

**DATE:** April 23, 2019  
**TO:** ASMI Board of Directors  
**FROM:** Hannah Lindoff, International Marketing Program Director  
**RE:** International Program Report

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The longest US Government shutdown in history, Dec. 22, 2018-January 25, 2019, extended the period in which the International Program waited to learn their MAP and ATP funding amounts for FY 20. However, once the government reopened, the program was pleased to hear that **\$5,497,860 in ATP** and **\$4,517,265 in MAP** funds were awarded to ASMI International.

Trade and political issues continue to plague ASMI's global program regions, with the China trade dispute continuing beyond several rumored upcoming resolutions and a lack of clarity about Brexit resulting in prolonged uncertainty in the United Kingdom. A bright spot may be the U.S.-Japan bilateral free trade agreement, which is currently under negotiation. The agreement could help even the playing field in this important market where Canada is now enjoying the privileges of TPP, however, until the ink is dry we will remain cautious in our optimism.

In an unexpected move, the Foreign Agricultural Service announced on March 28<sup>th</sup> that ASMI's ATP award began March 8<sup>th</sup>, and that the program would follow a calendar year, the final year ending Dec. 31, 2021. This squeezes the \$5.5 million award into a two and a half year timeframe rather than a three year period, because ASMI does not have spending authority to use additional federal funds in this fiscal year, beyond roughly \$220,000 (in addition to our current MAP budget.) However, ASMI International is poised to spring into action and is already laying the foundation for ATP activities.

International staff traveled to Thailand and Japan in early April. While in Thailand, Program Director Hannah Lindoff, International Marketing Coordinator Ashley Heimbigner, and ASMI IMC Vice Chair Julie Yeasting interviewed finalist candidates for an Overseas Marketing Representative for the new ATP funded Southeast Asia program, toured a yellowfin sole processing facility, conducted retail visits and met with the Agricultural Trade Office (ATO) who have offered to host an event at the embassy.

In Tokyo, the delegation interviewed agency finalists for an enhanced consumer marketing program and met with one importer, four Alaska seafood companies' regional offices, the Tokyo ATO, and conducted three retail tours. Several Japanese trade publications interviewed the group about their visit to Japan, *Minato Shimbun*, the *Suisan Times* and *Suisan Keizai Shimbun*, as did a popular TV show.

**五輪見据えアラスカ産販促へ**  
ASMI 国際企画部長  
ハンナ・リンドフ氏に聞く  
「持続性、健康などテーマ」

**「活動強化を目指す」**  
リンドフが「健康」「栄養」「持続性」テーマに

At Seafood Expo North America, Heimbigner hosted a group of buyers from Southeast Asia, brought over by the Global Broad-Based Initiative (GBI) for USA Seafood in Southeast, Asia, of which ASMI is a founding partner.

In May, the International Team will travel to Brussels to attend the Seafood Expo Global and following the show, International Program Coordinators Monica George and Alice Ottoson-McKeen will host a trade mission to the processing sector in Poland. This is a revival of a previous successful team effort; in February George and Ottoson-McKeen worked together to host an in-bound mission from Northern Europe to Dutch Harbor.



The International Program will host four in-bound missions this summer, all of which are funded by the FAS Cochran program, which brings participants to the US and also pays for ASMI staff travel on the missions. In addition, the International team will bring a delegation of bloggers to the International Food Writers Conference in Juneau in June and will host five chefs at the Culinary retreat in Naknek in June. To round out a busy June, International staff will have an IMC meeting and OMR strategy session June 10-13 and June 11-13, in the interstices, undergo a Civil Rights Audit conducted by the Foreign Agricultural Service.

The position description for the Grants and Marketing Coordinator has been written and recruitment will begin when the appropriate paperwork is complete.

#### **Upcoming Events:**

- Seafood Expo Global and Poland Trade Mission May 7-14
- Probable UES due date: June 7/June 15 (announcement TBD)
- IMC Meeting and OMR Strategy Session: June 10-14
- Civil Rights Audit: June 11-13
- International Food Bloggers Conference: June 21-23
- Culinary Retreat: June 23-27
- Attaché Conference July 10-11
- Brazil Chefs Cochran Mission: July 13 to 27
- China Cochran Mission: End of July-early Aug.
- Thailand Cochran Mission: Aug. 10-23
- Georgia Cochran Mission: Aug. 17-29

## **CHINA:**

### **MARKET UPDATE**

The Association of Southeast Asian Nations (ASEAN) displaced Russia as China's top supplier of seafood imports. Russia accounted for 13.86% while ASEAN accounted for 14.5% of China's imports. Russia began to process more of their volume-based exports, like cod, at home, but imports to China of premium products such as crab, have increased. The general seafood trend of more imports than exports continues in China. China's total exports to ASEAN countries has decreased. Although China has decreased exports overall, trade rose by 15% which means seafood exports and imports are becoming more expensive.

Marine Harvest, currently the world's largest producer of farmed Atlantic salmon, has teamed up with Alibaba and Win-Chain to create a farm-to-fork supply chain from Norway to China. In early October it opened a processing factory in Shanghai, making it the first Norwegian seafood factory in China. Their goal is to sell directly from the processing factory. Earlier this year, China lifted bans on Norwegian salmon imports and, with growing consumer demand, trade volumes for the company are predicted to triple due to this new partnership.

On December 27, 53 tons of live king crab arrived in Shanghai at Hengsha Port from Kamchatka Peninsula, passing through the Port of Zarubino in Russia's Far East, close to Hunchun, Jilin province, an increasingly popular seafood distribution hub. Last June, 51 tons of blue and brown crab from Russia were shipped live to China by sea. In the first eight months of this year, trade volume of king crab from Russia increased more than three times year-on-year. Port Zarubino is much faster than Dalian Port, a traditional entry point for Russian marine products.

Consolidation in China's pollock processing industry continues. November 19, Qingdao Starfish Co., owned by Legend Holdings, announced a deal for Australia Seafoods, a Chilean salmon farmer and began operating the factory of New Continent Co (NCF) in Qingdao. Another Qingdao processor, Kaiyang Seafood, will not reopen after Spring Festival in early February.

In August, it was reported that two large processors in Dalian closed and several others faced financial difficulties with lenders tightening credit lines to the sector. The move for NCF further consolidates Starfish, which is also developing its import business under the "Haimai" brand and a chain of seafood retailers, and is now thought to be one of the largest pollock processors in China.

In related news, Russian Fishery Company (RFC) one of the largest suppliers of headed and gutted (H&G) pollock raw material to the Chinese sector, has started contract processing in a plant in Qingdao, completing the first order of its double-frozen pollock blocks. They mentioned that it used to be common for Chinese plants to both buy and sell, but for this agreement, it will just process.

### **ACTIVITY UPDATE**

#### **Retail Merchandising**

Retail Merchandising Activities: In view of increasing the number of products available in China, retail promotion continues to be the most effective and direct way to stimulate sales for Alaska seafood in China. ASMI China will conduct retail promotions with an emphasis on the wide range of products, from premium seafood like sockeye salmon, black cod, and king crab to more price point products such as Pacific cod and yellowfin sole. Also some

new-to-market products like herring roe, pollock roe and Pacific Ocean perch will increase exposure to consumers. In order to maximize exposure in stores, POS materials that feature the ASMI logo and slogan, along with “Product of USA” and the website will be displayed. The following retail merchandising promotions occurred in the first half of FY19:

- Dairy Farm Retail Promotion (8 outlets), August 15 – September 5, 2018, Alaska pollock fillets, black cod
- Yata Retail Promotion (5 outlets), August 23 – September 23, 2018, black cod, king crab
- Qingdao Retail Promotion At Multiple Retailers (6 outlets), August 17 – September 14, 2018, Alaska pollock, black cod, Pacific cod, Dungeness crab, sea cucumber
- In-store Promotion at Ole’ in Guangzhou/Shenzhen (5 outlets), October 1 – 31, 2018, Alaska cod, black cod, Alaska pollock
- In-store Promotion at G-Mart in Nanjing (6 outlets), October 7 – November 4, 2018, Pacific cod and yellowfin sole
- In-store Promotion at Aeon in Hong Kong (11 outlets), October 12 – 26, 2018, black cod, halibut, pacific cod, pink salmon
- In-store Promotion at Aeon in Beijing/Tianjin (8 outlets), October 15 – November 16, 2018, black cod, pacific cod, Alaska pollock
- In-store Promotion at Xinlong/Zhengyang Supermarket in Shenyang/Harbin (4 outlets), November 19 – December 18, 2018, pink salmon and black cod
- In-store Promotion at Epin Life Supermarket/SKP in Xi’an (5 outlets), December 1 – 31, 2018, black cod and pink salmon

**Results:**

- Nine promotions were held in both Mainland China and Hong Kong/Macau achieving 1,647 promotion days
- 25,000 samples were distributed
- 103,840 kgs of Alaska seafood were sold

**Trade Shows**

China Fisheries & Seafood Expo, November 7 – 9, 2018: In the months leading up to November, ASMI China began preparations for its annual showing at the China Fisheries & Seafood Expo from the 7<sup>th</sup>-9<sup>th</sup>. Four booth spaces were secured, as well as two chilled display units and three meeting tables. A large LED display was situated at the front of the booth showing Alaska imagery, while Alaska seafood related videos played on the side. Fact sheets, buyer guides, and other reference materials like RFM and recipe booklets were placed in strategic locations around the booth. With everything clean and in order, the ASMI China team provided service and handled trade inquiries from droves of seafood traders while serving Alaska pollock roe and snow crab legs.

**Results:**

- Gathered 23 qualified trade leads from the show
- Two importers will import Alaska seafood on a long-term basis after show
- Two foodservice promotions will result from show

**Trade Public Relations**

China Buyers Mission to Alaska and Seattle: Because trade missions are effective in building key relationships and boosting overall trade, ASMI hosted a reverse trade mission to Alaska July 8 – 14, 2018. Nine delegates,

including six seafood buyers from Mainland China and Hong Kong, two media personnel and one ASMI China representative were selected. The buyers' mission included one-on-one meetings with Alaska seafood suppliers and visits to manufacturers and processing plants to boost knowledge. By involving media personnel, a professional platform through which to feature Alaska seafood was used. For the Chinese traders, an opportunity for face-to-face interaction with suppliers is crucial to building strong relations, learning about product specifics and working together. The group also benefited from experiencing the natural environment of Alaska, learning firsthand about its spectacular and pristine environment.



#### Results:

- Alaska seafood sales estimated over US\$900,000 were made as a result of the mission. The products included black cod, sole, cod, and pollock.

#### Online Sales

JD.com Online Promotion, December 25, 2018 – January 4, 2019: A perennial leader in the ecommerce space, JD.com has established a buying platform attracting legions of Chinese shoppers. By partnering with the online leader, ASMI maintains excellent visibility and the ability to reach a mass target audience. From December 25 – January 4, an online shopping event was held through the platform which featured Alaska cod, black cod, Alaska pollock, sea cucumber and yellowfin sole. Recipe booklets accompanied purchased goods while a lucky draw activity was held as well.

#### Results:

- 39,800kgs of Alaska seafood sold for a value of \$2,404,150

#### Foodservice Promotions

Foodservice Menu Promotions: Menu promotion is a critical element in the promotion of consumption of Alaska seafood, which provides the opportunity to bring businesses to the HRI industry, and to indirectly promote the retail sales of Alaska seafood. Alaska seafood, such as king crab, snow crab, salmon and black cod have been known to many consumers as a premium and high-end product, and is exceptionally popular in China. However, other Alaska seafood products such as Pacific cod, yellowfin sole, Alaska pollock and sea cucumber have an increased popularity and are more often used in restaurants as a result of the constant promotion and education by ASMI China. The following menu promotions took place in Q1 and Q2 of FY19:

- Menu Promotion with Qube Hotel, August 15 – September 15, 2018, Alaska king crab, sockeye, halibut

- Menu Promotion at Novotel Hotel in Hong Kong, October 1 – November 30, 2018, Pacific cod, Alaska pollock, snow crab
- Menu Promotion at Foshan Regal Hotel in Foshan, October 8 – November 9, 2018, Pacific cod, Alaska pollock, snow crab
- Menu Promotion at 37°2 in Guangzhou, October 15 – 31, 2018, Pacific cod, Alaska pollock, pink salmon
- Menu Promotion at Yue Chao Inn/Hao Inn in Guangzhou, October 15 – November 16, 2018, Alaska pollock, Pacific cod, Pacific ocean perch
- Menu Promotion at Asia International Hotel in Guangzhou, November 1 – 30, 2018, Pacific cod, black cod, rockfish, yellowfin sole
- Menu Promotion at Holiday Inn Hongqiao West/Jinshan, December 14 – January 12, 2018, Pacific cod, black cod, pink salmon

Results:

- Over 2,600kgs of Alaska seafood were consumed during the promotion.
- Hundreds of thousands of diners and hotel guests were exposed to the various ads placed throughout the hotel.

**Chef Seminars**

Chef Seminar in Sanya, Hainan (organized by ATO Guangzhou), August 31, 2018: On August 31, 2018, ATO Guangzhou organized a chef training workshop at the Grand Hyatt Sanya Haitang Bay. Over 40 chefs and purchasing staff were invited. Because working closely with chefs is an important part of ASMI China’s long-term strategy, ASMI participated to assist chefs in gaining hands-on experience about the ingredients: proper handling, characteristics, and different preparation methods. With increased knowledge, chefs can better showcase Alaska seafood to consumers. Alaska sockeye salmon, Pacific cod, pollock, pollock roe, snow crab and yellowfin sole were featured.

Results:

- 40 chefs and purchasing staff from local hotels and restaurants attended.
- Two hotels/restaurants started carrying Alaska seafood after the seminar.
- One foodservice promotion is being negotiated after the seminar.

**Training School Program**

Chef Training School Program with Xi’an New Epoch Cuisine School, December 3-7, 2018: ASMI China partnered with Xi’an New Epoch Cuisine School to hold a training program for budding young chefs in Xi’an, Shaanxi province. Chef training schools are an attractive platform for targeting the HRI sector. In a developing city in China’s central region, this was a great opportunity to spread the Alaska seafood message. A week-long course was developed for the students to better understand pink salmon, Alaska pollock and yellowfin sole that involved both classroom lectures and kitchen time to best learn how to store, handle, and prepare the seafood. Over 300 students attended the course and received fact sheets to bolster their knowledge afterward. Moving forward this class will continue to be offered to future students to continue raising awareness of Alaska seafood.

Chef Training School Program with Qingdao New East Cuisine School, December 10-14, 2018:

From December 10-14, 2018, ASMI China looked to Qingdao, Shandong province, to continue investing in and promoting the Alaska seafood message. Working with a culinary school allows the next generation of chefs to also spread knowledge and use of Alaska seafood. For the promotion, a special Alaska seafood class was added

that focused on pink salmon, Alaska pollock, and yellowfin sole. By taking the class, the students gained a better understanding of the products, and learned about proper storage, handling and preparation. The over 300 students left with a sound knowledge base for Alaska seafood as well as fact sheets to reinforce their knowledge. To maximize value, the course will be retained as part of the school's regular culinary curriculum and available to all students.

**Results:**

- Targeted more than 300 participants for each program
- Increased awareness of seafood attributes/proper handling/storage/preparation among participants
- The Alaska seafood education program will become a regular course at the two training schools

**JAPAN:**

**MARKET UPDATE**

Japan and the EU plan to ratify an Economic Partnership Agreement (EPA) in December 2018 (effective March 2019). Japan and the U.S. agreed to negotiate a Free Trade Agreement TAG (Trade Agreement on Goods) in September 2018.

The Japanese government is boosting exports of Japan-origin agricultural products - including seafood products – with marketing and promotional efforts mainly through the Japan External Trade Organization (JETRO).

Seafood export statistics shows 39,017MT of seafood was exported in August 2018, a 12% increase vs August 2017. The export volume of Pacific mackerel, chum salmon and scallops decreased. However, yellowtail fillet, frozen skipjack and tuna was shipped out more frequently with year-on-year yellowtail exports increasing in 13% in volume and 24% in quantity. In particular, both fresh and frozen yellowtail exports to the U.S. have increased. Frozen Pacific mackerel exports decreased in total due to declines in exports to countries in Africa, however export volume to Thailand increased sharply.

One of the world's biggest seafood market, Tsukiji Market in Tokyo has moved operations to the New Toyosu Seafood Market. The new market is four kilometers east of Tsukiji and opened on October 11, 2018. The volume of seafood sold in public seafood markets like these has decreased in recent years, while volume of direct deals between retailers and producers/processors has increased significantly.

Japan's two retail giants, Seven & i Holdings Co., Ltd. and Aeon Group, both obtained positive figures for March-Aug fiscal results (Mar-Feb is the typical fiscal year for Japanese retailers). Seven & i achieved growth in both revenues and profits compared to the same period last year. Aeon Group achieved the highest ordinary income and net income before taxes.

**ACTIVITY UPDATE**

**Consumer PR**

Media Tie Up with Saita PLUS Online Magazine and Ito-Yokado: ASMI Japan worked with hypermarket Ito-Yokado and its affiliated online magazine *Saita PLUS* edition (published by Seven & i Holdings; monthly PV: 3 million/month), to secure a one-page advertorial in the August 2018 edition, in conjunction with an Alaska sockeye salmon promotion at Ito-Yokado - Seven & i Holdings' chain of hypermarkets with 111 locations across Japan. The advertorial included videos featuring Alaska sockeye recipes, while printed sockeye recipe cards were created and distributed during the promotion. Alaska sockeye salmon recipes were demonstrated at 101 cooking support stations in Ito-Yokado stores during the sockeye promotion period: August 13 – 20, 2018. Two recipes using sockeye salmon and black cod were featured in *Saita PLUS*.

Pollock Seminar Ad in Sankei Shimbun Newspaper: ASMI Japan identified a media opportunity to feature Alaska pollock in Sankei Shimbun, using information presented during the Alaska pollock Seminar 2018 which was held in October to educate consumers. Sankei Shimbun is one of the major newspapers in Japan with a circulation of just over one million and recently has been promoting a "Let's eat fish more often" project with the Fisheries Agency. The advertorial reported on the Alaska Pollock Seminar 2018, including that Alaska pollock is very familiar on the Japanese dining table (fish burger, surimi, pollock roe and others) and its health benefits, value for money and sustainability.

Results:

- Advertorial in Saita PLUS and Retail Promotion at Ito-Yokado; August 2018; US\$148,423 sales of sockeye; saita PLUS ASMI article: 12,145 PV
- Advertorials in Sankei Shimbun
  - Sep 29, 2018: 5 columns for seminar announcement, 2,201,294 copies;
  - Dec. 17, 2018: 1 page for seminar report, 2,201,294 copies

### **Consumer Promotions**

Sister City Promotion with Obihiro City, Hokkaido: The city of Obihiro in Hokkaido is a sister city of Seward, Alaska and 2018 commemorates 50 years of the sister city partnership. Tokachi Marche (local food and produce event held in Obihiro in the Tokachi region of Hokkaido) took place August 31- September 2, 2018 to promote local products and tourism. Over 100,000 people came to the Marche in total. ASMI Japan collaborated with Obihiro City, conducting a food truck promotion using Alaska seafood. We asked local chef, Mr. Shiga to develop two recipes using Alaska seafood. He created a seafood pasta dish using chum salmon and a sandwich using Alaska pollock which were both served at Tokachi Marche. ASMI Japan supported the food truck costs, provided POS materials and Alaska seafood.

Santa Anita Week Promotion: ASMI Japan collaborated with Santa Anita Week, a Japan-US cultural exchange program known as "Tokyo City Keiba (horse racing) and Santa Anita Park Friendship". This program was presented by Tokyo City Keiba, Santa Anita Park, and supported by the American Embassy (mainly through the Commercial and Agriculture Department). ASMI supported Santa Anita Week (August 1-2, 2018) with an Alaska Seafood food truck promotion in their American Market Shop. The food truck appealed to general visitors and served special recipes featuring Alaska sockeye salmon Poki Rice and black cod curry, created by Chef Takeguchi of Taberna Esquina.

### Alaska Seafood Cooking Classes:

- *Cooking School with Biomarket Members in Osaka - August 18, 2018:* ASMI Japan collaborated with Bio Market, an organic catalogue shopping company based in Osaka (western Japan), to hold a cooking school using Alaska seafood ingredients. In addition, Bio Market carried several Alaska seafood products, including Alaska pollock roe, Atka mackerel and smoked sockeye salmon, showing Alaska seafood recipes in their catalogue during the month of August 2018. ASMI Japan also collaborated with the Japanese restaurant Yamaju, and Executive Chef Higashida, developed two recipes using the sockeye salmon, sockeye salmon roe and Pacific cod. The cooking school took place for Bio Market members.
- *Keita's cooking school - August 17, 2018:* Cooking specialist Keita developed three recipes using Alaska seafood; i.e., Alaska pollock roe, Pacific cod and sockeye salmon. Approximately 20 people came to the lesson and we informed them of the Alaska seafood fair, which was run by Coop Sapporo.
- *Finger Food Cooking Lesson - August 20, 2018:* Ms. Maruyama, Chairman of the Finger Food Association, gave lectures about Alaska seafood finger foods using, using herring roe, Alaska pollock surimi, Alaska pollock roe and sockeye salmon. Approximately 20 people attended.

- *Collaboration with A price (wholesaler) in Oita, Cooking Presentation - September 5, 2018:* Keita developed two recipes using Alaska pollock. Approximately 30 people were invited, mostly food service representatives.
- *Collaboration with ATO in Osaka, Cooking Demonstration - September 26, 2018:* Keita ran a cooking demonstration three times. Twenty participants attended three classes. Approximately 130 people experienced wild, natural and sustainable Alaska seafood.

Results:

- 289 Alaska pollock sandwiches and 519 chum salmon cream pasta dishes were purchased during the sister city fair, worth approximately \$3,700.
- Approximately 250 dishes were sold during the Santa Anita Week (August 1-2, 2018), it is calculated to approximately \$1,500 in Alaska seafood sales.
- Approximately 250 people learned about Alaska seafood through ASMI cooking classes

**Retail Merchandising**

Retail Merchandising Activities: ASMI will continue to support the supply chain for Alaska seafood in Japan by encouraging origin identification. The ultimate goal is for vendors to label their Alaska-sourced products as from Alaska, with Alaska imagery and the ASMI logo and Japanese tagline if possible. ASMI also provides a full array of point of sale materials for various species and messaging in the form of posters, shelf talkers, stickers and more, and encourages their use at in store Alaska Seafood Fairs, sometimes accompanied by samplings and cooking demonstrations. The following retail merchandising activities took place in Q1 and Q2 of FY19:

- Coop Sapporo Alaska Seafood Fair August 18-19, 2018 (108 stores), black cod, sockeye salmon, sujiko sockeye salmon roe, Alaska pollock roe, keta salmon
- GCG Group Supermarkets Alaska Seafood Fair August – September (118 stores), black cod, sockeye salmon, sukiko sockeye salmon roe, Alaska pollock roe, keta salmon
- Alaska Seafood Fair at Toko Store supermarkets in Hokkaido, August 25 – 27 (seven stores), black cod, sockeye salmon, alaska pollock roe (tarako and mentaiko)
- Coop Tohuko, Alaska Seafood Fair November 15 – December 12 (113 stores), sockeye salmon, sujiko, Pacific cod
- Herring Roe Promotion with Ito-Yokado to Drive New Year Demand, December 27-28 (40 stores)



Seven & i Holdings Co., Ltd Sustainable Promotion in August 2018, : Seven & I Holdings Co., Ltd. is a Japanese diversified retail group. Seven & I is currently the fifth largest retailer in the world with 54,000 stores in approximately 100 countries. Major subsidiaries and brands include Seven Eleven CVS stores, Ito-Yokado

supermarket, York Mart supermarket, York Benimaru supermarket, Sogo-Seibu department stores, and Seven Eleven food service. ASMI Japan worked with Seven & i groups to promote Alaska seafood as follows:

\* Ito Yokado Hypermarket - Black cod, Alaska pollock roe, sockeye salmon, salmon roe & sujiko were promoted during Alaska Seafood Fair, August 13 - 19 at approximately 111 outlets. The promotion also supported cooking demonstrations at 107 outlets on August 18 and 19, 2018.

\* Sogo Seibu Department Store- Atka mackerel, black cod, herring roe, Alaska pollock roe, sockeye salmon & smoked salmon, and mentaiko were promoted during an Alaska Seafood Fair August 25 - 31 at eight outlets in the Kanto area. A special Alaska Seafood Fair was held at Seibu Tokorozawa for the period of August 11 - 16, 2018.

\* Staff cafeteria at Seven & i Food system – Sockeye salmon was included in an Alaska Seafood menu promotion at above Sogo Seibu Department store (Aug 25th).

Alaska Pollock Seminar in Tokyo & Fukuoka 2018: ASMI Japan collaborated with the Genuine Alaska Pollock Producers (GAPP) and the Hakata Mentaiko Producers Association, holding an Alaska Pollock Roe Seminar in Fukuoka on October 22, 2018 at Hotel Okura Fukuoka. We invited 65 participants including Mentaiko producers, prepared meal producers, trading companies, wholesalers, distributors, processors, media and other authorities. Two overseas guest speakers, Mr. James Ianelli (NOAA) and Ms. Pat Shanahan (GAAP) gave lectures about the sustainability of Alaska seafood and Alaska pollock resources. Two Japanese representatives, Mr. Masataka Hatae (Mentaiko Wholesaler/Producer) and Mr. Masaya Takeuchi (Mentaiko Producer) also gave lectures about the relationship between Alaska and benefits of Alaska pollock roe. ASMI Japan also held an Alaska Pollock Seminar in Tokyo organized in conjunction with GAPP on October 24, 2018 at Tokyo Marriott Hotel, invited 113 participants, mainly surimi producers, in addition to retailers, trade representatives and journalists. ASMI Japan redesigned/produced POS materials for Alaska pollock items with QR code to access to ASMI Japan's website. ASMI Japan also created a new catalogue for Alaska pollock items and produced an Alaska pollock booklet in collaboration with GAPP.



Tokyo Sustainable Seafood Symposium: ASMI participated in the Tokyo Sustainable Seafood Symposium 2018 (established since 2015) organized by Seafood Legacy and Nikkei ESG (Nikkei ecology).

Ms. Susan Marks (ASMI Sustainability Advisor) also participated in this symposium to introduce Global Seafood Certification Schemes and to give an overview of each certification. Susan discussed how businesses could improve their procurement practices by utilizing certified products and tools. ASMI Japan also had their own booth and prepared collateral materials including leaflets and brochures for visitors. Target Audiences were retailers, foodservice, wholesaler/buyers, producers, supply chain, marketing, CSR/EGS, IT, NGO, and government/policymakers, SMI also arranged interviews for Ms. Susan Marks with three Maritime economics newspapers at the Japan office on October 29.

## Results:

- Coop Sapporo Alaska Seafood Fair: Total sales value = JPY83,421,997 (US\$758,381)
- Alaska Seafood Fair at CGC Group Supermarkets in August & September, 2018; total sale value = JPY 23,558,782 (US\$214,179)
- Alaska Seafood Fair at Toko Store supermarkets in Hokkaido August 25 - 27, 2018; Total sales value = JPY 3,100,474 (US\$27,437)
- Sogo Seibu group promotion sales in August, 2018; Total sales value = JPY 86,884,000 (US\$789,854)
- Coop Tohoku, Alaska Seafood Fair: November 15 - December 12, 2018; Total sales value = JPY 67,534,030 (US\$613,945)
- Herring Roe Promotion with Ito-Yokado for New Year demand: December 27 and 28, 2018 (Demonstrators); Total sales value (19 – 31 December) = JPY 55,715,880 (US\$506,508)
- 7&i group, Sustainable Promotion in August 2018 \* Ito-Yokado August 6 - 19, 2018; Total sales value = JPY 36,479,000 (US\$331,627)

## Trade Shows

Japan International Seafood Expo 2018 Tokyo: ASMI Japan participated in the Japan International Seafood Show Tokyo, organized by the Japan Fisheries Association, which takes place from August 22-24 at the Tokyo Big Sight Convention Center. The Seafood Show Expo consisted of retailers, caterers, prepared meal producers, trading companies, wholesalers, distributors, processors and other authorities. ASMI Japan purchased six spaces and built an original booth to promote Alaska seafood as wild, natural, sustainable, and traceable. As this was a B2B seafood event where visitors already knew general information about Alaska Seafood, ASMI Japan encouraged visitors to re-discover Alaska seafood and to work with ASMI to convey positive messages about Alaska to consumers through direct communications, displaying Alaska Seafood final products with Alaska Seafood logo POS materials. ASMI Japan also introduced several recipes using Alaska pollock, herring roe and sablefish. ASMI Japan also conducted an ASMI Trade Reception for the Japan International Seafood Expo on August 23rd at the InterContinental Tokyo Bay Hotel for 115 seafood industry partners including seafood industry media.

Busan International Seafood & Fisheries EXPO 2018: ASMI joined the U.S. Pavilion of Busan International Seafood & Fisheries EXPO (BISFE), one of the largest leading seafood & fisheries exhibitions in Korea, to introduce Alaska seafood to visitors. ASMI introduced Alaska seafood items and images of Alaska as a great source of excellent wild seafood, by distributing buyer's Guides in Korean, showing Alaska and Alaska Seafood imagery and movies, and displaying seafood samples in the U.S. Pavilion with the cooperation of ATO Korea. In response to a call from ASMI to Alaska Seafood industry, American Seafoods and Trident Seafoods displayed their product samples at the U.S. Pavilion. ASMI sent a contractor from Tokyo to Busan, to set up and run the ASMI & Alaska Seafood booth.

Business Matching Shows at Local Seafood Markets: ASMI Japan participated in four business matching shows at local seafood markets in the Tohoku region (North East region of Japan) for 2018 year-end sales. ASMI Japan hosted its own booth at the shows to boost sales of Alaska-origin products by the four wholesalers, and display general POS materials to push visitors towards Alaska-origin product sales. These companies offer various Alaska seafood products that have been traditionally consumed for years as an essential part of local people's diet. They organize their own business matching show for the Tohoku area seafood industry people, including retailers, processing companies, restaurants etc.

## Results:

- 115 seafood industry attended the Alaska seafood reception during the Japan International Seafood Expo in Tokyo

- Business matching shows: September 5 in Sendai - 3,200 attendees, September 11 in Aomori (two shows) - 360 & 450 attendees, September 12 in Sendai - 1,300 attendees

## **Foodservice Promotions**

Tokyo Jazz Festival Food Truck Promotion: ASMI Japan dispatched a food truck to the 17th Annual Tokyo Jazz Festival at Yoyogi Park (in Shibuya) from August 31 to September 2, 2018. The annual outdoor event drew approximately 20,000 people to enjoy music, food and culture around the world in celebration of the 100th anniversary of the first recording of jazz in Japan. ASMI Japan worked with foodservice company Shidax Corporation to promote Alaska seafood to consumers at the event. Mr. Tamura and the Shidax chef team developed Alaska seafood recipes using yellowfin sole and sockeye salmon to create a "jazz" feel in the menu, i.e., deep fried yellowfin sole, smoked sockeye salmon Tiritiya and smoked salmon salad with wasabi dressing. ASMI Japan supported the food truck costs, including the space fee, and provided Alaska seafood.

Sogo Hiroshima Garden Restaurant Promotion: ASMI Japan collaborated with Sogo Hiroshima Department Store to run an Alaska seafood menu promotion, at the rooftop Sogo Hiroshima Garden Restaurant from late August to September 26, 2018. There are approximately 800 seats in the open-air restaurant, a venue which is extremely popular among local residents in Hiroshima. This year, Chef Ryuta Kijima developed three kinds of special recipes for this Alaska seafood fair, using Alaska pollock and sockeye salmon. Sogo Hiroshima held a public discussion with Chef Kijima, who talked about Alaska itself and the natural, wild and sustainable attributes of Alaska seafood. He also conducted a cooking demonstration with the three recipes he created.

Keta Promotion with Wendy's First Kitchen: Wendy's/First Kitchen is a joint restaurant venture between Wendy's and Japanese fast-food restaurant First Kitchen. They have more than 120 outlets nationwide across Japan. ASMI Japan collaborated with Wendy's/First Kitchen to promote Alaska Seafood, focusing on keta salmon this time. The chefs of Wendy's/First Kitchen developed an Alaska salmon cream avocado pasta, using Alaska chum salmon. They started selling this item on their menus on September 17, until the end of January 2019 (prolonged from November 2018). In addition, Alaska salmon chowder was also featured during the fair. Wendy's/First Kitchen strongly promoted Alaska salmon with their PR resources and ASMI Japan also strongly supported Wendy's/First Kitchen. ASMI Japan gained a lot of exposure through their POS materials and menus. The Alaska Seafood logo and the origin "Alaska" was featured in all Wendy's/First Kitchen printed materials (banner, posters and tray mats) and through both Wendy's/First Kitchen's and ASMI Japan's PR activities.

### **Results:**

- Tokyo Jazz Festival: Total sales during the period was JPY4,700,000 (US\$42,727)
- Sogo Hiroshima Garden Restaurant Promotion: At least 20,000 people had the opportunity to obtain information about wild, natural and sustainable Alaska seafood Sales Results: JPY6,155,600 (US\$55,690)
- Wendy's/First Kitchen promotion: Approximately 50,000 servings of Alaska keta salmon pasta and salmon cream chowder were sold during the campaign period

## **WESTERN EU (FRANCE, BELGIUM)**

### **MARKET UPDATE**

The ASMI WEU region is part of the so called trading crossroads and economic motor of the European Union with France as the second largest market in Europe. Recently, the country has been going through serious inner-political challenges with wide-scaled public demonstrations known as the yellow vest movement. This is mainly caused by the recent policies of Emanuel Macron who has put a stronger focus on Europe and now faces criticism

for neglecting domestic problems. So far, this has not yet affected the economic strength of the region, as France and Belgium are generating a GDP of over 2.6 trillion and recorded growing trade figures in past years.

Looking at the seafood sector, the region is one of the most important trading grounds within the European Union. With an annual consumption of more than 34.5kg per capita in the past year, French consumers rank high in a European comparison. Registering an average of 25kg per year, Belgians are also far ahead of most other EU countries where the average consumption is around 40% less. For Alaska seafood imports, the WEU markets remain one of the strongholds in Europe and one of the few markets that recorded growing trade figures in the past year. Especially for Alaska pollock and its value-added products such as surimi, Pacific cod, also available as dried, salted Bacalao and wild salmon, the region is a consistently strong marketplace.

France is known to be one of the more complicated markets for foreign traders, especially when it comes to food and beverage products. Consumers are traditionally highly selective and sensitive about product quality and food origins, which makes the country more challenging for imported goods. Belgium, in particular the eastern and northern parts, follow CEU countries while the Belgian south-west has stronger bonds to French culture.

As the rest of Europe, the upcoming years depend heavily on the outcomes of the international and inner-European challenges, mainly Brexit and the trading dispute with the USA. While these political constraints are beyond the power of ASMI to control, the program will take advantage of the positive developments and promising forecasts for the seafood sector in WEU and strengthen the marketing efforts to overcome region-specific obstacles such as the remaining reluctance regarding frozen seafood, especially in the HRI segment, the tendency to prefer domestic before imported fish and the competition from lower priced origins like Norway or Russia.

## ACTIVITY UPDATE

### Consumer Public Relations

New Recipe Development: ASMI WEU created eight new recipes for the Western Europe market. Recipes were developed based on the premise that they are convenient year-round and feature sole, pollock, pacific cod, and salmon. They were shared in a consumer mailing that focused on sustainability subject.



Alaska sole with tomato pesto



Alaska pollock curry



Smoked salmon tataré

## Retail Merchandising

Pacific cod and Alaska pollock in Maximo Monthly Offers: In cooperation with the French seafood importer and distributor Alpha Bay, ASMI advertised Pacific cod and Alaska pollock in the December issue of the Maximo monthly offers catalogue. The promotion will continue into January 2019. ASMI is featured twice in the leaflet highlighting the seafood products using the program logo. The catalogue is distributed to customers across France and parts of Belgium. The product was also featured in their online shop.

Origin Identified Smoked Salmon Promotion: With the salmon smokers Capitaine Huoat and Moulin de la Marche, wild Alaska salmon was promoted at the French retailer Intermarché in November and December of 2018. The idea was to introduce a new packaging highlighting the origin Alaska to push the product in this key selling season and boost sales and visibility in the supermarkets. The new packaging prominently featured the origin Alaska.

Alaska Origin Picard Promotional Video: With Picard, the Alaska origin image video was completed and uploaded to their own company channels and on youtube. The video showcases the natural and sustainable aspects of the Alaska origin and is meant to encourage customers at the POS to purchase Alaska products. Picard runs over 940 stores throughout France and offers wild salmon, Alaska pollock, flatfish and cod from FAO67.

Delpierre Salmon Promotions: Completing the promotions started in spring and summer with Delpierre, the last 40 days of in-store events to promote keta and pink salmon took place in December in selected stores in French cities.

### Results:

- The Maximo catalogue promotion for cod and pollock resulted in an estimated sales volume of 80 MT with a **sales value of USD 1,945,000.**
- The smoked salmon promotion sold 45,000 packages with a value of USD 180,000
- The Delpierre POS promotion generated a sales value of USD 160,000

## **CENTRAL EU (GERMANY, AUSTRIA, SWITZERLAND, CZECH REPUBLIC and POLAND)**

### **MARKET UPDATE**

In the past years, the European Union has faced severe challenges and is currently going through one of the most uncertain times since its foundation. This is caused by both internal issues such as the planned exit of the UK from the EU, as well as external disturbances like the trade dispute with the USA or political conflicts with Russia. In addition, the Union is under pressure by domestic disruptions in some of the leading markets such as France and Italy. Nevertheless, the European Union still represents the largest trading union in the world with ASMI's CEU region being the economic core of the continent with a GDP of more than USD 4.6 trillion in the past trade year.

The most pressing issues for Alaska are Brexit, as it might complicate the inner-European trade flow, and the ongoing conflict between the EU and the US, which could result in long-term changes to the existing trade relationship. This also depends on how long the dispute will last, as the Union is countering the protective policy of the American government by reaching out to other global partners already. That led to a new trade agreement with Japan and discussions with the South American Mercosur countries including Argentina, Brazil, Paraguay and Uruguay. Such a partnership would represent a massive trade volume and value and could become a disadvantage to US producers, as has already been seen after the CETA agreement with Canada. Despite that, the USA so far remains the number one export destination for European produce (20% of total volume) and the number two supplier for the EU countries (13.8% of total volume). So far, the trade conflict and resulting penalty tariffs have not yet affected any seafood products from Alaska. Nevertheless, in this unpredictable situation it is of highest importance to closely monitor the political landscape to be able to act fast in regards to potential threats and constraints.

In terms of the economy, the European Union has developed positively in the past years fully overcoming the long-lasting effects of the financial crisis. Generating a GDP of close to USD 19 trillion, the combined Union registered consistent average growth of almost 2%. Total imports to European markets in 2017 were registered with almost USD 2 trillion which equals a plus of 8.5% compared to the previous trade year. Food and beverage products make up the third largest share of the total imported commodities and as mentioned above, the USA represents a major share of all traded goods.

Especially in Central Europe, consumer spending is up, also affecting the food market. Retail prices are slowly increasing, and there is a general shift towards quality instead of buying as cheap as possible. This can be observed in all aspects of the food industry. While five years ago, discounters and home brands were the fastest growing sectors, now Aldi and Lidl, the leading discount stores in CEU, are improving their branded and high-value assortments while full-assortment retailers like Edeka or Rewe are pushing new hypermarkets focusing on premium quality and an improved shopping experience. In the gastronomy market, out-of-home consumption is on the rise, especially among consumers between the age of 18 and 40 in the urban areas with traditional low-budget fast food chains losing market share to innovative, higher-value concepts.

Leading trends in the food market are globally-oriented and comparable to what can be seen in the USA. Healthy living, vegetarian and vegan lifestyles, premium quality convenience, sports nutrition, low-carb or paleo are popular among CEU shoppers. Product attributes such as traceability, sustainability, all-natural and additive-free are highly requested and expected to significantly influence the food industry in upcoming years. This is of course of high interest for Alaska seafood producers as their products match most of the currently popular trends.

### **ACTIVITY UPDATE**

## Consumer Public Relations

### University Sample Bag Promotion:

The Alaska student promotion took place in the first weeks of the new semester at universities in Germany. Feedback received from the surveying company Unicum was very positive as the ASMI materials addressed topics meeting the interests of students such as health and sports nutrition and sustainability. Due to the positive outcome, we are opting to run a second promotion in cooperation with them for the summer semester. The new press mailing text has been created focusing on sustainability as a key subject in the context of the growing consumer concerns about



environmental protection, ocean pollution and overfishing. Addressing these topics is important to maintain positive consumer perception of the origin Alaska. The mailing will also feature some of the newly produced recipes. A promotional video has been created for the Alaska food truck. It was shot during the Berlin Food Week and will be used on the ASMI social media channels.

### Results:

- Placed 120,000 flyers in freshman sample bags with an estimated reach of 600,000 students across Germany
- Was asked to run a second promotion during the summer semester due to positive feedback

## Trade Advertising/Public Relations

Advertising Collaborations With Retail Trade Partners: Supporting trade partners with their own advertisement in sales catalogs is a valuable tool to strengthen partnerships, increase awareness of Alaska, teach consumers how to identify products at the retail and wholesale level and push sales of these items. For the first time, ASMI worked with the Czech company Fjord Bohemia to run an advertisement for their wild salmon in the October catalog of the leading European wholesaler Metro. The cooperation with the Austrian seafood importer Youkon was also renewed supporting them with the production of their new retail flyer and to place an advertisement in the latest Öko Test which covered a large feature on smoked salmon products.

### Results:

- 200,000 Youkon retail flyers were produced and distributed in retail with an estimated reach of 800,000 customers. Sales during the flyer promotion were forecasted with USD \$560,000.
- The Fjord Bohemian ad was published in the Metro catalog with estimated sales of USD \$130,000.

## Trade Shows

Fish Tales In-House Exhibition at Real Retail Chain: ASMI cooperated with the rising seafood brand Fish Tales who launched two new Alaska salmon products in early 2018. New listings in German supermarkets often result from house fairs, which are private trade shows run by the larger retail chains. ASMI supported the company for the in-house exhibition of the fourth largest German retailer REAL to push the launch of the new products.

Food Truck at Berlin Food Week: In collaboration with the FAS office of the US embassy in Berlin, ASMI sent the food truck to exhibit at the Berlin Food Week 2018. This gastronomy event is a platform for new food trends, cooking styles and restaurant concepts. The truck was open for three days in the food court.

Horeca Krakow Tradeshow: In cooperation with the FAS office at the US embassy in Warsaw, ASMI exhibited at the Horeca Krakow tradeshow, the leading event for the HRI sector in Poland. Additionally, to an informational booth where materials and giveaways were handed out, the food truck was at the show serving Alaska seafood samples. The event is the ideal platform to spread the ASMI message among the Polish HRI scene.

### Results:

- Presented the new Fish Tales products to the regional buyers of REAL and affiliated retailers.
- Increased volume for smoked sockeye and keta products at REAL with an estimated value of USD \$60,000 for the last quarter of 2018.
- During the Berlin Food Week, the truck served 840 dishes of Alaska seafood with a sales value of USD \$4,600.
- Distributed more than 14,000 Alaska brochures and flyers at the Horeca show in Krakow while the food truck served more than 580 sample plates.

## Retail Merchandising

Smoked Salmon Promotion with Wechsler: ASMI conducted a promotion with organic salmon smoker Wechsler. It was the continuation of a fruitful collaboration implemented in the past year to improve the position of Alaska seafood in the booming organic sector. ASMI helped Wechsler sell their organic salmon in German and Austrian retailers throughout the last quarter of 2018

Globus In Store Sockeye and Coho Promotion: ASMI ran a three week sockeye and coho salmon promotion at Globus. They were very satisfied with the event and the support received from ASMI and already announced that they plan to revive the cooperation at an even larger scale in the upcoming year.

QVC Pre-Christmas Promotion: Following the successful campaign in the past year, ASMI again supported a teleshopping promotion of Die Räucherei in the leading sales channel QVC. This time, the sales event was screened in December to benefit from the pre-Christmas season.

### Results:

- Wechsler reported retail sales of USD \$85,000 mainly from the strong last month of the year.
- Globus ran three weeks of fresh wild Alaska salmon promotion with three orders of sockeye and coho with a total volume of 1,500kg and a retail sales value of USD \$68,000.
- The Christmas OVC promotion hour generated sales worth USD \$54,000 and even outmatched the results of the previous year.

## **Foodservice Promotions/Product Showcases**

Transgourmet HRI Fair: In October, the leading HRI supplier Transgourmet Seafood celebrated its ten-year anniversary with a large internal housefair showcasing their portfolio to clients and potential customers. As a longtime partner of the program, ASMI sent the food truck to represent Alaska seafood at the fair and inform visitors about the species and products available in the Transgourmet product assortment.

University Cafeteria Event: ASMI continued student outreach by conducting cafeteria promotions at universities in Germany serving selected Alaska seafood samples and handing out materials with recipes and preparation tips corresponding to what students received in the distributed sample bags.

### Results:

- Met with more than 400 professionals from the HRI and food trade sector at the Transgourmet fair serving 500 Alaska seafood sample plates.
- During the cafeteria promotion, more than 20,000 flyers were given away and over 1,200 seafood dishes were served.

## **Chef Education**

Polish Chef Congress: The Polish Chef Congress took place in October in Warsaw attracting representatives of the Polish gastronomy scene and popular chefs from across the country. The Congress is the leading platform for food innovation and the restaurant scene in Poland. ASMI was able to participate as a sponsor advertising Alaska seafood to Polish chefs and restaurant owners. Besides handing out information and education materials, ASMI contributed to the cooking demonstrations and sent representatives to the discussion tables. Species in focus were wild Alaska pollock, flatfish and wild salmon.

### Results:

- ASMI met with 55 Polish chefs and restaurant owners during the Congress in Warsaw

## **NORTHERN EU (U.K., IRELAND, THE NETHERLANDS, FINLAND, DENMARK, SWEDEN)**

### **MARKET UPDATE**

Economic tension runs high in the NEU region as a result of the continued uncertainty over the Brexit process. The UK is due to leave the EU on March 29 and with less than 100 days to go, there is still no clarity on the terms of the 'divorce' and future trading terms with the major issue remaining that of the Northern Ireland border. UK PM Theresa May was due to put her deal to the UK Parliament on December 11 but she pulled this vote due to lack of support across a divided house. The new vote is expected to take place on January 14, 2019.

Across Northern Europe, the outlook remains robust but the downside risks are growing due to trading uncertainties and slowing of growth in key export markets including China as well as within the EU trading block. Preparing for a no-deal exit has increased dramatically over the last quarter with troops on standby and £2bn invested into no-deal provisions. Some commentators see this as no more than an expensive bluff with the no-deal scenario seen as completely unacceptable and that the UK will have to accept the deal on the table. Food manufacturers and logistics experts continue to advise the stockpiling of goods 'just in case'.

Between Brexit and increased trade pressure with USA/China, instability in FOREX remains challenging with a 6% swing in the last quarter in GDP/USD. The UK seafood market continues to contract in volume with average £/kg increasing by +4.1%. Austerity measures combined with economic uncertainty and seafood rising ahead of total food inflation all contributing to this trend. Alaska pollock has benefited from this and is now experiencing a 7% increase in unit sales and remains the fastest growing of the top species in the UK. Total retail sales for the key Christmas period are currently unavailable but the sector is expected to have a record-breaking season following dismal growth in the second half of the year.

The HORECA sector is experiencing declining visits across all subsections with the exception of Quick Service. Even the fish and chip sector, the one area generally more robust in economically uncertain times has experienced declining diner visits.

## **ACTIVITY UPDATE**

### **Consumer Public Relations/ Advertising**

Wild Wednesday Radio Campaign: Alyn Williams appeared on Sky News TV, plus 46 radio stations discussing the results from a survey the high quantity of processed foods children are eating for breakfast, lunch and dinner. ASMI NEU created the concept of 'Wild Wednesday' to encourage parents to consider one day of the week children only eat wild and natural produce.

LEAP Events: ASMI NEU agreed to support LEAP with various consumer-facing events through FY19. In terms of support, ASMI has provided branded merchandise and props for stand decoration as well as media liaison for event organization and attendance. ASMI Sponsored a sold out supper club event that was sold out with media and consumer attendees. ASMI also attended the Hampton Court Palace Festive Fayre with Leap December 7-9 (pictured below), and hosted a Hearst Christmas Breakfast on December 14.

Results:

- Wild Wednesday radio campaign audience reach: 10,106,600
- LEAP sold 550 packs of smoked salmon at the Hampton Court Palace Festive Fayre, generating approximately \$4,000 in Alaska seafood sales

### **Trade Advertising/Public Relations**

Collaboration with The Caterer: ASMI NEU devised a campaign in partnership with The Caterer entitled 'Sustainable Futures.' Since 'sustainability' is key to the Alaska Seafood brand, NEU wanted to translate the meaning of the word and apply it to the foodservice and hospitality industry as a shared/relatable concept. Showcasing the industry as a viable and attractive career choice, NEU recruited six industry figures to profile in the 'Sustainable Futures' series including; Susie Brito, a fisherman from Bristol Bay. To support this campaign, NEU agreed to an associate sponsorship opportunity at The Caterer Summit of the 'People' panel. This provided ASMI with the opportunity to profile a business partner of which Reach Food Service accepted. CEO Abbas Lalljee participated in a panel discussion that questioned sustainable working practices and the impact it has on business success in a competitive market place. (Reach Food Service specializes in the sale of Alaska sablefish, supplying some of the top Japanese restaurants in London).



Results:

- A pilot event was held at Westminster Kingsway College on Monday 3rd December. As a headline sponsor, NEU had a branded stand.
- Alyn Williams provided samples of smoked sockeye salmon and the ASMI team handed out recipe books and phone wallets to students (70) attending the event.

**Foodservice Advertising/Public Relations**

Sponsor Universal Cookery and Food Festival: ASMI NEU agreed to sponsor UCCF (Universal Cookery and Food Festival) for the second year running. It is an outdoor, industry only festival and attracts around 4-500 senior chefs and industry professionals. The one-day event brings together chefs, farmers, growers, fisherman, foragers, suppliers, and producers.

LACA – Sponsor A School Chef: ASMI committed to be the lead sponsor of the Leading Association of Catering in Education (LACA) ‘Sponsor A School Chef’ program. The initiative places school chefs in recognised venues and professional kitchens throughout the UK for a day working with some of the most celebrated chefs in the industry. The aim is demonstrate the breadth and depth of talent of today’s educational caterers as well as boost confidence working with different ingredients and in different styles.

Results:

- Speaker slot at the Universal Cookery Food Festival reached approximately 500 professional chefs
- Sponsorship branding on [www.hostaschoolchef.co.uk](http://www.hostaschoolchef.co.uk) (reach of 22,000)
- ASMI branding on the LACA website
- Presentation at LACA events - 10 different regions with an audience of suppliers, heads of catering and individual schools
- Promotion of ASMI to LACA members who represent most of the school caterers across England and Wales

**SOUTHERN EU (SPAIN, PORTUGAL, ITALY):**

**MARKET UPDATE**

Alaska Cod: Cod prices in general continued to strengthen during the last quarter of 2018 thanks to cuts in North Atlantic, Barents Sea and North Pacific fishing quotas. Alaska cod has been in relatively short supply and prices are at or above prices for Atlantic cod. Salt cod processors selling into the Brazilian market have practically stopped buying macrocephalus, while those processors selling into the French and Italian markets have continued to buy, though in lower volumes. The Spanish processor of Alaska cod, Nord King, is working its way out of financial difficulties and has resumed production of its popular light-salted Alaska cod fillets and loins which should help boost sales, and the establishment of an Alaska cod category in the region, over the coming year.

Alaska Pollock: The SEU markets, especially Spain and Italy, continue to import growing volumes of Alaska pollock fillets. Once-frozen APO fillet imported directly from the USA is gaining market share as retailers, caterers and customers learn of its quality advantages over twice-frozen product from China.

Spain imports of Alaska pollock surimi hit a record 6,880 mt in the market year ending October 2016 and have dropped back to 4,819 mt in 2017 and 4,665 mt in 2018. At the same time, imports of surimi base from other

origins have grown from 28,814 mt in 2016 to 32,919 in 2017 and 37,115 in 2018 as the production of surimi products in Spain continues to grow.

Salmon: Import volumes of wild Alaska salmon H&G into Spain, Italy and Portugal have dropped 54% this fall (July-October) compared to last fall due to higher prices in origin and a stronger dollar. Imports of price-sensitive H&G Alaska keta salmon have been hardest hit, down 63%, while H&G sockeye imports have declined 23%. This decline has been somewhat offset by growing imports of once-frozen Alaska sockeye and keta salmon fillets, both of which are expanding beyond restaurant sales and getting established in retail. Once-frozen Alaska keta salmon fillets are now sold nationwide in the Aldi and Lidl store chains in Spain, and Alaska sockeye salmon fillets begin their first full year of sales in the Pam Panorama supermarket chain in Italy.

## ACTIVITY UPDATE

### Trade Shows

Conxemar 2018: ASMI participated with an Alaska Seafood pavilion in the CONXEMAR 2018 seafood trade show on Oct. 2-4, 2018 in Vigo, Spain. CONXEMAR is Spain's leading seafood trade show and the n°2 seafood show in Europe. Ten US exporters and three local distributors of Alaska seafood products exhibited with ASMI with booth space or dedicated company tables.



### Results:

- In all, the Alaska industry exhibitors and ASMI representatives met with 290 seafood buyers during CONXEMAR 2018.
- The Alaska Seafood booth introduced Trident's Alaska pollock and salmon burgers and AK pollock RediCuts to the market. These are important value-added innovations for our industry.
- Estimated value of on-site sales of Alaska seafood: \$4,070,000
- Estimated 12-month projected sales generated: \$34,400,000

### Retail Merchandising

Production of stop-motion recipe videos: During Oct-Dec 2018, ASMI SEU worked with Chef Luis Barradas in Portugal and with Foodtographers in Spain to develop five stop-motion videos of wild Alaska salmon recipes. These videos are posted each month on ASMI SEU's social channels.



Fresh Wild Alaska Salmon Promotion with Gruppo Pam: From mid-June through mid-October, the Italian supermarket chain Gruppo Pam featured fresh wild Alaska salmon (king or sockeye depending on the week's catch) along with previously-frozen Alaska sockeye fillets in a priority position on the ice tables in all the group's Pam and Panorama 133 supermarkets and hypermarkets in Italy. COAM-brand tartar and carpaccio of wild Alaska salmon was also featured. In-store posters called attention to the wild Alaska salmon promotion. Alaska grizzly brochure holders were placed in 21 of the largest and most active supermarkets.

Wild Alaska Seafood Cooking Workshop for customers of the Veritas natural food store chain in Barcelona, Spain: Veritas is a leading natural foods store chain in Spain and the market leader in the Catalunya region. Veritas has been selling frozen Alaska sockeye salmon fillet portions for over a year and invited Alaska Seafood to sponsor its Nov. 20<sup>th</sup> customer workshop. ASMI contributed 3 kg of sockeye fillets and 2.65 kg of Alaska cod for the event.

Black Friday Promotion with Makro: ASMI sponsored inclusion of Alaska black cod in the Makro cash & carry chain's Black Friday promotion.

#### **Results:**

- 120 days of in-store promotions conducted with 133 supermarkets in the retail chain of Gruppo Pam = 15,960 store days of promotion. Gruppo Pam's sales of Alaska salmon increased by 7% in quantity and 4% in value relative to last year's sales during the promotional period.
  - Previously frozen Alaska sockeye salmon fillets were launched during this promotion. These fillets will now be featured year-round in the Pam Panorama store chain.
- 13 days of in-store promotions conducted with 37 Makro-Spain cash & carries = 481 store days of promotion. Makro's sales of Alaska black cod increased by 125% in volume and 87% in value relative to sales during the previous two-week period
- The Veritas natural food store cooking workshop sponsored by ASMI was an effort to re-introduce frozen Alaska sockeye salmon fillet portions after they had been discontinued for a few months due to detection of anisakis in some of the fillets

#### **HRI Trade Shows**

San Sebastian Gastronomika– October 8-10, 2018 in San Sebastian, Spain: ASMI SEU shared a 24 m2 double booth and conducted product tastings with Koppert Cress in the 2018 edition of the chef congress / HRI trade show San Sebastian Gastronomika. A full range of Alaska seafood product was displayed at the show. In addition, there were also ASMI SEU's Spanish-language information/recipe brochures, buyer's guides and complete lists

of national distributors of seafood products and smoked salmon for interested buyers. Attendees are mostly professional chefs, HRI-sector journalists and students from culinary institutes. There was a promoter specialized in social media at the booth, posting on Instagram, Facebook and Twitter.

October 1-2, 2018 Report on the Congresso dos Cozinheiros in Lisboa, Portugal: Alaska Seafood was present in Congresso dos Cozinheiros, the biggest annual reunion for chefs, students, HORECA brands, and media, in Portugal. This year, the CNC counted nearly 25 brands, 56 speakers and 970 professional attendees. A full range of Alaska Seafood products were displayed, and offered to taste, as well ASMI SEU's Portuguese-language information/recipe brochures, buyer's guides & complete lists of national distributors of seafood products & smoked salmon for interested buyers.

**Results:**

- 150 trade contacts generated
- Introduced new Alaska origin-identified Pesasur jarred Alaska coho salmon to the HRI sector at San Sebastian Gastronomika.

**Chef/Trade Training Seminars**

Makro Portugal Anniversary Fair: Makro-Portugal celebrated their 28<sup>th</sup> anniversary with a trade fair celebration in their largest store in Alfragide, Lisbon on September 13, 2018. ASMI contributed nine kg of sockeye salmon for a chef demo and Alaska product tasting during the event, attended by professional clients, mostly restaurants and small stores.

Joaquín Felipe Sports Cooking Demo: On September 20<sup>th</sup>, Chef Joaquín Felipe held a Sports Cooking Seminar at his restaurant La Casita del Pradal in Madrid, Spain. Discussion centered on preparation during the pre-season with talks by Sports Physiologist Luis del Aguila, Physiotherapist Sergio Gómez and Olympic long-distance runner Jesús España. ASMI SEU continued seek out cost-effective opportunities to promote awareness of Alaska seafood among its primary target markets: chefs, seafood professionals, and sports and health aficionados.

ASMI Sponsorship of the 9th Assembly Euro-Toques in Andalucía: 100 Euro-Toques chefs from the Andaluz Region, as well as some prestigious chefs from other parts of Spain congregated at the annual Euro-Toques Andalucía Assembly in Malaga. Present were chefs such as Susi Díaz (Masterchef Spain), Paco Torreblanca, Xanty Elias, and Sergio Garrido. It was important for the Alaska Seafood Marketing Institute to collaborate in this meeting as Euro-Toques Association also believes in and promotes artisanal, sustainable and crafts products. It is understood that whoever subscribes to this Association values the work of that our fishermen are doing and the quality of their products.

Colaboration – Levante TV: Alaska Seafood was asked to collaborate with Chef Nicolas Roman from Palau Alameda restaurant in Valencia for a rice recipe with Alaska black cod that will be on TV Levante, the local TV station. The TV show is about rice dishes. The episode about black cod was transmitted in January. ASMI provided one black cod. The television audience was 170,012 people.

**Results:**

- ASMI SEU continued seek out cost-effective opportunities to promote awareness of Alaska seafood among its primary target markets: chefs, seafood professionals, and sports and health aficionados
- Levante TV show with Alaska seafood audience: 170,012 people

## **EASTERN EUROPE (RUSSIA, UKRAINE and CIS):**

### **MARKET UPDATE**

The expanded EEU market, including Ukraine, Romania, Moldova, Georgia, Belarus and the Baltics, presents an emerging export destination for Alaska seafood. Russia remains in ASMI's sphere of interest but has been closed since August 2014 as part of the Russian Food Ban. The remaining region accounts for over 100 million consumers. The EEU market is minor in comparison to other ASMI regions, however, offers opportunities for selected products, such as pink salmon roe, that have limited demand in other parts of the world. Alaska products currently available on the market: pollock and pollock products, frozen/smoked/salted salmon, frozen salmon ikura, processed salmon roe, flatfish, black cod, pollock and cod roe.

The ASMI marketing program is at an introductory stage and includes trade show attendance, business meetings, and representational events featuring Alaska seafood, trial promotions with local partners. Activities primarily target a trade audience with limited reach to final consumers.

In most of the EEU countries there are a number of trade members already experienced with Alaska seafood and currently involved in direct imports. At the same time, other importers/retailers seek partners in the U.S. that would allow them to do direct business with Alaska. For some, sourcing Alaska seafood is easier via intermediaries in Poland, Germany, Ukraine, the Baltics, or even Southern Europe. These complicated logistical channels prevent ASMI from obtaining exact estimates of imports entering each EEU country. The Ukrainian market shows maturity in comparison to other countries. The majority of local importers are in continuous contact with ASMI office, while some conduct or are ready to conduct activities. Potential for Alaska fish is seen in the expansion of modern retail and HRI, growth of fish consumption in the region, and the stabilization of the Ukrainian economy.

### **ACTIVITY UPDATE**

#### **Trade Servicing/Public Relations**

Taste of America. Bucharest, Romania: On September 27, the USDA office in Bucharest, Romania, organized the Taste of America event. The goal of the event was to present U.S. products to Romanian importers, distributors, HRI, retail, media, and bloggers. Alaska seafood, California wines and U.S. dried fruits were presented at the event. The event took place in KSLF Gargantua restaurant in the center of Bucharest. Four types of Alaska fish and seafood were presented to the guests: sockeye, keta, keta roe, and Alaska pollock. Guests also received ASMI educational materials in Romanian language and took pictures with the ASMI nanook bear.

BestChef event participation, Kiev, Ukraine: The Association of Head Chefs of Ukraine is a professional organization that provides culinary education. The organization coordinates several educational events throughout the year. In September, ASMI participated at BestChef - the third International Chef's Festival organized by the association, which took place in Kiev. The event attracted more than 300 executive and mid-level chefs from across Ukraine. Ukrainian chef Vladimir Yaroslavskyi presented at the main stage of the event, highlighting wild Alaska salmon and salmon roe. Vladimir is an ASMI Culinary Retreat graduate. His personal experience in Alaska and in depth knowledge of wild Alaska seafood make him a valuable addition to ASMI's HRI program in the region. All guests of the event received ASMI educational materials and were able to ask Vladimir questions during and after the presentation.

World Food Trade Show in Kazakhstan: ASMI participated in the 22nd World Food Kazakhstan trade show – the leading international exhibition of the food market in Central Asia. A joint US food booth with other US exporters was organized in order to minimize costs. In 2018, the exhibition occupied two halls in Atakent Expo, a broad range of products including machinery, cheese, tea, poultry were showcased. National pavilions were organized by local diplomatic missions, cooking competitions were coordinated.

Alaska Seafood Guide: ASMI completed the “Alaska Fish and Seafood Availability Guide” in Romania. This activity aims to help Romanian professionals and consumers find Alaska seafood in local retail and HRI, with aim to support Alaska seafood sales and recognition in the country. Once ready, the Guide was distributed to media, blogs, and magazines.

Fontegro Expo Master Class, Ukraine: Fontegro, Ukraine is a platform that unites leading chefs of Ukraine and fosters the development of modern Ukrainian gastronomy. The organization coordinates several events throughout the year that allow local and international professionals meet in Kiev, exchange ideas and inspirations, and learn from each other. Fontegro Expo takes place each November during the restaurateur exhibition FoReCh in Kiev. Over 15 Ukrainian chefs gave master classes in front of the Expo visitors, including Volodymyr Yaroslavskiy, who held a master class on cooking frozen wild Alaska fish. Yaroslavskiy is a graduate of the 2018 Alaska culinary retreat. During his presentation, the chef prepared smoked glavrax of pink Alaska salmon and Alaska pollock ceviche. More than 20 chefs and trade fair visitors learned how to cook Alaska frozen wild fish.



GoodWine Tastings, PR, Ukraine: Wine Bureau is an importer and distributor of wine and strong alcoholic beverages. In 2007, Wine Bureau opened its first premium wine store GoodWine in Kiev, which became the biggest wine store in Europe. Popular Lucky Restaurant Vinoteque and Sushi Point Bar are part of this flagship store. GoodWine is the meeting point for the wealthy audience and celebrities as a place to shop and hang out in Kiev. Currently, there are three GoodWine stores in Kiev. In the middle of December 2018, GoodWine received a mixed container from Alaska. The assortment included keta Ikura, king salmon Ikura, sockeye salmon fillets, HG keta salmon, HG king salmon, coho salmon fillets and black cod. ASMI supported sales with in-store promotions, in-store tastings, events for restaurateurs and key clients and a press lunch. The focus was made on four wild Alaska salmon species, as well as black cod and salmon roe. ASMI Culinary retreat graduate Volodymyr Yaroslavskiy presented Alaska fish during the events.

Salmon Roe New Year PR campaign, Ukraine: The Ukrainian salmon roe market in 2018/19 is under pressure from counterfeit supply, including chemical roe, roe mixed with additives and smuggled roe from Russia. Official laboratory tests showed that only three out of 10 roe cans sold through online retail in Ukraine is real salmon roe; other samples are roe imitation. In retail the situation is better - six out of eight samples meet the requirements. At the same time, consumers often prefer open markets and online retail to modern retailers due to lower prices. This situation creates a noticeable obstacle to sales of legal and high quality roe. ASMI launched an online PR

campaign, which educated consumers on how to pick quality roe and the importance of consuming quality roe, highlighting the best qualities of salmon roe originating from Alaska, and bringing awareness to the availability of questionable roe in the Ukrainian market. Coverage reported in tables below

#### Results:

- Taste of America: 95 guests visited the event, which allowed ASMI to reach out to over 50 institutions.
- Best Chef: The event attracted more than 300 executive and mid-level chefs from across Ukraine. Ukrainian chef Vladimir Yaroslavskyi presented at the main stage of the event, highlighting wild Alaska salmon and salmon roe.
- World Food Kazakhstan Participation: More than 100 sets of materials distributed, five business meetings held, one trade lead obtained.
- Alaska Seafood Guide: 13 articles on Alaska Seafood, including eight online publications, three printed magazines and two TV programs were released. Total coverage: 6,185,000 ppl
- Fontegro Expo Master Class, Ukraine: ASMI Culinary Retreat graduate shared detailed information and cooking practices on Alaska seafood to the audience of 20 chefs in Ukraine.
- GoodWine Tastings, PR, Ukraine: Press lunch dedicated to Alaska seafood hosted 20 representatives of Ukrainian business and lifestyle media, which resulted in print and online publications. Total coverage: 153,430 people
- Salmon Roe New Year PR campaign: Ukraine Information on salmon roe quality specifications, comparison of roe imitation and real wild salmon roe was shared via popular online resources prior to the New Year holidays in Ukraine. Total coverage: 10,100 people

#### Trade Shows

Tallinn Food Fest, Estonia: Tallinn Food Fest, [www.proffexpo.ee/foodfest](http://www.proffexpo.ee/foodfest), is the biggest food trade show in Estonia with more than 200 exhibitors. Approximately 8,500 visitors attend the Fest during the three days of the show. Kalakala, one of ASMI's partners in Estonia, [www.kalakala.ee](http://www.kalakala.ee), exhibited at the fair. Kalakala is the fish supplier to supermarkets and HRI sector. At the moment, the company has Alaska sockeye, king salmon, chum, and ikura in their assortment. The Kalakala booth was decorated with ASMI images. ASMI materials in English language were distributed at the booth as well. ASMI representatives visited the trade show. Store checks in Tallinn included the biggest and most significant retail chains: Maxima, Prisma, Rimi, Selver, Solaris and Stockman.

#### Results:

- ASMI held four business meetings; collected two trade leads and visited six retail stores. After the trip two joint promotions have been in discussion

#### Retail Merchandising

Selida Lux Gift with Purchase, Moldova: Selida Lux is an import company based in Hincesti, Moldova. The company specializes in frozen fish and seafood, which is distributed in retail, wholesale and Selida's specialized store "Ocean Product." The company is one of the biggest importers and processors of salmon roe in Moldova. Their Alaska assortment includes keta salmon, Alaska pollock and cod. In November and December 2018, ASMI repeated the production of branded fridge magnets as a gift for purchase of Alaska seafood. Magnets are a cost effective and effective promotional method. In total, 7,000 magnets were produced. The magnets were distributed not only in the supermarkets of Selida Lux, but also to wholesale companies.

Silpo Seafood Festival, Ukraine: Fozzy Group is one of the largest trade industrial groups in Ukraine and one of the leading Ukrainian retailers, with over 600 outlets all around the country. The group operates Silpo supermarkets chain, wholesale and retail Fozzy format hypermarkets, and Fora and Bumi-Market convenience stores. On November 24-25, 2018, Fozzy hosted the first Ukrainian seafood festival that took place at the Silpo store in Lavina mall shopping center. Around 20 corners with seafood of different origins were organized. ASMI participated with the Wild Alaska corner, which was decorated with two Nanook bears. The corner was managed by a consultant, who coordinated tastings and POS materials. Virtual reality travel to Alaska was organized as well, using the program created by the ASMI NEU team.

Results:

- Selida Lux gift for purchase, Moldova: Average sales of each Alaska product – Alaska pollock, keta salmon and Pacific cod - grew by 25%.
- Silpo Seafood Festival, Ukraine: Around 17,000 visitors participated; 19% increase of sales. Total coverage: 27,000 people

**BRAZIL:**

**MARKET UPDATE**

U.S. seafood exports to Brazil topped over 535.1 tons valued at \$2.2 million in the second quarter of FY19. Compared to the same period of FY18, value increased 6% while volume dropped 10%.

On December 27, 2018, the National Institute of Metrology, Quality and Technology (INMETRO) opened a public consultation aiming to define the Regulatory Ordinance regarding accepted nominal content for pre-measured or pre-packed glazed seafood with unequal content. The proposed content will be opened for suggestions for 60 days.

**ACTIVITY UPDATE**

**Retail Merchandising**

Fish Week In-Store Promotions: ASMI Brazil conducted in-store promotions during Fish Week to promote Alaska cod, Alaska keta salmon and Alaska pollock in outlets of seven retail chains in São Paulo/SP, Recife/PE, Salvador/BA, Brasilia/DF and Belo Horizonte/MG. ASMI recipe flyers and samples of Alaska seafood products were distributed to the public.

Alaska cod and Keta In-Store Promotions: ASMI Brazil conducted in-store promotions to promote Alaska cod and Alaska keta salmon in outlets of three retail chains in São Paulo/SP. ASMI recipe flyers and samples of Alaska seafood were distributed to the public. Promotions were conducted at one Walmart and three Extra outlets.

Christmas In-Store Promotions: ASMI Brazil conducted in-store promotions as part of the Christmas holiday campaign to promote Alaska cod and Alaska keta salmon in outlets of eight retail chains in Recife/PE, Salvador/BA, São Paulo/SP, Belo Horizonte/MG and Rio de Janeiro/RJ. ASMI recipe flyers and samples of Alaska seafood products were distributed to the public.

Carrefour Fishmonger Training: The ASMI Brazil OMR traveled to the city of Recife (in the state of Pernambuco, Northeast of Brazil), which is an important Brazilian seafood consumption and processing center, to provide training for fishmongers from the Carrefour chain. The training took place at importer Noronha Pescados

headquarters, planned as a visit to Noronha's plant, followed by ASMI's training. The training was a joint effort with Noronha after successful sales for the chain in Recife-PE. Overall, the experience was positive, as the fishmongers appreciated the opportunity to learn more about the frozen seafood market, and having hands-on experience during the plant visit.

APO Blocks Marketing Materials and Recipes: ASMI developed APO block focused materials for the Trade seminar/Pre-launch Dinner and future promotional campaigns. The new materials are designed to educate the wide range of Brazilian retailers, importers and distributors on the Genuine Alaska Pollock block nutritional benefits and advantages, as well as will serve to promote the product launched by Noronha Pescados in the country, expected to hit shelves on the next quarter. As such, ASMI developed custom APO flyers, recipe books, banners, videos, counters, name tags and branded aprons, with the last being used by participants during the seminar. As part of the promotional material creation, ASMI hired a chef to develop 10 Brazilian recipes for the APO blocks, also arranging a professional photo shooting session for all new 10 dishes and short videos for social media for five of them. Recipes were translated to English and shared with the Alaska seafood industry and other ASMI OMRs along with their high-resolution pictures, so the material can also be used in other markets.

Results:

- Sales of 4.61 tons of Alaska pollock, Alaska cod and Alaska keta salmon valued at \$77,946 were reported during in store promotional campaigns.
- Provided two retail trainings for fishmongers from three chains in São Paulo-SP and Recife-PE.

### **Trade Public Relations**

APO Trade seminar and Pre-launch Dinner: ASMI organized a Trade seminar focused on the genuine Alaska pollock blocks. The event consisted of a workshop featuring Alaska pollock, especially its block format, where technical information on the species, harvest, seasonality, quality, and processing, among other characteristics were highlighted during Brazil OMR Carolina Nascimento's presentation. The event offered the 50 trade participants a hands-on experience in preparing Alaska pollock dishes at their own cooking stations during a cooking class by Chef João Leme. The event aimed to further educate a wide range of retailers, importers and distributors on the high quality, nutritional benefits, unique taste and flexible format options within each dish. For the first time, the entire duration of the workshop was live streamed on ASMI Brazil Facebook and YouTube pages, which boosted the audience from the 50 "in-person" participants to over 700 people online during the full workshop. The video, which is still on both pages, has over 19,000 views.

After the cooking demo, a pre-launch dinner was provided to guests to promote APO blocks, scheduled to hit retailers' shelves on February 2019. ASMI partnered with Dortmund Bier, a Brazilian craft beer produced with USA Hops and with Wine Experience, a Californian wine importer, in order to properly pair Alaska pollock with U.S. beer and wine. ASMI also developed multiple APO related materials, including custom branded aprons which were given to participating guests on the workshop, as well as branded thermal bags containing APO block samples (donated by importers and the Alaska seafood industry) distributed to all 50 guests at the end of the event. ASMI also hired a Point-of-Sale promoter and a Nanook bear actor as a showcase to invited retailers of what to expect in future campaigns for Alaska seafood products

Results:

- Over 50 people attended the Alaska pollock training seminar in person
- Over 700 people joined the facebook live stream of the seminar, and the video, which is up on the ASMI Brazil facebook and youtube pages, has over 19,000 views

## Website

Genuine Alaska Pollock Website: ASMI Brazil is on the final stage of development of its new website for Alaska pollock. The website will feature information on the species, differences and competitive advantages of the Genuine APO vs. other origin pollock, recipes and outlets where consumers can buy the genuine product in Brazil. Initially, the website will be consumer oriented, but the goal is to add more relevant information to the Brazilian trade, in addition to the competitive advantages, as sustainability, formats available, harvest seasons, international market trends, etc. The website will be officially launched in FY19. Our OMR secured two addresses for the website: [www.polacadoalasca.com.br](http://www.polacadoalasca.com.br) and [www.genuinapolacadoalasca.com.br](http://www.genuinapolacadoalasca.com.br); before its launch, it is possible to check its development accessing [www.alaskaseafood.com.br/polaca](http://www.alaskaseafood.com.br/polaca).



## Foodservice Promotions

Success Case: Nobu Restaurants in São Paulo-SP: ASMI Brazil OMR Carolina Nascimento met with Chef Leticia Shiotsuka, executive chef of Nobu São Paulo, a new unit of the traditional Japanese restaurant chain, scheduled to open in São Paulo in 2019. Ms. Shiotsuka has been working on the opening, and called ASMI Brazil office to obtain more information regarding wild seafood, as she was interested in adding Alaska products to her menu, especially Alaska black cod and sockeye salmon. During the in-person meeting, ASMI provided in-depth information on species currently available in the country, presenting its wild, natural and sustainable aspects, nutritional information, texture and cooking methods of premium species such as black cod, sockeye salmon, salmon roe and halibut. Promotional kits with in-depth materials were given including salmon and whitefish buyers guide, flyers and list of Brazilian importers.

### Results:

- A few weeks after the meeting with Nobu, Alaska seafood supplier Frescatto reported a new import of five tons of black cod to supply Nobu restaurant and other existing clients in Brazil.