Wild, Natural & Sustainable®

EEU

RUSSIA, UKRAINE, ROMANIA, MOLDOVA, GEORGIA, LATVIA, LITHUANIA, ESTONIA, KAZAKHSTAN, AZERBAIJAN

Imports

	2016		2017		% Change	
	MT	Val. (000)	MT	Val. (000)	Volume	Value
Crab						
King Crab (Frozen)	0	$ 15	2	$ 88	341%	472%
Total Crab	**0**	**$ 15**	**2**	**$ 88**	341%	472%
Salmon						
Chinook (Frozen H&G)	108	$ 531	328	$ 1,016	204%	91%
Chum (Frozen H&G)	392	$ 936	402	$ 1,280	3%	37%
Coho (Frozen H&G)	82	$ 207	15	$ 30	-81%	-85%
Pink (Frozen H&G)	659	$ 1,539	2,129	$ 5,709	223%	271%
Sockeye (Frozen H&G)	95	$ 423	370	$ 2,474	289%	485%
Other/NSPF (Roe)	999	$ 11,508	1,627	$ 23,679	63%	106%
Total Salmon	**2,362**	**$ 15,293**	**4,874**	**$ 34,192**	**106%**	**124%**
Groundfish						
Pollock (Frozen Fillet)	713	$ 1,456	251	$ 597	-65%	-59%
Pollock (Frozen H&G)	4,828	$ 8,826	6,478	$ 15,442	34%	75%
Pollock (Roe)	30	$ 283	31	$ 187	3%	-34%
Pollock (Surimi)	5,344	$ 12,141	3,760	$ 8,010	-30%	-34%
Pollock (Mince)	648	$ 1,425	849	$ 1,969	31%	38%
Pacific Cod (Frozen H&G)	144	$ 403	205	$ 405	43%	0%
Sablefish	2	$ 27	1	$ 28	-32%	4%
Other/NSPF (Mince)	1,189	$ 2,928	43	$ 94	-96%	-97%
Total Groundfish	**12,898**	**$ 27,490**	**11,618**	**$ 26,731**	**-10%**	**-3%**

Imports

	2016		2017		% Change	
Flatfish						
Halibut	0	$ -	0	$ 4	-	-
Sole	254	$ 421	34	$ 66	-87%	-84%
Other/NSPF Flatfish	16	$ 28	2	$ 5	-87%	-81%
Total Flatfish	**270**	**$ 448**	**36**	**$ 75**	**-87%**	**-83%**
NSPF and By-Products						
All Other NSPF & By-products	101	$ 2,487.4	419	$ 5,224.6	315%	110%
Total NSPF & By-Products	**202**	**$ 2,908**	**419**	**$ 5,225**	**107%**	**80%**
Total	**15,802**	**$ 46,244**	**16,948**	**$66,311**	**7%**	**43%**

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Demographics

- 106.4 million consumers (excluding Russia)
- Stabilizing and growing economies
- Inexpensive reprocessing

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Trends

- Expansion of modern retail and HRI
- Growing seafood consumption
  - Specialized seafood stores and restaurants
- Growing interest in healthy diets and traceability

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Strategy

Increase Trade and HRI sector awareness of Alaska as the benchmark for quality, wild and sustainable seafood.

- Focus on trade servicing and maintaining flexibility to capitalize on opportunities as they arise. Provide close cooperation between importers and distributors and Alaska Seafood
- Expand origin identification at point of purchase
- Distribute information on storage and handling procedures in wholesale and retail
- Build HRI ambassadors
- Obtain outside funding for emerging markets
  - Ukraine Cochran Mission
  - Georgia in 2019?

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Strategy: HRI

- Increase HRI sector awareness of Alaska as the benchmark for quality, wild and sustainable seafood

- Conduct Alaska seafood representational events in different cities of the region to showcase the full range of Alaska seafood products to targeted HRI members, place advertorials in professional HRI media.

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Ukraine Cochran Mission

Participant Alaska Seafood Imports:
(Current Season)

UFC - $13.3 million
Flagman - $10 million
Fozzy group - $5.6 million
ATB - $1.15 million
InterRybFlot - $2.5 million

TOTAL: $32.55 million

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Alfredo Seafood/ Romfood In Store Promotion

Romania

Wild Alaska Salmon
In store Promotion and New Package Support
Easter Holidays, 2018
10 Cora Supermarkets

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Viocruis Impex Salmon Roe Holiday Promo
Moldova

Activity:

December 2017; POS materials distributed at Ocean Produs, Caviar House, Fourchette, Green Hills Market, Unimarket, Linella

Results: 4MT sold - 30% increase

Recreated for Easter Holidays at no cost

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Viciunai Pollock Promo: Maxima Supermarket

Lithuania

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Discussion

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