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# Southern Europe



**SPAIN ITALY PORTUGAL**



# Total Imports



## Alaska Seafood Exports To Southern Europe 2016/2017

	<u>2016</u>		<u>2017</u>		<u>% of Change</u>	
	MT	Val. (000)	MT	Val. (000)	Volume	Value
<b><u>Salmon</u></b>						
Chinook (Frozen H&G)	157	\$703	523	\$1,707	232%	143%
Chum (Frozen H&G)	2,786	\$7,089	3,262	\$10,728	17%	51%
Coho (Frozen H&G)	146	\$651	166	\$735	14%	13%
Pink (Frozen H&G)	95	\$345	0	\$-	-100%	-100%
Sockeye (Frozen H&G)	65	\$497	375	\$2,322	473%	367%
Other/NSPF (Frozen H&G)	83	\$354	22	\$70	-74%	-80%
Other/NSPF (Canned)	45	\$179	10	\$46	-78%	-74%
Other/NSPF (Roe)	66	\$731	0	\$13	-100%	-98%
All Fresh H&G	2	\$32	1	\$18	-54%	-45%
All Frozen Fillets	247	\$2,895	269	\$2,527	9%	-13%
<b>Total Salmon</b>	<b>3,694</b>	<b>\$13,480</b>	<b>4,630</b>	<b>\$18,165</b>	<b>25%</b>	<b>35%</b>
<b><u>Groundfish</u></b>						
Pollock (Frozen Fillet)	1,597	\$4,371	3,288	\$9,789	106%	124%
Pollock (Frozen H&G)	119	\$326	48	\$143	-60%	-56%
Pollock (Surimi)	4,308	\$10,477	2,803	\$5,913	-35%	-44%
Pollock (Mince)	126	\$430	645	\$1,427	413%	231%
Pacific Cod (Frozen H&G)	5,159	\$15,704	4,139	\$13,212	-20%	-16%
Pacific Cod (Frozen Fillet)	280	\$945	874	\$2,382	212%	152%
Pacific Cod (Dried/Salted)	183	\$330	23	\$51	-87%	-84%
Pacific Cod (Mince)	67	\$133	65	\$139	-3%	5%
Sablefish	7	\$146	32	\$314	372%	115%
Other/NSPF (Mince)	722	\$1,693	4,004	\$8,689	454%	413%
<b>Total Groundfish</b>	<b>12,569</b>	<b>\$34,555</b>	<b>15,921</b>	<b>\$42,059</b>	<b>27%</b>	<b>22%</b>
<b><u>Crab</u></b>						
King Crab (Frozen)	0	\$12	3	\$131	978%	1008%
King Crab (Other/Live)	0	\$10	0	\$-	-100%	-100%
Snow Crab (Frozen)	0	\$-	0	\$3	-	-
<b>Total Crab</b>	<b>1</b>	<b>\$22</b>	<b>3</b>	<b>\$133</b>	<b>526%</b>	<b>518%</b>
<b><u>Miscellaneous</u></b>						
Octopus	21	\$81	42	\$400	101%	396%
Squid	210	\$350	0	\$-	-100%	-100%
<b>Subtotal</b>	<b>231</b>	<b>\$431</b>	<b>42</b>	<b>\$400</b>	<b>-82%</b>	<b>-7%</b>
<b>Total</b>	<b>16,633</b>	<b>\$48,857</b>	<b>21,027</b>	<b>\$62,556</b>	<b>26%</b>	<b>28%</b>

Source: NMFS export data

# Demographics



- **Seafood eating nations**
  - Spain was the 4<sup>th</sup> largest seafood importer by value in 2016-2017
  - Italy 6<sup>th</sup>
  - Portugal 17<sup>th</sup>
- Tradition around Alaska seafood, but also willingness to try new products
- Improving economy and employment situation in Spain and Portugal, and to a lesser extent Italy
- Spain, Portugal and Italy experienced record breaking tourist seasons in 2016 and 2017
- Women in Seafood



# Trends



- Salmon market is growing and diversifying
- Shift from salted cod to fresh cod, light salted cod and cod loins in Spain
- Shoppers are looking for quality, convenience and ease of preparation
- Natural, organic and locally-produced foods
- Food retailers are looking less at price and more at strategies to add value to consumers, such as in-store kitchens and sushi bars
- Restaurants are also competing less on price and more on quality and unique dining experience
- Japanese cuisine continues to gain popularity in restaurants, stores and home cooking



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# Strategy Trade



- Promote origin identification of Alaska seafood products at retail
- Training seminars for processors, importers and retailers
- Encouraging the introduction of new species and product forms
- Trade advertising concentrated on pre-Christmas, pre-Easter and early summer
- Website development and social media
- Go from seasonal fresh offerings to year round with refreshed product



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# An Origin Identification Success Story...

- ASMI and Italian distributor Pambuffetti conducted a promotion of Alaska cod during the January-March pre-Easter months
- 90 days of in-store promotions in 260 stores
- Cost to ASMI: \$7,700
- Sales Increase compared to Jan-Mar 2017: \$38,200 (17.7%)



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# Strategy HRI



- “Market entry through the kitchen door”
- Conduct training seminars on Alaska seafood products, preparation, health benefits and sustainability
- Sponsor chef congresses and contests
- For newer products, working one-on-one with chefs and processors to help obtain samples and conduct tests
- Participate in HRI trade shows and lend support to local distributors that exhibit Alaska seafood products



# Chef Ambassadors



Building and maintaining relationships with Alaska seafood chefs

# Sponsored by Salmon!

- This year, ASMI began sponsoring the Fisio Monasterio running team
- ASMI contributes units of frozen and canned salmon in exchange for being featured as an official sponsor of the team



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# Food Truck Update

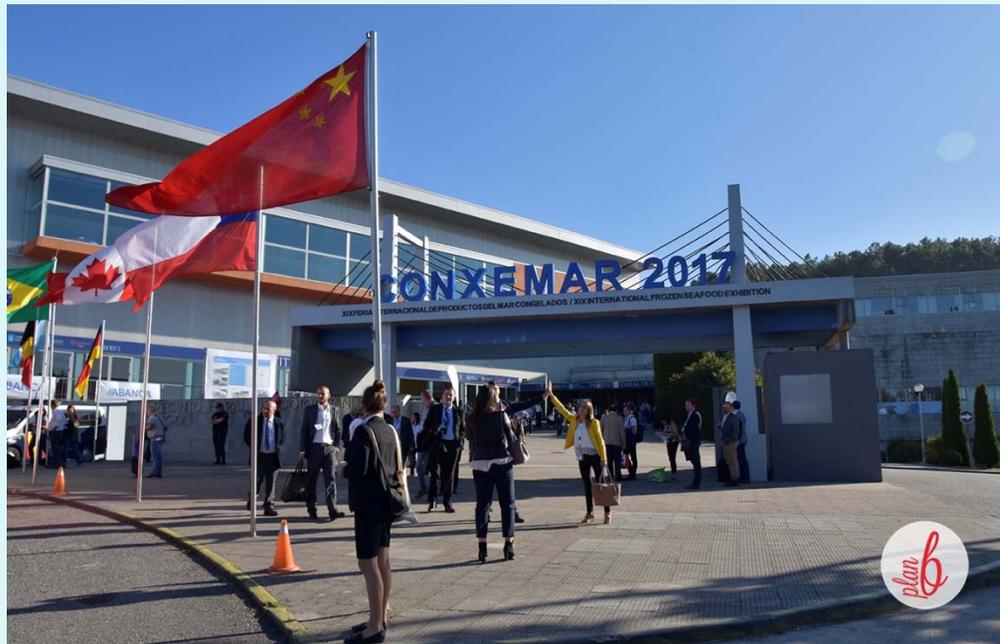


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# Discussion



- Conxemar October 2-4



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