

# The Challenge: Creating consumer demand for seafood in the United States

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*Seafood Nutrition Partnership*

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# Global Seafood Production



# Global Seafood Consumption



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# Alaska Seafood Marketing Institute

## Alaska Seafood Marketing Institute (ASMI)

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A public-private partnership between the State of Alaska and the Alaska seafood industry established to foster economic development of a renewable natural resource.

ASMI is a marketing organization with the mission of INCREASING THE ECONOMIC VALUE of the Alaska seafood resource.



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# The Alaska Seafood Story

# WILD



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# NATURAL



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# SUSTAINABLE



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# The Seafood Consumer Demand

GOOD FOR THE PLANET



LOVE THE WILD  
SUSTAINABLE  
QUALITY

GOOD FOR YOU



TASTES GOOD  
HEALTHY  
AVAILABLE



*Wild, Natural & Sustainable®*

# Global Meat Production



# Global Meat Consumption



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