



Alaska Seafood Marketing Institute

September 5, 2024

Copper River / Prince William Sound Marketing Association Board of Directors
PO Box 199
Cordova, AK 99574

Dear Board President Bradford and CR/PWSMA Board of Directors:

As a corporation of the State of Alaska, the Alaska Seafood Marketing Institute (ASMI) is responsible for marketing Alaska seafood and increasing the economic value of the Alaska seafood resource. Marketing promotions are critical, both in the U.S. and abroad, for increasing demand for Alaska seafood, which translate to higher prices paid to fishermen, more capital for processors, and increased financial incentives for everyone throughout the supply chain. The Alaska Statutes that govern regional seafood development associations specify direct coordination with ASMI. The Copper River/Prince William Sound Marketing Association (CR/PWSMA) is a key partner for ASMI, and the organization serves a crucial role in specifically promoting the region's fisheries.

Alaska needs as many partners as possible involved in promoting Alaska seafood: including fishermen, processors, distributors, restaurants, retailers, and marketing organizations. These efforts raise awareness of our incredible natural resource, tells the story of Alaska fishermen and our gold-standard management, and leads to increased sales. CR/PWSMA's efforts work in tandem with and amplify ASMI's continual promotional activities. In addition, CR/PWSMA is able to promote the specific fisheries of the Copper River / Prince William Sound. ASMI cannot promote seafood by "geographic region of the state" per state law, making CR/PWSMA even more important to promote commercial seafood from this vitally productive fishery region.

CR/PWSMA is, and has been, an important partner for ASMI as we work tirelessly to increase the value of the Alaska seafood resource. For example, this May, ASMI brought 10 members of the international press to Cordova to see firsthand the sustainable practices of Alaska's commercial fisheries and share these stories with their readers back home. CR/PWSMA was integral in planning and executing logistics so the visiting group could have an informative and positive experience while in Alaska. This coordination highlights the benefit CR/PWSMA provides to ASMI and the shared goals of both organizations. This is but one example of the value CR/PWSMA provides to its region and the entire Alaska seafood industry.

ASMI appreciates the marketing efforts provided by CR/PWSMA and sees firsthand the benefits they provide to the region's fishermen, processors, seafood-related businesses, and the Alaska Seafood brand. We look forward to working and collaborating with CR/PWSMA into the future.

Sincerely,

Jeremy Woodrow
Executive Director
Alaska Seafood Marketing Institute