

# Putting Seafood Into the Alaska School System: Seafood Processor's Perspectives

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HEALTH RESEARCH

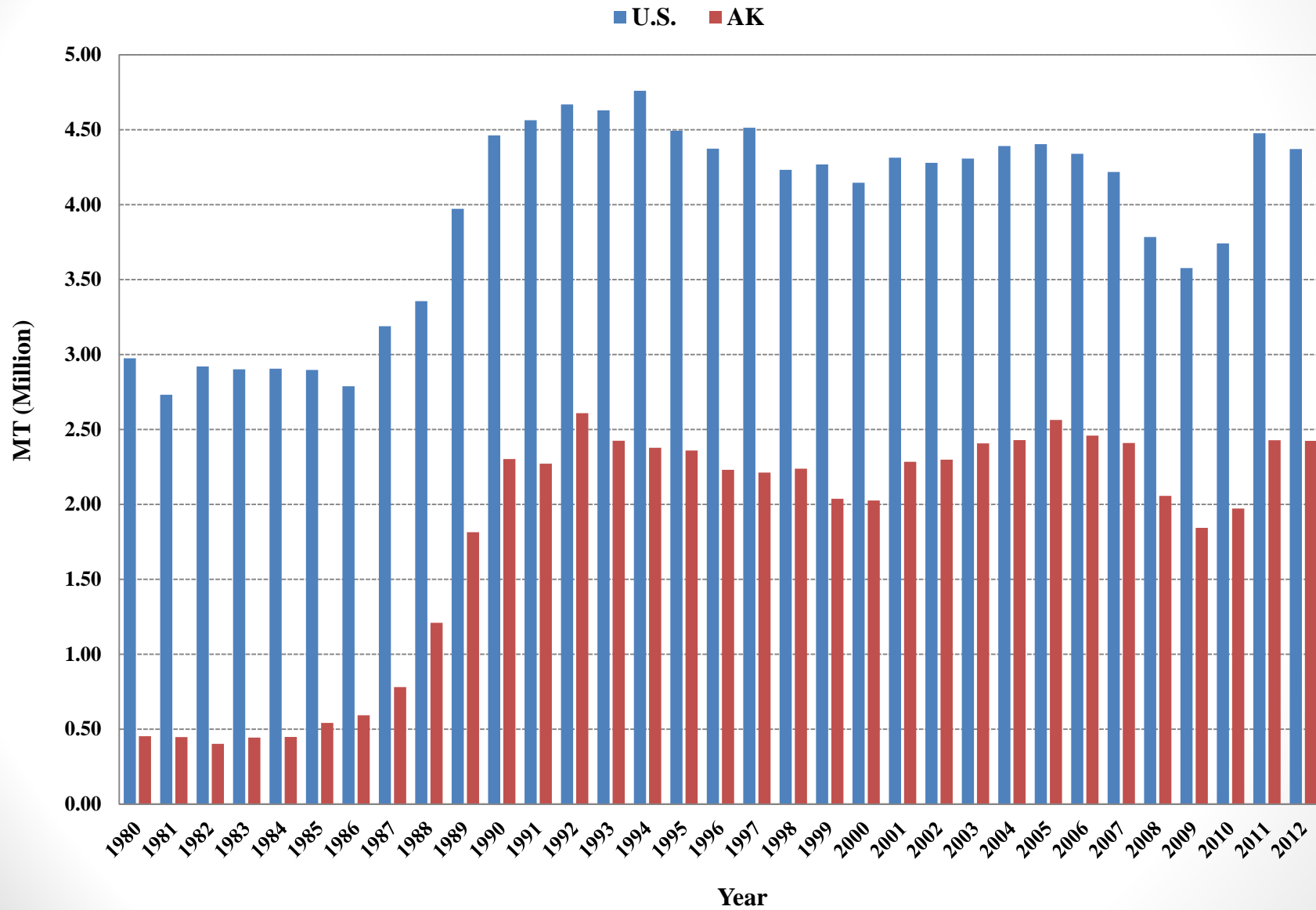


# **Background: State of Alaska Fisheries**



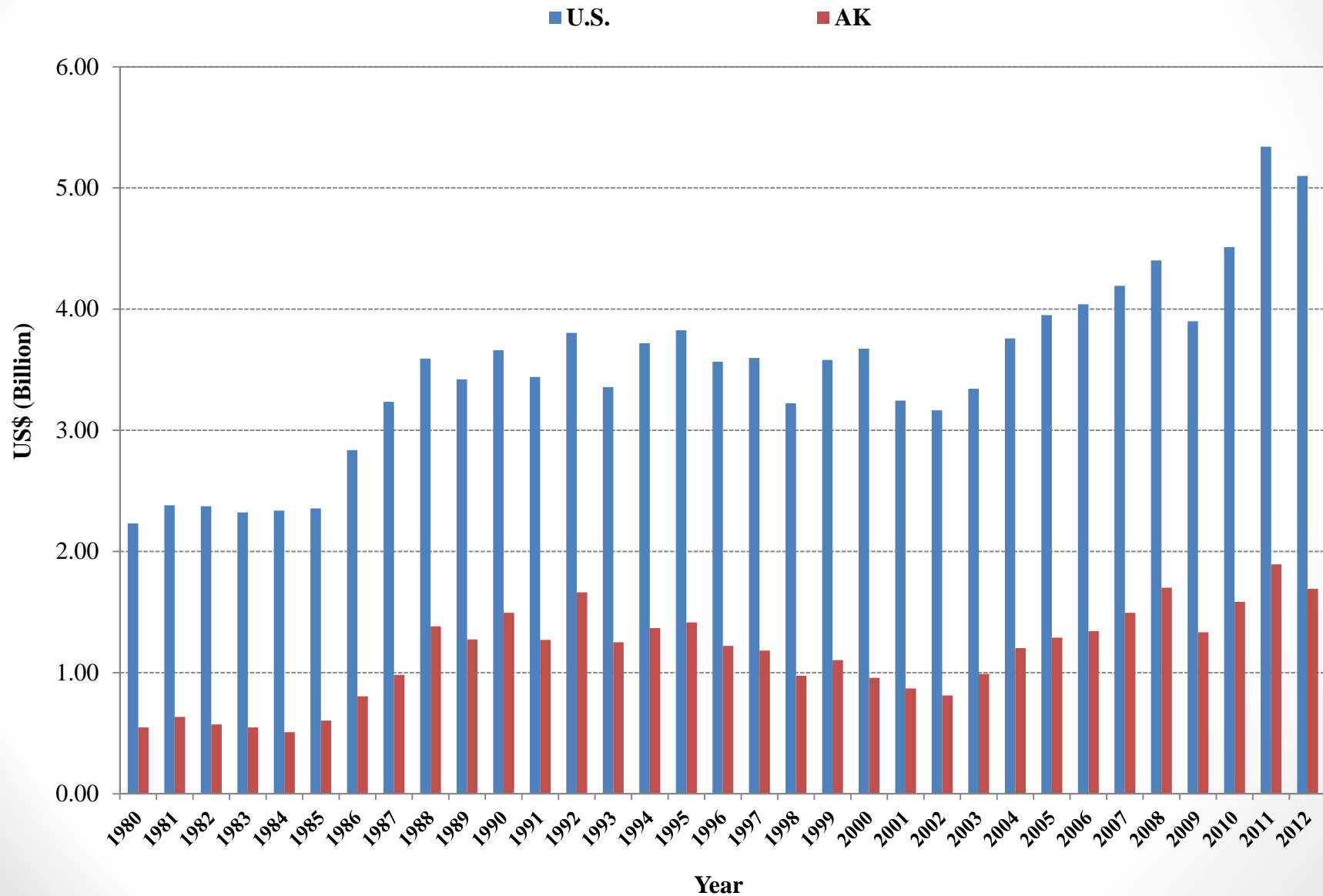
# Alaska Share of U.S. Landings by Volume

Source: USDOC



# Alaska Share of U.S. Landings by Value

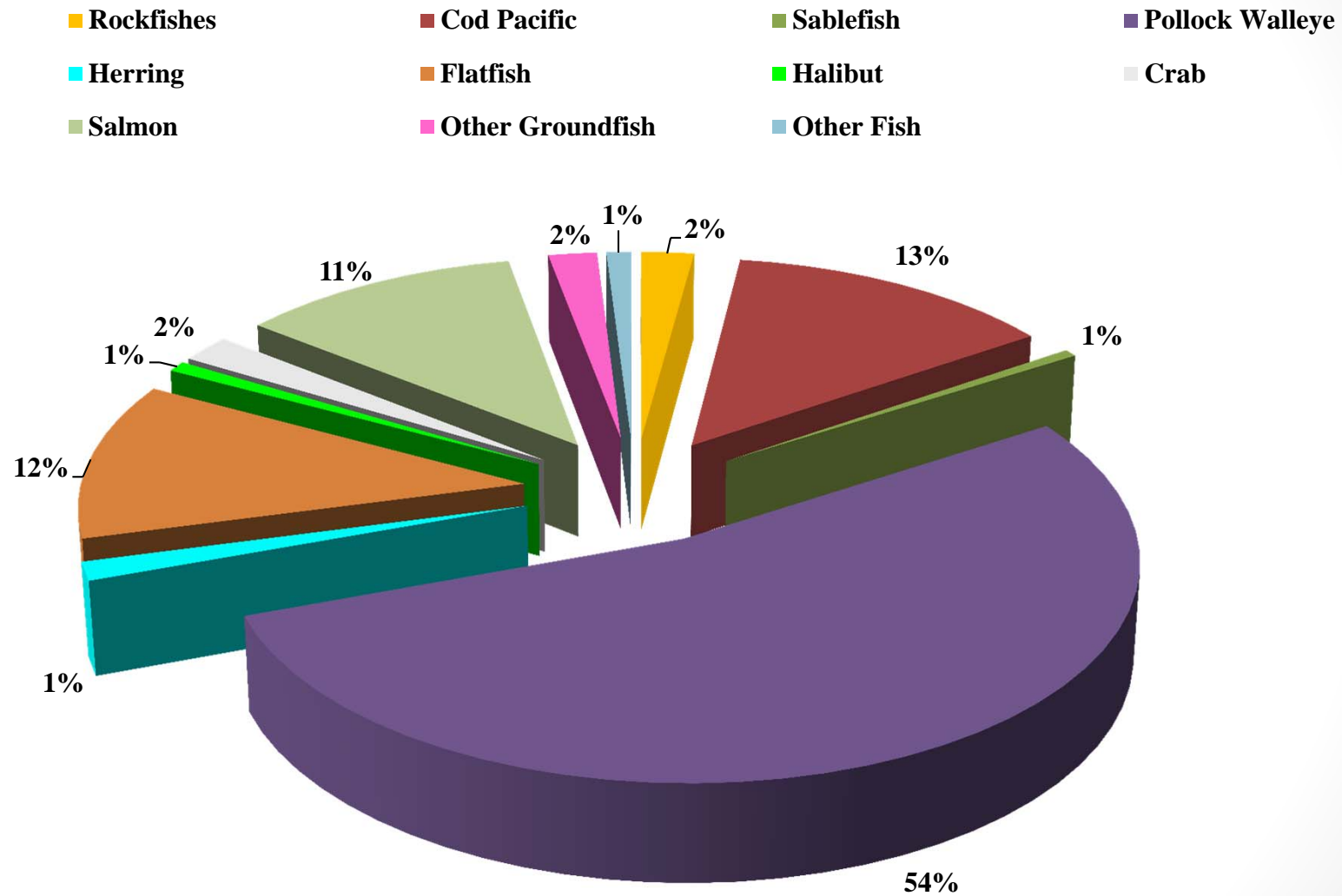
Source: USDOC



# Alaska Commercial Landings by Percent Volume 2012

Total: 2.42 Million MT

Source: USDOC

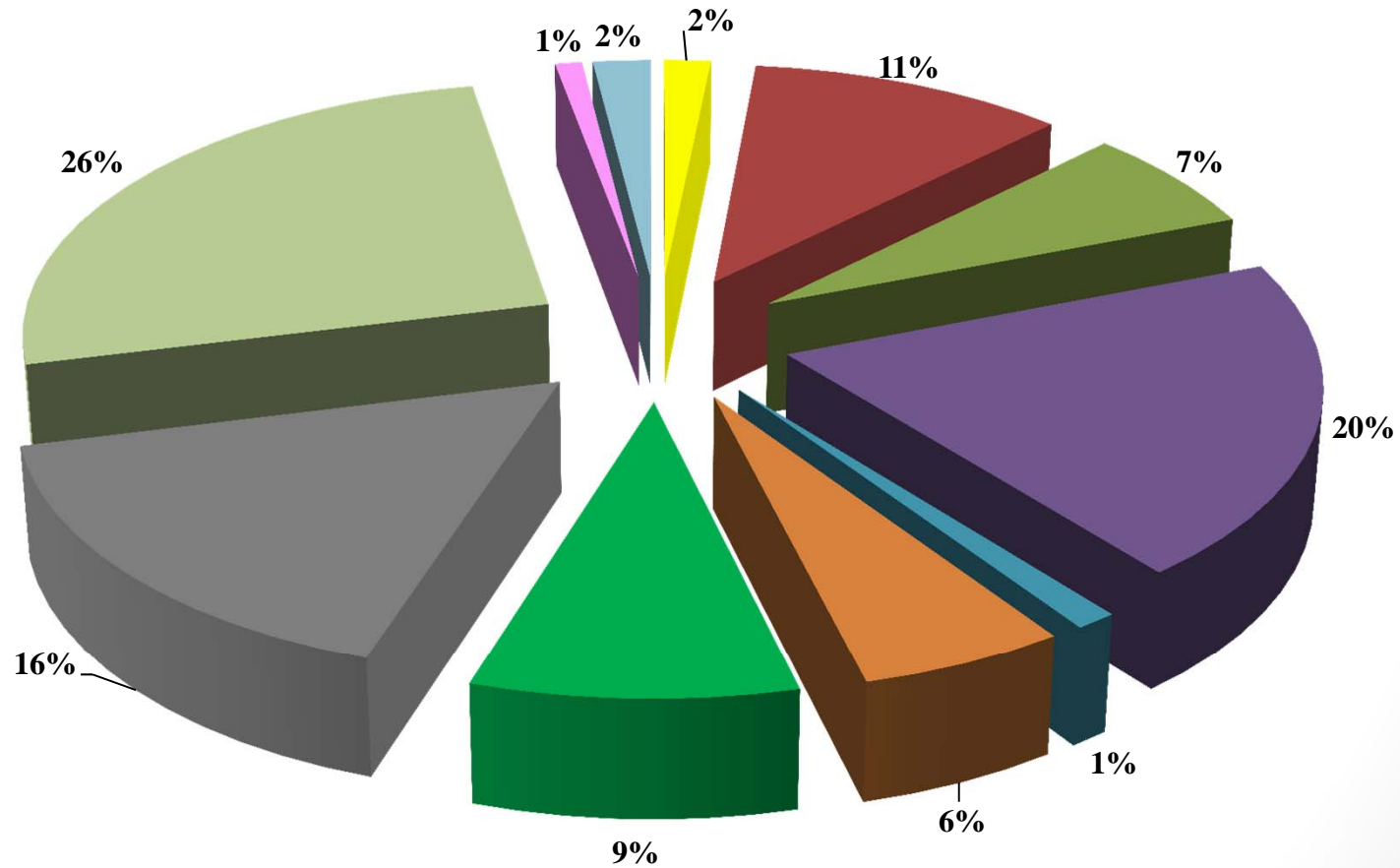


# Alaska Commercial Landings by Percent Value 2012

Total: 1.69 Billion USD

Source: USDOC

- Rockfishes
- Cod Pacific
- Sablefish
- Pollock Walleye
- Herring
- Flatfish
- Halibut
- Crab
- Salmon
- Other Groundfish
- Other Fish



# Seafood in Alaska's Economy

Source: ASMI

- **\$6.4 billion combined export and U.S. retail value.**
- **Ranked 3<sup>rd</sup> in terms of generating basic economic activity in Alaska, behind North Slope Oil and Gas industry and the Federal Government.**
- **Employs more workers than any other industry sector in Alaska (63,100 direct employment).**
- **If considered a nation, Alaska would ranked 8<sup>th</sup> among seafood producing countries in volume.**



# Yet, most of Alaska's seafood are exported to lower 48 and elsewhere





# So Where Do We Get Our Seafood?

- **Subsistence/Sports Caught**
- **Food Service**
- **Retail Outlets**



# For Our Children–Schools

- **Child Nutrition Commodities Program**
- **Donation from fishermen and seafood processors**
- **Nutritional Alaskan Foods for Schools program**



Photo by: Andrea Bersamin

# Our Focus

- **Look at the Challenges that Alaskan School Districts face in putting local seafood into school lunch programs**
- **Determine the Capacity and Willingness of Seafood Processors and Direct Marketers to supply (sell) local fish to Schools.**
- **Develop a Tool Kit for the Alaskan School District Food Directors to assist in sourcing and purchasing of seafood for the school system.**

# Seafood Processor Survey

- **Four parts**
  - **Motivation**
  - **Product Variety and Specifications**
  - **Logistics**
  - **Comments from Respondents**

# Preliminary Results

- **7 of the 25 respondents have donated and/or sold to schools**

**Motivation: What would make it attractive for you to supply fish to school?**

- **Community Service, Keep it Local, Knowing that kids are getting healthy foods.**
- **Price**

# Preliminary Results

## Product Capacity

- Diversified species list
- Diversified product forms – most respondents have fillet/portion programs
- 25% willing to custom process to school specifications
- Only 3 respondents gave prices

# Preliminary Results

## Logistics

- All willing to arrange logistics except for 3
- Four unwilling to hold inventory for school food service providers

# Preliminary Results

## Wisdom from Seafood Processors

- **Order Early, know exactly what you want, understand the lingo**
- **Go local as much as possible**
- **Build personal relationships with processor/direct marketers**
- **Know what you are paying for**



# Summary

- **Focused on smaller, independently operated and owned operations.**
- **Work in Progress**
- **Will focus on the Seattle based operations next**



# Thank You!!!



United States Department of Agriculture  
National Institute of Food and Agriculture

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# Working toward Triple Bottom Line Benefits with Kodiak Jig Fishermen

Theresa Peterson  
Alaska Marine Conservation Council

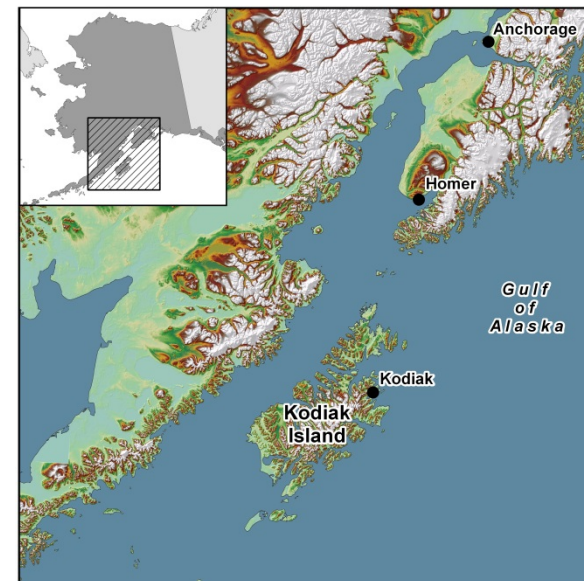
Darius Kasprzak  
Alaska Jig Association

AK Food Conference & Festival



# About Kodiak

- Roughly 13,500 live in Kodiak Borough
- Largest and most diversified port in Alaska
- Major fisheries: crab, herring, halibut, groundfish and salmon
- Ranks among the top ten fishing ports in the US for commercial fishery landings and value
- 1 in 3 of all jobs in Kodiak directly connected to fishing industry

















# Kodiak Jig Fleet











# Kodiak Jig Initiative

- Unique partnership between AMCC and AJA
- **GOAL:** To enhance entry-level fishing opportunity for local, conservation-minded fishermen in Kodiak through a market-based approach that increases the profitability of jig fisheries.



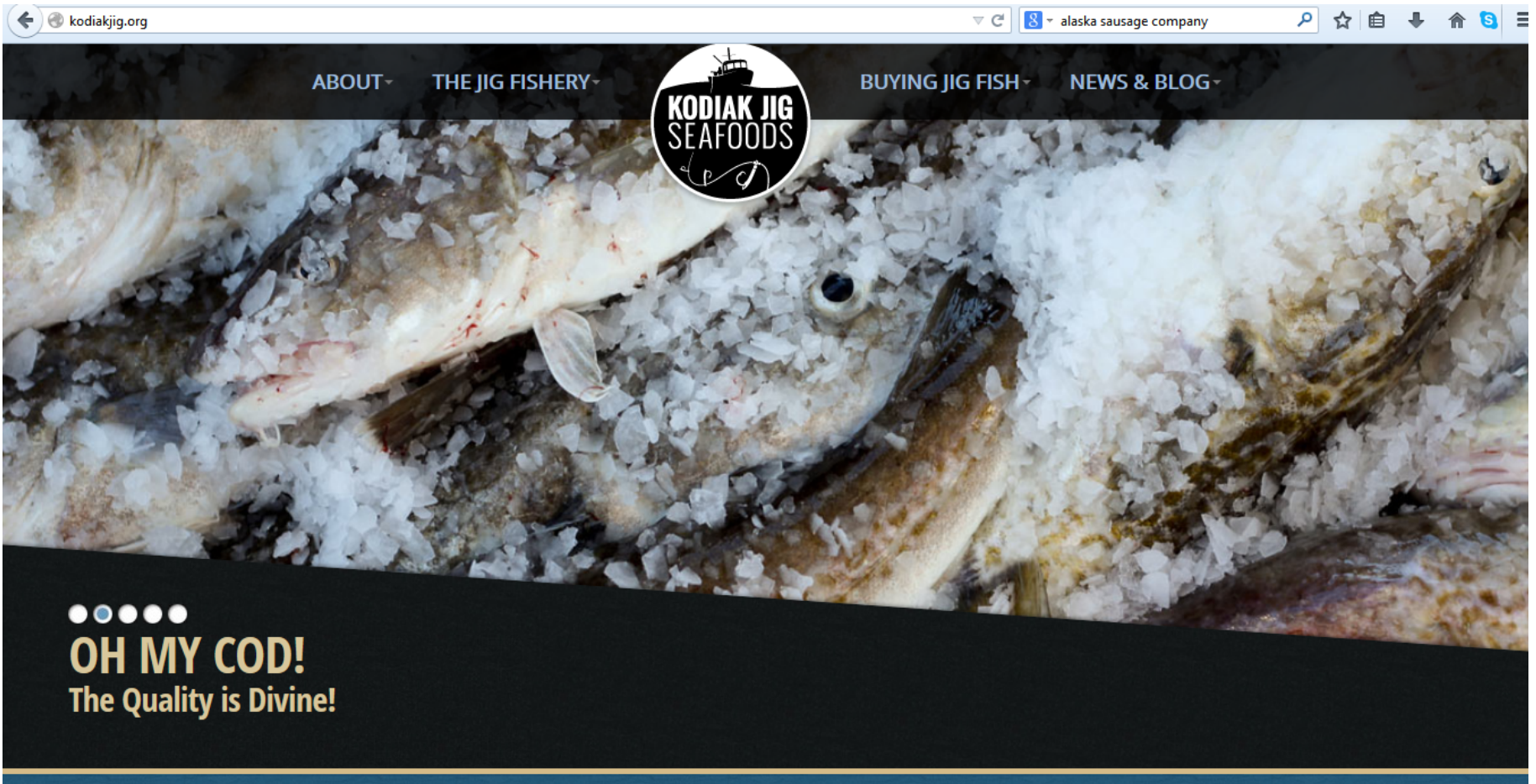


# Kodiak Jig Seafoods

- Working to increase profitability of local, low-impact jig fishing operations by developing new markets for jig-caught Pacific cod and rockfish.
- Operates as a social enterprise; based on triple-bottom line benefits to generate and promote economic, social and environmental values.



www.kodiakjig.org



# Standards

- Social and Conservation



- Quality





# Key Activities

## Identifying market potential:

Working with chefs, restaurants, and seafood distributors who value the fishery's social and environmental qualities to identify and develop niche markets.

## Telling the story:

Communicating the social and environmental values of the fishery in a manner that connects consumers and delivers an authentic culinary experience.

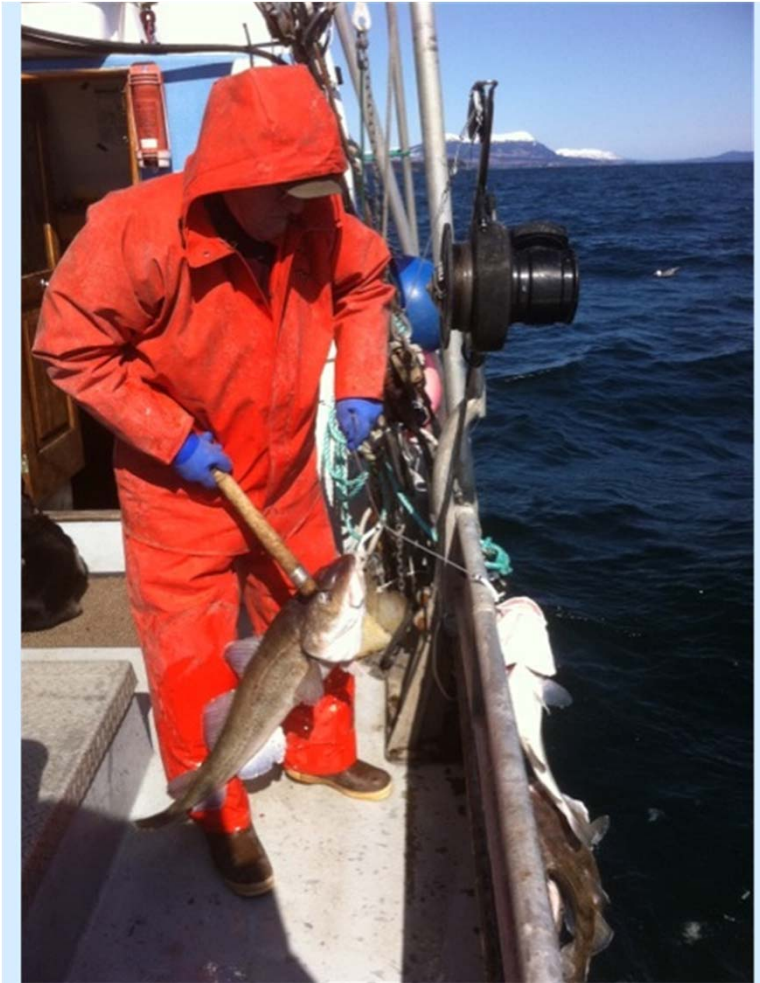
## Improving quality:

Collaborating with quality experts to define best practices and changing behavior to ensure delivery of high quality cod and rockfish to the market.

## Enhancing conservation performance:

Hand-tended, vertical lines result in low bycatch and minimal impact to seafloor habitat. Local jig fishermen also adhere to conservation to continually improve conservation performance.

# Know Your Fish, Know Your Fisherman!





# Spring Sales

- Sold over **7,500 lbs.** of jig caught cod and rockfish to **55 households** and **six Alaska restaurants and lodges.**
- Unique partnership with The Bear Tooth (cod supplier for summer season)
- Fishermen earn 40-75% more for their catch.

# Partnering with Bear Tooth





# Alaskans can work together

- **Sustain Working Waterfronts** by increasing profitability and stimulating greater opportunity for local, independent fishermen.
- **Increase opportunities to purchase** community-based seafood products within Alaska.
- **Deepen connections** amongst seafood harvesters, consumers, chefs, and restaurants.



# F/V Marona

