

Alaska Seafood



ASMI gets \$1.5 million grant to market in Europe, Japan

Gov. Steve Cowper recently announced that the Alaska Seafood Marketing Institute has been awarded a \$1.5 million grant from the U.S. Department of Agriculture to market frozen fish in Europe and Japan.

The grant to ASMI, headed by Merry Tuten, marks the first time the USDA has provided money from its annual export marketing program to promote a seafood commodity.

"ASMI is a perfect example of how government and industry can stretch a few dollars into an international program that can really help the private sector," Copwer said. "ASMI's in-

novative marketing strategies have directly affected the public demand for salmon, and a strong demand means strong prices."

The USDA identified 36 projects that will receive a total of \$110 million in Target Export Assistance allocations. The program is intended to promote a wide range of commodities.

ASMI will use the money to market frozen salmon, pollock and herring. The grant will allow the agency to get back into foreign marketing of Alaska seafood after a two-year hiatus due to budget cuts.



Merry Tuten is ASMI's director