

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## QUALITY

SALMON QUALITY HANDLING TIPS  
GILL NETTING

WILD ALASKA SALMON  
Salmon Skin Color Guide

PICK DON'T FLICK

QUALITY IS CASH!

Functure Wounds, Sunburned Skin, Scale Loss, Gashes, Belly Burn, Bruising, Mushy Flesh, Caping

## TECHNICAL

ALASKA'S SALMON HATCHERIES  
Enhancing Alaska's Salmon Production for Public Benefit

WHAT IS CHALKY HALIBUT?  
Chalky halibut is a change in the appearance of the fish that is a consequence of an increase in the number of parasites and their resulting from a high degree of parasite infestation in the fish's harvest. Chalky halibut is typically a translucent white, chalky film on the skin, gills, and fins, which is often referred to as "chalk" or "chalky" white film, becoming white in color.

CAUSE OF CHALKY HALIBUT  
Chalky halibut is caused by a parasite called the sea louse, which is a copepod that attaches to the fish's skin and gills. The sea louse is a parasitic copepod that feeds on the fish's blood and tissue. The sea louse is a parasitic copepod that feeds on the fish's blood and tissue. The sea louse is a parasitic copepod that feeds on the fish's blood and tissue.

DETECTION OF CHALKY HALIBUT  
Chalky halibut can be detected by a visual inspection of the fish's skin, gills, and fins. The chalky film is typically a translucent white, chalky film on the skin, gills, and fins, which is often referred to as "chalk" or "chalky" white film, becoming white in color.

# SUPPORT MATERIALS



Wild, Natural & Sustainable®

## FACT SHEETS

**WILD ALASKA POLLOCK**  
Gadus (teleostei) macrocephalus

**WILD ALASKA SURIMI SEAFOOD**  
Gadus (teleostei) macrocephalus

**WILD ALASKA SABLEFISH**  
Anoplopoma fimbria

**WILD ALASKA KING SALMON**  
Oncorhynchus tshawytscha

**WILD ALASKA COHO SALMON**  
Oncorhynchus kisutch

**WILD ALASKA SOCKEYE SALMON**  
Oncorhynchus nerka

**WILD ALASKA PINK SALMON**  
Oncorhynchus goriscua

**WILD ALASKA KETA SALMON**  
Oncorhynchus keta

**PRODUCTS**  
FRESH/FROZEN: DRESSED, FROZEN, CURED, CURED & SMOKED, CURED & SMOKED & BREADED, CURED & SMOKED & BREADED & BATTERED, CURED & SMOKED & BREADED & BATTERED & BREADED.

**HARVEST PROFILE**  
ALASKA: JUN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC  
ECONOMY: salmon, salmon oil, salmon skin, salmon bones, salmon heads, salmon scales, salmon entrails, salmon eggs, salmon roe, salmon milt, salmon heads, salmon scales, salmon entrails, salmon eggs, salmon roe, salmon milt.

**WILD NATURE**  
ALASKA'S WILD SALMON fishing is the genetic (Oncorhynchus) from a name formed by combining two Greek words, *salmo* (meaning "hooked or hooked") and *os* (meaning "to fish") on salmon.

**CERTIFIED**  
The Alaska Seafood Marketing Institute is a 501(c)(3) non-profit organization that promotes the sustainable and responsible harvesting of wild Pacific salmon from other fish that have the common name "salmon" including trout and farmed varieties.

## QUALITY

**SALMON QUALITY HANDLING TIPS**  
GILLNETTING

**WILD ALASKA SALMON**  
Salmon Skin Color Guide

**PICK DON'T FLICK**

**QUALITY IS CASH!**

**Puncture Wounds** \$55  
**Sunburned Skin** \$55  
**Scale Loss** \$55  
**Belly Girth** \$55  
**Gashes** \$55  
**Gaping** \$55  
**Bruising** \$55  
**Mushy Flesh** \$55

## TECHNICAL

**ALASKA'S SALMON HATCHERIES**  
Enhancing Alaska's Salmon Population

**WHAT IS CHALKY HALIBUT?**

**CAUSE OF CHALKY HALIBUT**  
Chalky halibut is a change in the appearance of the halibut as a consequence of an increase in the number of parasites in the fish's liver. The parasites are typically transferred from a fish's diet to the fish's liver. Chalky halibut is typically transferred from a fish's diet to the fish's liver. Chalky halibut is typically transferred from a fish's diet to the fish's liver.

**DETECTION OF CHALKY HALIBUT**  
Chalky halibut is most often detected when it is cooked. The fish's liver will appear chalky and the fish will have a chalky taste. The fish's liver will appear chalky and the fish will have a chalky taste.

## NUTRITION

**ALASKA SEAFOOD FOR INFLAMMATION**  
Chronic low-grade inflammation is constant and goes unnoticed.

**ALASKA SEAFOOD NUTRITION BENEFITS**  
ALASKA SEAFOOD OMEGA-3s: Essential DHA and EPA

**PLANTS & SEAFOOD: BETTER TOGETHER**

**BRAIN HEALTH & ALASKA SEAFOOD**  
Written by Ron Matlock, PhD, IFNCP January 2010

**HEART HEALTH & ALASKA SEAFOOD**  
Written by Ron Matlock, PhD, IFNCP January 2010

**ALASKA SEAFOOD AND HEALTHY MOMS AND BABIES**  
Written by Ron Matlock, PhD, IFNCP January 2010

# SUPPORT MATERIALS



Wild, Natural & Sustainable®

## FACT SHEETS

Wild Alaska Pollock  
Wild Alaska Surimi Seafood  
Wild Alaska Sablefish  
Wild Alaska King Salmon  
Wild Alaska Coho Salmon  
Wild Alaska Sockeye Salmon  
Wild Alaska Pink Salmon  
Wild Alaska Keta Salmon

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## QUALITY

**SALMON QUALITY HANDLING TIPS**  
GILLNETTING

**WILD ALASKA SALMON**  
Salmon-Skin Color Guide

**QUALITY IS CASH!**

Submerged Skin, Scale loss, Gashes, Bruising, Rusty flesh, Belly burn, Functure Wounds, Pickle, Don't Flick

## TECHNICAL

**ALASKA'S SALMON HATCHERIES**  
Enhancing Alaska's Salmon Population  
In Alaska, the purpose of salmon hatcheries is to supplement natural stock production for public benefit.

**WHAT IS CHALKY HALIBUT?**  
Chalky halibut is a change in the appearance of the halibut as a consequence of an infection that causes the fish to become chalky. While halibut typically has a translucent skin, chalky halibut has a white, opaque, and flaky skin. Chalky halibut is not a disease, but a condition that can be caused by a parasite or a bacterium.

**CAUSE OF CHALKY HALIBUT**  
Chalky halibut is caused by a bacterial infection called Aeromonas salmonicida. The bacteria enter the fish through the gills or wounds. The bacteria multiply and produce a toxin that causes the fish to become chalky.

**DETECTION OF CHALKY HALIBUT**  
Chalky halibut is most often detected when the fish is being processed. The fish will have a white, opaque, and flaky skin. The fish will also have a white, chalky appearance to the skin.

## NUTRITION

**ALASKA SEAFOOD FOR INFLAMMATION**  
Chronic low-grade inflammation is constant and goes unnoticed. Inflammation occurs when unwanted substances (toxins, excess fat) build up, contributing to many diseases.

**ALASKA SEAFOOD NUTRITION BENEFITS**  
ALASKA SEAFOOD OMEGA-3s  
Essential DHA and EPA  
Omega-3 fatty acids are essential for heart health. They help reduce inflammation and lower the risk of heart disease. Omega-3s also help improve brain function and reduce the risk of depression.

**PLANTS & SEAFOOD: BETTER TOGETHER**

<https://www.alaskaseafood.org/health-nutrition/>

**ALASKA SEAFOOD AND HEALTHY MOMS AND BABIES**  
Written by Kari Natwick, RD, LD, IFNCP January 2019

# TRADE EDUCATION



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## NUTRITION



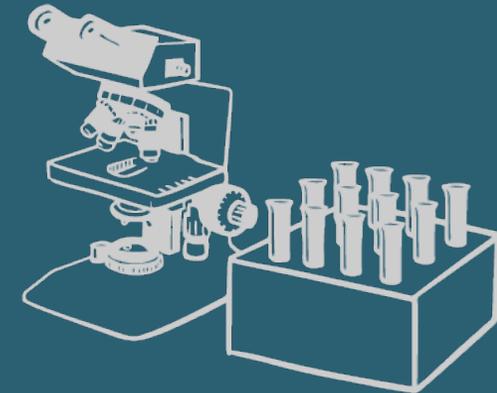
- Collaborating with state and industry partners to develop a nutrition database for Alaska seafood.
- Collaborating with Seafood Nutrition Partnership (SNP) to leverage outreach for Alaska seafood.

## SEAFOOD QUALITY & SAFETY



- Collaborated with state resources to consolidate an Alaska seafood contaminant spreadsheet. Future work is to develop a database that represents commercial harvest of Alaska seafood.

## SCIENCE & REGULATORY



- Collaborated with NFI and SNP as well as other resources to provide comments to proposed rules on the federal register regarding actions that affect Alaska seafood.

# APPLIED RESEARCH



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## UTILIZATION



The use of nucleotides is well established in the global marketplace. The quality of fish nucleotides could put this product at an advantage. **Research to extract and analyze Alaska seafood nucleotides from underutilized products is underway.**

# APPLIED RESEARCH



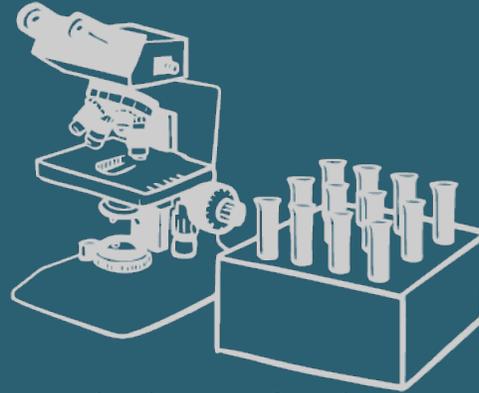
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## UTILIZATION



The use of nucleotides is well established in the global marketplace. The quality of fish nucleotides could put this product at an advantage. Research to **extract and analyze Alaska seafood nucleotides from underutilized products** is underway.

## SEAFOOD SAFETY



For Alaska seafood consumer education, public health advice, and market access, we are developing a **state database of nutrition and contaminant data** to provide comprehensive values for commercially-harvested Alaska seafood.

# APPLIED RESEARCH



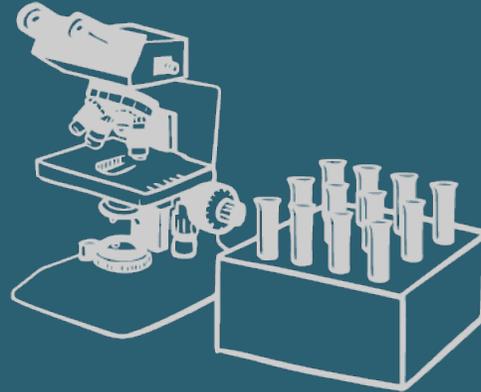
Wild, Natural & Sustainable®

## UTILIZATION



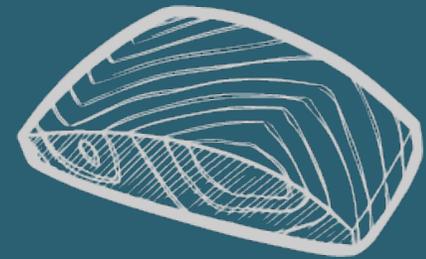
The use of nucleotides is well established in the global marketplace. The quality of fish nucleotides could put this product at an advantage. Research to **extract and analyze Alaska seafood nucleotides from underutilized products** is underway.

## SEAFOOD SAFETY



For Alaska seafood consumer education, public health advice, and market access, we are developing a **state database of nutrition and contaminant data** to provide comprehensive values for commercially-harvested Alaska seafood markets.

## NUTRITION



The consumption of **wild Alaska salmon fillets** could reduce inflammation in cancer survivors. The goals of the study are:

- 1) **increase dietary DHA,**
- 2) **reduce levels of inflammatory mediators,** and
- 3) **reduce severity of persistent pain and fatigue.**

# ALL HANDS FOLLOW THROUGH



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## BOARD

Kodiak Seafood  
& Marine Science  
Center (FITC)

Alaska Seafood  
Future Project -  
Engaging a new  
workforce for Alaska  
Seafood

## WHITEFISH

Nutritional research  
related to Alaska  
seafood – connect,  
consolidate, and  
identify  
opportunities for  
industry

## HALIBUT & SABLEFISH

Longline quality  
handling videos

Chalky halibut fact  
sheet

## SALMON

Hatchery technical  
fact sheet and a  
continuation of  
quality material for  
salmon

Labeling guidance  
for tall cans of  
salmon

## SHELLFISH

Live shipping of  
crab guidelines

Golden Crab  
collateral and  
digital assets

# THANK YOU



*Wild, Natural & Sustainable®*

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