

August 2018

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Announcements

Alaska Commercial Fishing Photo Contest Now LIVE!

ASMI kicked off the 2018 Commercial Fishing Photo Contest August 10 in celebration of Alaska Wild Salmon Day. For more details and to enter your photos, go to photocontest.alaskaseafood.org. Submissions end September 30.

Publications

ASMI Updates Nutritional Values Chart

ASMI has produced an updated Nutritional Value chart. The chart contains nutritional information for salmon, whitefish, and shellfish, and can be found [here](#).

Alaska seafood is a complete, high-quality protein, as well as a key source of marine omega-3 fatty acids (DHA and EPA), and is naturally high in many essential vitamins and minerals including vitamins A, B-12, D and E.



WILD ALASKA SALMON

	Calories	Protein (g)	Fat (g)	Saturated Fat (g)	Sodium (mg)	Cholesterol (mg)	Omega-3: DHA+EPA (mg)	Vitamin B12 (mcg)	Vitamin A (mcg)	Vitamin D (mcg)	Selenium (mcg)	Potassium (mg)	Iron (mg)	Calcium (mg)
Alaska King	200	22	11	3	51	70	1476	2	130	NA	40	430	0.8	20
Alaska Coho	120	20	4	1	49	50	900	4	40	10	32	370	0.5	40
Alaska Sockeye	130	23	5	1	78	50	730	4	50	14	30	370	0.4	10
Alaska Keta	130	22	4	1	54	80	683	3	30	NA	40	470	0.6	10
Alaska Pink	130	21	4	1	76	50	524	4	36	11	32	370	0.4	7

WILD ALASKA CANNED SALMON

	Calories	Protein (g)	Fat (g)	Saturated Fat (g)	Sodium (mg)	Cholesterol (mg)	Omega-3: DHA+EPA (mg)	Vitamin B12 (mcg)	Vitamin A (mcg)	Vitamin D (mcg)	Selenium (mcg)	Potassium (mg)	Iron (mg)	Calcium (mg)
Alaska Sockeye (Traditional)	140	20	6	1	350	70	1077	5	50	18	29	270	0.6	200
Alaska Sockeye (Cilantro/Lime Mayo)	130	22	5	1	330	55	965	5	50	18	29	270	0.4	30
Alaska Sockeye (No salt)	130	17	6	1	65	40	982	4	50	NA	30	320	0.9	200
Alaska Pink (Traditional)	120	20	4	1	320	70	916	4	20	12	33	280	0.7	240
Alaska Pink (Cilantro/Lime Mayo)	120	21	4	1	320	70	812	4	20	12	34	280	0.5	50
Alaska Pink (No salt, contains liquid)	120	17	5	1	65	45	1403	4	10	NA	28	280	0.7	180
Alaska Keta (Traditional)	120	18	5	1	330	35	1009	4	20	8	37	260	0.6	210
Alaska Keta (No salt)	120	18	5	1	65	35	999	4	20	NA	37	260	0.6	210

WILD ALASKA WHITEFISH

	Calories	Protein (g)	Fat (g)	Saturated Fat (g)	Sodium (mg)	Cholesterol (mg)	Omega-3: DHA+EPA (mg)	Vitamin B12 (mcg)	Vitamin A (mcg)	Vitamin D (mcg)	Selenium (mcg)	Potassium (mg)	Iron (mg)	Calcium (mg)
Alaska Cod	70	15	0	0	156	40	141	1.6	0	0.4	24	260	0.1	30
Alaska Halibut	100	20	2	0	70	51	201	1.1	20	5.0	47	450	0.2	30
Alaska Pollock	70	16	0	0	142	63	285	3.1	10	1.1	38	310	0.2	10
Alaska Rockfish	90	19	2	0	76	52	300	1.4	0	3.9	65	400	0.3	10
Alaska Sablefish	210	15	17	6	62	54	1543	1.2	90	NA	40	390	1.4	40
Alaska Sole	70	13	2	0	90	51	257	1.1	10	30	28	170	0.2	20
Alaska Lingcod	90	20	1	0	65	57	225	3.6	10	NA	40	480	0.4	20
Alaska Herring	210	18	15	3.6	81	64	181	8.2	30	NA	40	450	1.2	90

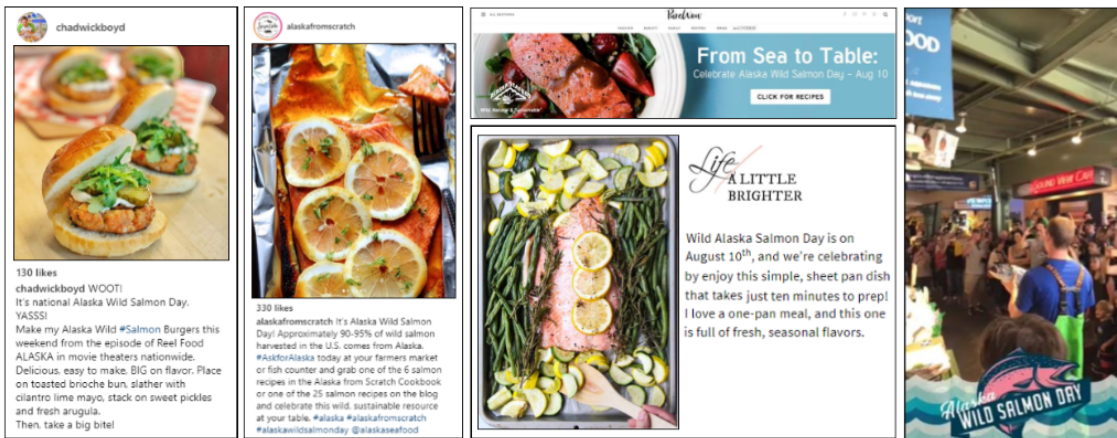
WILD ALASKA SHELLFISH

	Calories	Protein (g)	Fat (g)	Saturated Fat (g)	Sodium (mg)	Cholesterol (mg)	Omega-3: DHA+EPA (mg)	Vitamin B12 (mcg)	Vitamin A (mcg)	Vitamin D (mcg)	Selenium (mcg)	Potassium (mg)	Iron (mg)	Calcium (mg)
Alaska King Crab	70	16	1	0.1	911	45	351	9.8	10	NA	24	220	0.7	50
Alaska Snow Crab	100	20	1	0.16	572	60	405	8.8	40	NA	38	170	2.5	30
Alaska Dungeness Crab	90	19	1	0.1	321	65	501	8.9	30	NA	41	350	0.4	50
Alaska Shrimp	80	20	0	0.4	94	160	290	NA	NA	NA	NA	220	0.4	60
Alaska Scallops	90	17	1	0.2	567	35	149	1.8	2	2	18	270	0.5	8
Alaska Geoduck	70	15	0	NA	257	30	NA	NA	NA	NA	NA	NA	NA	70
Alaska Razor Clam	130	22	2	0.16	1022	60	141	NA	145	NA	54	530	2.4	80
Alaska Sea Urchin (Roe)	120	15	7	NA	63	266	NA	NA	NA	NA	NA	NA	NA	NA
Alaska Sea Cucumber	45	11	0	NA	NA	NA	NA	NA	280	NA	NA	NA	0.5	30

Events and Sponsorships

Alaska Wild Salmon Day

ASMI celebrated the 3rd Alaska Wild Salmon Day August 10, 2018 with an national press release, recipes, an honorary Snapchat geofilter, and the opening of submissions for this year's Alaska Commercial Fishing Photo Contest. August 10 was officially declared Alaska Wild Salmon Day in 2016 by Alaska Governor Bill Walker in homage to the vibrant role salmon play in Alaska's culture, economy and way of life.



Reel Food with Chadwick Boyd in Theaters Nationwide

ASMI brought food personality Chadwick Boyd to Alaska July 13, 2018 to film a segment for Reel Food in Homer and Seldovia. The segment will air for four weeks starting Friday, July 20 in approximately 15,000 theaters nationwide as part of the previews entertainment. The video preview can also be viewed on ASMI's YouTube channel: <https://www.youtube.com/watch?v=TyRh3KZu4Xs&t=1s>.



International Corporate Chefs Association Immersion Trip

With support from sponsors including ASMI, the International Corporate Chefs Association (ICCA) hosted a regional immersion trip to Alaska during the week of August 5-10, 2018. Starting in Anchorage, stops on the itinerary spanned to Seward, Whittier and Cordova. ASMI is a founding sponsor of ICCA, an industry membership group of culinary executives from the top two hundred restaurant chains in the US.

Attending members included Golden Corral, Morrison's Healthcare, Buffalo Wild Wings, SSP America, O'Charley's, Chick-Fil-A, Sizzler, Captain D's, Marriott Hotels, Wawa and The Cheesecake Factory. Together, this group operates over 8,500 restaurant units nationwide. Attendees learned all about Alaska seafood and sustainability through presentations by the Alaska Department of Fish and Game, ASMI and through tours of hatcheries, the Alaska SeaLife Center, Icicle Seafoods, Trident, Copper River Seafoods and the Copper River Delta. The enriching experience of visiting Alaska helped the group gain a strong appreciation for the value of wild Alaska seafood, the fisheries and industry that supplies seafood to their restaurants.



Chef Drew Johnson Competes at Great American Seafood Cook-Off

ASMI supported Chef Drew Johnson of Anchorage's Kincaid Grill at the Great American Seafood Cook-Off in New Orleans, August 4, 2018. Chef Johnson prepared "Alaska King Salmon with Shitake Mushroom Puree, Buckwheat Soba Noodle Salad and Rhubarb Ponzu Foam." The 2018 winner was Chef Ryan Trahan of Louisiana. The judges announced that this year's competition was the closest they could remember between all contestants.



Partnerships and Promotions

Sockeye Salmon Shines at Jewel Osco

Jewel Osco (185 stores in IL) showcased frozen sockeye salmon and cod with 20 chef demos in June. The promotion resulted in a 21 percent sales lift for sockeye, and 10 percent decrease in cod, likely due to a higher market price compared to 2017.



King Soopers Print Ads Feature Fresh Alaska Salmon

Kroger's King Soopers division in the Rocky Mountains is featuring fresh Alaska coho salmon in two weekly August print ads (current and upcoming), with the Alaska Seafood logo proudly featured. Based on the recent Technomic research, Alaska seafood elicits an emotional response from consumers that benefit the retailers, as 61 percent of consumers trust the retailer is a good place to buy seafood, and 65 percent trust the retailer is proud to serve Alaska seafood.



American Heart Association Certifies Six Wild Alaska Pollock Recipes

ASMI worked with the American Heart Association (AHA) to have six wild Alaska pollock recipes certified with their Heart-Check program. The recipes were developed last fall by chef Garrett Berdan, RDN, or were from ASMI's already existing recipe library. The recipes will live on AHA's website as a resource for those interested in maximizing heart health and building healthier lives, free of cardiovascular diseases and stroke.



International

ASMI Germany Supports Alaska Sockeye Promotion at Globus

In late July, ASMI Germany supported Globus retail chain with materials for a promotion of fresh Alaska sockeye. ASMI provided the retailer with educational information, point-of-sale materials, and the ASMI Nanook bear along with flyers on FAO67 catch region, and the principles of sustainable fishing. With minimal investment, this in-season promotion is a great opportunity to build the Alaska seafood brand in the German retail market.



Participation Opportunities

Seeking Ideas for Northern Lights

ASMI submits a monthly article to be published in the Northern Lights section of *National Fisherman Magazine*. This is a great way to highlight helpful and interesting organizations, ideas, developments, resources, etc. in the Alaska seafood industry. If you have an idea of something you would like to see showcased, please contact Arianna Elnes at aelnes@alaskaseafood.org with the subject line: Northern Lights.

News and Upcoming Events



[Barbeque-Style Bourbon-Glazed Salmon with Firecracker Slaw](#), *Southern Living*, August, 2018

[Simple Steamed Salmon and Corn](#), *CookingLight.com*, August, 2018

[Stay cool with these chilled recipes to beat](#)



[IMC Meeting](#), Seattle, Aug. 20, 2018

[U.S. Seafood Trade Mission to Vietnam](#), Ho Chi Minh City, Vietnam, Sept. 8-11

[Alaska Federation of Natives Convention](#), Anchorage, AK, Oct. 18 – 20, 2018

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[the sun](#)
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[All Hands on Deck, Anchorage,](#)

AK, Oct. 29 – 31, 2018



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