FROZEN VS. FRESH
Changing stereotypes about flash frozen seafood

A presentation by:
In association with:
TAKE A FRESH LOOK AT FROZEN FISH
“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, Alaskans Own
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 fish 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.

Image Courtesy of Alyssa Russell
ANSWERING THE AGE OLD QUESTION: FROZEN OR FRESH?
FLASH FREEZING PROVIDES SOLUTIONS TO:
The perishable nature of seafood

Image Courtesy of Robin Loznak
Seasonal changes in volume & supply

Image Courtesy of Gephart, et al., 2016
The high cost of seafood distribution
High levels of seafood waste

Image Courtesy of Whitney Pipkin
The unaffordable nature of seafood products for consumers
Why does our company support the flash frozen seafood market?
1. To Reduce Waste

- 23% of seafood at supermarkets goes to waste.
- “Fresh fish may have been out of the water for 10-14 days, which greatly impacts quality.
- Frozen products can be stored for many months without a reduction in quality.
- Frozen products are far less vulnerable to spoiling, which means shipping problems or delays don’t result in seafood being thrown away.

Facts courtesy of EcoTrust

Image Courtesy of Alyssa Russell
2. To Ensure Quality & Freshness

- The longer that a fish is out of water the more that its meat degrades.
- Ensuring quality begins when the fish is caught at sea. The fish must be handled with care, bled, and put on ice or frozen.
- When seafood is frozen at a very low temperatures, 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 (when prices or demand might be higher).
3. 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!
When given both a “fresh” and frozen option, consumers preferred the frozen option.

Data from this project and the CQR device proves that blast frozen seafood is higher in quality than much of the “fresh” seafood that is marketed across the U.S.
What is a CQR Device?

The CQR device, when pressed into a piece of seafood, can give a numerical measurement of quality. This is the first time that we have been able to quantify the quality of seafood—before, smell and appearance were the signifiers used.

Image Courtesy of EcoTrust
The results, according to Ecotrust, were telling; “not only did consumers prefer the frozen fish, but the flash-frozen products also rated higher in quality and freshness, as measured by the CQR”.

Image Courtesy of EcoTrust
Frozen IS Fresh

Certified Quality Number (out of 100) 79
Flash Frozen

Days on Ice (out of 20) ~2
Flash Frozen

Shelf Life (out of 20) ~18
Flash Frozen

Certified Quality Number (out of 100) 20
Fresh

Days on Ice (out of 20) ~16
Fresh

Shelf Life (out of 20) ~5
Fresh

Image Courtesy of EcoTrust
When you buy frozen what are you investing in?

- Healthy, sustainable fish stocks
- Healthy fishermen and communities
- A cleaner environment
- The creation of more vibrant local economies ensuring a better future for Alaska

Image Courtesy of Alyssa Russell
Ready to jump on board with flash-frozen seafood?