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WHEEL WATCH

ASMI REPORT TO THE FLEET

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WHEEL WATCH

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STAY IN TOUCH!



We receive hands-on guidance from dozens of industry experts that voluntarily serve on ASMI committees. If you are interested in serving on an operational or species committee, please email us at info@alaskaseafood.org.

Sign up for regular marketing updates by texting "ASMI" to 66866.

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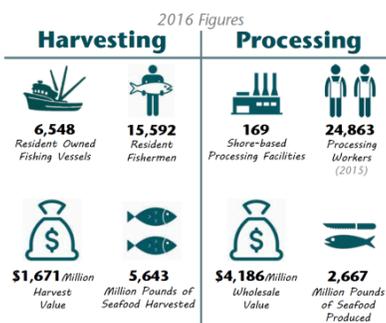
MISSION AND FUNDING

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

- Increased 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.

ECONOMIC IMPACT

- The seafood industry directly employs nearly 60,000 workers in Alaska each year, more than any other private sector industry. Including multiplier effects, seafood is the third-largest basic sector full-time equivalent job creator in Alaska after the oil-and-gas and visitor industries.
- Seafood contributed an annual average of \$5.0 billion in economic output to the Alaska economy in 2015 and 2016.
- Alaska's abundant fisheries have produced over 169 billion pounds since statehood in 1959.
- Alaska exports more than one million metric tons of seafood each year, bringing over \$3 billion of new money into the U.S. economy.



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



NORTH AMERICA

NYC TASTING EVENT

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, knocking out 12 of the nation's best chefs by showing creativity and craftsmanship in highlighting the superior quality of Alaska seafood.

ASMI 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.

NORTH AMERICA cont...

IBOTTA CAMPAIGN

ASMI kicked off the 2017 Lenten season with a coupon for frozen Alaska pollock products on Ibotta, the free app that pays consumers cash for everyday purchases. Before customers shopped, they unlocked a \$.50 Alaska pollock cash reward coupon by completing a quick one-question poll about Alaska seafood. Customers could then purchase any brand of frozen Alaska pollock fish sticks, portions or fillets at any supported store and redeem their \$.50 cash reward. This promotion with Ibotta both promoted Alaska Seafood, and provided ASMI with survey results from seafood consumers.



WHOLE GRAIN ALASKA POLLOCK IN SCHOOL LUNCHES

Alaska pollock with a crispy whole-grain crust are now on school lunch menus. Genuine Alaska Pollock Producers (GAPP) and ASMI worked for several years with the USDA to add the fish sticks to its food list, which was finalized earlier this year. The USDA purchase of 554 million pounds of pollock is valued at \$640 million.

HEALTHIER CAMPUS INITIATIVE

For the first time, ASMI is sponsoring Partnerships for a Healthier America's Healthier Campus Initiative which includes 52 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.

INTERNATIONAL

SEAFOOD EXPOSITION GLOBAL (BRUSSELS)

ASMI hosted an Alaska pavilion at Seafood Exposition 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 Alaska pavillion 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.

ASMI 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.



INDUSTRY

ASMI/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 for wild seafood, 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 RFM program, the first certification scheme formally recognized by GSSI in July 2016.