

An overview of the
Alaska Seafood Marketing Institute

November 22, 2013



Wild, Natural & Sustainable[®]

Impact of Alaska Seafood Industry

Alaska seafood directly employs 62,650 workers in Alaska, over 28,200 are Alaska residents .

Including multiplier effects, accounts for 81,000 jobs, \$6.7 billion in economic output, and \$2.1 billion in labor income within AK .

Accounts for 10 percent of all civilian labor income in AK, and 7 percent of all resident labor income.

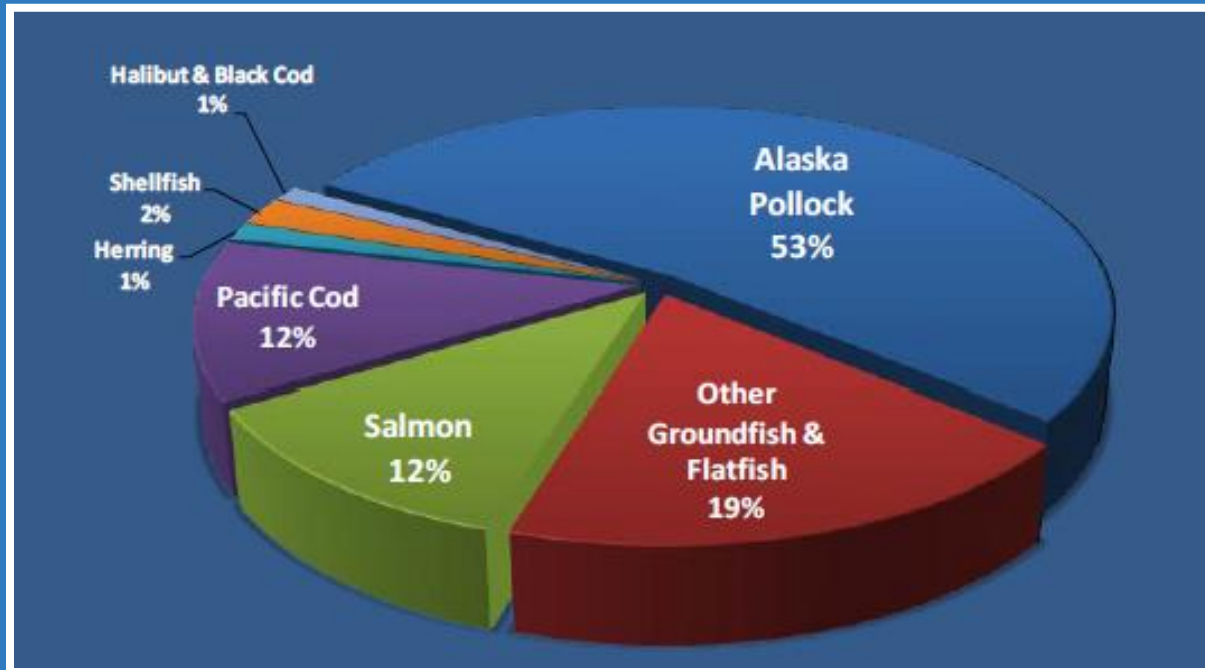
Southcentral is home to most participants but participation rate highest in western Alaska, Kodiak, and Southeast.

Source: McDowell Group

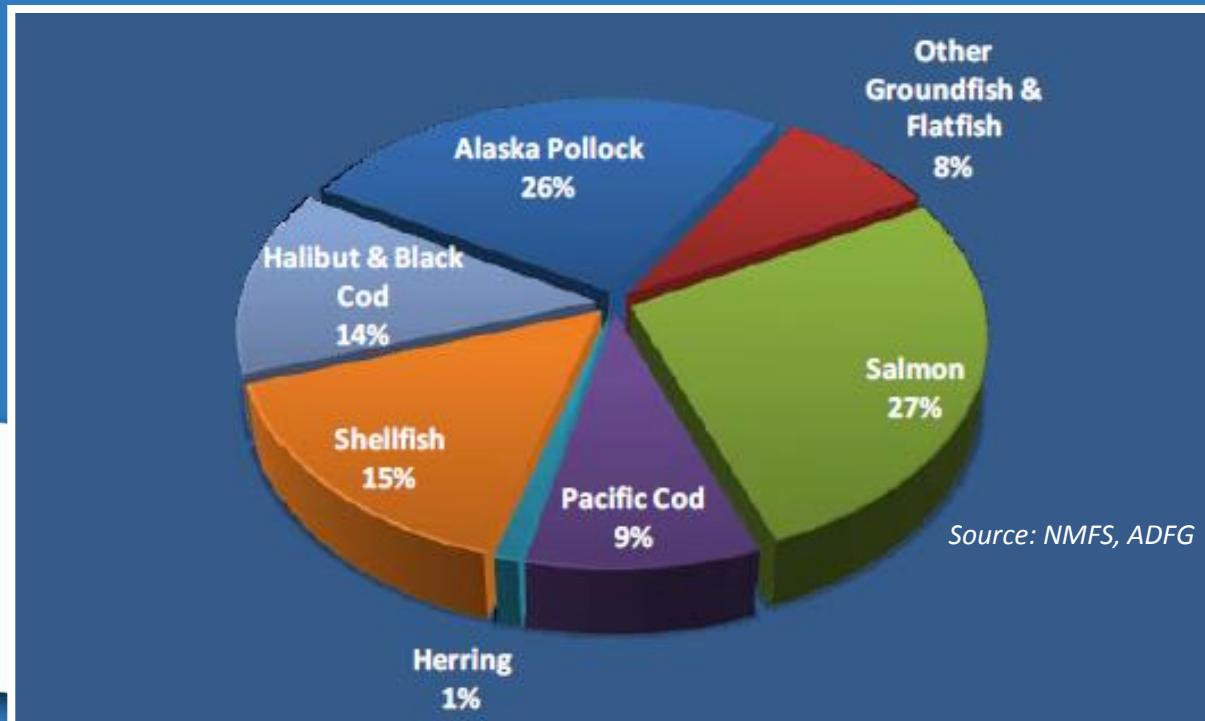


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*Total 2012 Alaska
Seafood Harvest:
5.5 Billion lbs.*



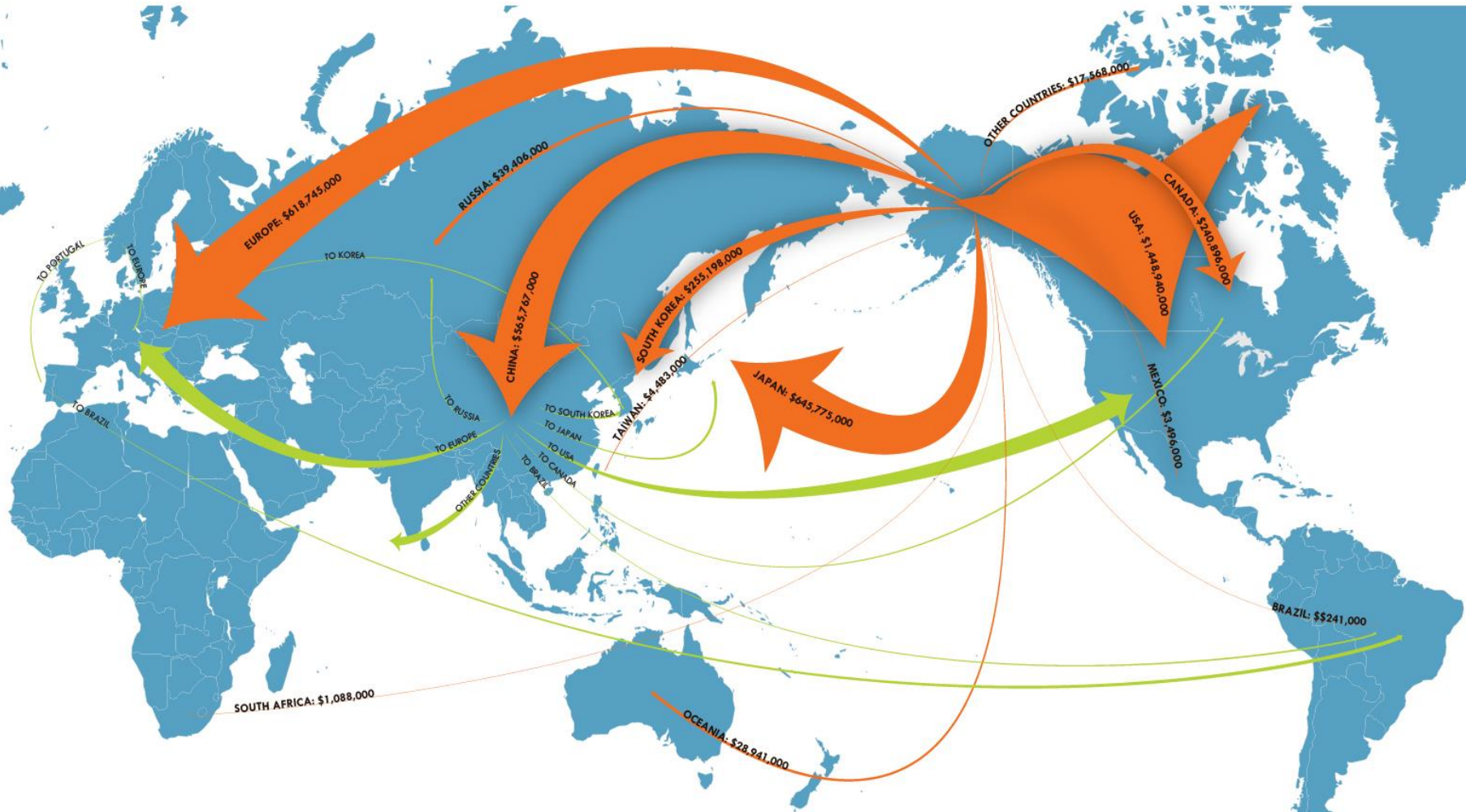
*Total 2012 Alaska
Seafood Ex Vessel
Value:
\$1.9 billion*



Source: NMFS, ADFG

EXPORTED VALUE OF ALASKA SEAFOOD

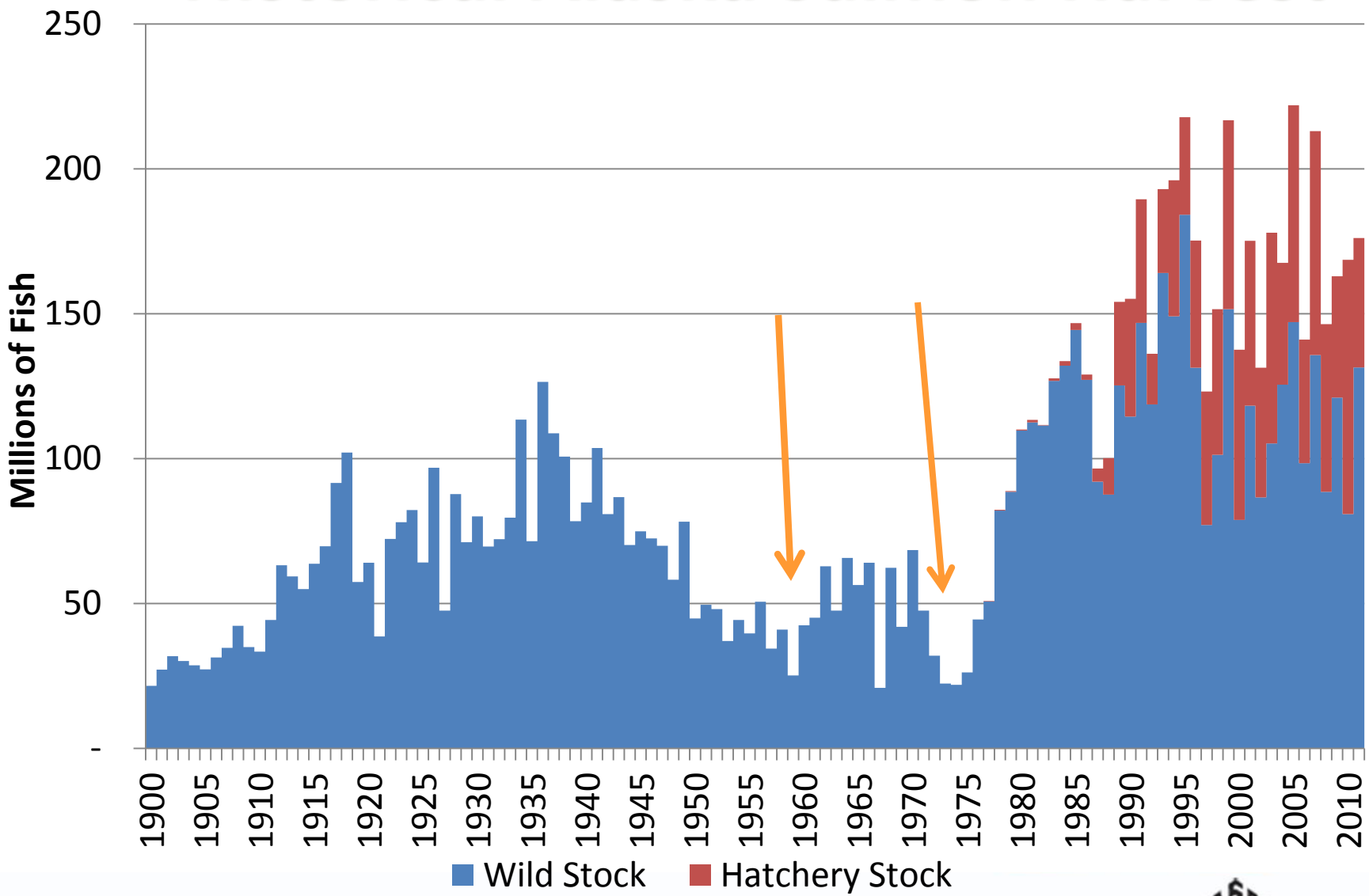
ORANGE ARROWS=VALUE OF SEAFOOD EXPORTED GREEN = ESTIMATED RE-EXPORTS TO MAJOR RE-PROCESSORS



ALASKA EXPORTERS
SEAFOOD TO THE WORLD

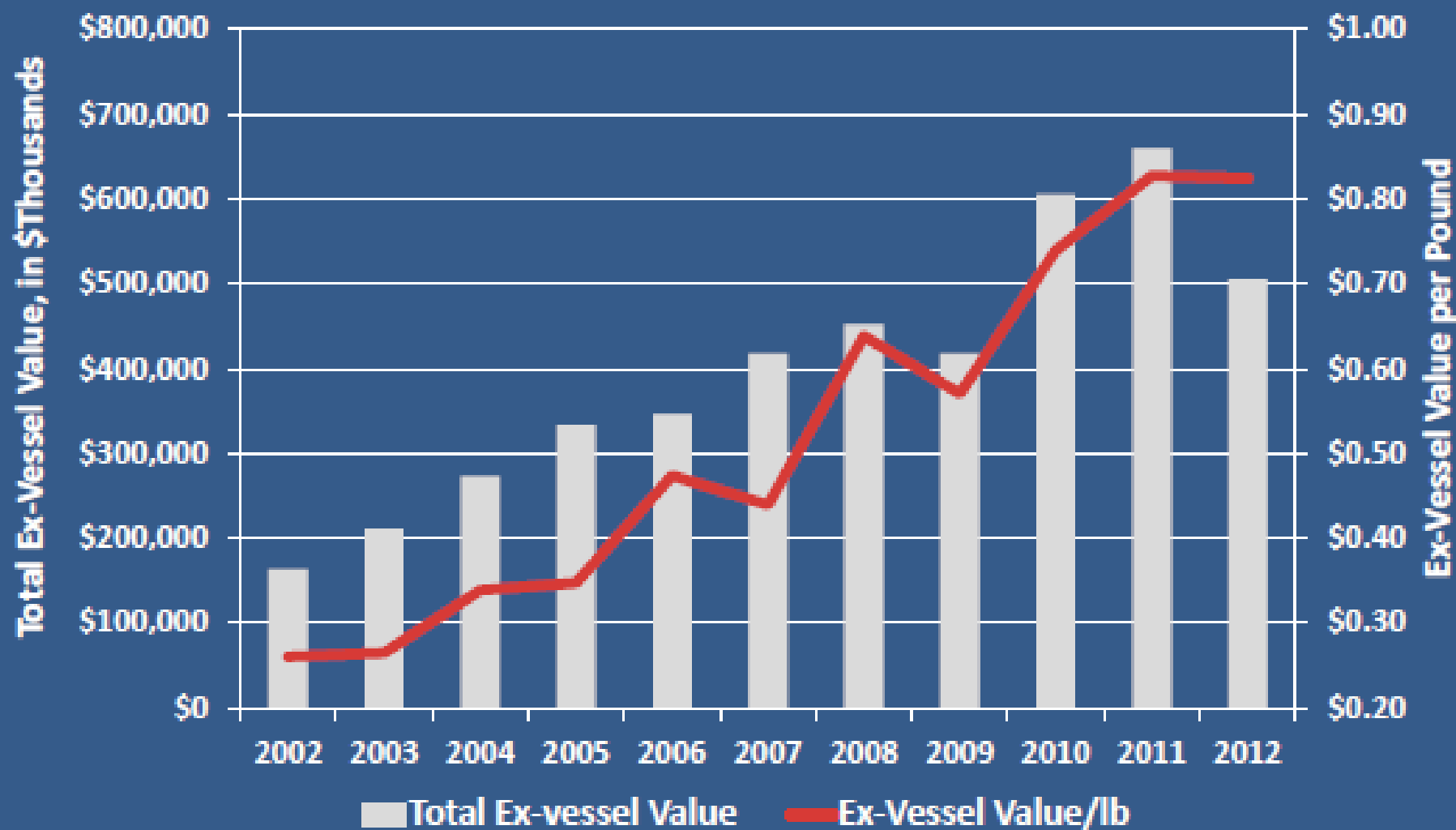
TOTAL WHOLESALE EXPORT VOLUME: 1,030,378 METRIC TONS
TOTAL WHOLESALE EXPORT VALUE: \$3,870,544,000

Historical Alaska Salmon Harvest



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Ex-Vessel Value of Alaska Salmon

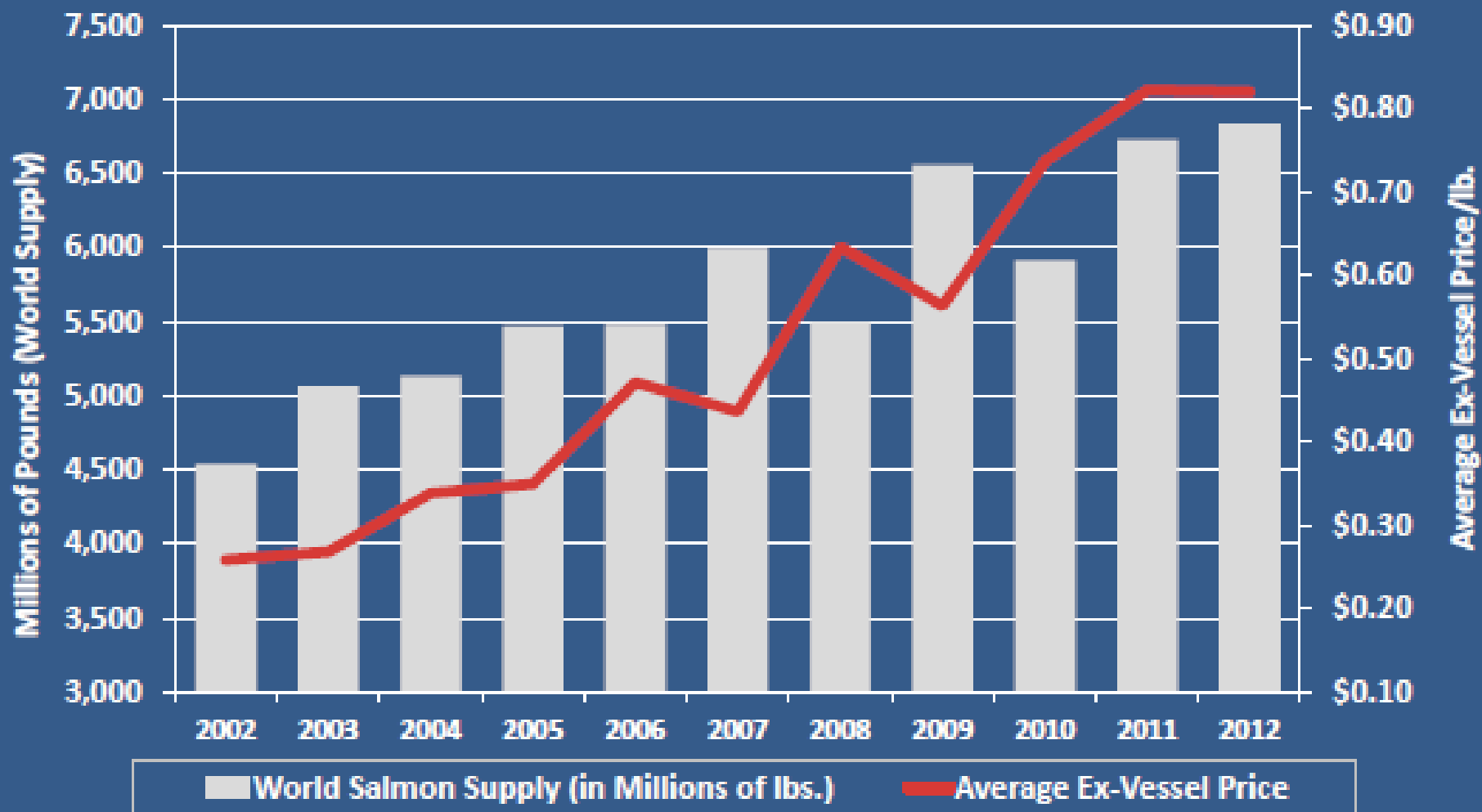


Note: 2012 is preliminary.

Source: ADFG and McDowell Group estimates.

Alaska Salmon Ex-Vessel Price

Rising Value for Wild Alaska Salmon Despite Increased Supply



Note: 2012 is preliminary.

Source: ADFG, FAO, Groundfish Forum, Salmon of the Americas, and Russian Federal Fisheries Agency.

Alaska Seafood Marketing Institute

- 19 employees
- \$22.5 million budget
 - .5% industry tax, State of Alaska General Funds, Market Access Program
- 21 program countries



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The Alaska Seafood Marketing Institute is a marketing organization with the mission of **increasing the economic value of the Alaska seafood** resource through:

- Increasing positive awareness of the Alaska Seafood brand
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry
- Championing the sustainability of Alaska seafood harvests resulting from existing Alaska fisheries management imperatives. (State of Alaska Constitution and Magnuson-Stevens Fishery Management and Conservation Act.)
- Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to a changing environment and economy
- Quality assurance, technical industry analysis, education, advocacy and research
- Prudent, efficient fiscal management



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LEAD BY INDUSTRY



▪ **A partnership** of public and private sectors to foster economic development

▪ **Guided by Governor-appointed Board of Directors:** five processors, two commercial harvesters

Species Committees

- Salmon
- Halibut-Sablefish
- Shellfish
- Whitefish

Operational Committees

- International Marketing
- Seafood Technical
- Foodservice Marketing
- Retail Marketing



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ASMI BUILDS 'ALASKA' BRAND

Alaska Seafood remains the second most commonly specified brand on U.S. Menus!

Source: *Datassential 2012 – largest menu database in the U.S.*

- ASMI promotes all species of Alaska seafood, under the “Alaska” brand.
- AS 16.51.110 prohibits ASMI promoting seafood by geographic origin other than from the state generally, geographic region of the state, or specified brand name.
- Alaska Constitution -Article 8, Section 4
“Sustained Yield – Fish, forests, wildlife, grasslands, and all other replenishable resources belonging to the State shall be utilized, developed, and maintained on the sustained yield principle, subject to preferences among beneficial uses.”



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ASMI Programs

Through communications, public relations and advertising activities, millions of people around the world are exposed to positive message about Alaska Seafood.

US Retail Marketing
Communications
International Marketing
US Foodservice Marketing
Seafood Technical
Global Food Aid



ASMI International Programs

- Japan
- China
- Northern EU (Ireland, The Netherlands, U.K., Sweden, Denmark, Finland)
- Western EU (France, Belgium)
- Central EU (Germany, Austria, Switzerland, Poland, Czech Republic)
- Southern EU (Spain, Italy, Portugal)
- Eastern Europe (Russia, Ukraine)
- Brazil



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International By the Numbers

- Alaska is the **7th** largest seafood exporter in the world
- Approximately 50-60% of Alaska seafood is exported
- 63% of Alaska groundfish and flatfish are exported (2012)
- 85% of Alaska salmon is exported (2012)
- 2012 export value of \$3.2 billion
- Top markets are China and Japan

Time Out
Hong Kong

TimeOut - Full Page Ad
Size: 265 mm Height x 265 mm Width

Catch the Tastiest
USA Alaskan Seafood

ALASKA SEAFOOD
Wild, Natural & Sustainable
Product of USA

Wild, Natural & Sustainable

at these fine restaurants

Grand Central Bar & Grill Elements Mall, Kin 2736 4888	TAKU Soho, Central 2545 9966	Café Siam LKF, Central 2651 4803	Lil' Siam Soho, Central 2866 4445
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Alaska Seafood Marketing Institute (ASMI):
www.alaskaseafood.org
www.alaskaseafood-china.com

www.pacificrichesources.com www.eclipse.com.hk



Wild, Natural & Sustainable®

荒ぶるアラスカ 総まとめ!



©ASMI



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GADUS MACROCEPHALUS



**Alasca na mesa.
Água na boca.**

ASMI Brazil



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ASMI Social Media Campaigns

Facebook, Twitter, Pinterest, Instagram & YouTube

Alaska Seafood Marketing Institute

INVITE WILD TO DINNER

Alaska Seafood Marketing Institute
57,887 likes · 3,685 talking about this · 355 were here

Business Services · Add A Category
Alaska Seafood Marketing Institute is a partnership of the State of Alaska and the Alaska seafood industry, promoting Alaska Seafood in the U.S. and key overseas markets.

About - Suggest an Edit

Photos Media Networks Social Media Policy Email Signup

INVITE WILD TO DINNER

Alaska Seafood
Alaska Seafood Marketing Institute (ASMI) is a partnership of the State of Alaska and the Alaska seafood industry, promoting Alaska Seafood around the world.
Alaska · www.wildalaskafavor.com ·

Repins from
Jaime Gendron Schultz
Judith Courtney
Sberaton Anchorage

22 Boards 554 Pins 66 Likes 211 Followers 453 Following

Unfollow All

Alaska Seafood Grilling Rec... 25 pins Unfollow

Gluten Free Alaska Seafood... 17 pins Unfollow

Eat Alaska. Support America. 12 pins Unfollow

Delicious & Healthy Recipes 9 pins Unfollow

It's All Good 12 pins Unfollow

Sides we love to pair with 27 pins Unfollow

Our Chef Alliance (ASCA Ch... 19 pins Unfollow

Chefs that cook Alaska 15 pins Unfollow

Pins we like... 244 pins Unfollow

The Great Alaska Fish Tac... 38 pins Unfollow

Alaska Seafood
@ASMIakSeafood

ASMI is a partnership of the State of Alaska and the Alaska seafood industry, promoting Alaska Seafood & offering seafood education.
alaskaseafood.org

269 145 564

Following

alaskaseafood · Following

Alaska Seafood Our first Instagram contest! Post a pic of Alaska seafood, and tag #AlaskaSeafood. Win Alaska seafood and a GoPro HERO3 camera! ow.ly/pof1L
http://www.wildalaskafavor.com

13 posts 80 followers 109 following

October 2013 September 2013

"SHOW US YOUR ALASKA SEAFOOD!"

NATIONAL SEAFOOD MONTH

Wild, Natural & Sustainable

Alaska Seafood Chef Alliance

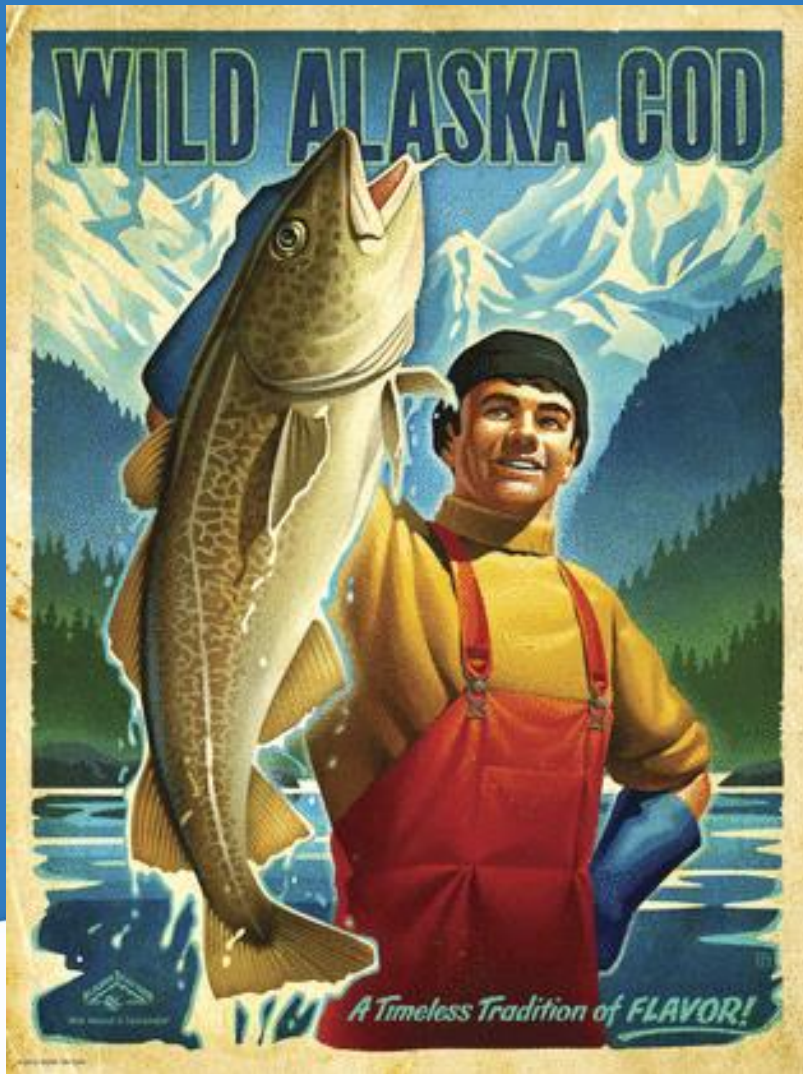
The Alaska Seafood Chef Alliance develops partnerships between Alaska seafood and the culinary world. The chefs make a vital connection in the media and at events, serving as well-versed brand ambassadors for Alaska Seafood.

Increased from 18 to 26 chefs in FY13 by adding:

- Hugh Acheson, Atlanta
- Anita Lo, New York
- Tony Maws, Boston
- Giuseppe Tentori, Chicago
- Erik Slater, Seward
- Jason Porter, Girdwood
- Rick Moonen, Las Vegas
- Roy Yamaguchi, National



Alaska Cod Point-of-Sale



Wild, Natural & Sustainable™

U.S. Domestic Retail Merchandising

ALASKA SEAFOOD



100% WILD
100% AMERICAN

WHEN YOU PURCHASE WILD
ALASKA SEAFOOD, YOU SUSTAIN
OVER 165,000 AMERICAN JOBS.



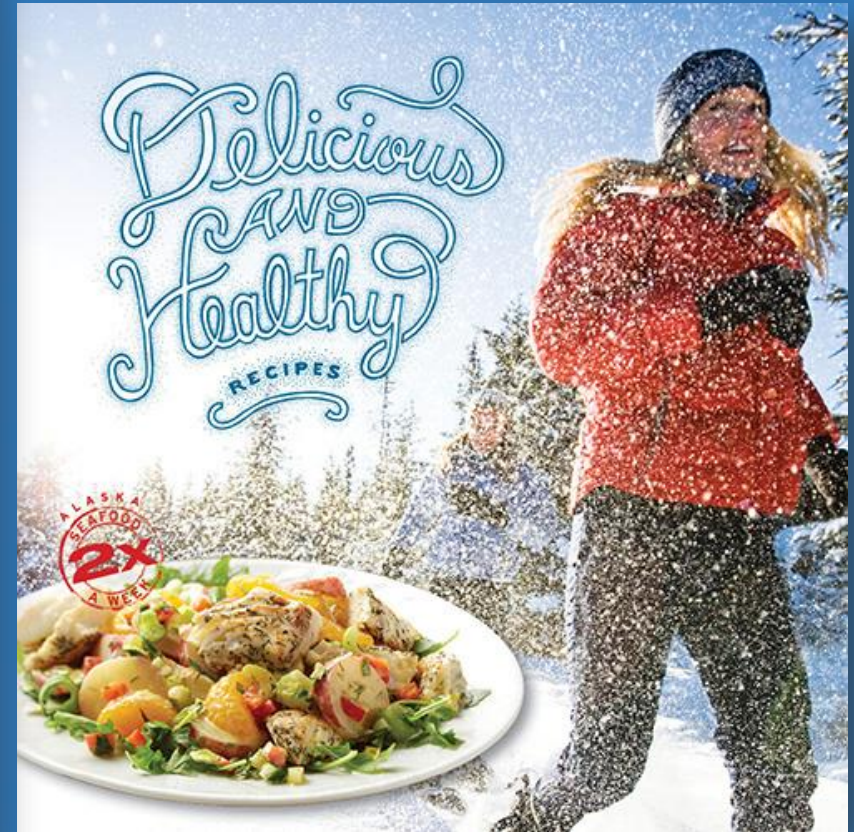
Alaska's hard-working fishermen are proud to provide their country with delicious wild seafood, and they appreciate your support. Display a full set of American themed Alaska Seafood POS to help boost sales in your seafood department while supporting American jobs.

Contact Mark Jones at mjones@alaskaseafood.org
or toll-free at 1-855-288-8841 to place your order today.

To see the full set of POS and more: <http://www.alaskaseafood.org/retailers/>



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CELEBRATE ALASKA SEAFOOD

MARKETPLACE &
SEVEN ON STATE



the magic of
macy's
com

アラスカのおいしさを

COOK IT FROZEN!

冷凍のままカンタン調理

SMART, SUSTAINABLE, SIMPLE
summer meal solutions



Estancia Winery is partnering with Alaska Seafood Marketing Institute to deliver smart, sustainable, and simple meal solutions.

KEY SELLING POINTS:

- Estancia - A proven Ultra-Premium leader*
- #4 overall brand, #1 Pinot Noir, 6 different varieties with top 10 rankings
- Estancia Pinot Noir is *Cosmos Report Recommended***
- Estancia Chardonnay and Sauvignon Blanc chosen as "Top Pick" by *Wine Spectator****
- Salmon is the #1 selling finfish in the U.S.***
- 90% of consumers prefer wild seafood over farm-raised***
- 80% of consumers say the Alaska Seafood logo increases their likelihood to purchase***
- Average basket ring with seafood included is \$76.40*



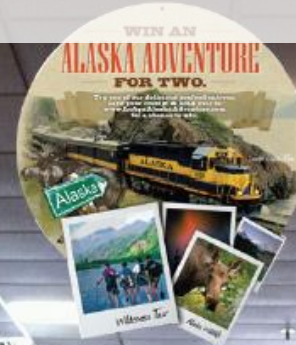
Joint Promotions

Luby's

SUSTAINABLE ALASKA SEAFOOD

Alaska FAO-Based Responsible Fisheries Management Certification

Market Broiler is dedicated to providing our guests with seafood that comes from responsible fisheries working towards maintaining long term existence without compromising the surrounding ecosystem. All of Alaska Seafood is wild and sustainable and is managed for protection against overfishing, habitat damage and pollution. For years now Market Broiler has been proud to serve numerous delicious and sustainable selections from Alaska Seafood in our restaurant.



FRESH FLAVORS OF
ALASKA

Try one of our delicious seafood entrees and enter to win a chance for a adventurous Alaska cruise for two! See your receipt for details.

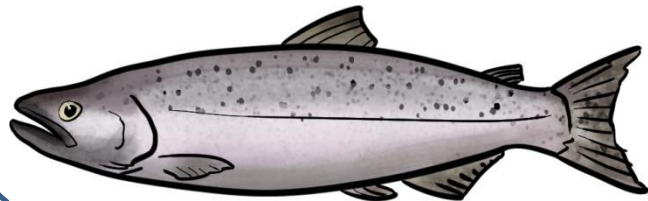
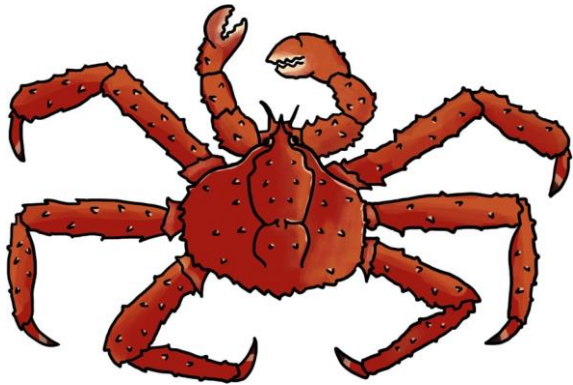
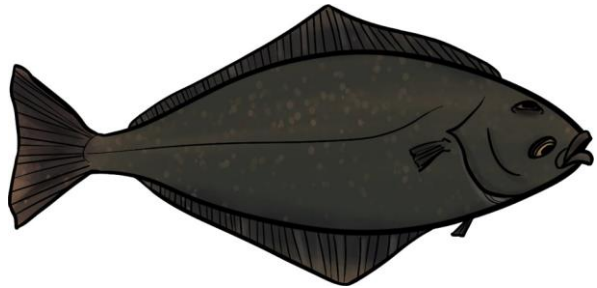
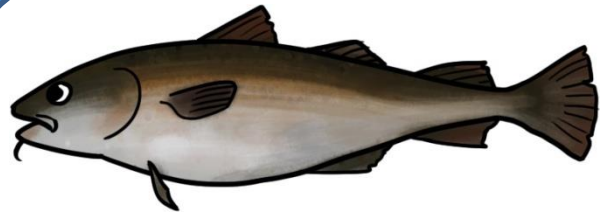


Market Broiler



UMass –
Longest Sushi Roll

ASMI Consumer PR Program



Goal: The Consumer PR program is designed to **maintain the highest possible value perception for Alaska Seafood** among consumers.

Objective: Continue to brand and effectively **link Alaska's unique position: wild, natural and sustainable seafood with superior taste and texture.**

Core Principle: ASMI conducts marketing activities that provide the **largest economic benefit** for its industry members.



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Cooking Light

JUNE 2011

25 Healthy Dishes
for a Perfect Summer

Our light & breezy cookbook:
New twists on
classic favorites p.111

20-MINUTE SUCCESS
Sloppy Joes,
Chowders,
Salads p.24

salt!

How
cut
right
p.20



Wild-caught Alaskan halibut is the best option. If not available, opt for other U.S. or Canadian wild-caught Pacific halibut, or substitute striped bass or U.S. line-caught cod.

CALORIES 266; **FAT** 10.4g (sat 1.3g, mono 5.8g, poly 2g);
PROTEIN 24.6g; **CARB** 19.8g; **FIBER** 2.6g; **CHOL** 34mg;
IRON 1.6mg; **SODIUM** 394mg; **CALC** 93mg

Julianna Grimes is senior food editor at **Cooking Light**.

The New York Times

It's Wild-Salmon Season

By MARK BITTMAN



RAW	GRILLED	POACHED	BURGER
Cucumbers, Soy and Ginger	Lemon and Herb	Soy Sauce and Scallion	Mustard and Shallots
Crème Fraîche and Caviar	Harissa	Coconut, Curry and Lemon Grass	Curried With Yogurt Sauce
Chipotle and Avocado	Apricot, Mustard and Soy	Tarragon Mayonnaise	With Salsa

5 DINNERS, 1 BAG GROCERIES FOODS THAT FIGHT BELLY FAT p.20

EatingWell

WHERE GOOD TASTE MEETS GOOD HEALTH

April 2012

The Best of Spring

Recipes for 20 Great Greens Amazing, Healthy Salmon Dishes Easy, Natural Homemade Cookies

41
Fresh



Swedish Meatballs • On



Is Your Fish Fishing for Answers?

The U.S. Department of Commerce's National Oceanic and Atmospheric Administration (NOAA) has released a new guide to help consumers choose the most sustainable seafood. The guide, titled "Seafood Watch," lists 100 types of seafood and provides information on their sustainability status. The guide is available at www.seafoodwatch.org.



Wild, Natural & Sustainable™



Consumer & Trade Events



Retail Training

- About Alaska Seafood U
- About Alaska**
- Species & Catch Methods
- Preparation Techniques
- Bookstore



ABOUT ALASKA

The ABOUT ALASKA Training Section includes 3 distinct topic areas. After completion of each of these topics, you'll be quizzed and then guided to the next training section.

ALASKA CONSTITUTION

FISHERIES MANAGEMENT

FROZEN ALASKA SEAFOOD

WELCOME TO ALASKA SEAFOOD U

Get Certified in 3 Easy Steps!

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- 1 Create Account
- 2 Take Quiz
- 3 Get Certificate
- 4 Sign Up



ALREADY A MEMBER?

Please enter your user name and password to activate your account, edit your account or resume testing.

Member Name:

Password:

[Forget your ID or Password?](#)

HEADLINE

Duis autem vel eum iure jure dicitur, consetetur sadipscit elitr, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut enim ad minim veniam, quis nostrud exerci tation ex ea commodo consequat. Duis dolore te feugait



Now Playing:
Fisheries Management

Save

Low Med High Off



Coordinated Marketing



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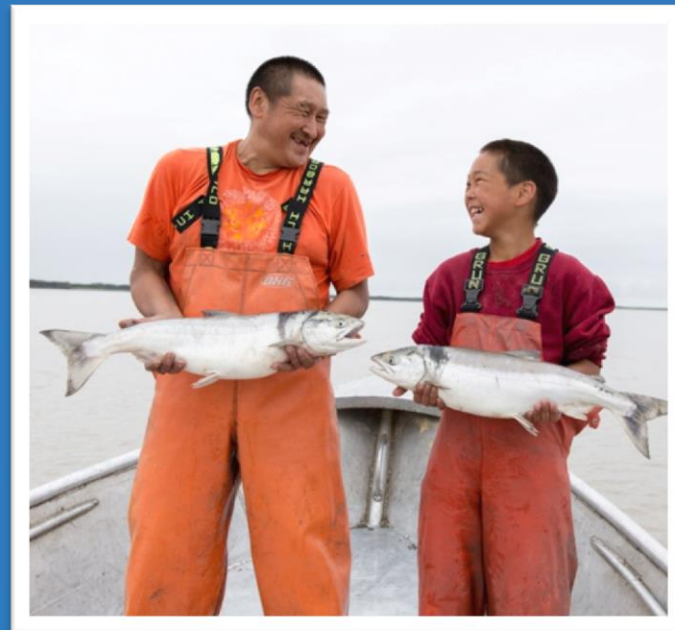
Thank you



Tyson Fick
tfick@alaskaseafood.org
907-465-5560



www.alaskaseafood.org



@ASMIakseafood

Facebook.com/alaskaseafood



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