

A Recent Market History of Alaskan Pink and Chum Salmon



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Alaska Seafood Marketing Institute (ASMI)

Who we are:

- ❖ **A partnership between the State of Alaska and private seafood corporations**
- ❖ **Alaska's official seafood promotional arm**

What we do:

- ❖ **Support the Alaska seafood industry through promotion of Alaska seafood products, education and research**



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Pink and Chum Salmon: A Comeback Story

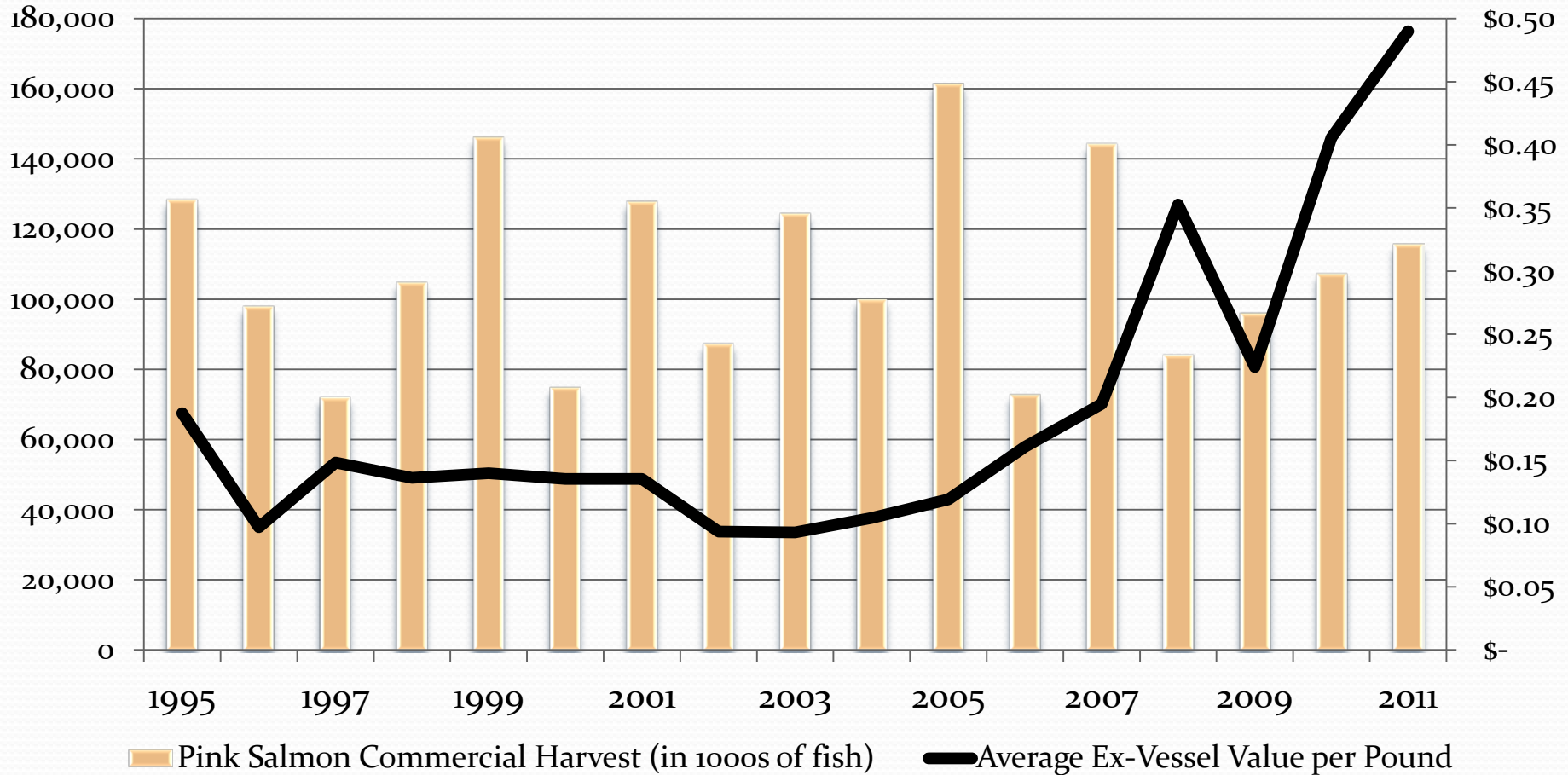
- Ex-vessel Value/lb is up significantly
- Product Diversification, Frozen Product to China, and Marketing Efforts
- Diversifying Roe Markets



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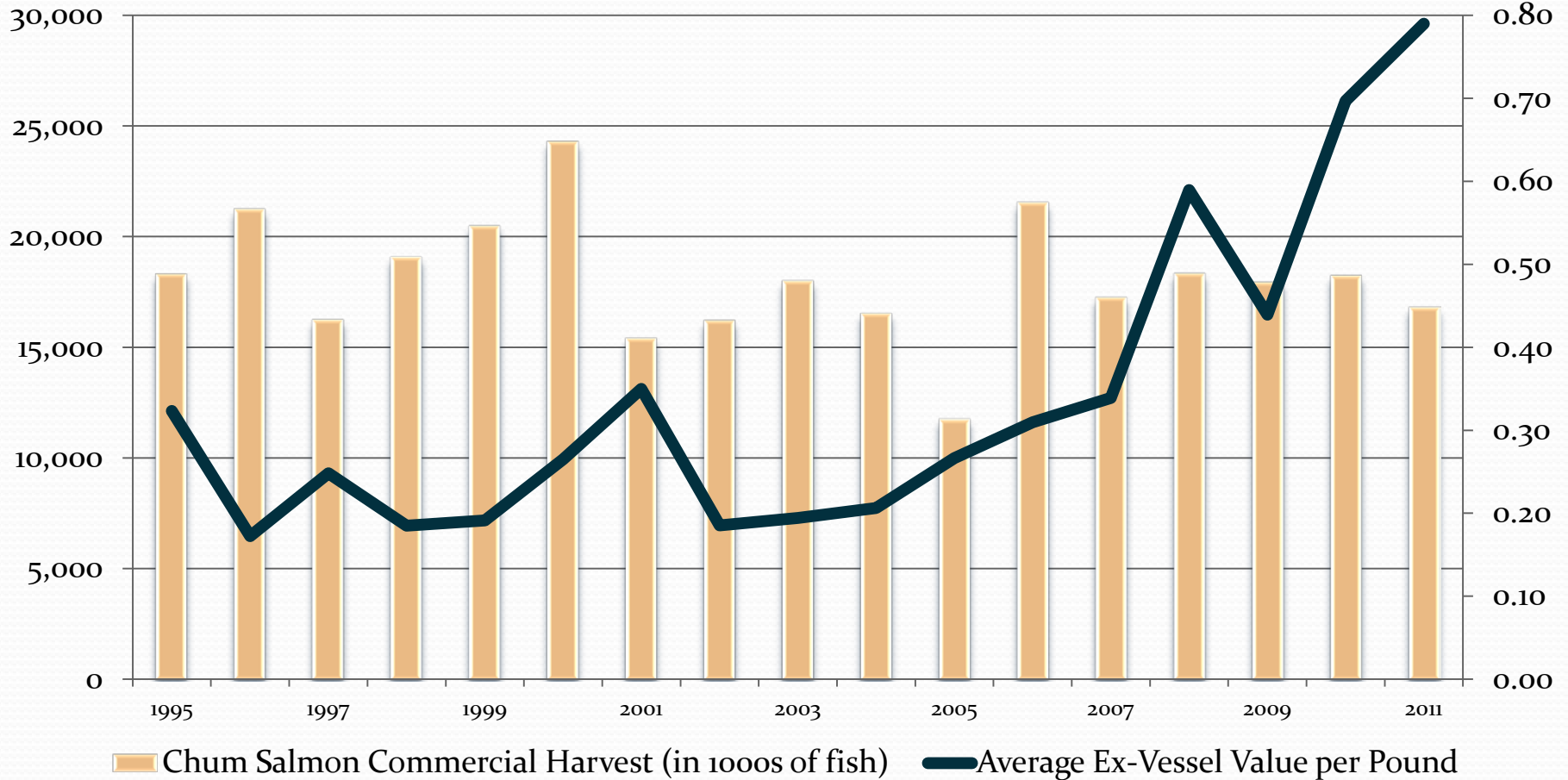
Historical Pink Salmon Harvests



Note: 2011 value/lb has been estimated, based on preliminary ADFG data.

Source: ADFG.

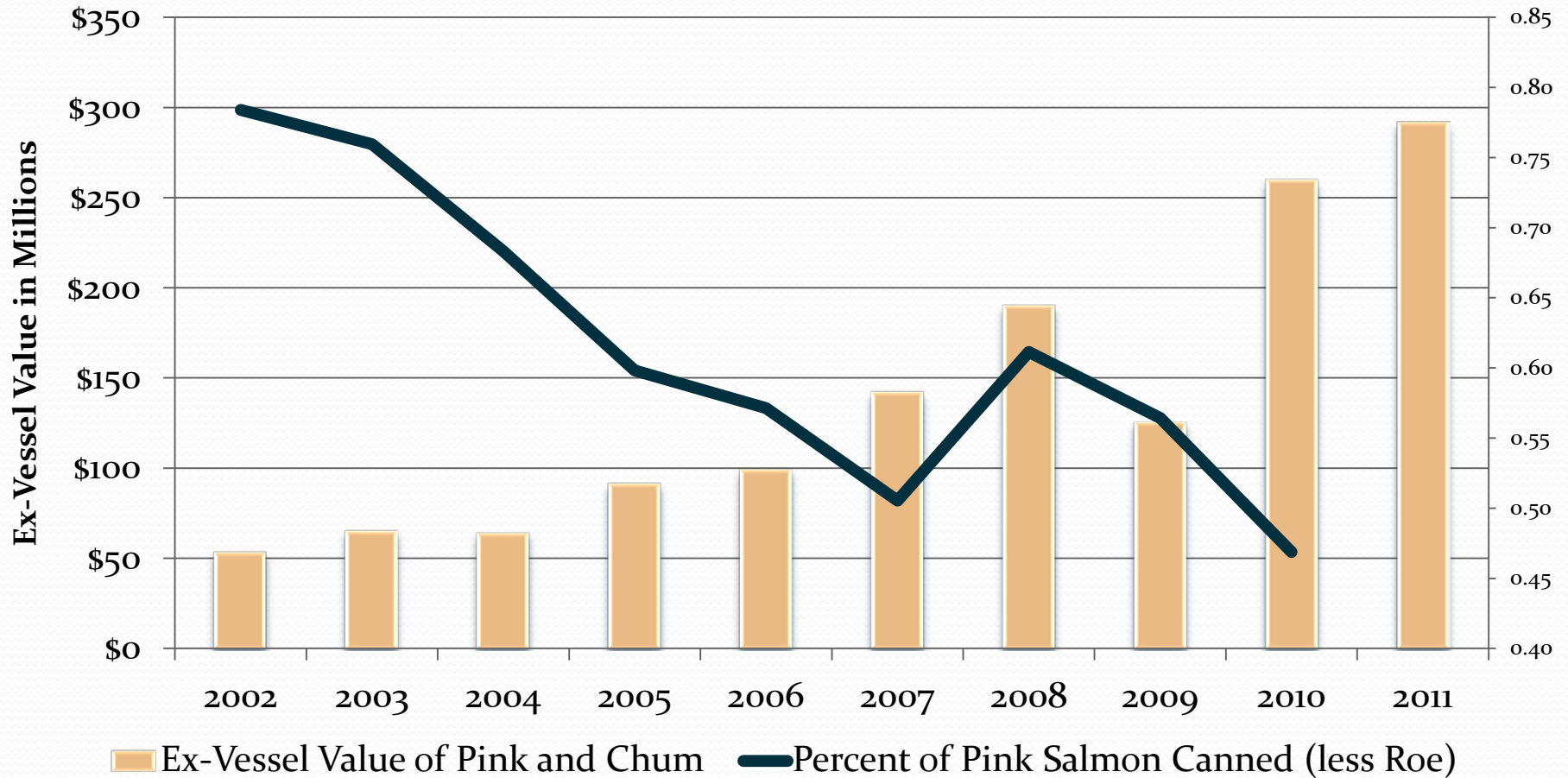
Historical Chum Salmon Harvests



Note: 2011 value/lb has been estimated, based on preliminary ADFG data.

Source: ADFG.

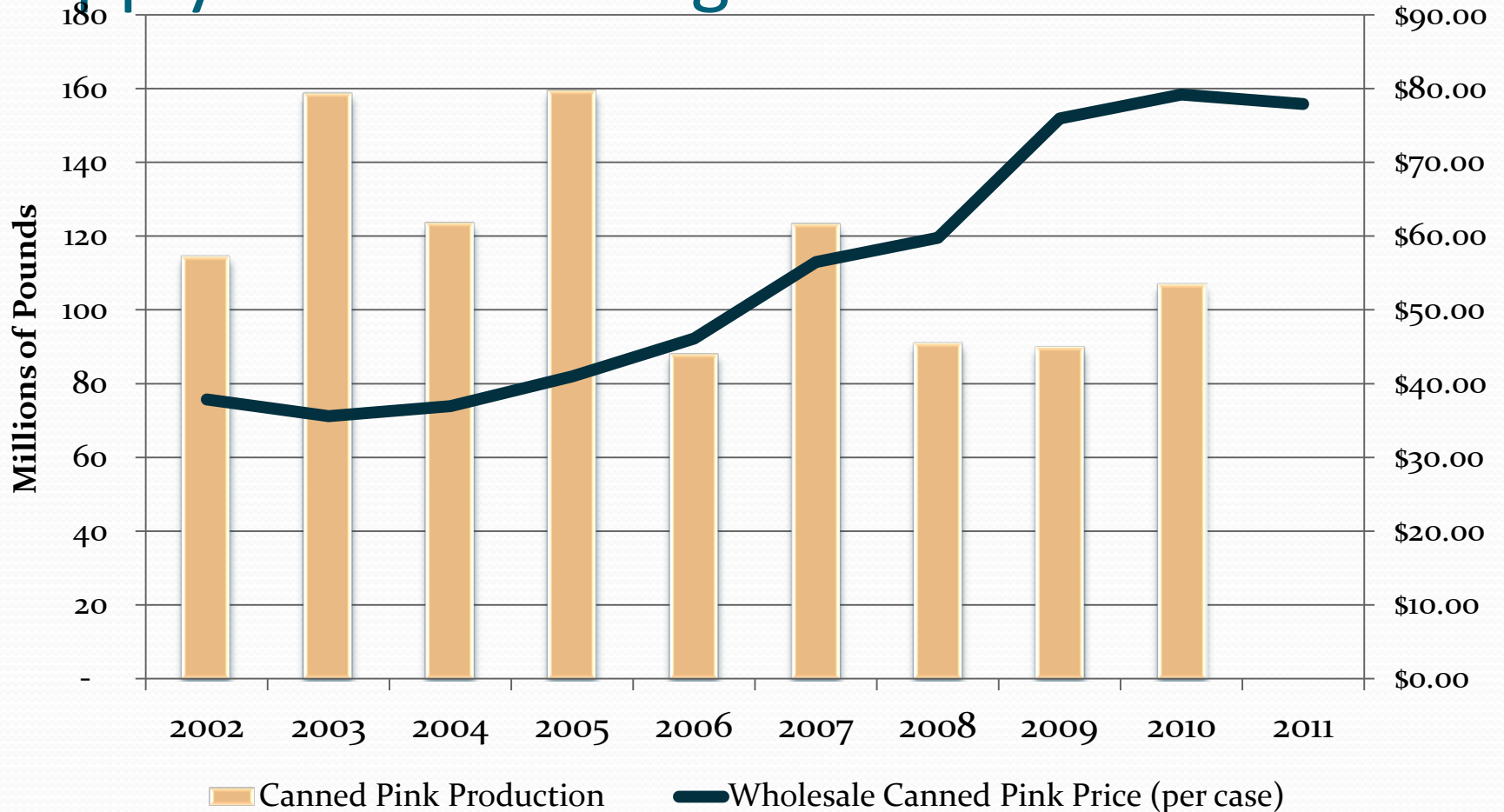
Product Diversification Increases Pink and Chum Value



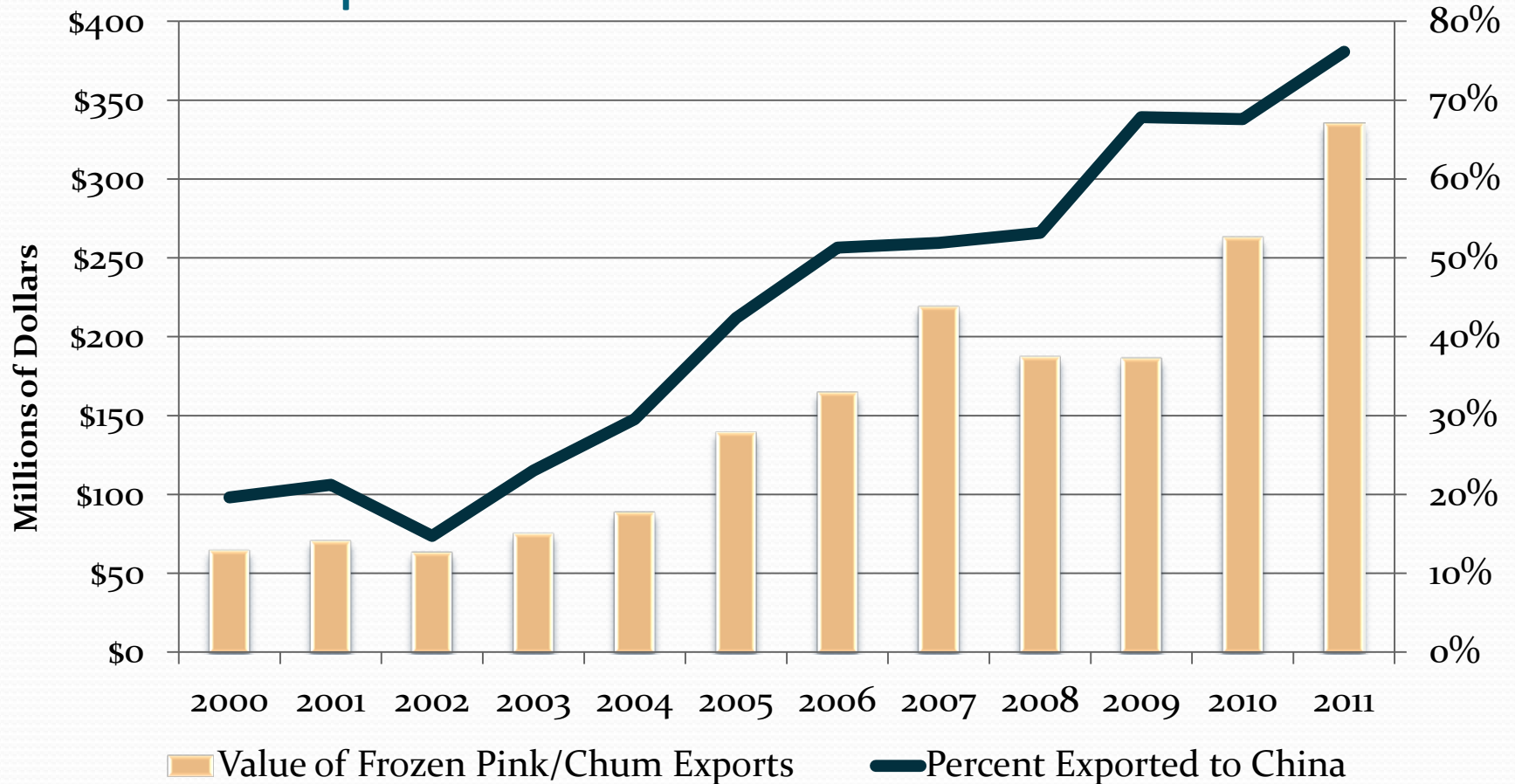
Note: 2011 ex-vessel value has been estimated, based on preliminary ADFG data.

Source: ADFG and ADOR.

Canned Salmon Prices Increase Due to Less Supply and Marketing Efforts



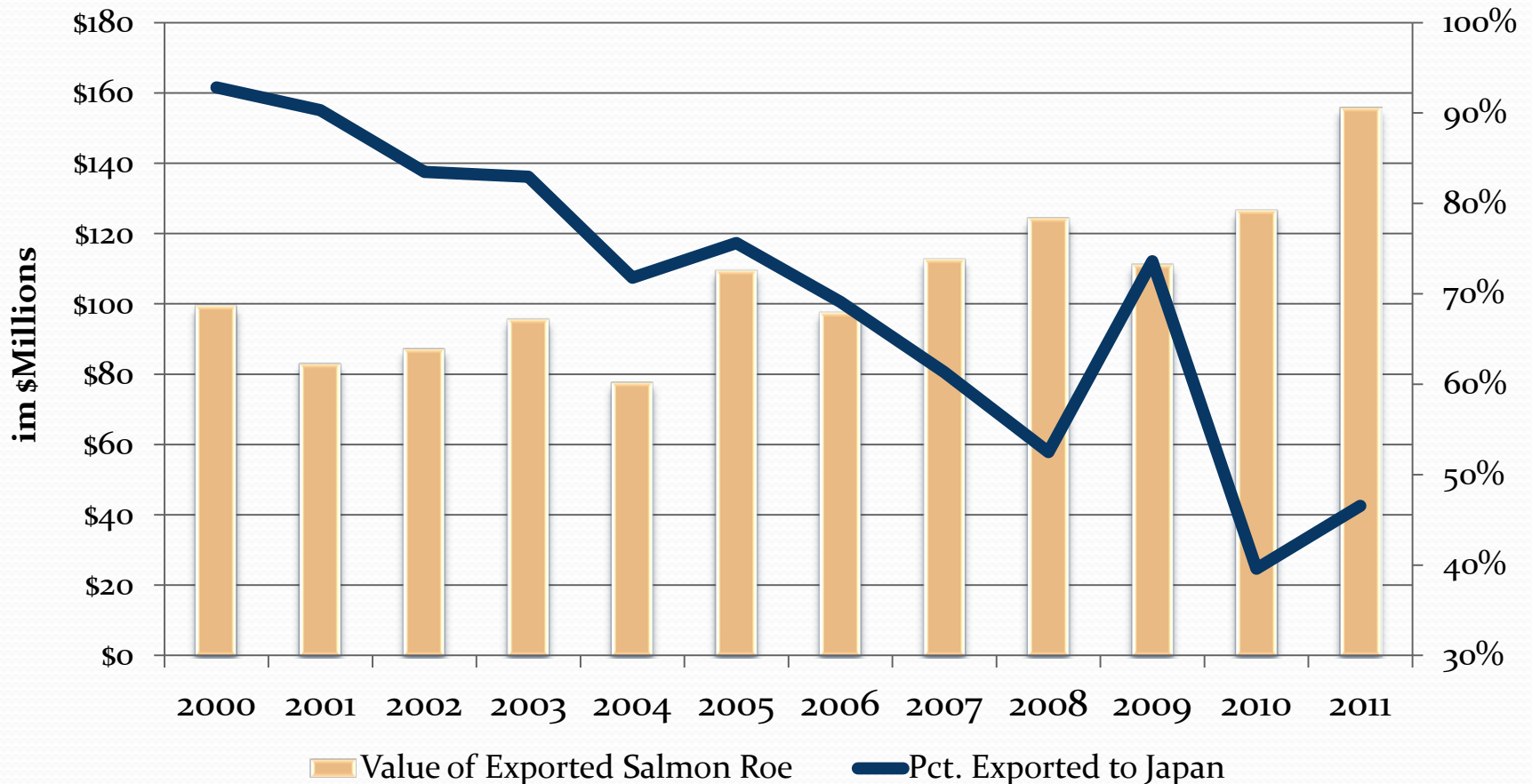
Value of Exported Frozen Pink and Chum



Note: 2011 is current through November.

Source: NMFS.

Roe Markets are Diversifying



Note: 2011 is current through November.

Source: NMFS.

What Does this Mean for Alaskans?

<i>Average Permit Value</i>	1995	2003	2011
Southeast Seine	\$75,900	\$32,800	\$129,500
PWS Seine	64,300	13,500	140,000
Kodiak Seine	50,400	8,600	44,000
Southeast Gillnet	70,800	21,100	80,100
PWS Gillnet	69,000	35,900	161,600
Kodiak Gillnet	92,600	39,500	74,700

Since the 2002/03, the ex-vessel value of pink and chum salmon fisheries has increased over 400 percent and these permits have increased in value by a total of \$185 million.

