Welcome to the fourth edition of Wheel Watch, ASMI's annual fleet newsletter.

In fishing, there’s a lot that you can’t control: weather, run strength, mechanical issues. In marketing, it’s the same: the strength of the dollar, species abundance, and global economic and political issues can come across all of the bow and impact the bottom line.

What makes the Alaska Seafood Marketing Institute strong is our diverse tactical approach, established domestic and international programs, and the Alaska Seafood brand that is recognized worldwide. We have all the gear to weather storms, and we’d like you to know what we’re doing to help.

This past summer the ongoing trade war between the U.S. and China created much unwanted stress across the Alaska fishing industry. Alaska exports nearly $1 billion of Alaska seafood to China annually. U.S. seafood companies, and the fishermen who harvest the catch, are disproportionately affected by increased tariffs. The tariffs imposed are two-fold: 1) Alaska seafood products destined for the Chinese domestic market are now subject to an additional 25 percent tariff; 2) some Alaska seafood reprocessed in China and sent back to the U.S. are now subject to increased tariffs of 10 percent and will increase to 25 percent by January 1, 2019.

Alaska seafood has numerous benefits that resonate highly with customers globally. ASMI’s efforts have established a premium market position and built strong demand even when prices fluctuate. For over two decades ASMI has worked to expand China’s consumer market through robust e-commerce promotions, and fostering relationships through trade missions. Research shows that Alaska seafood is associated with being natural, safe, and nutritious—traits that China’s consumers are increasingly willing to pay more for. The China market still holds great value and ASMI’s efforts will remain steadfast.

While we can’t control global trade wars we can do more with what we already have. This past year ASMI took an in-depth look at the best opportunities to create additional value from Alaska’s seafood resources, whether through creating products from antiviral crab shells, to marketing skate as a delicacy, to examining the market potential for high quality fish proteins as supplements for healthy skin and bones.

Increasing value can also help offset low returns, which many Alaska fishermen experienced in the 2018 salmon season. In times of lower supply, careful handling of fish at the point of harvest is essential to delivering a premium product to consumers. ASMI continues to work with the industry to promote quality harvesting and handling and we appreciate your collaboration in these efforts.

While ASMI may be the brand ambassador, it’s a team effort. The fleet plays a critical role not just in harvesting this amazing seafood, but also in helping us market the catch in an essential, and authentic way. As always, we want to hear from you. Please drop us a line at info@alaskaseafood.org, text ASMI to 66866 to receive our monthly marketing updates, sign up for our Fisherman Ambassador program, consider serving on an ASMI committee, or attend a board meeting.

See you over the next swell,

Jeremy Woodrow
Communications Director
NORTH AMERICA

**Alaska Seafood Consumers of the Future**

To maintain a competitive edge, ASM must keep our eyes on the horizon and evolve the Alaska Seafood brand in step with consumers’ changing habits. In fall 2017, ASM released “Seafood Consumers of the Future,” a report identifying current trends in seafood consumption and how best to position Alaska seafood in a rapidly changing marketplace. Advances in technology, a generational shift, and changes in consumer preferences will drive not only the demand for Alaska seafood, but also how we reach consumers who are digitally native (meaning they were born and raised in the digital era), social media users with highly educated, health-conscious and sustainably minded.

**RESTAURANTS AND GROCERY STORE PROMOTIONS**

ASM worked with the following promotional partners to promote high quality Alaska seafood: King Soopers, Amazon Prime, Cosco, Save-On-Foods, Cost Co, J. Aarons, Columbus Crest Wines, Giant Eagle, Dill’s, J & K In-Box, Amazon Fresh, Captain D’s, Friedly Frozen Custard & SnoBurgers, Texas Daily Queen, Man’s Restaurants, White Castle, Sonic, Kringer, Lunds & Byerlys, Gordon Food Service, Bootta, QFC, Earth Fare, Dierbergs, Oceans Prime, Siemens, TJ, Morrison Healthcare, San Pedro Fish Market, Heinens, H.E.B, Meijer, Jewel Osco, American Heart Association.

**SHOPPING RECIPES ON AMAZON PRIME NOW + AMAZON FRESH**

In June, ASM launched a new campaign with Spartin Eats and Simply Recipes, showcasing 12 recipes, all approved by the American Institute for Cancer Research, and all shoppable through Amazon Prime Now and Amazon Fresh. The collection features Alaska salmon, groundfish and shellfish recipes, with clickable ingredients that are added to shopper’s carts online and are delivered as little as 2 hours after the order is placed in participating markets.

**CREATIVE WILD ALASKA POLLACK PROMOTIONS**

ASM Braille produced a promotional video featuring Alaska pollock and highlighting its pure, natural and sustainable aspects, as well as its high quality compared to pollock processed in other countries. Chef Ambassador Carla Elger starred in the video. The video is being used for Alaska pollock promotions and was published on ASM’s Facebook page, which has over 800,000 followers. ASM Northern Europe partnered with Foodtur, a London-based food blog, to create the Be Different campaign showcasing innovative recipe videos with local chefs using wild Alaska pollock to create simple yet alluring dishes that can easily be replicated at home.

**E-COMMERCE PROMOTIONS SEE STRONG ROI IN CHINA**

ASM China partnered with several top online retailers in Alaska seafood sales promotions in FY 2018, including the two largest e-commerce platforms – JD.com (Tencent) and TMall.com (Alibaba). Over $6.12 million ($61,4000+) of Alaska seafood was sold for 44 sales promotions across 13 brands, an average of $460,000 ($5,0700+). In sales per day, ASM’s e-commerce promotions featured home page and banner advertisements, prize contests, and Alaska seafood recipes, which were delivered to consumers with all orders. Alaska seafood products promoted during the campaigns included everything from pollock, sole, salmon and seabass to value-added seafood products and burgers.

**CHEF AMBASSADORS COLLABORATE ACROSS INTERNATIONAL MARKETS**

ASM chef ambassadors are trained to share their experience and knowledge regarding the premium attributes and sustainable quality of Alaska seafood. This year, several international chef ambassadors collaborated to extend their support of Alaska seafood to other markets. United Kingdom Chef CJ Jackson, CEO of the Billingsgate Seafood Academy and ASM culinary school graduate, traveled to the United Kingdom to lead a master class on Alaska salmon and various Alaska pollack products. Japanese Chef Kenya Shugaku traveled to China this spring to collaborate with the ASM China office on two chef seminars highlighting Alaska Seafood in Japanese cuisine.

**INDUSTRY**

**“ROOTS RUN DEEP” WINNER OF FISHING VIDEO CONTEST**

Karrin Couch, a Cook Inlet drifter netter, received the grand prize for her video, “Alaska Commercial Fishing: Run Deep” during Alaska’s Commercial Fishing Video Contest. Ms. Couch is a fourth-generation Alaska fisherman who values her commercial fishing lifestyle and career because harvesting wild Alaska seafood connects her to her family roots. Winning the second-place prize was Jonny Antonius with his video, “When was the Last Time You Ate Something Wild?” Chad W Darling, a half-bred, Koryaco Semit, a Southeast Alaska who led the third-place prize with their respective videos “My Alaska Seafood Story” and “Surf Out Chums Out.”

**ASMI TAKES PART IN PANEL AT SEAWEB GLOBAL SUSTAINABILITY SUMMIT**

Sustainability Director Susan Marks attended the Seaweb Global Sustainability Summit in Barcelona June 18-21, 2018 and represented ASMI on a panel titled More Than a Buzzword: Why Sustainability and Transparency are Key for the Seafood Industry and its Consumers. This summit brought together the global seafood community in partnership with leaders from the conservation community, academia, government and the media.

**ONLINE PREVIEW OF ALASKA CRAB SHOW**

New for 2019, ASM partnered with Juenoe artist Pat Rice to develop five different quality and handling posters. These are available as stickers, posters, or playing cards.

**QUALITY / HANDLING POSTERS BY PAT RACE**

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**ANALYSES OF SPECIALTY PRODUCTS REPORT**

A new report titled “Analyses of Specialty Products for Alaska Seafood” has been published online. The document contains reference information and identification of develeopments in challenges/opportunities for specialty seafood products from Alaska, such as fish Roe oil, bone meal, crab shells, and others.

**FISHING VIDEO CONTEST**

A new fishing video contest is being launched as part of the 2019 Seafood Expo Northeast. The contest is open to anyone who has ever fished in Alaska, and aims to showcase the diversity of Alaska commercial fisheries and the people who make it happen. The grand prize is $1,500 in cash and a year of ASMI memberships. The contest runs from June 1 to August 31, 2019, with the winner announced at the 2019 Seafood Expo Northeast in Boston. For more information, visit www.asmi.org/fishingcontest.

**INTERNATIONAL**

**TRADE MISSIONS: CHINA, UKRAINE AND INTERNATIONAL WOMEN OF SEAFOOD**

ASM provided seafood buyers and traders from across the globe a first-hand look at the Alaska seafood industry, products and pristene environment through several inbound trade missions. In January, ASM hosted a International Women of Seafood mission in Dutch Harbor, Alaska. ASM then welcomed a delegation of seafood buyers and media from China in May in Kotlik, Alaska. A delegation of Ukrainian seafood buyers between Anchorage, Dutch Harbor, Juneau, Excursion Inlet and Seattle came to Alaska for special seafood products from Ukraine in an in-depth understanding of the Alaska seafood industry. The face-to-face interactions obtained during these missions are an indispensable tool in building business relationships and conveying the value of Alaska seafood.

**7th Annual Alaska Seafood Culinary Retreat**

ASM hosted a group of its U.S. media and five international chefs for the 2018 Alaska Seafood Culinary Retreat. This year’s retreat took place at the Tutka Bay Lodge. The group explored Alaska’s various species of whitefish, salmon, and shellfish, while learning about the importance of Alaska’s fisheries and discussing Alaska’s world-class sustainable seafood management. Each year, ASM holds the event at different location to showcase various regions of Alaska and a wide variety of wild Alaska seafood.

**ALASKA CRAB ON THE CRAB SHOW**

Alaska Seafood earned a feature segment on the TODAY SHOW October 25, Alaska Commercial Fishing Day. View and may 1.8 million viewers. Alaska crab was enjoyed by hosts Kathy Lee and Hoda on air for 20 minutes. During the segment Kathy Lee and Hoda also recognized that October 25, 2017 was Commercial Fishing Day in Alaska, as proclaimed by Alaska Governor Bill Walker.

**BON APPETIT’S IT’S ALIVE “BRAD GOES CRABBING IN ALASKA” EPISODE**

Bon Appetit’s Brad Leone filmed a two-part episode of “It’s Alive” with Brad in Alaska in February. The 18- and 11-minute videos highlight Brad’s Alaska crabbing experience, providing viewers with a inside look at the work that goes into bringing Alaska crab to tables worldwide. The videos have over 3.5 million combined views on Facebook and YouTube. **“ALASKA FROM SCRATCH” RECIPES VIDEO AVAILABLE ONLINE**

ASM worked with chef and cookbook author Maya Wilson to create recipe videos of delicious Alaska King Crab, King Avocado Toast, Alaska Salmon-Cogner Peanut Needle Bowls, Alaska Halibut with Pistachio Peelo Pasta and Roasted Tomatoes, and Alaska Smoked Salmon Pot Pie with Chive Drop Biscuits in partnership her promotion of her new cookbook, “The Alaska from Scratch Cookbook.” The videos are available at wildalaskaseafood.com and YouTube.

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**REEL FOOD FILM SHOW IN SELDONIA AND HOMER**

Real Food and TV food personality Chadwick Boyd filmed an Alaska Salmon Burger recipe demonstration on location in Homer and Seldovia, Alaska. In Seldovia, commercial sermon fisherman Anne Barrett (a.k.a. “Salmon Anne”) taught Chadwick how to pick a salmon from her TFM in Seldovia Bay, and fill an Alaska sockeye salmon at the Seldovia harbor. The Real Food film segement aired in August 2018 in nearly 13,000 movie theaters nationwide as a part of the premiere before the feature movie.

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