



Wild, Natural & Sustainable®

Alaska's Spring Seafood Season Kicks Off with Wild Halibut and Sablefish Harvests

More Than 95 Percent of Pacific Halibut and 70 Percent of Sablefish Harvested in the United States Come from Alaska Waters

JUNEAU, Alaska – March 9, 2017 – Alaska halibut and sablefish (black cod) harvest seasons kick off March 11, increasing access to some of the best freshly-caught and frozen wild seafood in the world. The cold, pristine waters of Alaska support a robust and natural supply of halibut and sablefish stocks that are wild, sustainable and responsibly managed, like all Alaska seafood species.

“Nearly 60 percent of all the wild seafood harvested in the U.S. comes from Alaska, where we are dedicated to providing the world with sustainable, responsibly managed seafood that will be enjoyed for years to come,” said Jeremy Woodrow, communications director, Alaska Seafood Marketing Institute (ASMI). “The start of halibut and sablefish season is a sign of spring in coastal Alaska, and a perfect reminder to ‘Ask for Alaska’ at grocery stores and restaurants. Specifying ‘Alaska’ when making seafood choices ensures you are supporting a wild and sustainable fishery.”

Why Alaska Matters

Alaska is committed to preserving and protecting its superior seafood and is the only state with sustainability written into its constitution. To ensure there will always be more to catch, Alaska fishermen limit their harvest to the statewide total allowable catch set by international, federal and state fisheries managers in order to sustain each fishery. In 2017, fisheries managers have set harvest levels at over 40 million pounds combined for Alaska halibut and sablefish.

Make it a Wild Seafood Celebration

Alaska's array of delicious, wild whitefish varieties have a variety of nutritional benefits and culinary profiles. Each species is harvested seasonally and is also available frozen year-round. With Alaska halibut and sablefish seasons coinciding with National Frozen Food Month (March) and Lent, try one of these easy recipes featuring frozen Alaska whitefish varieties:

- **Halibut:** Sweet, with delicate flavor and a firm and flaky texture, halibut maintains its shape and is suitable for all types of cooking methods.
Recipe suggestion: [Pan-Seared Alaska Halibut with Red Curry and Basmati Rice](#)
- **Sablefish (black cod):** Succulent, rich in flavor and luxurious, sablefish is perfect for grilling, poaching, smoking or roasting and delicious prepared with a miso glaze.
Recipe suggestion: [Olive Oil-Poached Alaska Sablefish with Herb Broth](#)
- **Alaska cod (Pacific cod):** Moist and firm with a distinctive large flake and slightly sweet flavor, cod adapts well to most cooking methods.
Recipe suggestion: [Oven Roasted Alaska Cod Gremolata](#)
- **Alaska pollock:** With its mild flavor, Alaska pollock is an excellent choice for fish tacos, fish sticks and fish burgers. It is also the key ingredient in the world's finest surimi products, which offer a high-quality, convenient and ready-to-use alternative to traditional shellfish.
Recipe suggestion: [Alaska Pollock Gratin](#)

- **Sole (flounder):** Lean, tender and with a mild taste, sole requires minimal handling to preserve moisture and is best when poached, sautéed or steamed.
Recipe suggestion: [Alaska Sole Baja Tacos](#)
- **Rockfish:** Lean with a tender, yet meaty, texture, rockfish is great with a wide range of rubs, marinades and sauces.
Recipe suggestion: [Asian-Inspired Roasted Alaska Rockfish](#)

For more information and culinary inspiration, follow Alaska Seafood on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#). Additionally, to help consumers take advantage of all of Alaska’s wild whitefish varieties, ASMI developed a “[How to Fillet a Wild Alaska Halibut](#)” video and the [Alaska Whitefish Buyer’s Guide](#).

About Alaska Seafood:

The Alaska Seafood Marketing Institute (ASMI) is a partnership of the State of Alaska and the Alaska seafood industry promoting the benefits of wild and sustainable Alaska seafood and offering seafood industry education. The seafood industry is Alaska’s largest private sector employer with nearly 60 percent of all seafood and 90-95 percent of wild salmon harvested in the U.S. coming from Alaska. In addition to wild salmon, Alaska is known for its crab and whitefish varieties, such as cod, sablefish, halibut, pollock, sole and rockfish, and is available frozen, canned, smoked and fresh year-round. Alaska has been dedicated to sustainable seafood for more than 50 years and is the only state with a constitution that mandates all seafood be maintained under the sustained yield principle. Alaska has taken a leadership role in setting the standard for precautionary resource management to protect fisheries and surrounding habitats for future generations and leading to an ever-replenishing supply of wild seafood for markets worldwide.

MEDIA CONTACT:

Tessa Weber
Edelman for Alaska Seafood Marketing Institute
(206) 268.2215
tessa.weber@edelman.com