



ALASKA  
MARICULTURE

# MARKETING PROGRAM UPDATE

Jan. 14, 2026 | AMC Governance Body Meeting



# Objective

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Unlock industry growth potential and demand for Alaska mariculture products.



## Oysters

Foodservice and Consumer Demand - In-State and Nationally

Support Premium Pricing and Perception



## Kelp

Product Development and Consumer Demand

Support Processing and Utilization

# Approach

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Collaborate with the AMC Marketing Panels to design and execute a marketing program that builds industry awareness and opens doors for future growth.

## **Branding and Asset Creation**

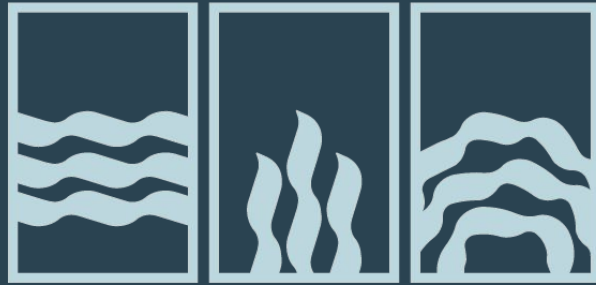
Branding and assets that empower and equip the industry to tell their stories.

## **B2B and B2C Market Activations**

Targeted activations that engage priority audiences and markets.

# Branding

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# Branding

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# Photo Shoots

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# Earned Storytelling

43 Articles, Videos and Social Posts Garnering 128 Million Impressions Reaching Consumer, Chef, and Foodservice Audiences Nationwide



## The Best Things Our Editors Ate in 2025

A Very Fresh Oyster in Alaska



Photo: @sarahs1987 / iStock.com

"The best thing I've eaten this year was a freshly shucked oyster pulled straight from the waters of Jakob Bay in Homer, Alaska. I ate it standing in my waders on a cool, crisp September day, with the Chugach Mountains rising behind me, as Lindsay from [Salmon & Sea Farms](#) casually stuck it and handed it over. My nose still tingles to this shell. The oyster was bright, clean, and impressively crisp, with a fresh cucumber freshness that tasted like cold seawater and clean air. It was a perfect expression of terroir, or more accurately, marroir—the idea that sea doesn't just shape flavor, it is the flavor." — Leah Collins, senior culinary editor

RECIPES • RECIPES BY INGREDIENTS • SEAFOOD • OYSTERS

### Roasted Oysters With Bacon

Briny oysters, smoky bacon, bubbly cheese—no notes.

BY [LEAH COLLINS](#) | Published December 23, 2025

SAVE | WRITE A REVIEW | PRINT



Photo: @barnaclefoods / iStock.com



## Food Is Our Job, So Trust Us When We Say These 16 Foodie Finds For December Are Life-Changers

5. **Shortbread cookies** from Barnacle Foods that may sound a little unusual at first (yep, there's kelp and spruce tips in there), but are top-tier snacks.



Photo: @barnaclefoods / iStock.com

"These are by far the most innovative cookies I've ever tried! Chocolate shortbread cookies with kelp and shortbread cookies with spruce tips (WHAT?!). I would have never imagined a cookie with kelp, but the chocolate and the saltiness of the kelp balance so well with the savory cocoa. The spruce tip shortbread was my favorite! It made the cookies taste bright and citrusy, almost like orange peel and raspberry. Perfect with a warm English breakfast tea with milk or a latte."

— Ivanna Lopez Guajardo, Video Producer



RECIPES

### Oyster Shooter

Layered with milk and homemade cocktail sauce, this duperhot oyster drink is a celebration in a glass.

MAKES 12 TIME 30 minutes



# Paid Storytelling

mindbodygreen

PAID CONTENT FOR [MINDBODYGREEN](#)

## The Surprising Ingredient Making Waves In Food, Beauty & Sustainability

Health, Beauty & Lifestyle Director  
By Alexandra Engler



Image by [Alaska Mariculture](#), contributor

January 12, 2023

Once considered a part of the ocean backdrop, kelp is emerging as a very hot commodity. One of the most promising regenerative resources available today, its applications span food, supplements, beauty, soil health, and beyond.

In this comprehensive guide, we're exploring what makes Alaskan kelp unique, how it supports the body internally and externally, why the super-ingredient should be on your radar screen and the innovative products bringing it into everyday life.



Image by [Alaska Mariculture](#), contributor

### Alaska's unique marine ecosystem

Alaska's cold coastal waters are nutrient-rich, providing a healthy ocean ecosystem with minerals that support kelp growth.

The result is kelp that [boosts benefits](#) that reach far beyond traditional seaweed.

- Higher concentrations of active compounds and stronger functional properties
- Superior texture and overall stability
- Unpolluted waters for cleaner output
- Greater biodiversity with species not found elsewhere
- Traceability and strong regulatory oversight [supporting sustainable cultivation](#)

Barnacle Foods

### Best Of Barnacle Bundle

\$70

[SHOP NOW](#)



Firwen

### PhytoGlow Face Cream

\$30

[SHOP NOW](#)



Pacific Kelp Co.

### KelpEdge™ 1 Liter

\$14.50

[SHOP NOW](#)



# Upcoming Events and Trade Shows

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**January 21**  
**Alaska Oyster**  
**Presentation**



**March 9**  
**Alaska Oysters and Kelp**  
**Tasting Event**



**March 15-17**  
**Kelp and Oyster Tastings,**  
**Oyster Shucking**  
**Competition and Booth**

# QUESTIONS?

