Welcome to the third edition of Wheel Watch, ASMI’s annual fleet newsletter.

In 2017, Alaska commercial fishermen harvested the 7 billionth salmon since statehood; a testament to Alaska’s dedication to the long-term sustainability of our fisheries. Successful sustainable fisheries management is the anchor of the Alaska seafood industry and ensures that our livelihoods and traditions will be preserved for generations to come. In Alaska, sustainable fisheries are a team effort, and a virtue that all Alaska fishermen should take pride in sharing with seafood lovers worldwide.

It is the base of sustainability that allows us to march confidently into the future of seafood marketing, which is increasingly competitive, challenging and rapidly changing. ASMI is ready at the helm, showing early successes with promoting Alaska seafood through home meal delivery kit services and shopping apps.

This past year ASMI broadened Alaska Seafood’s visibility with the mobile marketplace app Ibotta. The mobile-only platform is one of the most frequently used shopping apps in the United States, and with 19 million downloads is the third most popular shopping app behind only Amazon and Ebay. Under the ASMI promotion, consumers earned cash back through their smartphone on Alaska pollock products at retailers across the country.

With much of the American buying experience moving online, ASMI is also partnering with home meal delivery kit services, which stand to revolutionize the way Americans buy seafood. And, with retail giants like Amazon and Whole Foods partnering, ASMI sees tremendous opportunity for Alaska seafood promotions. We have already seen great success with e-commerce promotions in China, where similar promotions generated millions in sales in a short period of time.

Alaska’s seafood industry remains vital to Alaska’s economy, directly employing more workers than any other industry in Alaska. Including multipliers, seafood is the third-largest overall job creator in Alaska, behind only the oil/gas industry and tourism. The significance of Alaska’s seafood industry intensifies when considering it is the economic foundation for many Alaska rural communities where over 21,000 residents are directly employed by the seafood industry, accounting for 15 percent of all rural working age adults.

As always, the fleet remains the frontline for spreading the word out about quality Alaska seafood. Stay informed by dropping us a line at info@alaskaseafood.org or text ‘ASMI’ to 66866 to receive marketing updates, become an ASMI Fisherman Ambassador, or consider serving on an ASMI committee. If you are ever in Juneau, stop by our office on North Franklin Street any time. We are here to serve you as your marketing team and always appreciate the opportunity to make new connections or to catch up with old friends.

Jeremy Woodrow
Communications Director
To educate top-tier national press, influencers, and chefs about all Alaska seafood species, ASMI held a two-day tour with Alaska Chef Lionel Uddipa and ASMI representatives in New York City, March 22–23. Through a secured Facebook Live interview with Food & Wine, an in-person interview with INSIDER (of Business Insider), and an #AskForAlaska tasting event, ASMI secured over 50 top-tier media guests, including CBS This Morning, F-Factor, Food & Wine, Food Network, Food Network Chopped, Forbes, Good Housekeeping, Joy Bauer Ventures, The Latin Kitchen, Martha Stewart Living, Mic.com, Prevention, Rachael Ray Every Day, The Rachael Ray Show, The Daily Meal, TIME, USA Today, and Woman’s Day, and freelancers writing for AP, CNN, Eater, Parents, Shape, and TODAY.

**ALASKA SEAFOOD SCHOOL IN SEWARD**

ASMI hosted 18 chef and media guests in Seward for the annual Alaska seafood school, June 18-22, which taught guests about the wild, natural and sustainable qualities of Alaska Seafood to then share with their audiences. Guests spent three days working with salmon, whitefish and shellfish at AVTEC’s Alaska Culinary Academy. Outside the kitchen, guests toured the Bear Creek Weir, Icicle Plant, Sealife Center, viewed a pocket seiner in action, and toured the Alutiiq Pride Shellfish Hatchery.

**CHEF LIONEL UDDIPA OF JUNEAU CROWNED KING OF AMERICAN SEAFOOD**

Representing the state of Alaska and SALT Restaurant in Juneau, Chef Lionel Uddipa was crowned the King of American Seafood at the 14th annual Great American Seafood Cook-Off, held in New Orleans. To earn the national title, Chef Uddipa and his sous chef Jacob Pickard prepared Risotto with Alaskan King Crab, Sea Asparagus and Salmon Roe, knockout out 12 of the nation’s best chefs by showing creativity and craftsmanship in highlighting the superior quality of Alaska seafood.

**ASP LANDS PROMOTION WITH COSTCO**

After years of outreach, ASMI’s retail program launched its first promotion with Costco. The promotion launched with a featured article in the Costco Connection magazine and included an on-pack labeling study and an instant-redeem coupon for Alaska sockeye salmon.

**WALMART USES ALASKA SEAFOOD ON-PACK STICKER**

To promote fresh Alaska sockeye salmon during the summer of 2017, Walmart used ASMI’s Alaska salmon on-pack sticker in a national overwrap program. All of Walmart’s salmon suppliers were asked to purchase, pack and deliver fresh Alaska sockeye salmon to stores nationally, and package each with an Alaska Seafood on-pack sticker.

**NEW VIDEOS HIT THE 1 MILLION VIEW MARK**

ASMI’s newest series of how-to and recipe videos have been viewed nearly 1 million times on social media! Our most popular videos to date include How To Fillet Alaska Halibut and How To Fillet Alaska Salmon, and the trendy over-hand time-lapse recipe video series for our Eat Alaska recipes. View these and more at wildalaskaseafood.com/media-pantry.

**INTERNATIONAL**

**SEAFOOD EXPOSITION GLOBAL (BRUSSELS)**

ASMI hosted an Alaska pavilion at SeafoodExposition Global, the annual seafood trade show in Brussels, Belgium, which housed 15 Alaska seafood companies exhibiting with booths or tables. 21 additional Alaska seafood industry members also used the booth to conduct meetings. ASMI parked the Alaska seafood truck, used for promotions in Germany, at the pavilion to both feed and excite the Alaska pavilion visitors. Co-exhibiting companies reported roughly $53 million in on-site sales with $639 million in projected sales from the show.

**VIRTUAL REALITY FILM CREATED FOR THE UK**

In summer 2017 ASMI developed a 360° virtual reality video that places viewers on the deck of a commercial fishing boat. As part of the ASMI UK trade and consumer strategy to showcase Alaska and the importance of the fishing industry, the 360° virtual reality video will be rolled out at festivals, exhibitions, experiential events and catering colleges.

**INDUSTRY**

**ASM/SEA GRANT INTERNSHIPS**

ASMI collaborated with Alaska Sea Grant on three seafood science internships at the Kodiak Seafood and Marine Science Center. The students conducted research for the Alaska seafood industry which included parasite control for seafood safety, science outreach programs, and specialty products emerging market research. The collaboration between ASMI and Sea Grant on these internships successfully involved Alaska seafood industry research at the Kodiak Seafood and Marine Science Center.

**WALMART AND OTHER MAJOR RETAILERS NOW ACCEPTING GSSI RECOGNIZED CERTIFICATION SCHEMES**

Walmart, the world’s largest retailer, will now join other retail giants like Kroger, Ahold Delhaize, Giant Eagle and Metro who have modified their seafood procurement policies to accept certification schemes that have successfully completed the Global Sustainable Seafood Initiative (GSSI) Benchmark Process. Walmart’s seafood policy specifically will require all seafood suppliers to source from fisheries who are: third-party certified as sustainable using Marine Stewardship Council (MSC) or Best Aquaculture Practices (BAP), or certified by a program which follows the FAO Guidelines and is recognized by the Global Sustainable Seafood Initiative (GSSI) as such. This is a huge success for ASMI’s RFP program, the first certification scheme formally recognized by GSSI in July 2016.

**HEALTHIER CAMPUS INITIATIVE**

For the first time, ASMI is sponsoring Partnerships for a Healthier America’s Healthier Campus Initiative which includes $2 college and university campuses around the country. ASMI will be introducing their new Event in a Box which is a scalable, customizable DIY kit to help institutions host their own Alaska seafood event. Along with this effort, ASMI is developing six new Alaska pollock recipes that support PHA’s voluntary healthy guidelines. These new recipes, along with a contact list of Alaska pollock processors willing to offer free samples of their healthiest products, will be sent to the participating campuses.

**WALMART TRADE MISSION TO SOUTH KOREA**

In February, 12 industry members joined ASMI on a trade mission to South Korea to learn more about the market, how Alaska products are used, explore products and market segments with growth potential, and study market trends. Attendees established closer working relationships between the Alaska and South Korean industry and forged new partnerships.

**SEASON 8 VIDEOS HIT 1 MILLION VIEW MARK**

ASMI’s season 8 video series received 1 million views on social media. The videos include How To Clean & Fillet a Salmon and How To Fillet a Halibut. "The 360° virtual reality video will be rolled out at festivals, exhibitions, experiential events and catering colleges. These new recipes, along with a contact list of Alaska pollock processors willing to offer free samples of their healthiest products, will be sent to the participating campuses. **WALMART TRADE MISSION TO SOUTH KOREA**

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