



Wild, Natural & Sustainable®

# WESTERN EUROPE



BELGIUM, FRANCE



# Imports



Alaska Seafood Exports To Western Europe 2016/2017							
	<u>2016</u>		<u>2017</u>		<u>% of Change</u>		
	MT	Val. (ooo)	MT	Val. (ooo)	Volume	Value	
<u>Other Shellfish &amp; Miscellaneous</u>							
<u>Crab</u>							
King Crab (Frozen)	2	\$ 28	20	\$ 321	705%	1065%	
King Crab (Other/Live)	5	\$ 136	0	\$ -	-100%	-100%	
Total Crab	7	\$ 163	20	\$ 321	174%	96%	
<u>Salmon</u>							
Chinook (Frozen H&G)	137	\$ 539	166	\$ 860	22%	59%	
Chum (Frozen H&G)	2,232	\$ 6,325	2,125	\$ 7,437	-5%	18%	
Coho (Frozen H&G)	661	\$ 3,135	695	\$ 4,065	5%	30%	
Pink (Frozen H&G)	549	\$ 1,684	1,028	\$ 2,392	87%	42%	
Sockeye (Frozen H&G)	1,513	\$ 11,000	2,713	\$ 19,814	79%	80%	
Other/NSPF (Frozen H&G)	125	\$ 459	192	\$ 380	53%	-17%	
Canned Chum	0	\$ -	3	\$ 9	-	-	
Canned Pink	18	\$ 51	32	\$ 138	73%	171%	
Canned Sockeye	51	\$ 265	36	\$ 211	-28%	-21%	
Other/NSPF (Canned)	35	\$ 111	0	\$ -	-100%	-100%	
Other/NSPF (Roe)	227	\$ 3,449	140	\$ 3,909	-38%	13%	
All Fresh H&G	70	\$ 132	61	\$ 140	-14%	6%	
All Fresh Fillets	15	\$ 96	11	\$ 121	-27%	26%	
All Frozen Fillets	428	\$ 3,135	710	\$ 5,139	66%	64%	
All Smoked	13	\$ 415	25	\$ 602	97%	45%	
All Other Products	0	\$ -	0	\$ -	-	-	
Total Salmon	6,074	\$ 30,795	7,937	\$ 45,216	31%	47%	



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<b>Groundfish</b>								
Pollock (Frozen Fillet)	2,695	\$ 6,036		2,450	\$ 5,022		-9%	-17%
Pollock (Frozen H&G)	48	\$ 133		4	\$ 19		-91%	-86%
Pollock (Roe)	12	\$ 136		0	\$ -		-100%	-100%
Pollock (Surimi)	10,503	\$ 22,858		11,768	\$ 25,292		12%	11%
Pollock (Mince)	633	\$ 1,192		1,025	\$ 1,963		62%	65%
Pacific Cod (Frozen H&G)	3,293	\$ 10,915		4,890	\$ 16,206		49%	48%
Pacific Cod (Frozen Fillet)	141	\$ 487		34	\$ 111		-76%	-77%
Sablefish	91	\$ 1,714		86	\$ 1,479		-6%	-14%
Other/NSPF (Mince)	157	\$ 299		0	\$ -		-100%	-100%
<b>Total Groundfish</b>	<b>17,574</b>	<b>\$ 43,771</b>		<b>20,333</b>	<b>\$ 50,194</b>		<b>16%</b>	<b>15%</b>
<b>NSPF and By-Products</b>								
NSPF (Livers/Roe)	506	\$ 1,643		0	\$ -		-100%	-100%
All Other NSPF & By-products	65	\$ 2,537.7		523	\$ 4,047.6		700%	59%
<b>Total NSPF &amp; By-Products</b>	<b>571</b>	<b>\$ 4,180</b>		<b>540</b>	<b>\$ 4,174</b>		<b>-5%</b>	<b>0%</b>

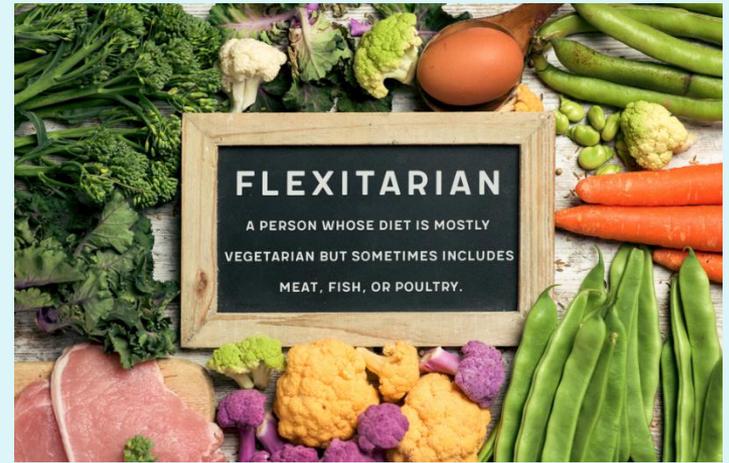


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# Demographics



- France is the biggest consumer of smoked salmon in Europe
- Immigration has created a strong salted and de-salted cod market
- Traditional salmon and cod consumers
- Nationalistic – preference for products processed in France
- Choice-atarian / Flexitarian
- America has a poor reputation in France – Paris Climate Accord



# Trends



- Functional Nutrition – “Eating better for living better”
- Locavore – “Made not far from here”
- “Free” eating – GMO, Gluten, Dairy
- Healthy snacks
- Popular surimi market
- Light-salted cod, Portuguese influence
- You can find almost every Alaska seafood product in France
- Foodie nation



# Trends



- **Good example of BRANDS following trends:**
  - ***Fleury Michon is committed to better nutrition***
  - Fleury Michon has decided to fight back against the trend of "food bashing" to restore consumer confidence about manufacturing methods, provenance, and quality of their products. The brand has engaged in a fight to help consumers "eat better every day."



# Strategy



- Partnerships that value calling out Alaska
- Enhance relationships with longstanding partners like Flunch, Davigel, Picard, if possible Findus
- Work with new platforms, meal kits, home delivery who will see the value in the Alaska brand
- Artisanal smokers are a target as they can carry ASMI messaging and reach the foodie/millennial target at farmer's markets and small trade shows
- Food truck is available to work in France



# Strategy



- **Maintain and grow strong partnerships in the region**
- **Cost-saving between CEU & WEU programs**
  - **Sharing design costs of materials**
  - **Website sharing**
  - **Cost – reduction on shared partnerships**
    - ✦ **Doctor's Office Promotion**
    - ✦ **Sharing Food Truck**
    - ✦ **Salmon Brochure Campaign**
    - ✦ **Upcoming smoked salmon campaign**
    - ✦ **Seafood U**



# Strategy



- **Increased Activities/Opportunities:**
  - Social media and robust web presence
    - ✦ Regular updates
    - ✦ Increase recipe database
    - ✦ Larger download platform of ASMI materials
    - ✦ Increased video content
  - Tradeshows
    - ✦ Exhibit at Omnivore & Pudlo
    - ✦ Presence at trend-setting gastronomy platforms. Partnering with industry partners to save costs for the program.
  - Strong Trade Partners
    - ✦ Delpierre
    - ✦ Hubco
    - ✦ Flunch
    - ✦ Auchan
    - ✦ Leclerc
    - ✦ Carrefour
    - ✦ Maximo
    - ✦ Picard
    - ✦ Davigel
    - ✦ Gelazur
    - ✦ Sovintex



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- Picard partnership remains strong
- In store promotion in 980 stores throughout France
- Currently filming a promotional video about the origin of Alaska



picard & moi  
C'est le moment!

NOUVEAUTÉS PROMOTIONS RECETTES

LIVRAISON GRATUITE\*\*\*  
Avec le code **EURO2016** pour toute commande livrée Du 4 au 9 juillet sur picard.fr

Je commande

## ESCALE EN ALASKA

**ALASKA SEAFOOD**  
Sauvage, Naturel & Durable\*

Ce mois-ci, jetez l'ancre dans les eaux pures et glacées d'Alaska et découvrez des saveurs incomparables.

Je jette ma ligne

6€95 7€95  
4 pavés de saumon keta du Pacifique MSC\*  
Le cochet de 400g, 17€37 le kg.

A déguster

... PAR DES PÊCHEURS PASSIONNÉS...

6€95 7€95  
4 portions panées de filet de colin d'Alaska MSC\*  
Qualité sans arête.  
La boîte de 500g, 9€60 le kg.

A savourer

3€95 4€95  
Bouchées de colin d'Alaska façon fish & chips MSC\*  
La boîte de 400g (10 à 13 beignets), 9€37 le kg.

A picorer

...RESPECTANT L'ENVIRONNEMENT

EN SAVOIR PLUS SUR NOS ALASKA SEAFOOD

**ALASKA SEAFOOD**  
Wild, Natural & Sustainable®

# Leclerc & Carrefour



- ASMI implemented POS promotions with the leading retailers Leclerc , Auchan and Carrefour
- Highlight “underrated” species and product categories
- In total, 166 days of promotion during weekends between Easter and June
- Promotion included tastings, POS information counters, flyer advertisement and consumer competition
- Salmon fillets were labelled with ASMI logo to highlight origin Alaska

→ Additional in-store activities already agreed for 2018 / 2019 marketing year



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# Artisanal Smokers



## WILD SALMON - A CULINARY FAVORITE

Alaska is home to five wild salmon species of which each fish has its own, unique characteristics. The different animals differ not only in size and appearance but also in aroma, meat color, texture and preferred ways of preparation.

As wild caught fish, Alaska salmon grow in their natural habitats without the influence of humans. As they only feed on natural food sources, their meat has a unique, pure and pristine taste. This distinguishes them from other fishes and makes the Alaska salmon a desired culinary speciality around the world.



Core products for the international cuisine are the flavorful meat as well as the highly requested salmon caviar. Chefs value its quality, natural aroma, culinary diversity and easy preparation.

To identify sustainably caught salmon look for the sign of the catching region FAO 67 for Alaska. Fishes with this identification can be consumed without hesitation, as they originate from strictly controlled and healthy populations.

## SOCKEYE SALMON



# Sockeye

Sockeye Salmon also known as Red Salmon is one of the most valuable fish living in the clean waters of Alaska. With a lifespan of three to four years, the salmon have an average weight of 3 to 4kg by a size between 63 and 90cm. Sockeye are caught from May to September in the Bristol Bay, Prince William Sound, Cook Inlet and Chignik region.

Looking for wild Alaska Sockeye? Contact us to learn where to purchase high quality Alaska seafood in your region!



With their deep red flesh, firm texture and intense aroma, it is a kitchen favorite among international chefs. The fish can be grilled, baked, roasted or steamed. It is also ideal for smoking. Frozen Sockeye maintains its texture, color, taste and nutritional value no matter how it is prepared.

The fish is available in Europe mainly as frozen filets, but also as headed and gutted whole fish or steaks (skinned or not skinned). During the catching season also a small amount of fresh sockeye enters the EU markets.

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- “Tradeshaw in a box” for artisanal smokers
- Create technical smoking brochure



# Discussion



- Dates to remember...

Seafood Expo Global in  
Brussels, Belgium  
May 7-9, 2019!

**ALASKA SEAFOOD**  
*Wild, Natural & Sustainable\**

**EUROPEAN SEAFOOD EXPOSITION**  
24-26 April 2018  
**BRUSSEL**  
ASMI booth Hall 6  
#1126, 1127 and 1143

**ALASKA – GOING WILD FOR SUSTAINABLE SEAFOOD**

In Alaska, sustainability is more than just a word... it is the common belief of all fishermen. Dedicated to strict guidelines, the fishing industry in Alaska carries on the heritage of previous generations and secures the future for the ones that follow.

Visit us at Seafood Expo Global and learn about our responsible fishing practices, the origin Alaska and its diversity of high quality seafood species.  
ASMI BOOTH HALL 6 #1126, 1127 AND 1143.

**MEET OUR COMPANIES:**

- Alaskan Leader
- Arrowood Fisheries
- Blue North
- Bornstein Seafoods
- Cascadia Seafoods
- Clipper Seafoods
- Dana E Bessecker Co.
- Dink Fisheries
- Glacier Fish Company
- Icy Strait Seafoods
- North Pacific Seafoods
- Ocean Beauty Seafoods
- O'Hara Corporation
- Pacific Harvest Seafoods
- Pacific Seafood
- Seafood Producers Cooperative
- Silver Bay Seafoods
- Trident Seafoods
- Whittier Seafood

[www.alaskaseafood.eu](http://www.alaskaseafood.eu)



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