



# CHOOSE ALASKA

## Fall 2020 Communication Toolkit

Alaska's fishing community is working hard to safely harvest the world's best seafood. Buying wild Alaska seafood provides irreplaceable access to livelihood and food security for Alaskans, Americans, and millions around the world. Use this toolkit to spread the word to your neighbors and customers about the importance of purchasing Alaska seafood and supporting Alaska's fishing communities now, more than ever.

### Key Messaging

- Food security and safety are essential, now more than ever. **#AskForAlaska** seafood to *provide irreplaceable access to livelihood and food security for Alaskans, Americans, and millions around the world.*
- When you **#AskForAlaska** seafood, you are directly supporting the nearly *60,000 seafood industry workers in Alaska*. Seafood employs more workers than any other private sector industry in Alaska, and is the foundation of many rural communities.
- *World class seafood is right here at home, Alaska!* Look for the Alaska Seafood logo on the menu, on packaging or at the seafood case to ensure you're getting wild and delicious seafood from Alaska.

### Here's How You Can Help Support Alaska's Fishing Communities:

- **VISIT AND SHARE THE WEBPAGE:**
  - **CHOOSE ALASKA** page: [www.wildalaskaseafood.com/choose-alaska/](http://www.wildalaskaseafood.com/choose-alaska/)
- **SHARE THE MESSAGE:**
  - [Download](#) and share these [graphics and short videos](#) on social media to spread the message further. Use the suggested captions on the pages below to spread the word and tag your posts with **#AskForAlaska**.
- **USE THE LOGO:**
  - Do you sell and support Alaska seafood? Find out how you can feature the Alaska Seafood logo on your menu, package or website to let customers know your seafood is wild caught in Alaska! Contact [info@alaskaseafood.org](mailto:info@alaskaseafood.org) to learn more.



## Social media posts to share with Alaskans

### Social Media Graphic

### Suggested Caption Copy



Alaska's seafood industry takes pride in providing the highest quality product. #AskForAlaska



World class seafood is right here at home. Help spread the word and #AskForAlaska to ensure you're getting wild and delicious seafood from Alaska.



Food security and safety are essential, now more than ever. #AskForAlaska to help support these hard working men and women in our community and state.



When you #AskForAlaska seafood, you are supporting the nearly 60,000 seafood industry workers in Alaska. Seafood employs more workers than any other private sector industry in Alaska, and is the foundation of many rural communities.



In Alaska, the seafood industry adds \$5.6 billion to the Alaska economy. Let's continue this support by choosing Alaska seafood. #AskForAlaska



Wild, sustainable, delicious. #AskForAlaska seafood and look for the logo at your local grocery stores and restaurants.

When you #AskForAlaska, you're supporting generations of families and communities who rely on and participate in Alaska's commercial seafood industry.



## Social media posts to share with customers

### Social Media Graphic    Suggested Caption Copy



Food security and safety are essential, now more than ever. #AskForAlaska to support the generations of sustainable fishing communities working hard, safely and responsibly to put food on your plates today and for years to come.



Buying wild Alaska seafood provides irreplaceable access to nutrition and food security for Alaskans, Americans, and millions around the world. #AskForAlaska



Look for the Alaska Seafood logo on the menu, on packaging or at your grocery store to ensure you're getting wild and delicious seafood from Alaska. #AskForAlaska

When you #AskForAlaska, you're supporting generations of families and communities who rely on and participate in Alaska's commercial seafood industry.