

Sena Sea Seafoods
info@senasea.com
207-715-7397

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I am writing on behalf of Sena Sea Seafoods to express our wholehearted support and appreciation for the marketing efforts of the Copper River Prince William Sound Marketing Association (CRPWSMA). The organization's unwavering commitment to upholding the Copper River Salmon brand through a dedicated focus on quality and price aligns seamlessly with our mission and values.

As a family-owned business with a long-standing tradition in the fishing industry, we deeply understand the significance of maintaining the highest standards to preserve the integrity of our products. The marketing strategies implemented by CRPWSMA have played a pivotal role in elevating the Copper River salmon brand, distinguishing it as a premium product in the market, which allows us to sell it for a premium price.

The comprehensive marketing approach of the CRPWSMA, which emphasizes the superior quality and unique characteristics of Copper River salmon, has greatly enhanced consumer awareness and fostered trust and loyalty among our customers. By highlighting the meticulous handling, sustainable fishing practices, and unparalleled taste of the salmon, the organization has successfully captured and communicated the essence of what makes Copper River Salmon truly exceptional.

Moreover, the dedication to ensuring fair pricing has created a balanced and competitive market environment that benefits all stakeholders, from fishermen to community members. This equitable approach supports the livelihoods of fishing families and reinforces the long-term sustainability of our industry, ensuring that future generations can continue to enjoy the unparalleled quality of Copper River salmon.

At Sena Sea, we are proud to be associated with an organization that shares our passion for excellence and responsible resource management. The efforts of the CRPWSMA have not only bolstered the Copper River Salmon brand but also uplifted the entire community connected to it.

Thank you for your unwavering commitment to promoting the Copper River and Prince William Sound Salmon brand and for your invaluable contributions to our industry.

Sincerely,

Sena Wheeler,
Sena Sea Seafoods

Sena Sea
info@senasea.com
www.senasea.com

