



Wild Alaska Pollock

Sustainable Management

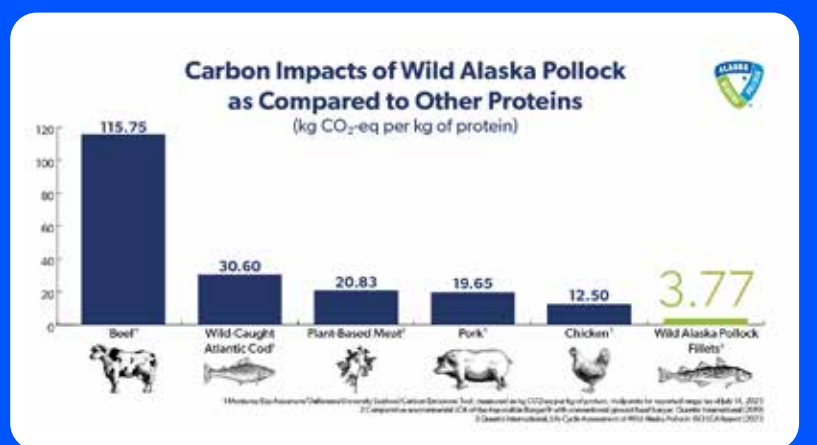
Sustainable Seafood Certification Matters

Sustainable seafood certification ensures fisheries follow best practices for sustainability, legality, and traceability. The Wild Alaska Pollock fishery holds certifications from Responsible Fisheries Management (RFM) and Marine Stewardship Council (MSC), both recognized by the Global Sustainable Seafood Initiative (GSSI). GSSI benchmarks certification programs against 143 essential components and is based on UN FAO guidelines, making it a trusted standard for major retailers and seafood companies worldwide.

A Model for Sustainable Fisheries Management

The Alaska pollock fishery utilizes science-based management to ensure sustainability and environmental stewardship. Federal scientists conduct extensive annual surveys and maintain decades of data to estimate fish populations, determining sustainable catch limits known as the Acceptable Biological Catch (ABC). The North Pacific Fishery Management Council sets conservative quotas, or Total Allowable Catch (TAC), which for over 30 years have remained at or below the ABC to prevent overfishing.

Processors now maximize the use of Alaska pollock by recovering more edible meat, marketing pollock roe, and converting inedible parts into fish meal. Ecosystem-based management further ensures long-term sustainability by integrating habitat protection, bycatch controls, and strict enforcement of conservation measures.



Good for You, Good for the Planet.

The planet loves Wild Alaska Pollock too. It's true. If you want to eat a protein that's sustainable and minimize your overall environmental footprint, then look no further than Wild Alaska Pollock. Wild Alaska Pollock is top-ranked and verified by a Lifecycle Assessment (LCA) as a climate-smart protein choice thanks to abundant wild populations that are responsibly managed and sustainably harvested.

Not only that, but since most processing vessels contain reverse osmosis desalination equipment to make fresh water out of sea water, our fishery uses a small fraction of the freshwater used to produce land-based proteins.