Putting Seafood Into the Alaska School System: Seafood Processor’s Perspectives

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Background:
State of Alaska Fisheries
Alaska Share of U.S. Landings by Volume
Source: USDOC

Year

MT ( Million )


U.S. AK

0.00 0.50 1.00 1.50 2.00 2.50 3.00 3.50 4.00 4.50 5.00
Alaska Share of U.S. Landings by Value

Source: USDOC
Alaska Commercial Landings by Percent Volume 2012
Total: 2.42 Million MT
Source: USDOC

- Rockfishes: 11%
- Cod Pacific: 13%
- Flatfish: 1%
- Sablefish: 1%
- Halibut: 2%
- Other Groundfish: 1%
- Herring: 12%
- Salmon: 1%
- Other Fish: 54%
- Pollock Walleye: 2%
- Crab: 1%
Alaska Commercial Landings by Percent Value 2012

Total: 1.69 Billion USD

Source: USDOC

- Rockfishes: 26%
- Herring: 16%
- Pacific Cod: 9%
- Flatfish: 7%
- Sablefish: 11%
- Halibut: 6%
- Pollock: 20%
- Walleye: 1%
- Crab: 1%
- Other Groundfish: 2%
- Other Fish: 1%
Seafood in Alaska’s Economy
Source: ASMI

- $6.4 billion combined export and U.S. retail value.
- Ranked 3rd 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 8th 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!!!
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