WHY FROZEN?

Changing stereotypes about flash frozen fish: Why buying frozen makes a difference.

QUICK FACTS:
- 23% of seafood purchased by retailers nationwide goes to waste (USDA Shrink Report!)
- "Fresh" fish may have been out of the water for 10-14 days or more, which greatly impacts quality.
- Flash freezing stops cellular degradation, locking in quality.
- Frozen fish has a shelf life of +2 years without losing quality.
- In a blind taste test, consumers preferred frozen over “fresh” fish.
- Frozen promotes healthy fish stocks, fishermen and communities, a cleaner environment, and vibrant economies.

WHAT IS FLASH FREEZING?

Flash freezing is a process in which seafood is frozen rapidly to at least -10°F in a few hours. This essentially locks the seafood in time allowing for a two year shelf life at premium quality. Locking the fish in this fresh state halts cellular degradation so that when you thaw your seafood it is as fresh as the day it was frozen. Flash freezing also allows for the elimination of the “use it or lose it” mentality in consumers.

WHY DO WE SELL ONLY FROZEN?

1. TO REDUCE WASTE

Grocery stores must throw away “fresh” fish after a certain number of days (rightly so, because fresh fish loses quality quickly). However, frozen product can be stored for many months without any reduction in quality or freshness. Frozen product is also far less vulnerable to spoiling at the whim of shipping delays—where fresh product that is delayed by weather or other shipping problems often is thrown away or wasted.

2. TO ENSURE QUALITY & FRESHNESS

The longer that seafood is out of the water the more that the meat degrades. When seafood is properly handled and frozen at a very low temperature, it is essentially "locked" in time—meaning that the freshness and quality are preserved.

3. TO HELP FISHERMEN

The seafood market is volatile—with prices, variables, and demand constantly shifting. Being able to store and market frozen product over a range of time means that fishermen can choose to fish in good weather, can diversify into new species of fish, and can sell product outside of fishing season (prices or demand are at their peak).

4. TO HELP CONSUMERS

By offering frozen seafood, we can be confident that our fish is of high and consistent quality. We can also offer the fish at lower prices, ship the fish in bulk or via less carbon-intensive methods, and provide fish outside of the fishing season. Consumers can stock up on high quality, frozen fish for the entire winter if they’d like, and don’t have to feel rushed to cook a product that will degrade or spoil quickly. Plus, according to a recent study they get better fish!

“For many Americans hold onto the stereotype that fresh is always better than frozen when it comes to seafood. We have been working to show consumers why choosing frozen can be a better choice for quality—and the environment.” — Linda Behnken, AO

For more information please visit: alaskansown.com

Photos Courtesy of Alyssa Russell