

DATE: September 28, 2017  
TO: ASMI Board of Directors and Committee Members  
FROM: Jeremy Woodrow, ASMI Communications Director  
RE: Communications Program Activity Highlights, October 2017 - September 2018

### **FY19 Communications Strategic Plan**

In FY19, the Communications team conducted an annual review of the program strategic plan to focus the program's efforts, communicate the program's goals, and serve as a tool for evaluating program requests or new opportunities. The team re-evaluated and set three key audiences: domestic consumers, fleet and industry, and Alaska government leadership. In order to streamline program operations, the "Alaskan consumers" target audience was eliminated. The strategic plan was provided to the newly formed Communications Committee members at the first committee meeting, detailing the program's core values, objectives, and tactics.

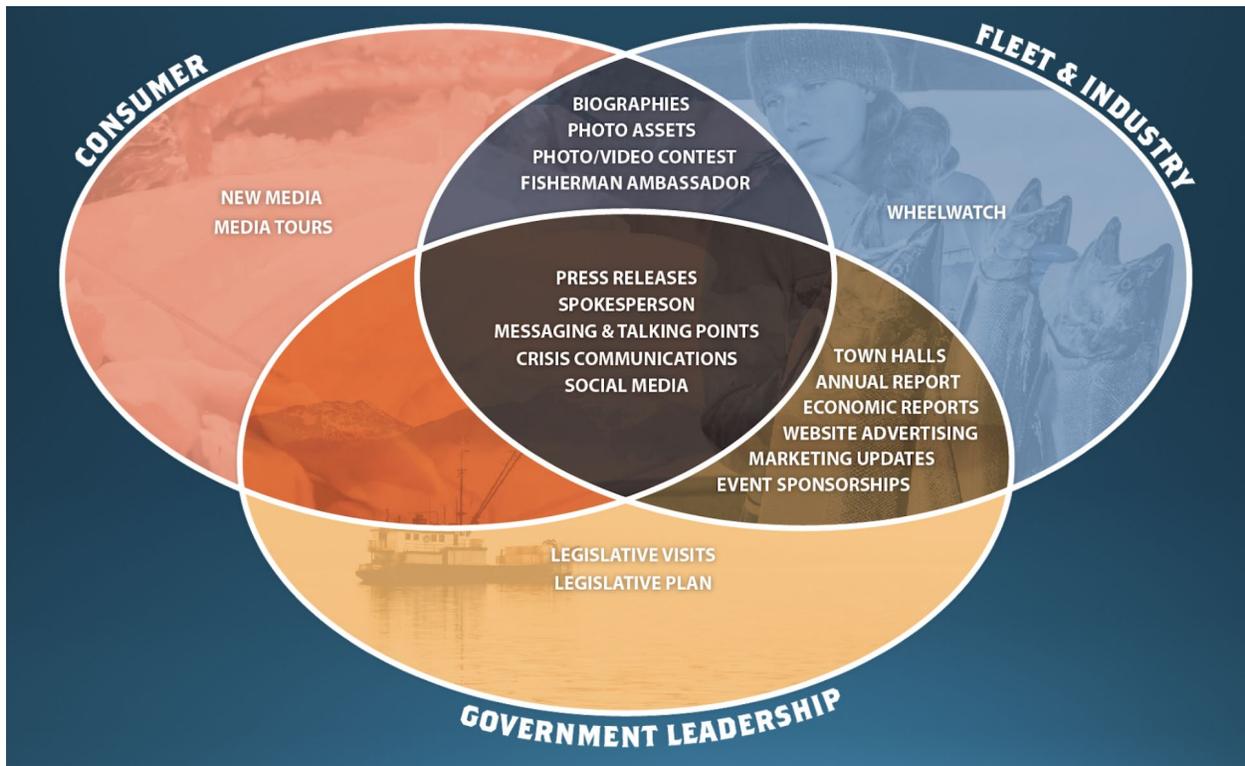
### **Communications Program Core Values:**

- Grow and Know Our Audience(s)
- Return on Relationships
- Develop Content That Supports the Alaska Seafood Brand
- Share Our Successes

### **Communications Program Objectives:**

- Increasing positive awareness of ASMI and the Alaska Seafood brand among the following key audiences;
  - consumers
  - fishermen/industry
  - government leadership
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry;
  - Producing content to be used across all programs
  - Serving as ASMI's spokesperson
  - Supervises crisis monitoring and messaging
- Long-term proactive marketing planning;
- Focused education, research, and advocacy efforts among industry issues;
  - Coordinate industry economic value research, industry report card survey and other seafood market research as needed
- Prudent, efficient fiscal management.

**Objective 1: Increase positive awareness of ASMI and the Alaska Seafood brand among key audiences (consumers, fishermen/fleet/industry, government leadership).**



### **Audience: Domestic Consumers**

Message: *Alaska seafood is wild, healthy, delicious and sustainable.*

### **Domestic P.R. Program Management**

The Communications Director manages the domestic public relations program’s day-to-day operations to continue to drive awareness and affinity for Alaska Seafood throughout the year. The PR program leveraged a wide range of efforts to educate media, consumers and influencers across earned, owned and paid channels, and are executed by ASMI’s PR agency, Edelman PR.

### **Influencer Programs (year-round)**

To drive extensive sustainability, health and recipe content across digital and social channels, the team executed a variety of influencer campaigns resulting in 64 total blog posts and more than 240 social posts, garnering over 83 million impressions.

The January 2018 influencer program focused on sustainability and health resulted in 26 total blog posts and more than 100 social posts, garnering over 22.5 million impressions. Recipes featured a multitude of Alaska seafood varieties including salmon, cod, halibut, Alaska pollock and king crab. A sampling of recipes from the program include:

- We're Parents: [Easy Alaska Salmon Burgers](#)
- Eclectic Recipes: [Blackened Alaska Halibut Tacos with Avocado Ranch Sauce](#)
- Bored Mom: [Chili Lime Alaska Salmon in a Pressure Cooker](#)
- Forks & Folly: [Light & Easy Baked Alaska Cod in Parchment](#)



The February-March 2018 influencer program timed with Lent featured a focus on kid-friendly cooking and resulted in 29 total blog posts and more than 100 social posts, garnering over 48 million impressions. From tacos to sliders,

influencers created a range of recipes for all ages to enjoy featuring Alaska whitefish varieties including Alaska pollock, halibut, cod, sablefish and sole. A sampling of recipes from the program include:

- 365 Days of Crockpot: [Alaska Cod Fish Tacos with Garlic Lime Sour Cream](#)
- Savory Spin: [Easy Turmeric Lime Alaska Cod](#)
- A Mom's Impression: [Baked Parmesan Alaska Cod Sliders](#)
- Fearless Dining: [Pesto Grilled Halibut Steak](#)



The August 2018 influencer program timed with Alaska Wild Salmon Day resulted in 9 total blog posts and more than 40 social posts, garnering over 12 million impressions. From tacos to sliders, influencers created a range of recipes for all ages to enjoy featuring Alaska whitefish varieties including Alaska pollock, halibut, cod, sablefish and sole. A sampling of recipes from the program include:

- Savoir Faire: [Honey Baked Alaska King Salmon Strips](#)
- Life A Little Brighter: [Sheet Pan Salmon with Zucchini and Lemon](#)
- Fearless Dining: [Grilled Wild Alaska Coho Salmon](#)
- My Latina Table: [Crispy Skin, Pan-fried Alaska Salmon with Lemon Butter Garlic Sauce](#)



### Harvest Announcements

To generate media and consumer awareness around the harvest seasons, the team distributed press releases and conducted broad media outreach at key moments throughout the year.

**Alaska Whitefish:** A national [press release](#) announcing the kick-off of Alaska halibut and sablefish harvest season was distributed on March 22, 2018. The release garnered a combined reach of more than 79 million impressions with pick up from 188 outlets, including Yahoo!, MarketWatch and Washington Business Journal. Edelman also secured coverage with Associated Press and Food & Wine, both of which will feature Alaska whitefish in upcoming recipe content.

**Alaska Salmon Harvest:** A national [press release](#) announcing the opening of Alaska salmon season was distributed on May 17, 2018. The release garnered a combined reach of more than 79 million impressions with pick up from 227 outlets, including Yahoo! Finance MarketWatch, and Washington Business Journal.

**Alaska Wild Salmon Day:** A national press release announcing the third-annual Alaska Wild Salmon Day and promoting the Alaska Seafood Commercial Fishing Photo Contest was distributed on August 9, 2018 garnering a combined reach of more than 9.9 million impressions with pick up from 240 outlets, including Markets Insider, Wichita Business Journal and Washington Business Journal. The post was also popular on Twitter, where it received a like from Food Network chef Tyler Florence. Outreach garnered coverage in [KOMO Radio](#) where Chef Kathy Casey discussed Alaska Wild Salmon Day and in [CRN What's Cookin' Today](#) where Maya Wilson, author of “The Alaska From Scratch Cookbook,” discussed Alaska Wild Salmon Day, Alaska seafood sustainability, the five species of Alaska salmon and how she likes to prepare Alaska salmon. To amplify consumer engagement day-of, Edelman also coordinated a Snapchat geofilter which resulted in 9,910 total swipes, 173 total uses, 5,496 total views.

In addition, the team coordinated a paid partnership with PureWow timed with Alaska Wild Salmon Day, resulting in 4.3 million media impressions.

- Wild Alaska Salmon and Summer Squash Kebabs: As a result of the Alaska Wild Salmon Day activation, PureWow shared a recipe for wild Alaska salmon and summer squash kebabs, with additional amplification via [Facebook](#) and Instagram.
- Wild Alaska Salmon and Smashed Cucumber Grain Bowls: PureWow also shared a recipe for wild Alaska salmon and smashed cucumber grain bowls, with additional amplification via [Facebook](#) and Instagram.

## #AskForAlaska NYC Media Tour and Tasting Table Event (May 2018)

To educate top-tier national press, influencers and chefs about all Alaska seafood species, Edelman coordinated a three-day tour from May 21-23, 2018 with Alaska Chefs Laura Cole and Maya Wilson, Alaska fisherman Nelly Hand and ASMI's Jeremy Woodrow in New York City. Key events included:



- Meredith Test Kitchen Demo with Rachael Ray Every Day and Family Circle editorial staff
- support of Heritage Radio interviews
- Alaska seafood tasting and delivery to Martha Stewart and her team
- Alaska seafood delivery to Bon Appétit
- secured media placements
- an #AskForAlaska tasting event for media at Tasting Table and advertorial program

Through these events ASMI secured more than 44 million impressions and engagements from earned and owned posts:

- 44M+ total impressions earned to date, including earned social and Tasting Table advertorial impressions.
- Earned Social Content: Real-time social media posts from media meetings and the tasting event reached 4,318,682 social followers via 32 posts sparking more than 19,000 engagements plus additional views via 14 Instagram stories, which was a popular way to cover the event among attendees.

Secured media coverage includes:

- Marthastewart.com: [A Special Salmon Tasting with Martha in the Test Kitchen](#) (The 42 Burners team is celebrating Alaskan salmon season)
- Mindbodygreen.com: [THIS Is The Best State To Buy Your Seafood From](#)
- Bon Appétit Instagram (Followers: 2,200,000): Following our Alaska halibut delivery to Brad Leone in NYC in May, Bon Appétit shared photos of Brad receiving the fish on their Instagram story.

Additional tour highlights include:

- Meredith Test Kitchen Demo – Monday, May 21: To educate the food team for future coverage, chef Laura Cole prepared a side-by-side tasting of all five species of wild Alaska salmon to seven Rachael Ray Every Day and Family Circle staffers at the Meredith Test Kitchen including Nina Elder, executive food editor and Grace Rasmus – digital editor who shared images on social. In addition to the tasting, Jeremy Woodrow and Nelly Hand spoke about fishing in Alaska, sustainability and more. *Results: Coordinating*

*with the online team for a guide to buying salmon; real-time social coverage from attendees across their Instagram channels.*

- Heritage Radio Interviews – Tuesday, May 22: For an in-depth look at Alaska seafood, chefs Maya Wilson and Laura Cole and Alaska fisherman Nelly Hand went on-air with Heritage Radio across various shows. Maya joined Cathy Erway for a pre-record of the “Eat Your Words” podcast to discuss Alaska from Scratch and how Alaska seafood influences her cooking style and recipe development. Nelly joined “Feast Yr Ears” host, Harry Rosenblum, to provide an in-depth look at the Alaska seafood industry by sharing her experience as an Alaska fisherman. Laura interviewed live with Eli Sussman on “The Line” to discuss her culinary journey as an Alaska chef (available to listen to [here](#)). The Edelman team also coordinated with Heritage for all supporting email blasts and social coverage driving to the interviews.
- Martha Stewart Test Kitchen Visit and Alaska Seafood Delivery – Wednesday, May 23: The team delivered two whole salmon and conducted a side-by-side salmon tasting with more than 10 members of the Martha Stewart food team, including Martha Stewart, Greg Lofts (deputy food editor) and Victoria Spencer (senior digital food editor). During the visit, Nelly presented a whole salmon and provided background on seafood in Alaska and Chef Laura Cole prepared a side-by-side tasting of all five species in addition to providing a demo on filleting a salmon – per Martha’s request. See resulting coverage above.
- Bon Appétit Test Kitchen Visit and Alaska Seafood Delivery – Wednesday, May 23: Jeremy Woodrow hand delivered Alaska halibut, sablefish and rockfish to Brad Leone in the test kitchen resulting in real-time social [coverage](#) across Brad’s Instagram channel followed by coverage from Bon Appétit’s Instagram channel. The delivery resulted in an extensive [Alaska Halibut taco video](#) that has garnered more than 1.6 million views.
- #AskForAlaska Tasting Table Program and Tasting Event – Tuesday, May 22: Secured nearly 40 attendees from media outlets such as TIME, Rachael Ray, Oprah Magazine, MindBodyGreen, The Today Show, Better Homes & Gardens, The Daily Meal and more, generating real-time social coverage and interest to include Alaska seafood in future stories. Following the event, Tasting Table shared a robust photo gallery on their Facebook page. The team also created and coordinated an Alaska Seafood Snapchat filter that was used throughout the event resulting in 469 total impressions.
- Tasting Table Media Buy: Secured advertorial content via Tasting Table’s newsletter and social channels, which shared tips on How to Speak Fishmonger with a link to the ASMI website for spring/summer recipe ideas. Resulted in 16.2 million impressions surpassing estimate of 3.5 million impressions.
- ASMI Social Content: Coordinated an ASMI Instagram takeover by Maya Wilson during the Tasting Table event, which resulted in seven Instagram story segments averaging 453 views with 360 users completing the entire story from beginning to end.

### **7th Annual Alaska Seafood Culinary Retreat: Tutka Bay (July 2018)**

To drive awareness around Alaska Seafood, the Edelman and ASMI teams coordinated a hands-on, in-depth Northern Exposure tour of Tutka Bay, starting in Anchorage and also venturing to Homer and Seldovia, for top-tier domestic media, including Serious Eats, Thrillist, Food52, VICE Munchies, Hallmark Home & Family, and Parade/Relish, and international chefs from Ukraine, England, Portugal, Poland and Japan. After a welcome dinner at Kincaid Grill in Anchorage, the group of 15 departed Anchorage via float planes to Tutka Bay where guests experienced daily culinary sessions themed around various Alaska Seafood species. While learning about sustainably harvested Alaska seafood and spending time on Alaska waters, guests also had the opportunity to hone their seafood prep and cooking skills, as well as enjoy all Alaska has to offer, with foraging and kayaking expeditions and a visit to the scenic Halibut Cove. The trip resulted in 1.9 million media impressions, 70+ social posts, 70+ Instagram Stories from attendees, 8,000+ social media engagements, and 100,246 potential social reach.



In addition to the group trip, FAM attendee Chadwick Boyd filmed a segment in Seldovia for a piece being produced by Reel Food. The segment entailed Chadwick going on a commercial fishing excursion with Anne Barnett from Salmon Annie, getting a lesson in filleting, and making Alaska salmon burgers to give viewers a taste of “from sea to table.” The segment garnered an estimated 5-8 million impressions in a full national cinema network run in August 2018 in approximately 15,000 theaters. Visit ASMI’s YouTube channel AlaskaSeafood to view the [full video](#).

### **Media Relations Highlights**

- 984 million impressions from 330+ placements from November 2017 - September 2018.
- Cooking and recipe topics were the primary driver of coverage, followed by health, then the Alaska story. Some examples include:

- Associated Press Alaska Cod Recipe: [To Get Fish on the Dinner Table, Think of Using a Pouch](#) (picked up by 50 outlets such as The Washington Post, Chicago Tribune and ABC News)
- Associated Press Alaska Salmon Recipe: [Cooking on Deadline: Salmon with Tarragon Vinaigrette](#) (Picked up by 87 outlets such as ABC News, The Washington Post and Chicago Tribune)
- Bon Appétit/Brad Leone It's Alive: [Brad Goes Crabbing in Alaska](#)
- Bon Appétit/Brad Leone: [Brad and Matty Matheson Make Fish Tacos](#)
- Forbes: [Crab Fight! Aboard Alaska's Quest to Be America's King of Crab](#)
- Marthastewart.com: [Grilled Halibut Steaks with Potatoes, Olives, and Onions](#) (After being published in the Martha Stewart Living June print edition, Food Editor Greg Loft's grilled Alaska halibut recipe featuring seafood we provided was also shared online)
- NPR – The Splendid Table: [Grilled Salmon Skewers with Basil Vinaigrette](#)
- Parade: [Joanna Gaines' Grilled Salmon with Meyer Lemons and Creamy Cucumber Salad](#)
- Real Simple: [How to Cook Salmon and Farm-Raised vs. Wild Salmon](#)
- Tasting Table: [7 Snacks to Pack for a Long Weekend Road Trip](#)
- Woman's Day, October 2018 Issue: [Go Fish!](#)



### Media Relations Metrics

- 4.8+ billion impressions from 1,578 placements earned since FY'15 (February 1, 2015-September 2018)
- 1.2 billion impressions earned in FY'18 (July 1-June 30, 2018) via stories that highlight Alaska seafood.
- 150 reporters, influencers and chefs experienced Alaska seafood in FY'18 events and Alaska FAM Trip

### Digital Highlights

- 3.8M consumers reached through paid Facebook and Instagram efforts
  - The Alaska from Scratch Alaska King Crab Avocado toast promoted video in June 2018 was the most successful paid and organic video to date on Facebook. The video delivered over 1M impressions, 266k 3-second views, and 61k completed views on Facebook.
- 109k engagements from 560+ owned posts

- 100+ uses of #AskForAlaska
- 46% increase average in engagements per post across Facebook, Twitter and Instagram
- 6.3K Snapchat geofilter views in support of ASMI college promotions
- 2k+ new Instagram fans
- 100+ cross-promotional social posts garnering 3.8K social engagements

**NYC Events: James Beard Food Summit & Media Event (October 2017)**

ASMI sponsored and attended the James Beard Food Summit in New York City October 23-24, 2017. While in New York, ASMI held an #AskForAlaska Crab & Seafood media event at the James Beard House on October 24. The event was in partnership with the Alaska Bering Sea Crabbers Association and highlighted the first Alaska king crab of the season as well as the three other primary Alaska crab species. Three Alaska chefs: Aaron Apling-Gilman of Seven Glaciers at Alyeska Resort, Jason Porter of Alyeska Resort, and Lionel Uddipa of SALT Juneau prepared appetizers and the main courses for the more than 50 guests in attendance, including Martha Stewart and representatives from outlets such as TODAY Show, Food Network, New York Post, Food & Wine, Bravo TV and ABC News. Content from media contacts generated 1.2 million impressions and 12k engagements on social media.

**Alaska Seafood Featured on The Today Show**

Alaska Seafood earned a feature segment on The TODAY Show October 25 reaching 1.8 million viewers where Alaska king crab was enjoyed by Kathie Lee and Hoda on-air for 20 minutes. During the segment Kathie Lee and Hoda also recognized that October 25 was Commercial Fishing Day in Alaska, as proclaimed by Governor Walker.



**Bon Appétit’s It’s Alive launches “Brad Goes Crabbing in Alaska” episodes**



Following Bon Appétit’s Test Kitchen Manager Brad Leone and videographer Vincent Cross’ February trip to Alaska, their *It’s Alive with Brad* segments for Bon Appétit is available to view on Bon Appétit’s YouTube channel [here](#) reaching 1.2 million subscribers. The 18-minute video summarizes Brad’s Alaska crabbing experience, providing viewers with an inside look at the work that goes into bringing Alaska crab to tables worldwide. A subsequent 11-minute video features Brad cooking Alaska Bairdi and king crab on the beach.

## **Audience: Alaska Fishermen/Fleet/Industry**

Message: *ASMI brings value to Alaska fishermen and the seafood industry by raising the value of the Alaska Seafood brand.*

### **Alaska Federation of Natives Convention (October 2017)**

At the Alaska Federation of Natives Convention, held October 19-21, 2017 in Anchorage, ASMI held a booth passing out information, recipes and spice packets to the convention's 4,000 attendees. This was a great way to connect with consumers from all over the state, and promote the enjoyment of Alaska's third-largest resource.

### **Pacific Marine Expo (November 2017)**

ASMI sponsored and attended the Pacific Marine Expo in Seattle November 16-18, 2017. The event's new "Alaska Hall" was decorated with large, gallery style photos from ASMI's media library, all featuring the Alaska Seafood logo. Communications Director Jeremy Woodrow presented an Alaska seafood overview and update, and Andy Wink of McDowell Group presented on the 2017 Economic Impact Report. ASMI hosted an informational booth distributing recipes, an infographic on the 2017 salmon harvest, and displayed a motiongraphic of the Economic Impact Report to the event's 10,000 attendees.

### **Alaska Young Fishermen's Summit (December 2017)**

Jeremy Woodrow attended and presented an Alaska seafood marketing overview at the Alaska Young Fishermen's Summit in Anchorage Dec. 6-8, 2017. ASMI has been a long-time sponsor and participant of the Young Fishermen's Summit, which aims to educate fishermen starting their careers in the Alaska fishing industry and provide a network of mentors and peers so they may succeed as the next generation of Alaska fishermen.

### **ComFish Kodiak (March 2018)**

ASMI was in Kodiak March 21-24 for Kodiak ComFish 2018. On March 21 ASMI co-sponsored a rockfish taco night along with the Alaska Marine Conservation Council and Kodiak Jig Seafoods. On March 22, as part of the ComFish forums, Jeremy Woodrow partnered with Garret Evridge, McDowell Group Economist, to present an economic and marketing update of Alaska's fisheries. ASMI also hosted a booth at the ComFish exhibit hall for ASMI staff to meet members of the industry and residents of Kodiak.



### **Juneau Maritime Festival (May 2018)**

ASMI sponsored the 2018 Juneau Maritime Festival May 12, 2018, which celebrates Juneau's rich maritime culture, history, and commerce. ASMI also hosted a booth at the festival to promote wild Alaska seafood and hand out collateral materials and recipes to the over 2,000 attendees.

### **Haines Fishermen Barbecues (June 2018)**

Jeremy Woodrow attended the Haines Fishermen Friday Night Barbecue June 15, 2018, a pre-season event for the Northern Lynn Canal Gillnetters Association, their families and others who work in the seafood industry. ASMI sponsored the event and spoke with attendees about the current value of Alaska seafood and what ASMI is doing to increase demand of wild Alaska seafood worldwide. Additionally, on June 16, ASMI sponsored the Haines Fishermen Barbecue, a free salmon and rockfish barbecue hosted by the Haines State Fair for the Kluane Bike Race participants and residents of Haines. ASMI provided collateral for the events attendees and the over 50 volunteers of the event wore Alaska Seafood aprons while serving and cooking for the nearly 2,000 attendees.

### **Bristol Bay Fish Expo (June 2018)**

ASMI participated in the second annual Bristol Bay Fish Expo, held in Naknek June 8-9, 2018. ASMI provided informational and quality handling materials to the expo's hundreds of attendees, who were largely fishermen getting ready for the upcoming salmon season. On June 8, Jeremy Woodrow and Communications Specialist Arianna Elnes gave a presentation on Alaska seafood's current state in the global marketplace. ASMI also presented at the Bristol Bay Regional Seafood Development Association board meeting June 9. The Bristol Bay Fish Expo provided an excellent opportunity to connect with fishermen in an area that produces the largest sockeye run in the world.

### **2018 Salmon Outlook and Summary Posted**

The Spring 2018 outlook and summaries for salmon were posted on ASMI'S [website](#). The summaries, put together by McDowell Group, forecast the harvest, ex-vessel value, and first wholesale value of pink, keta, sockeye, coho, and king salmon.

### **Northern Lights for National Fisherman Magazine**

ASMI coordinates the monthly Northern Lights column in National Fisherman magazine, curating topics and submission from industry partners that help support ASMI's mission. Topics include the Alaska Mariculture Task Force, Seafood Consumers of the Future, Q&A with new United Fishermen of Alaska Executive Director Frances Leach, the Alaska Seafood Processing Leadership Institute program by SeaGrant, ASMI's virtual reality fishing video shot in Cordova for the U.K., and Creating Relationships with Restaurateurs for Fishermen. ASMI also supplies a quarterly marketing update for the magazine. National Fisherman has over 26,000 subscribers and 45,000 average monthly page views.



## Wheel Watch - Volume 3 (November 2017)

In 2017, the third edition of Wheel Watch, ASMI's annual printed newsletter to the fleet, was mailed to over 28,000 commercial fishermen in Alaska and other states.

## Monthly Marketing Updates

Every month, the ASMI communications team publishes the monthly marketing update, which is sent to over 2,635 industry personnel.

## Alaska Fisherman Ambassador Program

Currently up to 443 enrollees, the Fisherman Ambassador Program offers ASMI a qualified source of fishermen who are advocates of ASMI among the fleet.

## Audience: Government Leadership

Message: *An investment in ASMI supports the Alaska economy.*

## Alaska Seafood Month/Commercial Fishing Day Proclamation

ASMI coordinated with Governor Walker's office to proclaim October 2018 as Alaska Seafood Month to coincide with National Seafood Month. Additionally, October 25, 2018 has been proclaimed by Governor Walker to be Commercial Fishing Day. The proclamation draws on the Alaska seafood industry economic value and importance to the state of Alaska and cites numerous statistics from the ASMI-produced economic value report. 2018 marks the second consecutive year for the proclamation.

## Symphony of Seafood

ASMI sponsored the 2018 Alaska Symphony of Seafood organized by Alaska Fisheries Development Foundation. The event celebrates new value-added products made from Alaska seafood in a friendly competition among Alaska seafood companies both large and small. The symphony consists of two receptions, one of which is held in Juneau as a legislative reception. This is a popular event for legislators and staff provides a unique opportunity to highlight and expose Alaska seafood to Alaska government leadership.

## Annual Report

Communications manages production of the ASMI Annual Report, highlighting ASMI's successes, challenges, program highlights, industry issues and performance measures.

## Legislative Outreach

The communications programs assist the ASMI Executive Director with Legislative outreach both during legislative session



and the interim. During session ASMI provides Alaska seafood materials such as the Alaska Seafood Economic Value Report, UFA whitepapers and the ASMI annual report. ASMI staff also conduct numerous events statewide throughout the year and it has been customary for ASMI to notify legislators in advance if ASMI will be in their district with distinguished guests.

### **Southwest Alaska Municipal Conference (March 2018)**

ASMI Communications Director Jeremy Woodrow was part of a four-person panel March 2, 2018 at the Southwest Alaska Municipal Conference in Anchorage. The title of the panel was “Adding Value in Alaska to Grow a \$4.2 Billion Industry.” Panelists included: Paula Cullenberg, Alaska Sea Grant; Garrett Evridge, McDowell Group; Stefanie Moreland, Trident Seafoods. The ASMI portion of the panel included a brief presentation that provided an update on consumer trends in the marketplace and included examples of ASMI international and domestic marketing efforts aimed at increasing the economic value of the Alaska seafood industry.

### **Southeast Conference Annual Meeting (September 2018)**

Jeremy Woodrow presented a general overview of ASMI, the value of Alaska seafood and consumer trends as part of the seafood track at the Southeast Conference Annual Meeting in Ketchikan, September 12-14, 2018. The audience included local elected officials, business owners and representatives and a few fishermen from Southeast Alaska. The other speakers for the seafood track were Steve Reifentuhl of Northern Southeast Regional Aquaculture Association, Alaska Fisheries Development Foundation Director Julie Decker and Mark Scheer, CEO Premium Aquatics.

## **Objective 2. Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry**

### **Producing content to be used across all programs**

#### **Chef Drew Johnson Competes at Great American Seafood Cook Off**

ASMI supported Chef Drew Johnson of Anchorage’s Kincaid Grill at the Great American Seafood Cook Off in New Orleans August 4, 2018. Chef Johnson prepared “Alaska King Salmon with Shitake Mushroom Puree, Buckwheat Soba Noodle Salad and Rhubarb Ponzu Foam.” While Chef Johnson did not place in the top three, the judges announced this year’s competition was the closest they could remember between all the contestants. The 2018 winner was Chef Ryan Trahan of Louisiana.



**WILD ALASKA SEAFOOD**  
NUTRITIONAL VALUES

Wild Alaska seafood is a complete, high quality protein, as well as a rich source of vitamins and minerals. Only wild DHA and EPA, and a naturally high in omega-3 essential fatty acids and minerals including potassium, iron, zinc, and selenium.

	Calories	Total Fat	Total Protein	Total Carbohydrate	Total Fiber	Total Sugar	Sodium	Cholesterol	Total Omega-3	DHA	EPA	
<b>WILD ALASKA SALMON</b>												
Alaska King	200	10	20	0	0	0	100	70	1000	100	100	
Alaska Coho	150	8	15	0	0	0	80	50	750	75	75	
Alaska Sockeye	150	8	15	0	0	0	80	50	750	75	75	
Alaska Chinook	150	8	15	0	0	0	80	50	750	75	75	
Alaska Pink	150	8	15	0	0	0	80	50	750	75	75	
<b>WILD ALASKA CARRED SALMON</b>												
Alaska Sockeye	150	8	15	0	0	0	80	50	750	75	75	
Alaska Coho	150	8	15	0	0	0	80	50	750	75	75	
Alaska Sockeye	150	8	15	0	0	0	80	50	750	75	75	
Alaska Pink	150	8	15	0	0	0	80	50	750	75	75	
Alaska King	200	10	20	0	0	0	100	70	1000	100	100	
Alaska Chinook	150	8	15	0	0	0	80	50	750	75	75	
Alaska Sockeye	150	8	15	0	0	0	80	50	750	75	75	
Alaska Coho	150	8	15	0	0	0	80	50	750	75	75	
Alaska Pink	150	8	15	0	0	0	80	50	750	75	75	

## Updated Nutritional Values Chart

ASMI Communications worked with the Technical program to produce an updated nutritional value chart. The chart contains nutritional information for salmon, whitefish, and shellfish in a look and style similar to the recently updated Seafood Buyer’s Guides series.

## Alaska from Scratch Recipe Videos

ASMI worked with Alaska chef and cookbook author Maya Wilson to create recipe videos of delicious Alaska King Crab Avocado Toast, Alaska Salmon Ginger Peanut Noodle Bowls, Alaska Halibut with Pistachio Pasta and Roasted Tomatoes, and Alaska Smoked Salmon Pot Pie with Chive Drop Biscuits in partnered promotion of her new cookbook, “The Alaska from Scratch Cookbook.” The videos were rolled out in summer 2018, and are available on the Wild Alaska Seafood website and YouTube.

## Thaw Informational Card

The Communication and Technical programs worked together to develop a hand out that guides consumers on how to safely thaw frozen Alaska seafood, as well as general guidelines of the Cook It Frozen techniques. This piece can be distributed to consumers by all programs.



## New Photo Assets

Nearly 70 photos from Alaska photographers Chris Miller, Ben Huff, and Scott Dickerson were added to the ASMI Media Library. Additionally, the Alaska Commercial Fishing Photo Contest brought in over 300 images to add to ASMI’s asset collection.



## Quality Art and Playing Cards

The quality art developed by the Technical program were produced as posters, stickers and playing cards. The Communications program worked with Bristol Bay Regional Development Association to distribute these items in Naknek and Dillingham at the start of this summer’s salmon season, and made them available to processors and fishermen around the state.

## **Fisherman Photos + Bios**

The Alaska Commercial Fishing Photos contest is not only a fun way to engage with a key audience (fishermen) but also affords ASMI a renewable trove of commercial fishing photos, which can then be made available for a variety of uses. Additionally, fisherman bios that accompany photo assets can be used by programs who wish to showcase individual Alaska fishermen.

## **Serving as ASMI's spokesperson**

### **Media Interviews**

The Communications program and staff serve as the primary point of contact for in-state and industry trade media. This will often involve data collection, identifying the best spokesperson (if not the Communications Director), follow-up calls and media monitoring of time-sensitive issues.

In August, ASMI participated in an Alaska Dispatch News editorial board meeting with Pacific Seafood Processors Association and a hatchery representative to educate and facilitate improved coverage of the Alaska fishing industry by Alaska's largest media outlet.

### **Supervises Crisis Monitoring and Messaging**

The Communications team often supports other programs by drafting and, if necessary, circulating consistent talking points in response to industry and consumer issues as they arise.

- **Monterey Bay Aquarium Talking Points**

Communications has been helping support the effort by ASMI to interpret the Monterey Bay Aquarium's new eco-certification program, which replaces the well-known green/yellow/red ranking for several key Alaska species. This includes preparing website update recommendations, media talking points, industry update letter, and comprehensive work plan.

- **Alaska Cod talking Points**

Communications prepared talking points for industry to assist in messaging about reduced Cod TAC levels in the Gulf of Alaska.

- **Salmon Parasites**

Communications helped monitor and prepare messaging for parasites in salmon which saw a recurrence in media cycles.