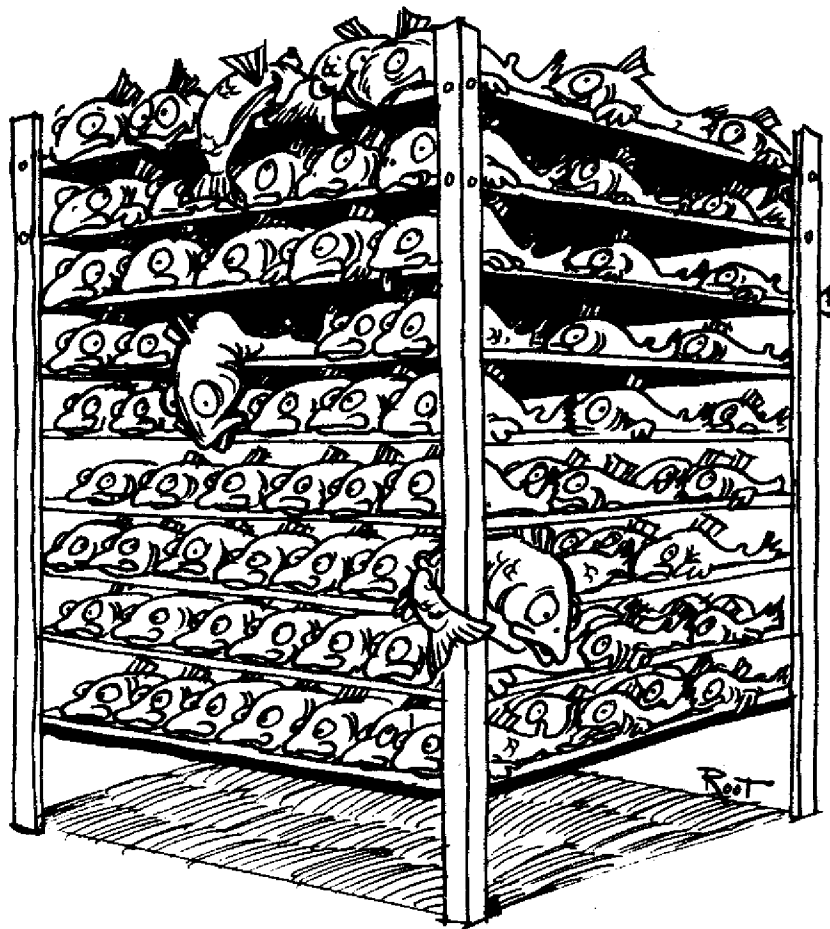


Alaska Seafood Processor Survey Results 1996



University of Alaska Sea Grant College Program



About the Survey Results

In 1996 Alaska Sea Grant conducted a survey of seafood processors. The purpose of the survey was to get advice on what we can do through university research and information services to help keep marine resources viable and Alaska's seafood industry healthy. We mailed out 695 surveys to processors, and 75 were returned to us. This document, AK-ADMIN-33, has the results of that survey. Most comments—positive or negative—were left unedited. They are not the opinions of the publisher or affiliated agencies. If you participated in the survey, we thank you for your support. We are using the information to strengthen service to the industry. Please feel free to contact Sea Grant, the Marine Advisory staff, and the Alaska Seafood Marketing Institute for information on seafood processing in Alaska.

—University of Alaska Sea Grant Staff

Acknowledgments

Kurt Byers and Doug Schneider wrote the survey questions. Rose Pfund of Hawaii Sea Grant reviewed the questions and provided invaluable advice on construction of the survey. Susan Gibson designed the survey, Sherri Pristash distributed the survey, Micah Schoming recorded the results, Sue Keller and Carol Kaynor compiled and formatted the summary, and David Brenner created the charts and cover page for the summary. Illustration on cover is by Bud Root.

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Sea Grant is a unique partnership with public and private sectors combining research, education, and technology transfer for public service. This national network of universities meets changing environmental and economic needs of people in our coastal, ocean, and Great Lakes regions.

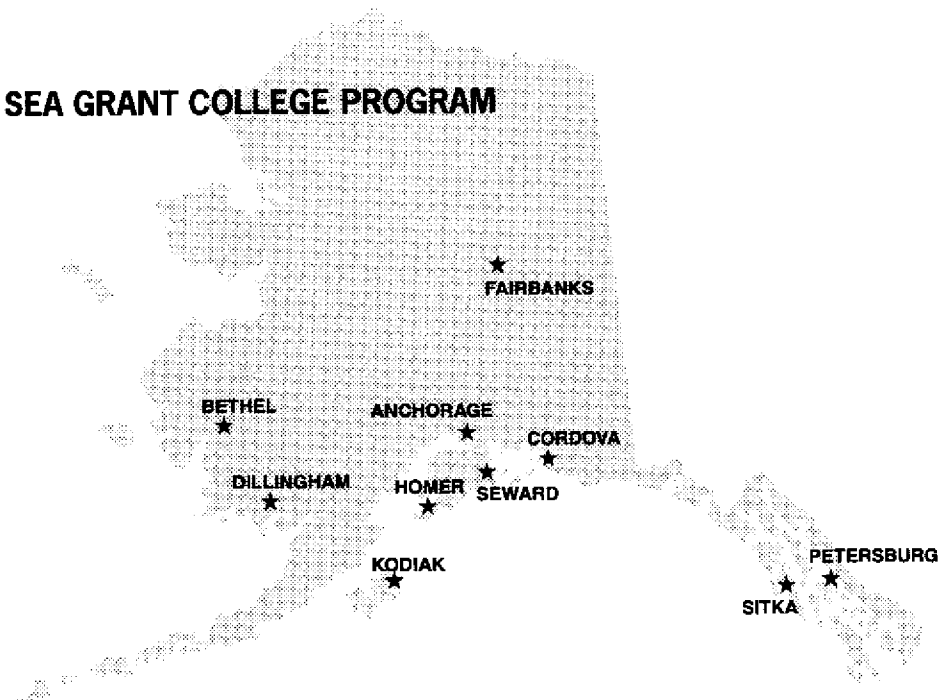
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1997



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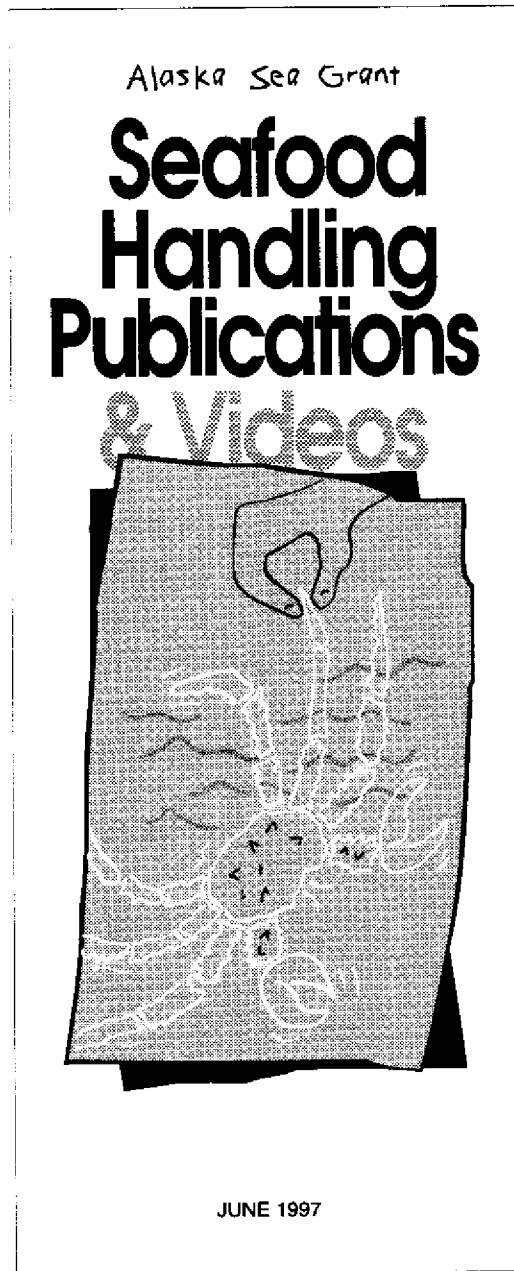
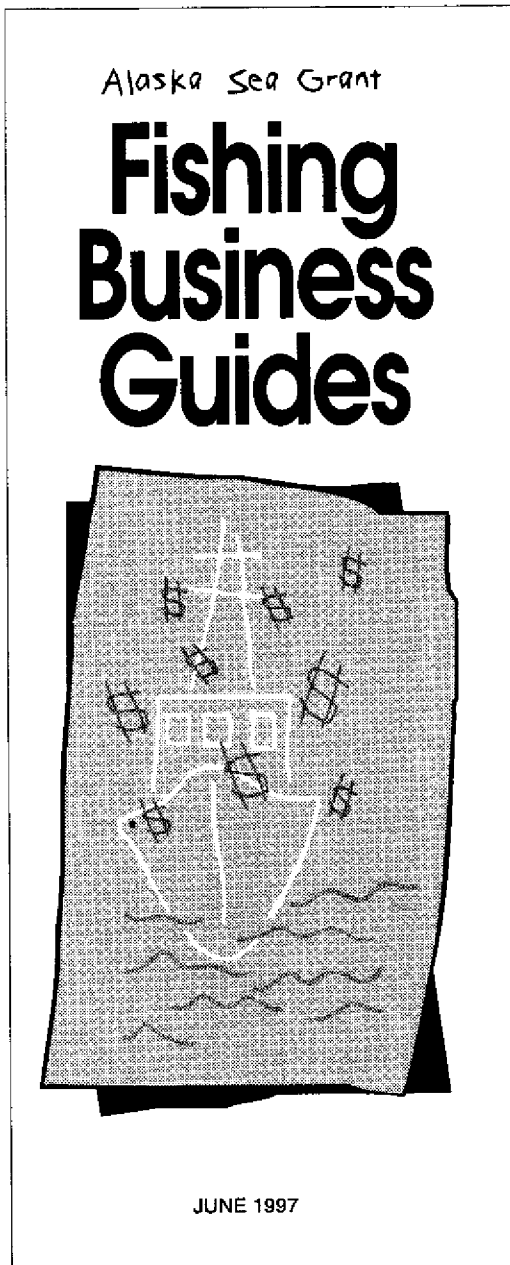
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21	Question 19. What do you think should be done to increase seafood consumption in the United States?
22	Question 20. What can the University of Alaska do to help keep Alaska's seafood industry strong?

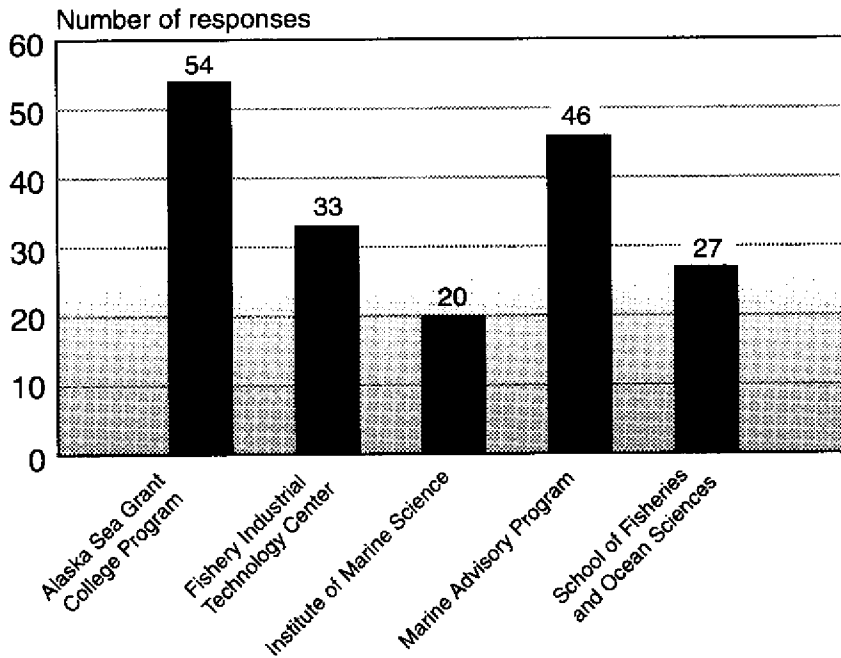


Alaska Sea Grant publishes books and videos useful to processors and fishermen. For free copies of these and other catalogs, contact us at (907) 474-6707.

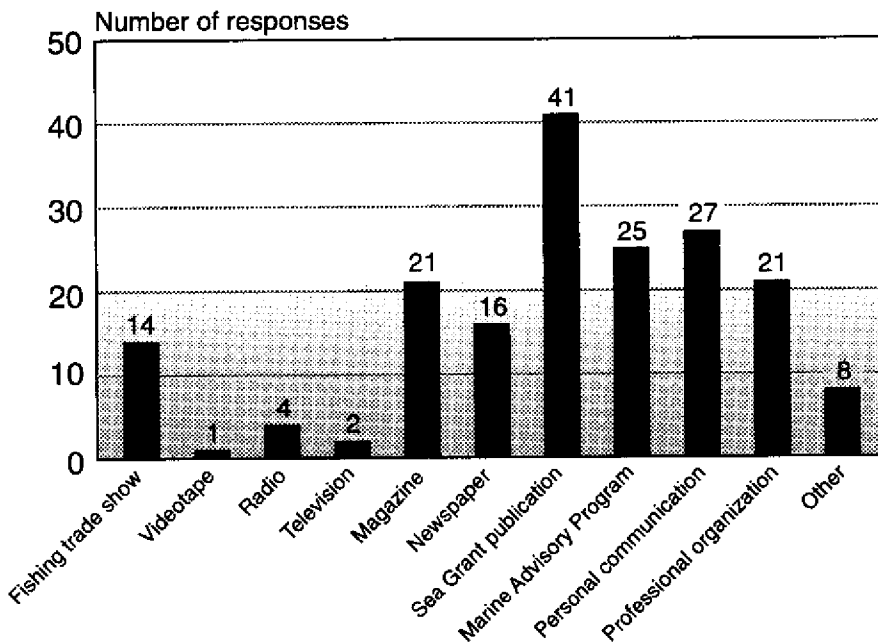
Contact the Alaska Seafood Marketing Institute (ASMI) for a catalog with a wide selection of seafood handling publications and videos. (800) 854-3054.

Seafood Processor Survey

1. Which of the following University of Alaska seafood development and fishery research programs have you heard of? Please circle all that apply.



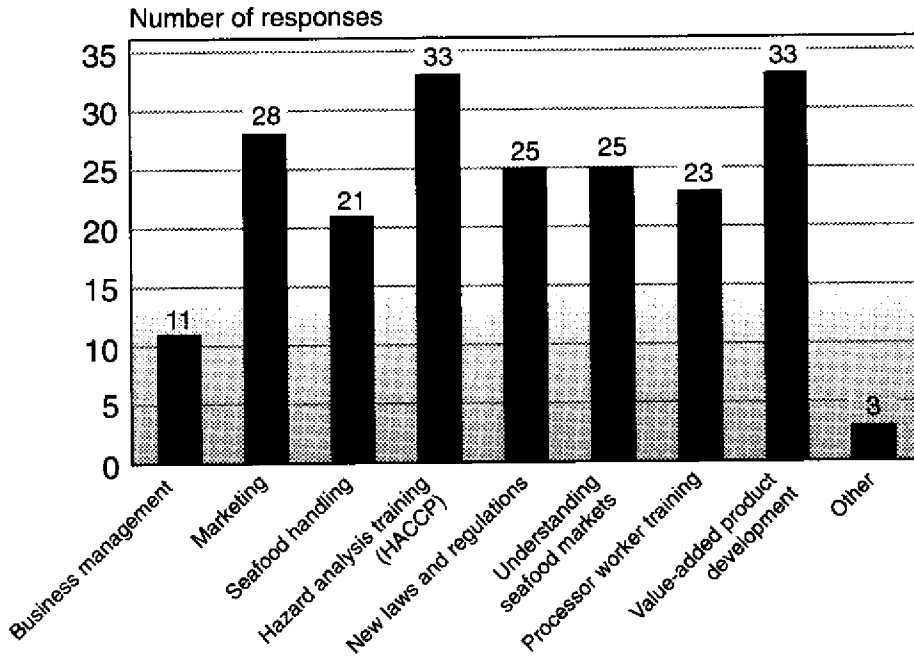
2. How did you hear of these programs? Circle all that apply.



Other sources:

- Word of mouth.
- U of W School of Fish.
- Donation to help fund program.
- 20 years of experience.
- In-plant visit.
- Fish Expo.

3. Sea Grant, through its Marine Advisory Program, sponsors workshops around the state on topics of interest to processors. What workshops would you attend? Circle all that apply.



Other workshops:

How to get government out of private enterprise

4. Sea Grant publishes many books, posters, and videos to help seafood processors improve product quality, safety, etc. What kinds of self-help books and videos could you use?

Your "Recovery and Yields" book is great.

Safe processing methods and new product development.

Species ID books for rockfish. Quality handling posters for halibut salmon and other species.

All that relate to salmon.

Books and videos of North American fish species handling and processing techniques

Handling and thawing of frozen fish.

Species ID and characteristics

Time/temperature research on quality.

Seafood waste utilization.

HACCP.

Handling of product posters, for employees and fishermen.

Books, handling of product, fishermen tenders and processors.

Standardized job training videos for seafood processing.

Safety and fish handling posters. Latest process technologies and reference materials for ordering.

Fish ID, quality control methods for fishermen and plant workers.

Transportation packaging, product quality enhancement and market analysis.

Proper pre-purchase inspection. Information pertaining to shelf life.

Educate the public about the importance of commercial fishing as the friend of consumers and squash claims made by sports groups that they are important harvesters of the salmon.

Identification and sanitation.

How to help me be on time.

Quality assurance and safety.

4. (Continued.) Sea Grant publishes many books, posters, and videos to help seafood processors improve product quality, safety, etc. What kinds of self-help books and videos could you use?

Marketing, hazard analysis training and value-added product development.

Product quality for processing and fishermen.

Quality assurance, HACCP and BMP.

Quality.

I've seen a lot of Sea Grant publications over the years and most are worthy.

Videos related to H&G products and processing at sea.

Listing of common names of Alaskan species used by the 10 largest world markets. Listing of Latin names of Alaskan species. Processor worker training guides for salt cod production.

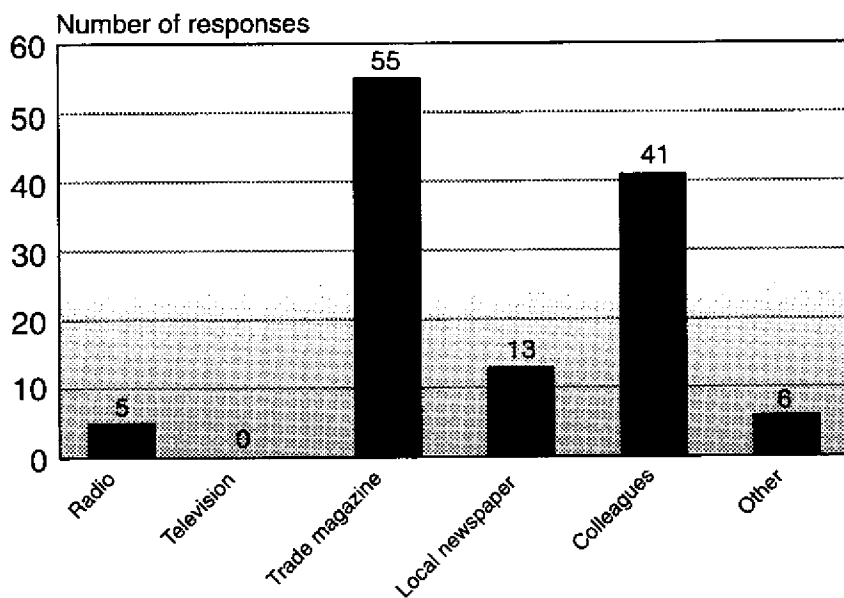
Product safety and quality.

Food safety, product temperature control and cleanliness.

Handling, processing and waste products.

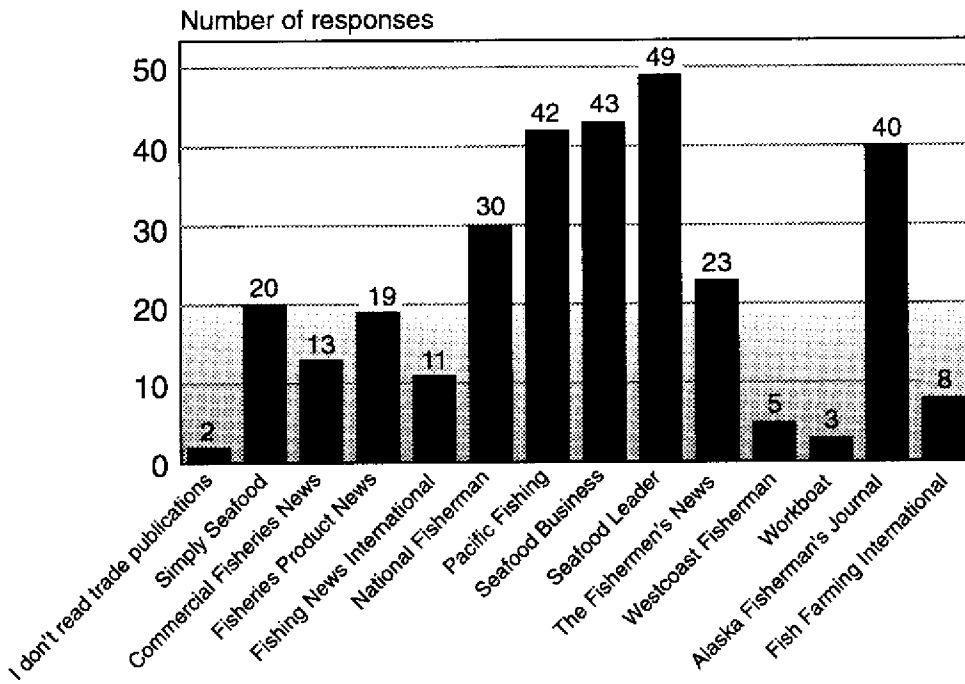
Processor training.

5. How do you get your seafood trade news? Circle the one that is your best source.



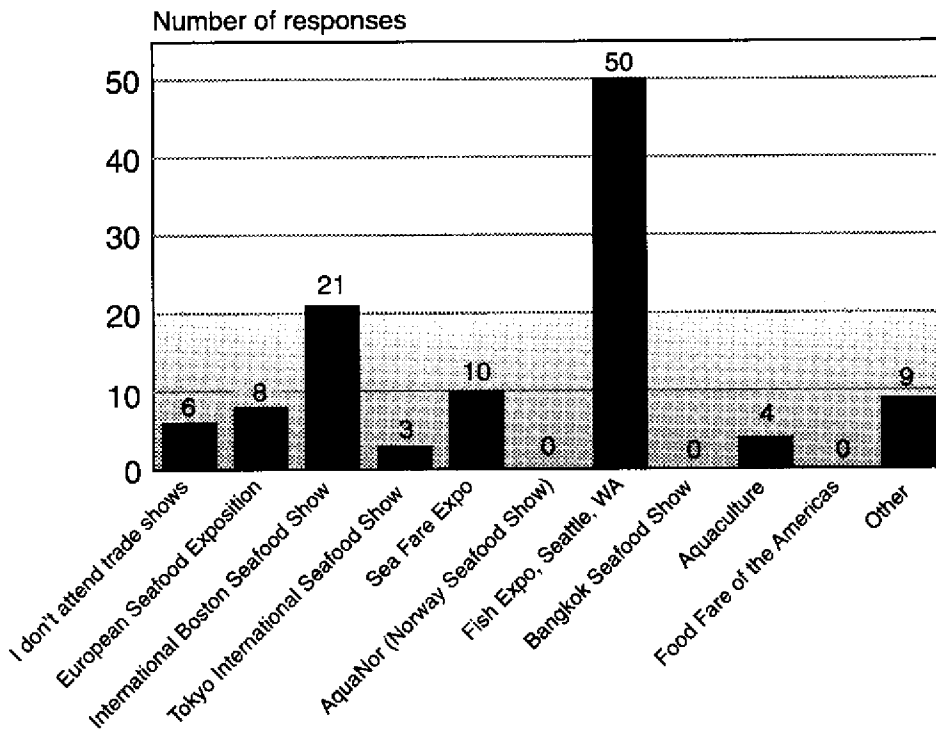
Other sources:
ASMI.

6. Which seafood industry trade publications do you regularly read? Circle all that apply.



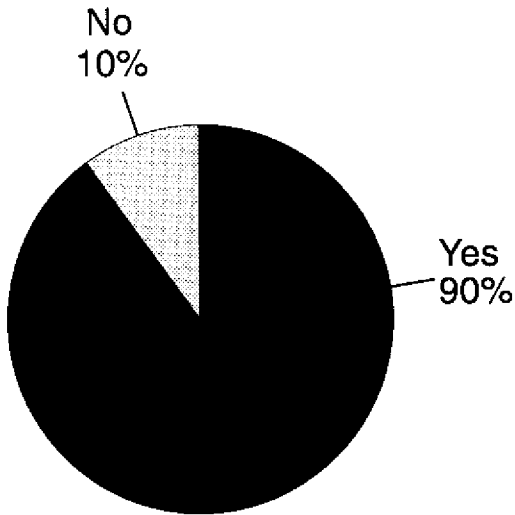
Other publications:
 Kontali.
 Seafood International.
 Fish Magazine.
 Northern Aquaculture Magazine.
 Seafood International.

7. What industry trade shows do you attend? Circle all that apply.

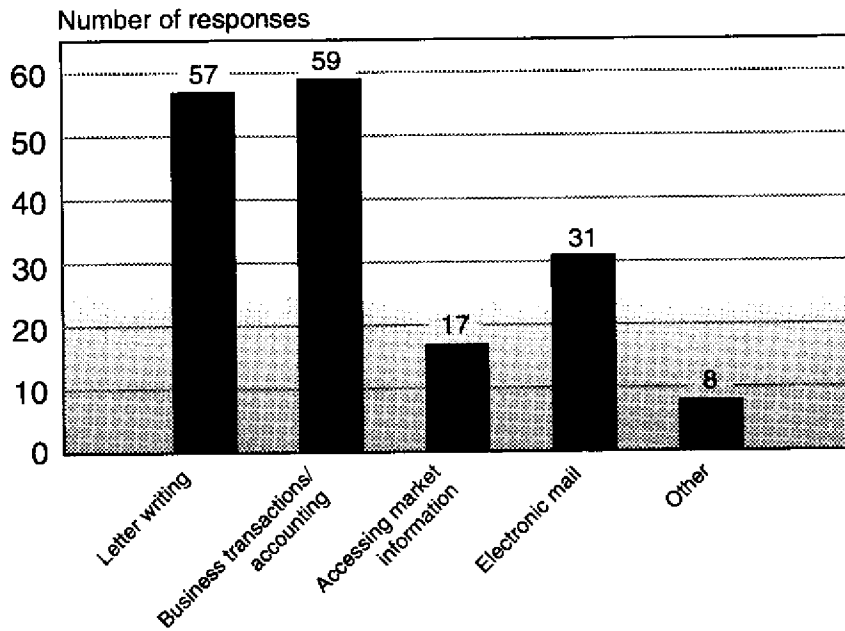


Other trade shows:
 Sial, Paris.
 Seattle trade show on smoked products.
 Vendor food shows.
 Local Kodiak trade shows.

8. Does your company use computers?



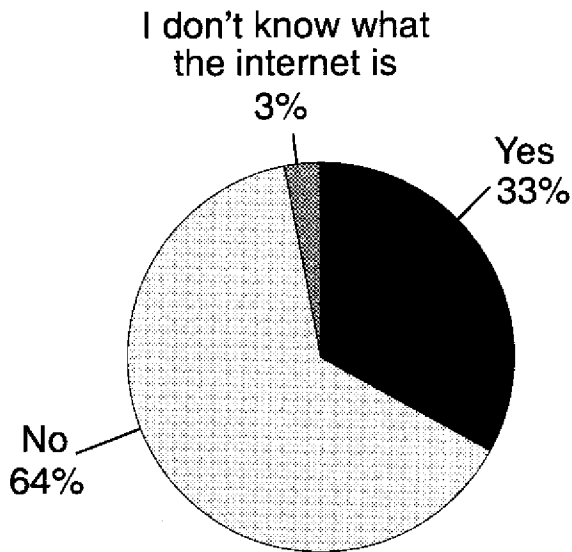
9. If yes, how do you use your computer? Circle all that apply.



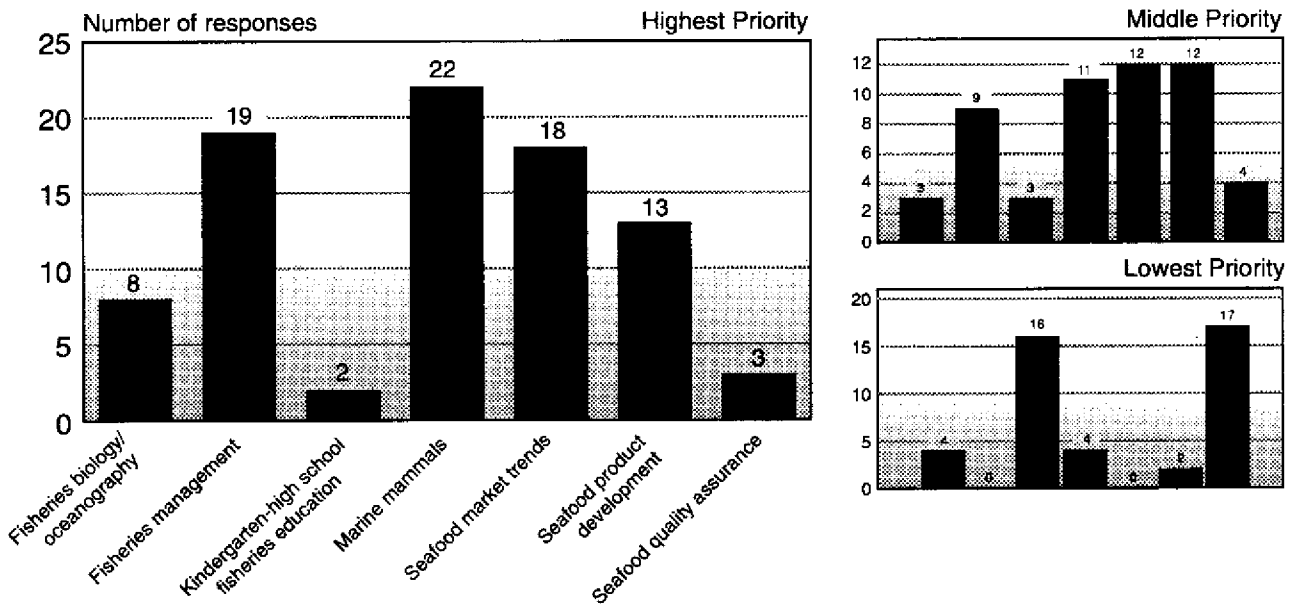
Other uses:

- Database.
- Spreadsheets.
- Employee schedule and food cost.
- Boston.
- San Francisco.
- Internet.

10. Do you use the Internet to gather seafood industry information?



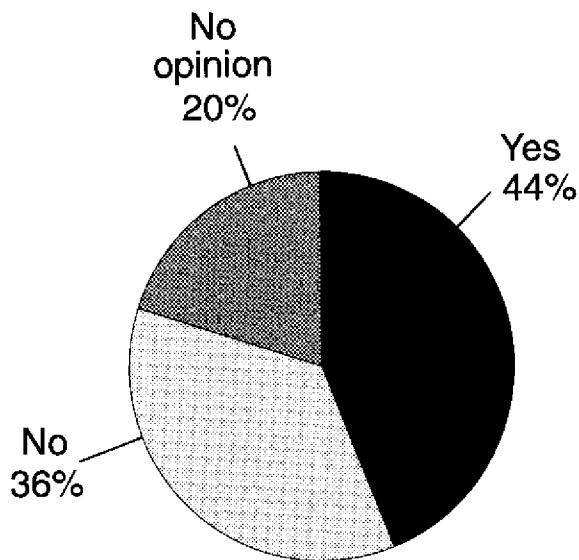
11. Listed below are topics addressed by Alaska Sea Grant research and advisory services. Which ones are most important to you? Please number in order of priority, (1) being highest priority.



12. If a University of Alaska scientist visited your processing plant and told you he/she had money to spend on seafood industry research, which would you suggest be studied?

- | | |
|--|--|
| Shellfish in Tisanski Inlet [sic]. | Fisheries management and biology and marine mammals. |
| Waste utilization. | Money is not the solution to the problem. |
| Marketing in the USA. | New product development. |
| Wastes and by-product utilization as well as current non-economically viable species which have high populations. | Pinbone removal from salmon. |
| Alternative use for bycatch species. | Value-added products. |
| Habitat studies and marine mammal studies. | Value-added product development. |
| Codfish behavior. | Open up new fisheries clams, prawns, geoduck, urchins, etc. |
| Number of male and female sockeye salmon in run. | Finding and developing value-added markets for pinks and chums. |
| Quality differentiation between ice/rsw/dry seafood handling. | Value-added for pinks and chums. |
| How to stop government from overregulating us out of business. | Waste utilization and info for nutritional labeling. |
| Marketing | Ways to educate grade school students on appreciating the eating of seafood. |
| V.A.P. development. | Inexpensive pinbone removal for salmon. |
| Salmon pinbone puller technology and canned salmon technology. | Value-added products. |
| Composting seafood waste. | Quality control, product development. |
| Salmon oil utilization, omega-3s. | Value-added products. |
| Quality preservation, from time caught to end user. | Quality and seasons. |
| Eliminating the tremendous amount of waste on the product. | Sustained yield small boat impact. |
| Marine habitat influences pro and con. | Wastewater management. |
| Give the money back! The taxpayers are going broke! | A better way to manage our resources. |
| Waste utilization. | Sustainability of resource. |
| The abundance of geoduck, shrimp, sea cucumbers and urchins in SE Alaska. The effects of clear-cut logging near salmon spawning streams. | Cold smoke Native style, smoked salmon. |
| How to sell more seafood (especially Alaska/Washington pink and chum) to the low end U.S. market. | Improving shellfish seed sources. |
| Alternative species utilization. | Value-added product development. |
| Product development. | Ecological method of fishing: Reef net, gillnet, trolling etc. |
| Groundfish (all). | Factors influencing viscosity of fish meal. |
| Process efficiency, product recovery and product development. | New products and underutilized species development. |
| Impact of hatcheries on Alaskan seafood markets. | How to properly convey factual information regarding harvesting, bycatch and utilization of fish to the general public so that they get accurate info. rather than sensationalistic crap from environmental activists. |
| Underutilized species. | Value-added products from current resources. |

13. If you have children, would you encourage them to pursue a career in the seafood industry? Why or why not?



Yes. Additional comments:

- But they will have to go into aquaculture because traditional fisheries will be regulated out of existence.
- Only if they love it; long hard hours are not for everyone.
- There are good opportunities for an enterprising youth.
- That is our mainstay for livelihood in this state.
- Never a dull day.
- It is exciting, distressing and heart wrenching all at the same time. We are now in the most difficult and changing times and the opportunities are abundant in the future.
- Because I have been successful.
- The seafood industry offers tremendous diversity in career opportunities.
- Seafood will continue to be a major protein source for the world for years to come.
- Challenging, dynamic and interesting.
- Only if it had to do with marine biology or resource management.
- Good living—provides food, money OK, and travel good.
- It will be up to them as they will see what a struggle it is to keep up with the economy with such low fish prices to the fisherman.

There is a bright, albeit precious, future in this business.

It's an international business which supports the U.S. economy.

Still a renewable resource if managed properly.

Long-term future questionable.

People will always need food.

The challenges of the market and the industry in general will provide work that is never boring.

Up to them really.

No. Additional comments:

Limited growth.

No future.

Immediate future poor for Alaska fisheries due to oversupply and poor market.

Too volatile.

Hard on family life (at least in isolated places).

Too many figures in authority/government; they have no hands-on experience or ignore what is really needed to promote and revitalize the seafood industry.

Sunset industry.

No money, cutthroat industry.

Other industries offer better opportunity and more opportunity for growth.

Dim prospects.

Long-term future questionable.

Too volatile, too many dog-eat-dog and becoming too regulated.

Probably not, it's a difficult and stressful business.

Commercial/sport allocations.

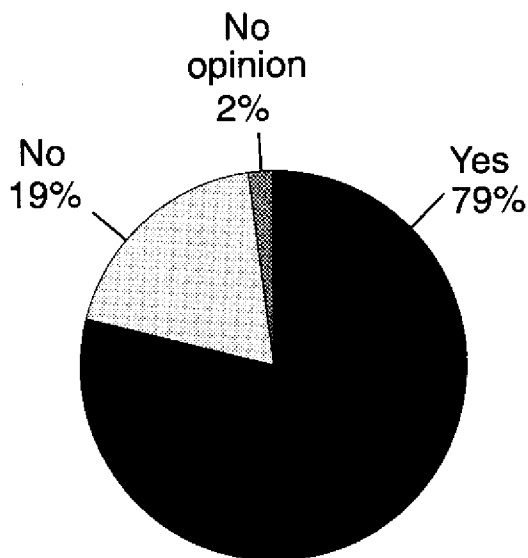
It's too risky.

Too much government, not enough money.

The Washington state salmon is being taken over by sport fisheries.

Habitat destruction for salmon, poor management due to lack of funds or others.

14. Do you think government regulations on seafood processing are adequate?



Yes. Additional comments:

More than adequate.

Too regulated.

Regulations are unevenly applied by personnel.

Looking to CYA. Agencies need to economize to cut back on costs.

Not consistent between regulators.

Much more than adequate.

Too many regulations.

Sometimes over-adequate.

They are now, starting in 1997.

Federal requirements in the area of environment requirements need to be based on cost/benefit analysis; however, smaller business may not survive if forced to comply.

In some cases, they are overwhelming. Just in the last 5 years there are several entirely new sets of regulations in Process Safety Management (PSM), OPEC and underground fuel storage tank regs.

To the point of overkill.

Educational institution and fisheries industry should set an aggressive pace through competition.

No. Additional comments:

Trawling—both are bycatch, negative fisheries.

Not uniformly applied and often "knee-jerk."

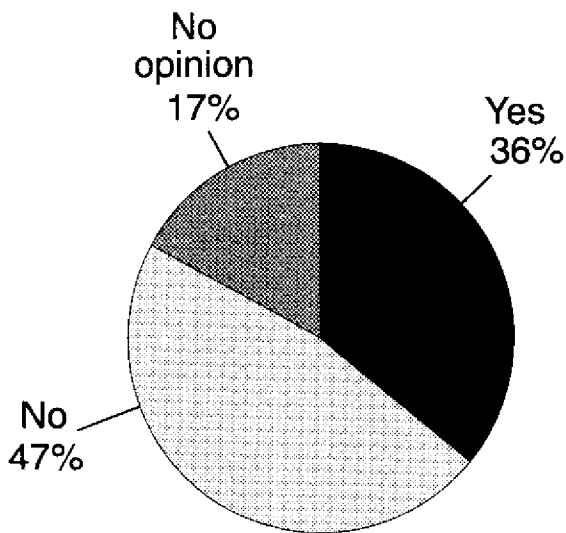
Oppressing and repressive in many cases.

I would like to see regulations on the sport-caught salmon shark and also halibut.

They are harmful. State regs are one thing, bureaucratic interference is mind boggling.

I think they are managed poorly and there is lots of room for improvement.

15. Should Alaska state lawmakers legalize salmon farming? Why or why not?



Yes. Additional comments:

- Alaska is missing a large portion of world markets on farmed salmon (for political reasons only).
- In limited fashion. To maintain world leader position.
- To increase the quality reputation of Alaskan salmon and to further promote the year-round use of Alaskan salmon.
- Alaska is the only place in the world that is not farming salmon and they have lost the benefit of more jobs and revenue for the state and those states and countries are taking the fish business away from us.
- Head in sand approach isn't working.
- We must be able to compete with every country in every market.
- Why not!
- Diversify supply.
- But probably too late now anyway.
- Farm salmon aren't going to disappear. If you don't sell farm salmon, BC or Chile will.
- They should have 10 years ago. We would have a year-round industry.
- In areas open year-round. Known supply of known quality.
- Only under the strictest controls. Allow year-round utilization of facilities and marketing year-round.

- Put us into a competitive mood to the rest of the world.
- Why shouldn't Alaskan people get into it.
- Would allow processing plants to operate all year. Increase employment with little harm to wild fishery.
- Help sell seafood.
- You have the environment, it would be more processing jobs and why let the Norwegians and Chileans have it all, it's a clean industry.
- Alaska needs to become a mainstream player in aquaculture to be competitive.
- In certain areas.
- Because it is the future (farmed fish).
- Farming is why Alaska still has salmon.
- Alaska salmon is being out-competed on world markets because farmed salmon is supplied year-round at predictable quantities.
- Because the rest of the world will put you out of business if you do not.

No. Additional comments:

- There is enough wild salmon in the state. Farming could bring on a trend of mingling with wild stock, unwanted viruses.
- Why when you can steal all the Canadian salmon.
- Natural stocks are healthy, market is only big enough to handle natural stocks now.
- There are already too many farming markets available.
- Lawmakers should instead spread more to popularize the wild caught salmon from Alaska.
- The world needs a good source of wild fish. Both biologically and for marketing.
- Detrimental to wild stocks and the environment.
- It would compete even more against our wild stocks whose market is already diminished.
- Alaskan wild stocks are adequate. There is no need for additional salmon products in the marketplace.
- What does it have to do with lawmaking? Economies and people should decide.

15. (Continued.) Should Alaska state lawmakers legalize salmon farming? Why or why not?

No, comments (continued):

What happens to the purse seine industry?

There are plenty of wild salmon which have poor markets.

Already too much salmon on market, could endanger wild stocks and cause market on wild versus farmed fish.

Not until they have developed new markets. Current production of wild, hatchery farmed exceeds demand.

It could ruin our natural stocks and who needs more salmon.

We have a tremendous wild stock. Why do we need farmed fish when we can't even market the fish we have.

Salmon markets are already glutted with wild salmon from Alaska and farmed products from Scandinavia and Chile. It would be foolish to add volume and further depress world market prices.

However they certainly should in the Lower 48 and at the same time, prohibit commercial wild salmon fishing. Alaska supply is in good shape and all/most catch goes to export.

Pollution, and real fish don't eat pellets.

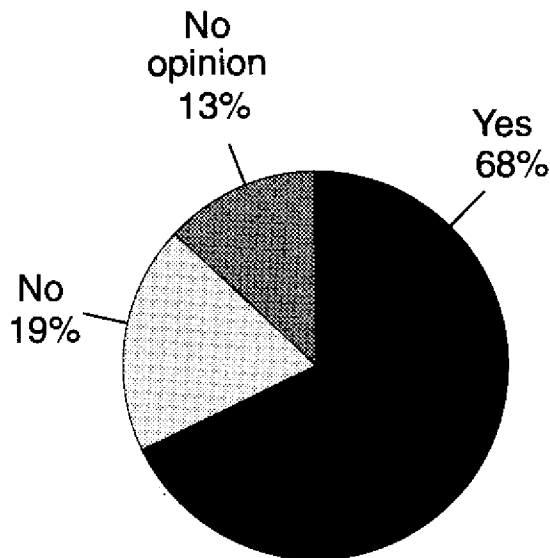
Hatcheries became big business; wild stocks need to be preserved before introducing more salmon to Alaska.

Keep salmon wild.

It's ruining the local salmon economy.

Our wild resources should be the basis of our industry.

16. Do you think Alaska fisheries are well managed? Why or why not?



Yes. Additional comments:

Good returns.

Employment of best management practices.

Although we do not spend enough funds on research.

As opposed to the IFQ system.

Halibut IFQ is excellent.

There seem to be good continued resources.

Generally except for marine mammals.

For a new fishery it will do OK.

Still room for improvement.

As well as can be expected, given industry pressures.

Bristol Bay for sure, I think statewide a reasonable job is done.

Conservative sustainable harvest guidelines, but lack of progress on groundfish and crab ITQs will ultimately be a fatal mistake for Alaskan and the U.S. fisheries.

It has ups and downs.

16. (Continued.) Do you think Alaska fisheries are well managed? Why or why not?

Yes, comments (continued):

- Hatcheries should not keep adding to oversupply of pink and chum salmon.
- Generally yes but they need more money to develop new fisheries.
- But that does not mean we could not do better. They appear to be.
- Fairly well except for the politics as the larger and smaller fishery companies fight for control of the industry. Same as the DEC does with putting a lot of pressure on them.
- The fisheries are getting better every year.
- Salmon management is superior to other species due to historical data available. Many species, particularly groundfish and crab, need more information to improve management.
- Resources are in good shape. Both ADFG and NPFM Council tend to take a conservative approach.
- Salmon and halibut yes, catcher/processor no way, too much waste.

In general yes. However the crab fishing has been poorly managed. ADFG allows high directed crab fishing discussed under the fiction that the crab mortality rate is zero.

No. Additional comments:

- Needs more ITQs and limited entry.
- Lack of knowledge by regulators.
- Not managed in Bristol Bay, too political.
- Greed/power.
- Salmon fishing is only adequate.
- Wild fisheries appear to be well managed, hatcheries production is not.
- Much political motivation in management rather than resource management.
- It is controlled by too many other interests.
- Too much political influences.
- Lack of funding for surveys, state too weak on issues and common sense is not used any longer.

17. What do you consider the biggest threat to the long-term abundance of Alaska's fish stocks?

- Overfishing.
- Factory trawlers.
- Pollution.
- Overfishing.
- Poor management.
- Predatory species with little economic value such as arrowtooth flounder. Population of this species is growing at a high rate and impacting recovery of other species.
- Politics.
- People.
- Clear-cut logging road culverts, lack of an adequate buffer—some 66 feet is not nearly enough.
- Pro sports fishing legislation and hatchery enhanced fish runs.
- Pollution.

- Pollution, overfishing by big trawlers, etc.
- Overpopulation.
- Poor survey methods which do not adequately assess stocks and political infighting which draws focus away from the best use of the fisheries for the nation.
- Overfishing, especially on high value, low biomass species and high value species caught as bycatch. Habitat degradation.
- Pollution.
- Bycatch and overharvesting.
- Overfishing and illegal fishing. Intercept fisheries management.
- Overregulation and failure to allow free enterprise to operate freely as business should.

17. (Continued.) What do you consider the biggest threat to the long-term abundance of Alaska's fish stocks?

- Oversupply of cheaper species created by hatcheries (pink, chum), a slower growth to allow market to keep pace.
- Ocean conditions are out of our control (the largest threat). Most other factors are at least somewhat within our control.
- Mismanagement.
- Habitat destruction to salmon in Southeast. Overfishing of groundfish Westward.
- Climatic changes.
- Infighting among fishermen who subvert fisheries management into an allocation process.
- Politics, sport fishing in Cook Inlet, and market promotion in the Yukon and Bethel-Kusk.
- Lack of management knowledge and expertise.
- Overharvesting.
- Overfishing.
- Farmed-raised products mixing with wild stock.
- Development along rivers. Illegal fishing of rivers.
- Management strategies like disregarding bycatch.
- Greed/stupidity from politicians.
- Overcapitalization.
- Bycatch, foreign fleet catching juvenile fish/overfishing.
- I don't believe there is a threat to abundance only value.
- Bilateral negotiations with Canada.
- Logging and mining.
- Gear conflicts, like trawling in area that should be reserved for pot fishing.
- Factory trawlers bycatch.
- Management, overfishing and logging near spawning streams.
- Government interference. Overmanagement.
- Logging in the Tongass. Young, Stevens and Murkowski are scary.
- Factory ships and pollution.
- Logging and offshore trawlers.
- Too many fishermen.
- Marine mammals and their protection. Seriously we need more research on fishing methods and a better system of reporting fish stocks.
- Halibut degradation.
- Overharvest—too many big boats.
- Overfishing, bycatch not being utilized.
- Inaccurate biomass studies, overfishing.
- Unpredictable meteorological or oceanographic changes.
- Overfishing.
- Factory processors.
- People, misguided legislation.
- Outside mismanaged fishing ventures.
- Foreign boats and bureaucrats.
- In the Bristol Bay area possibility of fishing out a particular river run by bad management (Kvichak). Intercept.
- Inadequate research.
- Political pressure to allow overfishing. We must listen to the biologists and not the politicians.
- That the fish companies do not feel obligated to give a fair price to the fisherman and the future people are into fast foods. Also high market prices deter buying.
- Dragners.
- Factory trawlers.
- Overregulating, increased taxes and foreign competition.
- Territorial and colonial attitudes about out of state fishermen, you do not have enough interested residents to compete globally

18. What do you consider the biggest threat to Alaska's share of the world seafood market?

- Overfishing.
- Russia.
- Quality.
- Overfishing.
- Fish farming aquaculture.
- Factory trawlers.
- Farmed salmon.
- Lower prices make fishing a less viable occupation.
- Low cost seafood from other countries especially those with low labor/regulatory cost.
- Fish farming.
- The Japanese control of the world supply.
- Overfishing, collapse of some Southeast fisheries.
- Trade barriers imposed by Japan and the European community. These barriers can take various forms.
- Assist in changing the Jones Act, allowing foreign transports to deliver Alaska fish to Lower 48 markets. USA does not have a cheap transport method.
- Isolation from the rest of the nation and an unwillingness to adapt product to market needs.
- Sea farmed salmon has already taken the lion's share, so far it looks like it's downhill from here on out.
- Fish farming.
- Cultured farmed fisheries.
- Poor product quality.
- Growing costs of procurements and production and shrinking margins.
- Poor cooking methods; knowledge that frozen seafood is often of higher quality.
- Salmon farming.
- Ignorance of American consumer.
- Poor performed salmon market by old dinosaur processors.
- Farmed salmon.
- Aquaculture.
- Marketing itself.
- Foreign competition with government subsidies.
- Farmed salmon.
- Poor marketing due to not enough money.
- Farming.
- Our continued production of off-grade product gives the farmers a larger share of the market every year. We must start to manage our fisheries for quality as well as escapement.
- Fragmented industry with inefficient, underhanded operators.
- Education, farmed fish and quality.
- Farmed fish.
- That the fish companies do not feel obligated to give a fair price to the fisherman and the future people are into fast foods; also high market prices deter buying.
- Pen stock reared salmon.
- Long driftnets outside the 200 mile limit.
- Farmed fish (salmon and halibut).
- Open ocean factory ships.
- Fish farms.
- Year-round high quality seafood.
- Growth of aquaculture; lack of quality improvement and new product development.
- Quality, consistency and year-round availability.
- Farm salmon overproduction.
- Lack of proper direct marketing.
- Inability of processing management to come up with value-added products that are readily acceptable to the consumer.
- Provincial thinking.
- Government interference, excessive regulations and environmental overkill.
- Running out of fish.
- Too many fishermen and lack or organized harvest.
- Farmed fish.
- Farmed fish.
- Farmed fish.
- Lack of capital.
- Farmed fish.
- World being supplied by fish farms.
- Overfishing in unregulated countries.

18. (Continued.) What do you consider the biggest threat to Alaska's share of the world seafood market?

Lack of advertisement and competing with farmed fish.

Bad management.

Lack of cooperation in marketing from fishermen in any marketing organization.

Poor marketing on the part of the Alaska seafood industry.

Fishery closure due to lack of funds to study resource.

Harvest cost transport exceeds the present market values. Insufficient market elasticity.

19. What do you think should be done to increase seafood consumption in the United States?

Import mad cow disease.

Keep Alaska waters.

Give the public something they would buy or want. Plain fish just won't do it.

Keep selling the concept of how good it is for you.

Advertise.

Much more.

Lower prices, better consumer awareness.

Marketing and start children eating fish at a very early age.

Advertising and cooking instructions.

The industry has to lose its contempt for low cost salmon-pinks, chum, cohos. These fish must be promoted and handled properly to produce good margins.

Long-term commitment by producers to develop markets. Strict enforcement of regulations designed to assure quality of fish imports.

Provide more marketable products.

Collective marketing programs. Products that are simple for consumers to use. Secondary processing and attractive to the consumer. (Breeding is not enough.)

Assist in changing the Jones Act, allowing foreign transports to deliver Alaska fish to Lower 48 markets. USA does not have a cheap transport method.

A cool ad campaign such as "Got Milk" (unity within the industry and a focus on educating the consumer about seafood).

It will take good quality, in the food store hands-on promotion. It will be one-to-one customer at a time, taking a lot of effort.

Encourage user friendly products and low prices.

More market strategy and more products suitable for U.S. market.

New value-added products.

Advertise.

Health statistics and generic marketing.

Lower prices and consumer-friendly product.

Put out a good product.

Make more ready to eat meals. Advertise collectively as an industry.

Innovative. Promotion to expose the general public benefits (school lunch programs, etc.) of consuming seafoods. What is good, spoiled, what can be eaten and what cannot.

Better handling of the product.

Get the U.S. population down to 150 million.

Try new ways to package pink and chum salmon (e.g., salmon fish sticks, salmon fish and chips, etc., not canned salmon).

Increased quality assurance.

Keep moderate prices.

Assure highest possible quality to the consumers consistently.

Increase awareness to general public. Show how to use seafood as staple in their daily diet.

Market more efficiently and produce more products that consumers want, more consumer friendly.

19. (Continued.) What do you think should be done to increase seafood consumption in the United States?

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| Assurance quality. | Nothing. |
| Continued education of seafood advantage; geared toward young. | Educate children at grade school level. |
| Get costs down, if you were on the poor side what would you buy, chicken at \$0.89/lb or fish at \$5/lb | Consumer education, retail level. |
| More promos such as the big one for beef a few years back. | Work with retailers and restaurant chains to promote Alaskan products. |
| More dollars spent, ASMI does great job with limited resources. | Advertise. |
| Increase advertising budget by industry and state. | Educate and promotion. |
| Make available product quality asked for by market. Develop consistency of product. | New value-added products. |
| Seafood product development and seafood quality assurance, also fisheries education. | More advertisement. |
| More value-added ready to eat product forms. | Quality, quality, quality. |
| National ad campaign. Need recognizable national spokesperson. Emphasize health aspect. | Better marketing practices. |
| New products. | Marketing awareness. Raise the price and lower the supply. Keep it fresh or fresh frozen. |
| Increased advertising. | More seafood prep. cooking demonstrations throughout all the states. |
| Marketing and education. | Improved R&D to produce products bought by consumers. |
| Increase quality and lower prices. | Continued instore demos and product sampling programs. |
| Serve more seafood in school lunches, value-added entries and start advertising healthy benefits of seafood. | Lower retail prices in stores. |
| Feed the children more fish, there is not much baby food that contains fish. | Quality. Higher standards of enforcement. Freezers at -8° Fahrenheit or colder. Restrict the sale of river fish as quality low fat items. |
| Product development. | Advertising and education. |
| | Distribute seafood recipes with sales of seafood. |
| | Television ad campaigns. |
| | Eliminate imported salmon. |

20. What can the University of Alaska do to help keep Alaska's seafood industry strong?

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| Help to not overburden processors with regulations. | Communication; keeping all sectors of the fisheries informed on what is happening—production, marketing substitutes, etc. |
| Provide good education for our children. | Keep industry and public informed of new developing studies, etc. |
| Keep promoting it. | Give any money to the hatcheries to help keep them going. |
| Advertising. | More info. to public. |
| Not that much. | Value-added technology. Educational material of handling product to increase quality. |
| Keep the timber industry responsible! Keep people away from spawning grounds. | |
| More biological research. | |
| Keep doing what you do. | |

20. (Continued.) What can the University of Alaska do to help keep Alaska's seafood industry strong?

Keep on educating.

Assist in promotional efforts and training to provide a knowledgeable work force for seafood processors, marketers and other related areas.

Assist in changing the Jones Act, allowing foreign transports to deliver Alaska fish to Lower 48 markets. USA does not have a cheap transport method.

Education, research and cutting edge technology development.

Brainstorm on marketing methods of increasing salmon/seafood consumption.

Educate in value adding and underutilized species.

Help develop value-added products that can be produced in Alaska.

Conservation/promotion.

Educate fishermen, processors, distributors, etc., on the need for consistent high quality products at reasonable prices.

Continue to support the fishing industry against the intellectual community. Educate other educators regarding the reality of harvesting a wild resource.

Secure your funding for the future.

Basic research.

Develop arrowtooth flounder harvesting techniques that limit halibut bycatch.

Discourage the use of chemicals (soaked scallops) and dyes.

Provide programs that teach middle management skills for processing workers.

Continue to educate industry in improving quality and value adding.

Keep trying.

Studies on marketing to other places than the major Japan. Different food product such as soups and microwavable fish for easier handling in a hurry up world.

Focus on working with individual companies and trade groups to improve efficiency of operators.

Encourage equal salmon species advertisement.

Look at today's lows and fishing practices, pick the flaws and fix them.

Education.

Support ITQs.

Strong marketing and develop quality standards for fish leaving state.

Find products that would use pink and chum salmon that sell.

Have FITC continue research on ways to produce excellent quality seafoods and develop an educational program for school curriculum.

Target marketing to what people need, then produce the product, not the other way around.

Partner with business and other constructive solutions.

Education.

Manage a fishery based on biology, not emotion. Educate kids.

Develop value-added products that are acceptable to consumers. A pouch with an entree that is dropped in boiling water for 5 minutes or tossed in microwave for 3 minutes.

Get involved, Alaska should have the strongest marine science program in the world. Seafood industry should be one of UA budget priorities.

More processor worker training would help.

Increase awareness of Alaska seafood as healthy alternative to other protein sources.

Continue research programs, help develop consistent quality control with government regulators.

Focus on (or develop) seafood marketing degrees.

Continue with Sea Grant projects relating to fisheries biology and oceanography.

Stop spending so much time on decisive issues like why fishermen can't get all of the first wholesale value money and spend it on cooperative attitudes from fishing then processing and marketing.

