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Press Release

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First Direct Sales of Alaska Seafood in Brazil Result from Alaska Seafood Marketing Institute's Efforts

(Juneau, AK) – This June, Brazilian supplier Noronha Pescados is importing the first Alaska salmon, cod, and pollock to be sold directly to Walmart, Pao de Acucar, Cencosud, and other retail stores in Brazil.

"The market for Alaska seafood in Brazil is showing rapid growth," said Michael Cerne, Executive Director of the Alaska Seafood Marketing Institute (ASMI). "The relationships established by our marketing efforts made this opportunity possible."

ASMI opened an office in Brazil in fall 2011 and conducted trade missions in March and December of 2012. ASMI's market research indicates exports from Alaska to Brazil doubled last year and the trend should continue.

Previously, Alaska cod destined for Brazil was first exported to Portugal and Norway and then reprocessed as high-value *bacalhau* – dried, salted cod. Reprocessed fish loses the "Alaska" origin in product labeling. Alaska will now retain full traceability and final product quality control.

ASMI, along with other agencies in the Department of Commerce, Community, and Economic Development, works with Alaska businesses towards a healthy and diverse economy. For information on the department's development programs, visit www.commerce.alaska.gov. More information on ASMI's development activities can be found at www.alaskaseafood.org.

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