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

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Alaska Seafood Marketing Institute (ASMI)

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.
The Alaska Seafood Story

WILD
SUSTAINABLE
The Seafood Consumer Demand

GOOD FOR THE PLANET
LOVE THE WILD
SUSTAINABLE
QUALITY

GOOD FOR YOU
TASTES GOOD
HEALTHY
AVAILABLE