



PRINCE WILLIAM SOUND
WILD ALASKA SALMON

Prince William Sound Quality Guidelines

CRPWSMA Board Members

Brian Rutzer, *FV Controller Bay*
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COPPER RIVER
Wild Alaska King, Sockeye & Coho

Wild Alaska salmon has gained notoriety for its health benefits and sustainable management practices, and your quality handling has a direct impact on the overall value of the pack. The industry faces competition from aquaculture, fluctuating economies, global supply of wild salmon and unforeseen environmental threats, which could affect our prices and opportunities going forward.

Everyone, from fishermen to tendermen to processors need to do their part to ensure that each salmon harvested in Prince William Sound are the highest quality possible. Demand for our limited resource has grown and so has the potential for increased value. Today, nearly all Prince William Sound sockeye salmon are being sold in fillet form. All PWS salmon - sockeye, chums and pinks - are high value fish for both flesh and roe. We can realize an even better return for the pack if we all take better care of them.

These simple guidelines outline the steps necessary for achieving optimum quality and value for the Prince William Sound salmon harvest.

Soak Time

- Sets should allow for harvesting and bleeding of live fish
- 1-2 hour max before you pick for drift gillnets, 6 hours for set gillnets

Bleeding/Chilling

- All fish should be bled and chilled
- Get ice from tenders and the PWS ice barge
- Use slush ice for optimal chilling and live immersion bleeding

Handling

- Handle to reduce bruising – don't slam on deck, kick or throw fish
- Use a deck mat to soften landing on deck

Brailer Weights

- Keep brailer weights below 600 lb to minimize pressure marks, bruised fish and to provide better chilling

Delivery Times

- 12 hrs for slush iced and bled fish
- 8 hours for layer iced and bled fish
- 4 hours for un-iced fish

Sanitation

- Sanitize your fish holds and bags after each delivery

These quality guidelines were developed in partnership with the CR/PWS Marketing Association board of directors and the processors of Prince William Sound in an effort to benefit the industry as a whole. The CRPWSMA board has seven fishermen members and one processor representative. In no way do these guidelines affect an individual's ability to sell to any processor they choose. Compliance with the guidelines is voluntary and do not affect each processor's right to establish its own independent quality guidelines.

QUALITY COUNTS! Fishermen & tendermen can sign on as supporters of these guidelines to show your commitment to quality in Prince William Sound. Call 424-3459 or email beth@copperrivermarketing.org with questions and to register your support!