



Wild
ALASKA

ROCKFISH



PRODUCTS

FRESH

* very small amount is fresh



H&G FILLETS ROUND

FROZEN



H&G FILLETS



SPECIES

37 SPECIES OF ROCKFISH
LIVE IN ALASKA WATERS.

However,

*3 species represent
over 90% of the harvest:*

Pacific Ocean Perch: 64.5 mil. lbs.

Northern Rockfish: 7.1 mil. lbs.

Dusky Rockfish: 3.7 mil lbs.

Numbers based on Commercial Operator's
Annual Report (COAR) 2018.

HARVEST PROFILE

HARVEST SEASON

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Gulf of Alaska

Bering Sea

Southeast Alaska



FAO 67

FAO 67: The world's boundaries of the major fishing areas established for statistical purposes.

ECONOMY

Source: NOAA

rockfish jobs



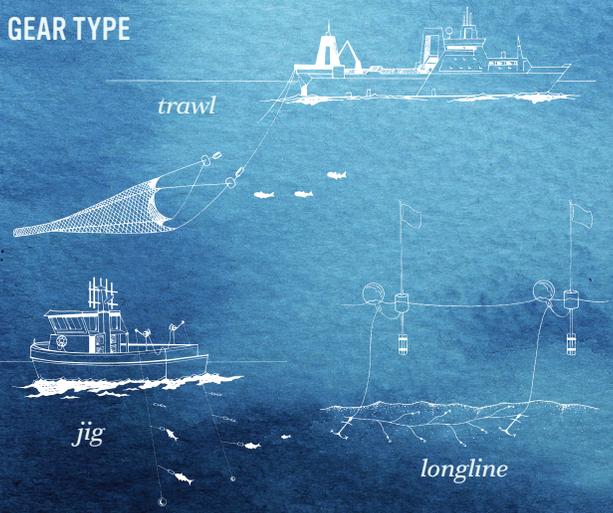
~1300

rockfish vessels



~160

GEAR TYPE



SUSTAINABILITY

Due to the varied types of rockfish available in Alaska waters,

STATE AND FEDERAL AGENCIES COLLABORATE

and divide the species into management groups based on habitat and distribution. Quotas are set for each species and allocated among fishermen. This quota is determined from the previous year's catch data and in-season monitoring through record-keeping, detailed reporting requirements, and observer monitoring. With these detailed schemes in place, Alaska's fishery

MANAGERS ENSURE ROCKFISH WILL
be SUSTAINABLY HARVESTED *for*
GENERATIONS TO COME.



CERTIFIED

Nearly all Alaska rockfish are certified under two independent certification standards for sustainable fisheries:

- ALASKA RESPONSIBLE FISHERIES MANAGEMENT (RFM)
- MARINE STEWARDSHIP COUNCIL (MSC)





GASTRONOMY

LEAN • TENDER • MILD • MEATY



“**MEATY AND FLAKY**, it's perfect for frying and makes the best beer battered fish for Baja style tacos. I also like just grilling it with a mix of soy sauce, butter and garlic.”

CHEF ERIK SLATER

The Seward Brewing Company | Seward, Alaska



FUN FACT

WITH OVER 100 SPECIES OF TASTY ROCKFISH AVAILABLE, 'ROCKFISH' IS USED AS A COLLECTIVE COMMON NAME OR IS OFTEN MISLABELED AS 'SNAPPER' CAUSING CONFUSION.

Be sure to
#ASKFORALASKA rockfish!

COOKING PROFILE



METHOD Poaching, steaming, sautéing.



FORGIVING AND VERSATILE
Lean and Appealing

WILD HABITAT



The Rockfish:

- Good parents, rockfish give birth to live young rather than laying eggs and defend them during early development after they are born
- A slow grower, Alaska rockfish take far longer to reach reproductive age and size than most species
- Rockfish can be both pelagic (open water) and non-pelagic (bottom-dwelling) but both stay close to rocky structures
- Rockfish have been harvested in Alaska since humans first settled the region. Their bones have been found in archaeological digs dating back 9k years!

Many species of
ROCKFISH
are extremely long-lived, with some

LIVING OVER 120 YEARS!

NUTRITION

ALASKA ROCKFISH IS
PACKED
WITH LEAN, HIGH QUALITY
PROTEIN.

3.0 oz. of **ROCKFISH**

19 g **PROTEIN (38% DV)**

293 mg **OMEGA 3s DHA & EPA**

3.9 mcg **VITAMIN D (26% DV)**

65 mcg **SELENIUM (118% DV)**

DV = Daily Value // 3.0 oz = 85g

Source: USDA Standard Reference Release 28



THE HIGH PROTEIN CONTENT OF WILD ALASKA ROCKFISH IS

easily digestible, and has all nine amino acids the body can't produce itself – a complete protein of the highest quality.



Benefits of
Complete High Quality Protein

- Build and maintain lean body mass
- Regulation of metabolism
- Improved satiation—leading to lower intake and possible weight loss
- Stronger muscles, resulting in greater mobility, strength, and dexterity

Recipes

Grilled Alaska Rockfish Kebabs with Chimichurri Sauce | Alaska Rockfish Charmoula

Alaska Rockfish Caribe with Cauliflower Risotto | Forbidden Rice Rockfish

Find these and more at WILDALASKASEAFOOD.COM/RECIPES