

*The Race for Fish is Over.
The Race for Quality has Begun.*



A new era of sustainable fisheries management has begun in the remote waters off the coast of Alaska. The Alaska Seafood Cooperative fleet is leading the way under a new federal "catch share" program that allocates fixed amounts of Pacific cod, yellowfin sole, rock sole, Pacific ocean perch and Atka mackerel to the Cooperative. In return, our fleet agreed to increase the amount of fish we retain, to reduce bycatch and to promote sustainable fishing practices.

By ending the race for fish and working cooperatively, we now harvest more fish with fewer tows by targeting areas of high abundance. Our retention rates have increased, our bycatch rates have fallen, and the

increased flow of product into the market has been good for everybody. Buyers can now develop programs around our consistently available products.

Because our Cooperative manages its own allocations and our catch is harvested more efficiently, fishing operations are now nearly year round. This is good for seafood consumers, as well as the Alaska communities that support our industry.

We operate in the Bering Sea and Aleutian Islands, where severe weather is often an issue. Now that the race for fish is over, our captains can avoid the worst conditions and fish the grounds when it makes sense. This new management system is better for our highly productive marine ecosystem, better for the men and women working on our vessels, and better for markets and consumers.

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Wild, Natural & Sustainable®

Fish Images Courtesy of The Alaska Seafood Marketing Institute



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Wild Seafood Harvested Responsibly

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ALASKA SEAFOOD COOPERATIVE

Wild Seafood Harvested Responsibly





Wild, Sustainable Seafood Now Available Year Round

Something new is happening in the clear, cold waters off of Alaska's coast. A new science-based "catch share" management program has been adopted by our catcher processor fleet. Now that the race for fish is over, our fleet can focus on efficiency, quality and responding to constantly changing market needs. Fishing seasons are no longer measured in days or weeks, they are now nearly year round.

Let's talk about quality. Our products are frozen at sea - you can't get any fresher. On average, it takes less than five hours for fish to come

aboard our vessels, be processed and placed in the freezer. We primarily produce headed and gutted ("H & G") or whole round fish, and as a multi-species catch-share fishery we can offer a variety of species:

- Yellowfin Sole
- Rock Sole
- Flathead Sole
- Alaska Plaice
- Arrowtooth Flounder
- Atka Mackerel
- Pacific Ocean Perch
- Pacific Cod
- Alaska Pollock

Our catch share program was designed to achieve sustainable ecosystem conservation goals in a collaborative process within the North Pacific Fishery Management Council system. Our new program ensures the long-term future of our fisheries while reducing seafloor contact and bycatch.

• Most of Our Fisheries Are Now Certified "Sustainable": All of our fisheries are healthy, and most of our fisheries are now certified as "Sustainable" by the FAO-based Responsible Fisheries Management program and the Marine Stewardship Council.



Wild, Natural & Sustainable®

• High Retention Standards Have Resulted in New Markets: Simply put, we keep what we catch. Our catch share program requires high retention and utilization standards, and we have met the challenge by pioneering new markets to help achieve these goals.



The Gold Standard of North Pacific/ Bering Sea Catch Share Programs

• Fleet Cooperation Has Resulted in New Innovations: Over the last ten years, our Cooperative has worked with scientists from the National Marine Fisheries Service to better understand fish behavior and develop new gear to improve fishing selectivity. We now avoid non-target species and we have significantly reduced impacts on other marine life on the ocean floor.

• Our Catch is Fully Observed: Our vessels carry two observers, and our harvests are measured by on-board flow scales. We have daily electronic reporting. We manage our fisheries on a cooperative basis, and every vessel is tracked using Vessel Monitoring System (VMS) equipment.

• Vessels Can Now Afford to Move Away From High Bycatch Areas: By ending the race for fish, each vessel's share of the catch is assured. The cooperative fleet can now move out of areas where there is a temporary increase in bycatch, or stand down completely during periods of high bycatch or bad weather.



A New Approach to Fishing Gear

Working with federal scientists, our fleet has almost entirely eliminated its impact on the seafloor and bottom-dwelling marine species while still catching fish that feeds millions of people every year.

This revolution in the Bering Sea and Aleutian Islands trawl fisheries has been achieved by studying the behaviors of fish and modifying both our fishing practices and our gear to avoid the fish we don't want to catch, while still herding our target species into our nets. These changes have allowed us to reduce our seafloor contact by over 90%.



Learn more about the Alaska Seafood Cooperative, their MSC-certified species and their efforts to protect the world class ecosystem off of the coast of Alaska, while still feeding millions of people every year.
www.alaskaseafoodcooperative.org

