



ALASKA SEAFOOD MARKETING INSTITUTE FY21 TECHNICAL PROGRAM BUDGET

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Michael Kohan– Seafood Technical Director – May 5, 2020

SEAFOOD TECHNICAL OVERVIEW



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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

TECHNICAL BUDGET OVERVIEW



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Comparison of FY20 and FY21 Technical Program Budgets

Program	FY20 Budget	FY21 Proposed Budget
Program Operations		
Personal Services	\$217,000	\$269,000*
Travel	\$33,000	\$40,000
Total	\$250,000	\$309,000
Trade Education		
Industry Training	\$20,000	\$14,000
Total	\$20,000	\$14,000
Support Materials		
Content Development	\$20,000	\$30,000
Outreach and Education	\$30,000	\$30,000
Total	\$50,000	\$60,000 + ATP**
Applied Investigations		
Research & Development	\$45,000	\$50,000
Total	\$45,000	\$50,000
TOTAL PROGRAM BUDGET	\$365,000	\$433,000

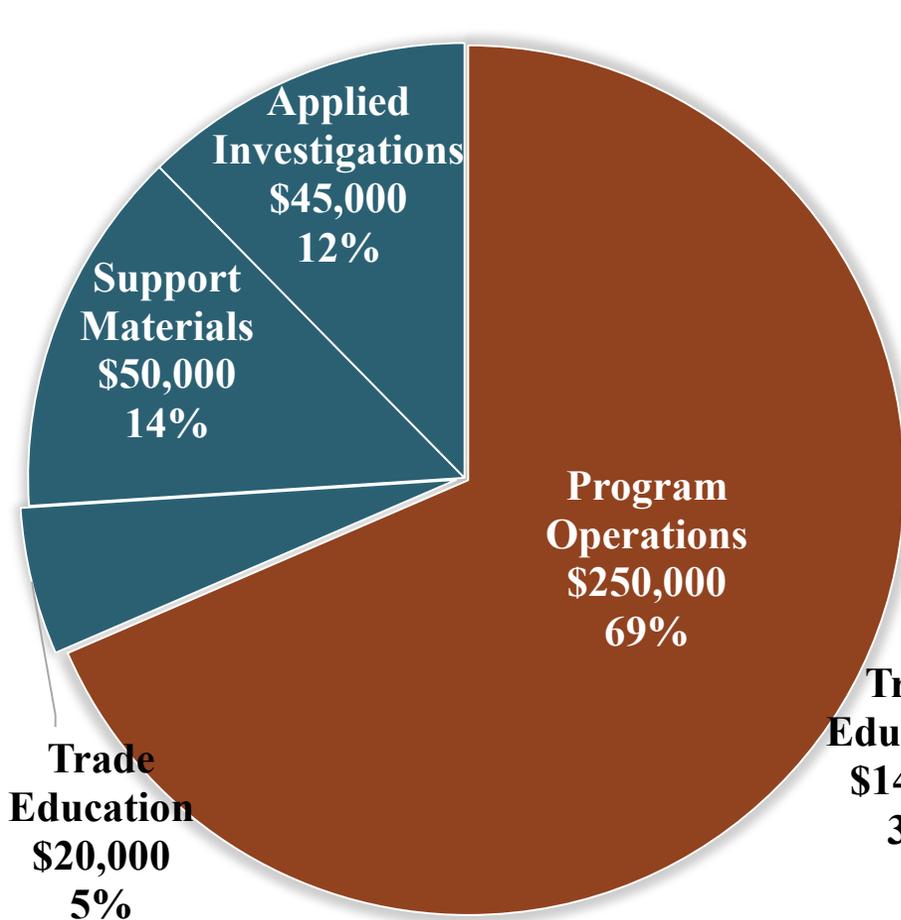


TECHNICAL BUDGET OVERVIEW

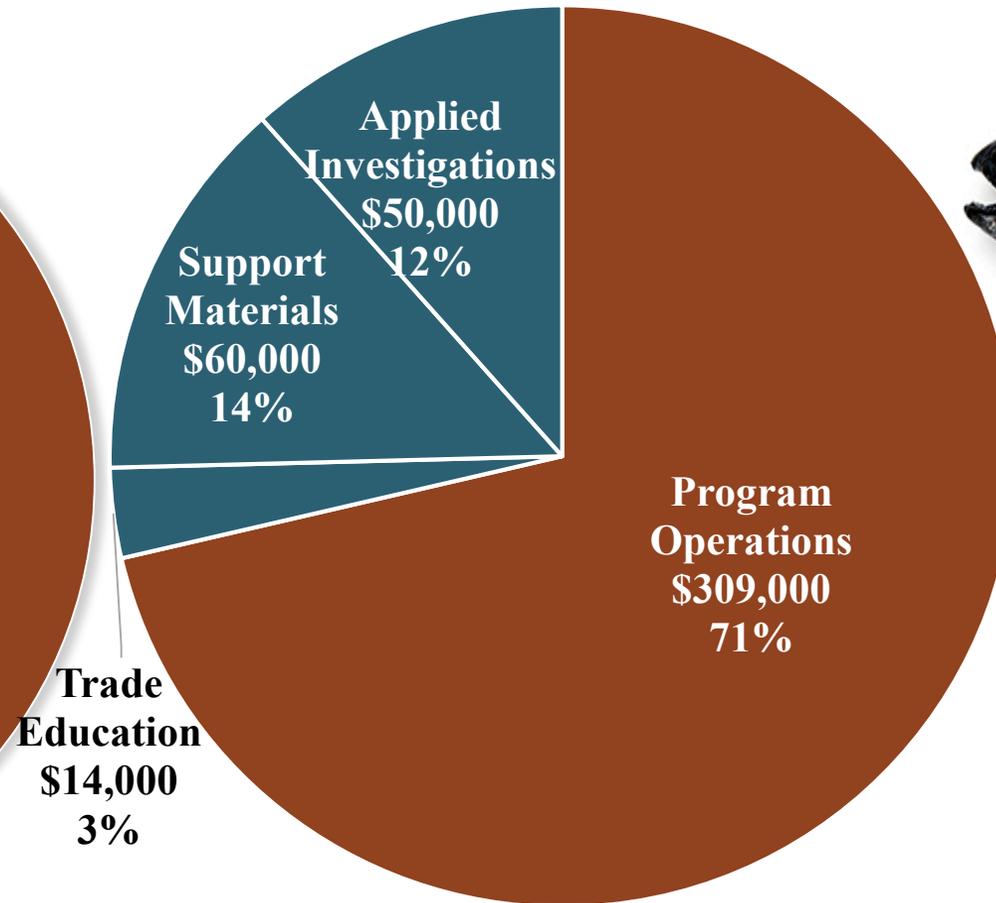


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FY20 Budget Categories



FY21 Budget Categories



FY21 TECHNICAL BUDGET OVERVIEW



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APPLIED INVESTIGATIONS

Research opportunities related to the quality and value of Alaska seafood

- OSU sensory project (postponed)
- SIRF project
- PCCRC grant
- ADEC/ASMI nutrient and contaminant database

SUPPLIED MATERIALS

Outreach and educational material related to Alaska seafood

- Quality processing videos
- ASMI publications/technical fact sheets
- Website – nutrition, quality
- Messaging for technical topics

TRADE EDUCATION

Outreach and educational opportunities in seafood technical issues for the industry

- Regulatory outreach
- Technical presentations
- Collaboration with affiliated groups
- Sponsorships



FY21 TECHNICAL BUDGET OVERVIEW: APPLIED INVESTIGATIONS



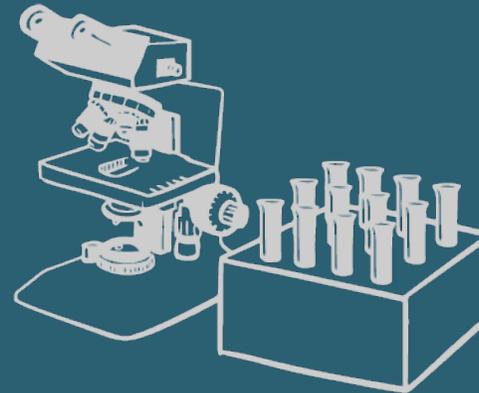
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UTILIZATION



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 working with others to seek funding and develop 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**.

FY21 TECHNICAL BUDGET OVERVIEW: TRADE EDUCATION



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NUTRITION



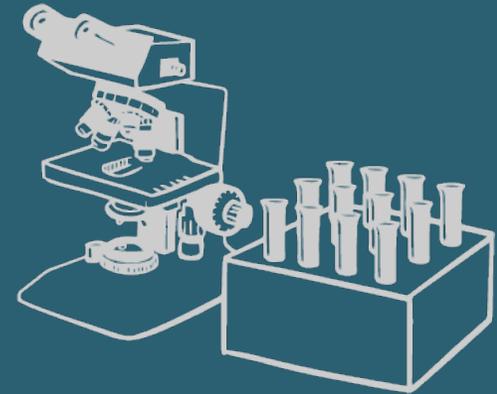
- Collaborating with state and industry organizations to develop a nutrition database for Alaska seafood.
- Provide comments to the USDA/HSS DGA regarding seafood consumption advice.

SEAFOOD QUALITY & SAFETY



- Collaborating with industry to contribute to a EDA grant on Alaska seafood workforce training needs.
- Support Alaska seafood education platforms through sponsorship- PFT, Surimi Forum, KSMSC workshops

REGULATORY



- Collaborate with NFI to provide comments to proposed rules on the federal register regarding actions that affect Alaska seafood.
- Collaborating with industry and government agencies on sanitary trade barriers.

FY21 TECHNICAL BUDGET OVERVIEW: SUPPLIED MATERIALS



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ALASKA SPECIES

Fact Sheets

- Opilio
- Bairdii
- Dungeness
- Halibut
- Pacific cod
- Yellowfin sole
- Additional flatfish
- Weathervane scallop
- Geoduck
- Sea cucumber
- Shellfish/Plant
Mariculture products
(TBD)

Brochure

- Roe brochure

QUALITY

Video Projects

- Salmon quality
harvesting social
content
- Quality processing
- Frozen quality

Guidelines

- Live Crab Shipping
Guidelines
- Bleeding and Chilling
Guidelines
- Roe Handling
Guidelines
- Foodservice/Retail
Quality Handling

TECHNICAL

White Paper

- Sustainability

Fact Sheets/One Pagers

- Parasite
- Environment
- Frozen Quality
- Smoked Seafood
- Fishery Management
- Mercury

Photos

- Species
- Salmon skin color
- Roe quality photos

NUTRITION

Video Projects

- Functional nutrition
video clips

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

TECHNICAL CHALLENGES AND OPPORTUNITIES



Wild, Natural & Sustainable®

- Promote an academic focus and encourage the next generation to study seafood science
 - Developing quality projects that apply to statewide objectives to increase the value of Alaska seafood
 - Collaborate with other groups (NFI, SNP, FAS, USDC) to promote clear efficient messaging and projects for Alaska seafood
- Be more effective using the ASMI resources to provide outreach and education about seafood quality, nutrition, utilization, traceability, and safety
 - Collaborate effectively with our overseas marketing representatives and ASMI staff
 - Working with less resources

