

For Immediate Release

FISHING FOR THE FUTURE THE SOUTHEAST ALASKA SALMON INDUSTRY

Southeast Alaska's salmon stocks are at historically high abundance levels despite one hundred years of commercial fishing. The natural bounty is a tribute to the state's largely pristine environment, to enlightened political leadership that has made tough decisions in favor of resource conservation throughout the era of Alaska statehood, and to the efficacy of modern, scientific resource management. Alaska's salmon harvests are proof positive that thriving resources and large-scale commercial fisheries are entirely compatible, at least in an environment as healthy as this one.

At a time when wild salmon stocks in other regions are threatened or endangered, Alaska's salmon industry is challenged not by scarcity but by abundance. With the state's commercial harvests at the highest levels ever, and with large volumes of farmed fish now reaching international markets, Alaska salmon fishermen, processors and marketers are enduring revolutionary changes to the way they do business. Endure they will. With a resurgent resource and the determination of their forefathers, the men and women of Alaska's salmon industry are now shaping their next one hundred years.

Experience the vision up front and personal from the men and women of the salmon industry in this half-hour documentary that takes you on an exciting tour of Southeast Alaska, its communities and its spectacular fishing grounds.

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I N C O R P O R A T E D

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