

# QUESTIONS FOR OPERATIONAL COMMITTEES (DOMESTIC)



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## Key Questions:

1. What opportunities do you see coming up for the ASMI program you guide? How can ASMI programs capitalize on new markets/categories/platforms? How can ASMI draw in new “customers”/promotional partners?
  - Continue what we are doing to promote Alaska seafood to super consumers, new partnerships, reevaluate in the Spring
  - Now that the team is fully staffed with Stephen Gerike in Food Service promotions, continue efforts in Food Service with new partnerships and customers.
2. What specific advice would you give the ASMI program you guide about upcoming challenges in the marketplace or with a particular species or product form?
  - Stronger marketing of Alaska halibut with regards to increasing east coast halibut numbers
  - Concern about rising prices of all Alaska species, especially salmon.
3. Taking into account comments from the species committees, what focused effort do you think could best support industry needs now and in the future?  
(Species committee comments and recommendations will be provided in writing at the conclusion of their respective meetings.)

Salmon: Continued efforts with sockeye as well as pinks and chums. Twice frozen fish having a higher price point on fillets. Continue marketing efforts for canned salmon in anticipation of increased 2019 pink harvest.

Whitefish: How to get consumers to associate that the origin of the whitefish is Alaska nomenclature.

Halibut/Sablefish: Increase in halibut marketing opportunities with regards to east coast halibut increases and length of fisheries.

Shellfish: Continue Ugly crab campaign for one more year and ASMI to collect measureable data re: ugly crab. Golden crab and China tariffs.

4. Are there business impacts (so far) of the U.S./China trade dispute and subsequent tariffs that were identified by your committee, beyond those listed by the species committees? These may include shifts in product form, processing locations, or markets.  
Based on these impacts and those identified by the species committees, are there marketing opportunities you would like to see explored by ASMI programs?

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- “Product of USA” logo of flatfish
  - Grow US markets for sablefish and provide education
  - Golden king crab could be effected by tariffs
  - Opportunity to support reprocessing species in the US instead of China
  - Potential opportunity for Wild Alaska Pollock as the tariffs get implemented on tilapia from China.
5. Are there any specific actions pertaining to your program you would like the ASMI Board to consider?
- Ongoing and increased communication between the domestic marketing committee and ASMI staff
  - Industry mentoring staff about species Alaska seafood species
  - State of Alaska budget and increase in state funds to ASMI and how to communicate to the new administration