

# QUESTIONS FOR SPECIES (SALMON) COMMITTEES



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## Key Questions:

1. What concerns or marketing needs, specific to your species, would you like ASMI Operational Committees to discuss and/or address? Are there areas of need with which ASMI can assist?

### *All Committees:*

*Due to the current fiscal situation, the Salmon Committee recommends that all programs continue to operate efficiently to get the best bang for their buck in programming.*

### *Domestic / International:*

*As market prices are expected to remain high into 2019, the salmon committee asks that the domestic and international programs continue to promote salmon with specific focus on frozen sockeye, as well as pink and chum.*

*Furthermore, the salmon committee requests the domestic and international programs continue to support canned promotions in preparation for the 2019 pink harvest.*

2. What have been the impacts (so far) of the U.S./China trade dispute and subsequent tariffs on your species groups? Have there been shifts (product form, processing location, new markets) that ASMI should be aware of? Are there opportunities you would like to see explored by Operational Committees/Programs?

*Industry has been forced to seek alternative markets for items affected by the trade dispute, however, all stakeholders are still working to understand the complete implications and acknowledge that it is too early to provide productive business or marketing recommendations to ASMI.*

3. Do you have any overall industry concerns that should be brought to the Committee Chairs meeting for them to discuss and carry forward to the ASMI Board of Directors?

- *Funding for seafood marketing is a top priority. There is also concern about ADF&G budget.*
- *Ongoing lack of reliable air-freight transportation for fresh fish.*
  - *Salmon Committee would benefit from having a transportation logistics specialist appointed to the committee.*
- *Climate change and how it will continue to impact the salmon industry.*
- *Continued and effective communication of the value of the commercial fishing industry to Alaskans.*
- *Customer/end user confusion regarding “hatchery” definitions and negative association with other lower-48 hatcheries or ocean farming operations.*
  - *Committee requests the Technical Program look into the state of the science on this topic and develop materials to share with customers and end-consumers*

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4. What trends or opportunities can you identify that ASMI Programs can capitalize on?
- *Product diversification and full utilization of salmon (nose to tail).*
  - *Capitalize on the Alaska Story and the deck to dish approach, and encourage program directors to continue to communicate with and utilize ASMI committee members at trade shows, press tours, etc.*
  - *Continue to use ASMI communication channels as an opportunity to distribute information, including communicating to smaller processors so that they have access to ASMI materials.*
  - *Opportunity to work with the ASMI Technical Committee to educate the fleet about salmon quality.*
  - *Informing producers of opportunity to use ASMI logo on product packaging.*
  - *Investigate promotional opportunities related to disaster preparation.*