ASMI INTERNATIONAL FY21 BUDGET PROPOSAL

Presented to:

ASMI Board of Directors

Presented by:

Hannah Lindoff

Senior Director of Global Marketing & Strategy

May 5, 2020

FUNDING SOURCES:

- **MAP** = Market Access Program, annual grant award from the Foreign Agricultural Service (FAS) **$4,453,652**
- **ATP** = Agricultural Trade Promotion Program, one-time surge in funding ~$7.5 million, awarded by FAS in response to the China-US trade dispute **$1,540,000**
- **Match** = SDPR (assessment) and contributions for specific events **$2,495,000** (MAP & ATP match)
- Total Budget: **$8,488,652**

BUDGET STRATEGIC OVERVIEW

- Submitted request for ATP extension through June 30, 2024
- **FY 21 shows a decrease in ATP funding of -$782,000**
- **MAP decreased -$63,000…..TBD**
- **Match (SDPR) decreased -$110,000**
- **Total $955,000 cut**
- The accounting position was removed from our personal services budget, neutralizing much of the match loss this year
- ATP continues to fund ASMI-wide projects, the Tech program, Coms and the Sustainability program
- China program greatly reduced
- Reductions across the board other than SE Asia and SEU
- Some cuts to ATP reflect projects that will have been completed
- ATP will roll over
- DUE TO COVID-19, UNSPENT MAP $ WILL ALSO ROLL OVER- AMOUNT TBD

~~UPCOMING~~ EVENTS

Next Generation Trade Mission - *Seattle, Kodiak*

February 7-12

Peru Outbound Trade Mission - *Peru*

March 2-6

Seafood Exp[illegible]th Americ[illegible]ston*

March 15[illegible]

**SE Asia inbou[illegible]e US Seafood GBI*

FHA Food & Beve[illegible] *Singapore*

March 31 – A[illegible]

Seafood [illegible]al – Br[illegible]e *last time!)*

April 21-23

SIAL – *Shanghai*

May 13-15

APA[illegible]

May 18[illegible]

Thaifex Anu[illegible]

May 26-30

Thailand [illegible] - *Thailar*[illegible]

May [illegible]

Culinary [illegible]ut – *Cordova*

June 7-11

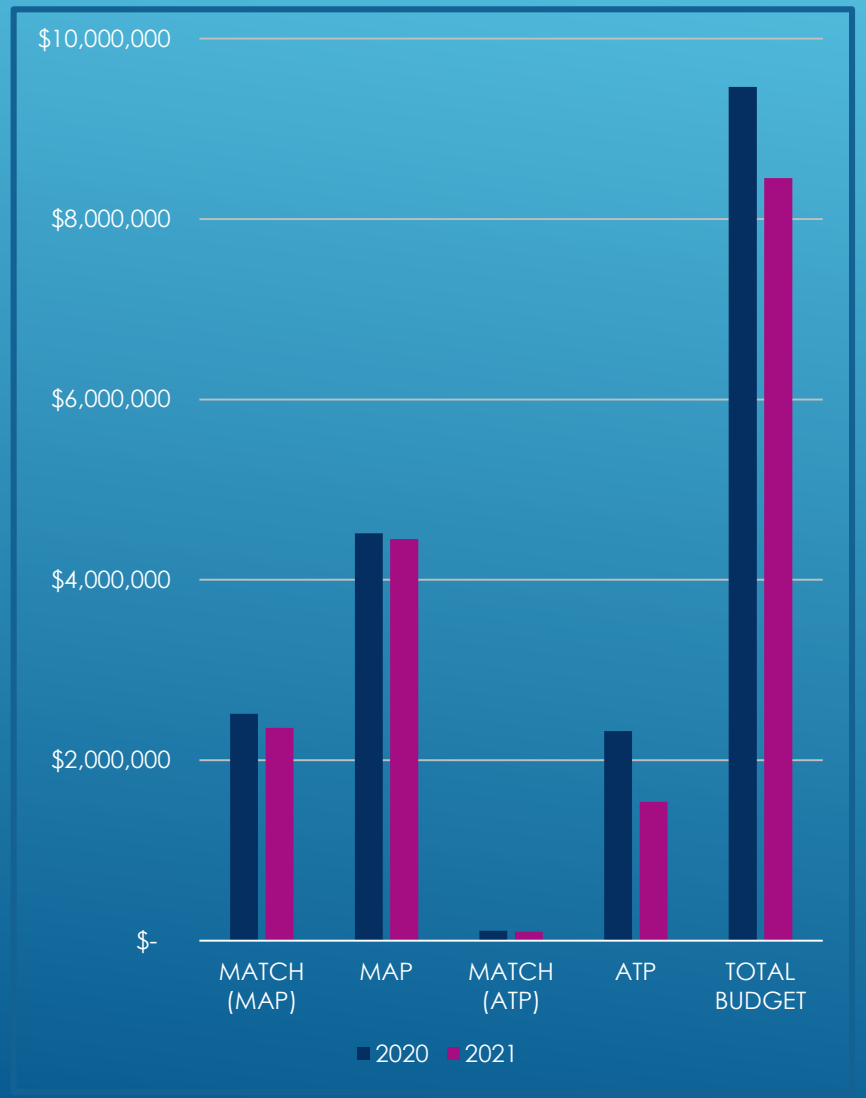
PROPOSED BUDGET REVISION TIMELINE

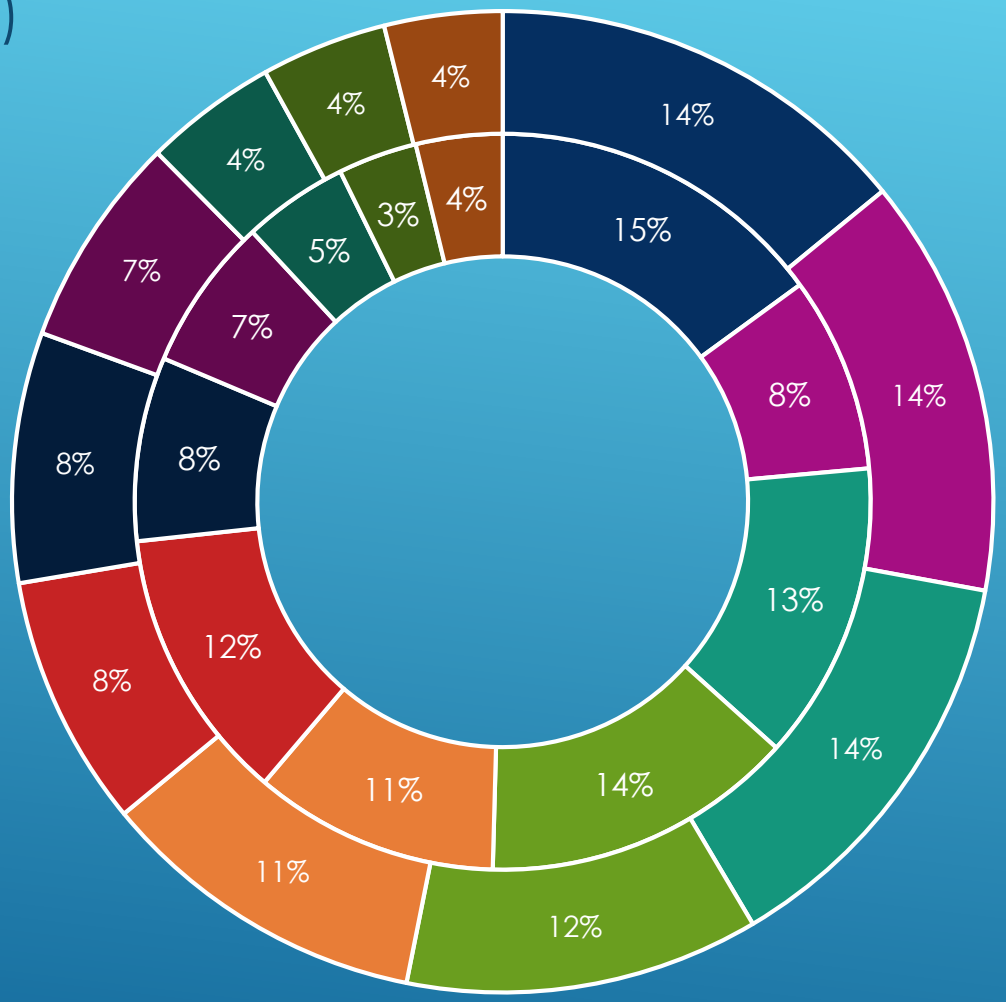
YOU ARE HERE

IMC zoom meeting- EU	April 21
Board meeting	May 5
IMC e-meeting Asia OMRS	May 19
MAP year 19 ends	June 30
IMC e-meeting 1 EU and 1 Asia mtg	June-July
Reasonable expectation of FY 20/MAP 19 close out, final MAP $ amount determined	Mid Aug.
Background work with FAS	Mid Aug.
IMC e-meeting -3 regional presentations and revised budget	Late Aug.
Revised budget proposal to BOD	Fall 2020

ASMI INTERNATIONAL PROGRAM

- **2021 budget: $8,488,652** (-10%)

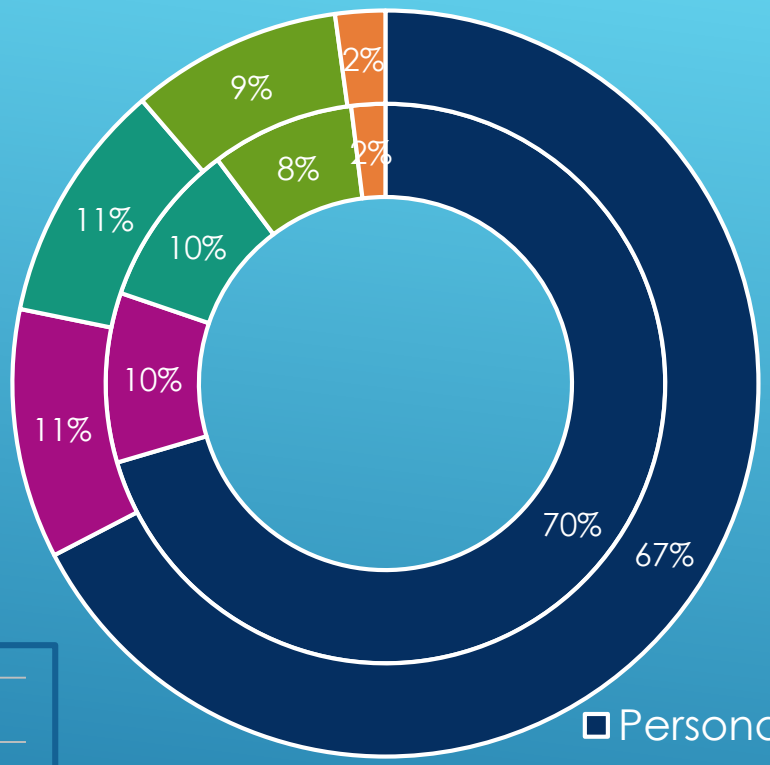


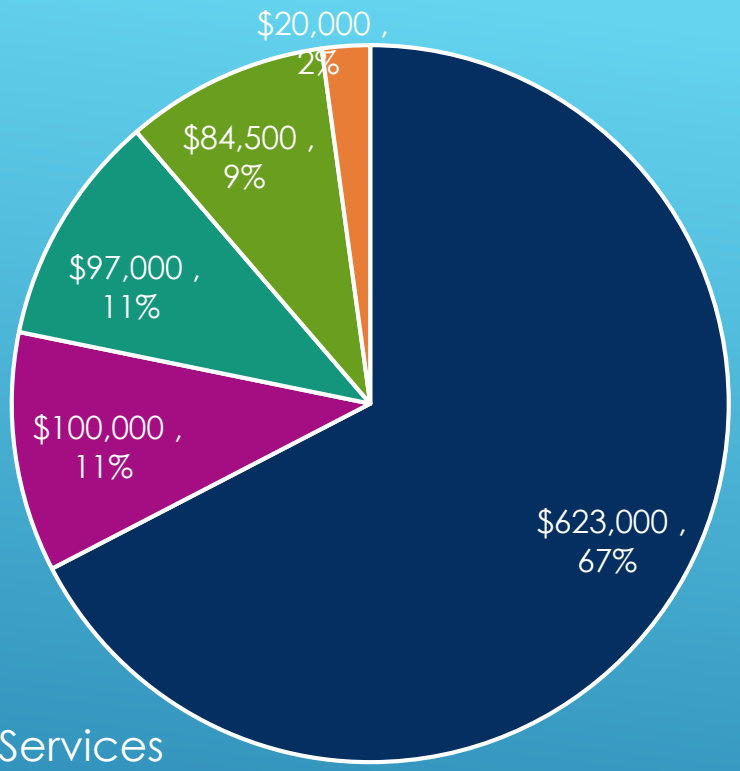


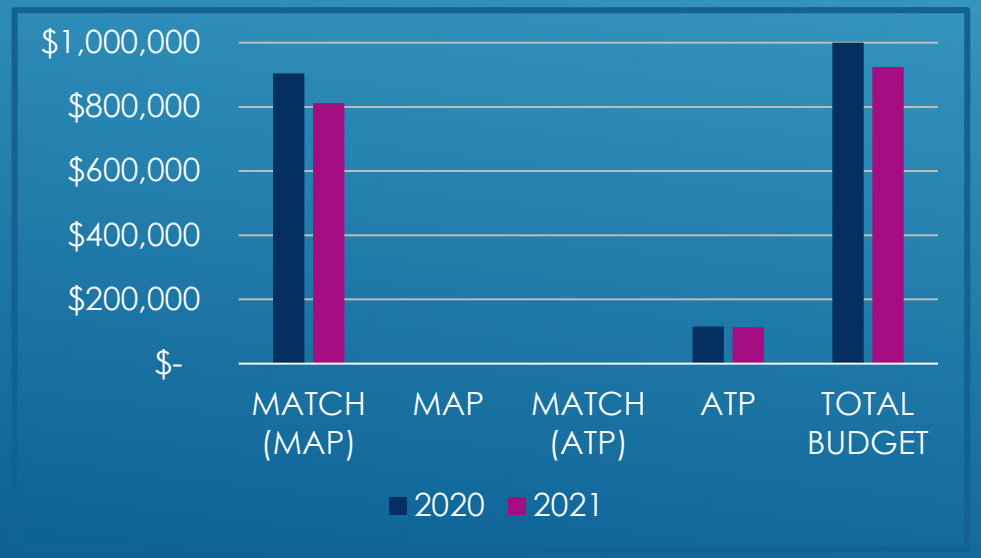
- Japan
  $1,416,499 to $1,196,260
- SEU
  $812,683 to $1,172,270
- NEU
  $1,240,058 to $1,153,142
- China
  $1,304,113 to $989,461
- ASMI Prog. Ops
  $1,019,961 to $924,500
- WEU
  $1,143,080 to $705,202
- CEU
  $764,876 to $699,876
- South America
  $636,992 to $593,824
- EEU
  $437,934 to $372,200
- SE Asia
  $329,000 to $351,917
- Global
  $359,700 to $330,000

ASMI HQ

- 2021 budget: $924,500 (-9%)
- Personal Services down -13%
- All other line items remain the same



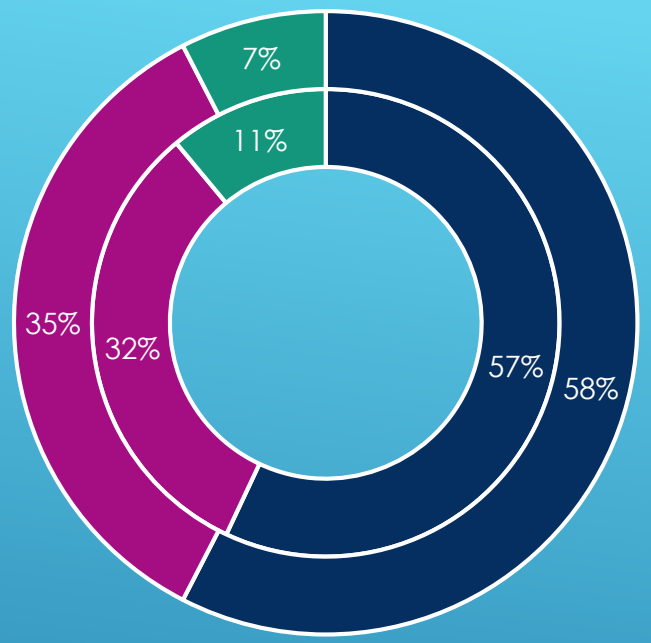




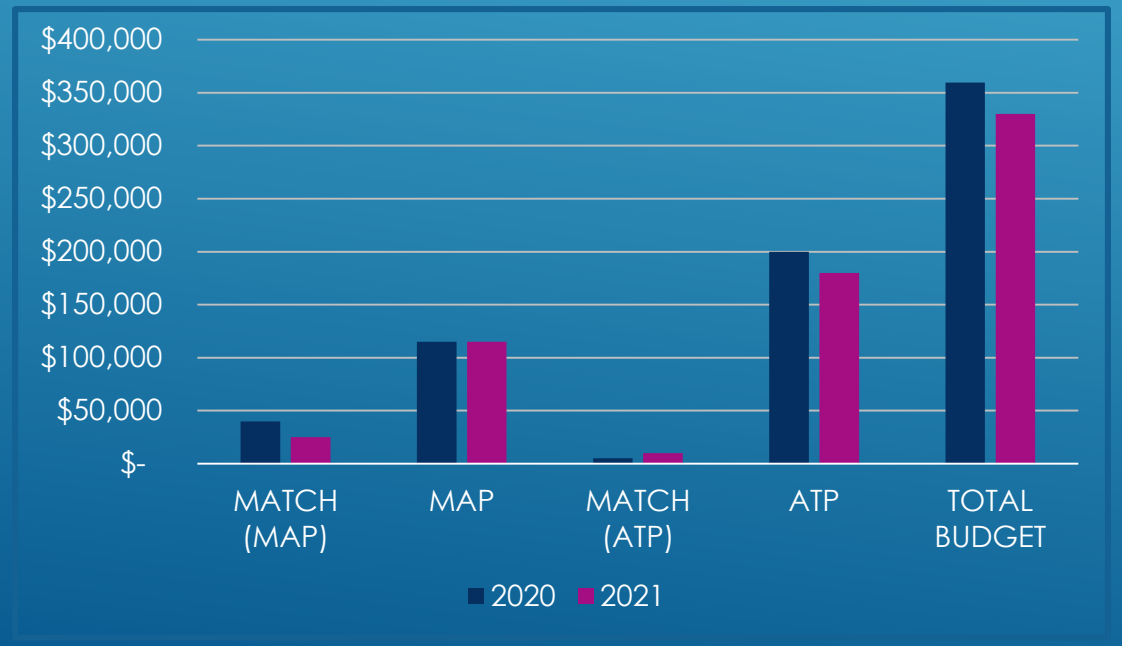
- Personal Services
- Staff Travel
- Consolidated Program Expenses
- Product/Marketing /Goodwill Materials
- Trade marks

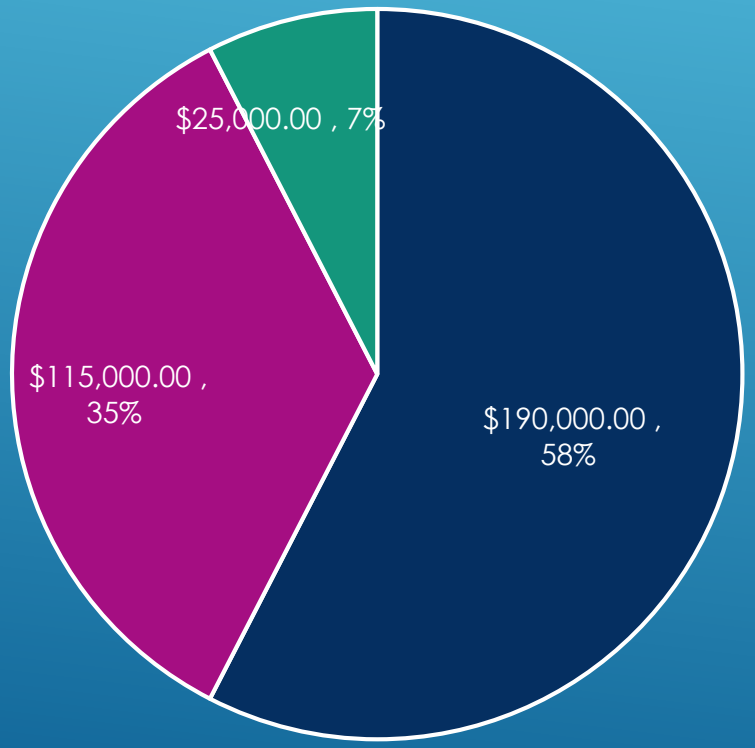
ASMI GLOBAL

- 2021 budget: $330,000 (-9.5%)
- Grant Required Evaluations
- Sustainability budget -$20,000 ATP, +$5,000 match
- Revolving trade show or mission -$14,700 match



- Sustainability Technical Events
- Global Evaluation
- Trade show or in-bound mission





持続可能な認証水産物
アラスカ RFM

Certyfikowane Zrównoważone
ALASKA RFM

Sustentabilidade Certificada
ALASKA RFM

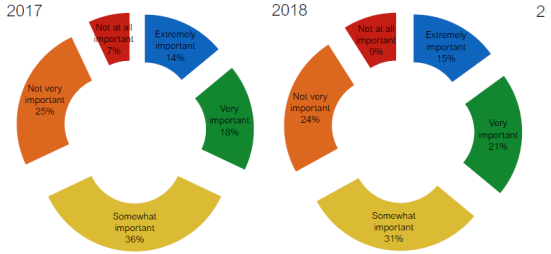
可持续产品认证

Certifié Durable
ALASKA RFM

Zertifiziert Nachhaltig
ALASKA RFM

IMPORTANCE OF ALASKA WHEN PURCHASING

Continuing the favorable trend and higher than the past two years, better than two
Alaska origin to be important when purchasing fish/seafood – particularly men, you
earners.

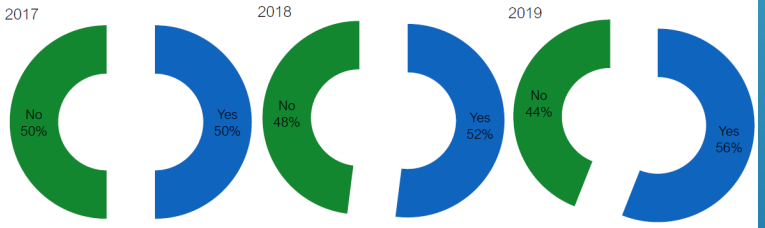


	Gender		Age		
	Male (a) %	Female (b) %	25-44 (c) %	45-54 (d) %	50
Yes	52 b	36	50 d	26	

Q20. If you were to purchase fish/seafood today, what impact, if any, would the Alaska origin have on your Alaska is…?

COUNTRY OF ORIGIN AWARENESS

A growing number of UK residents are aware of the country of origin when purchasing fish/seafood (56% vs. 52% last year and 50% in 2017), particularly men, younger respondents and higher income earners.

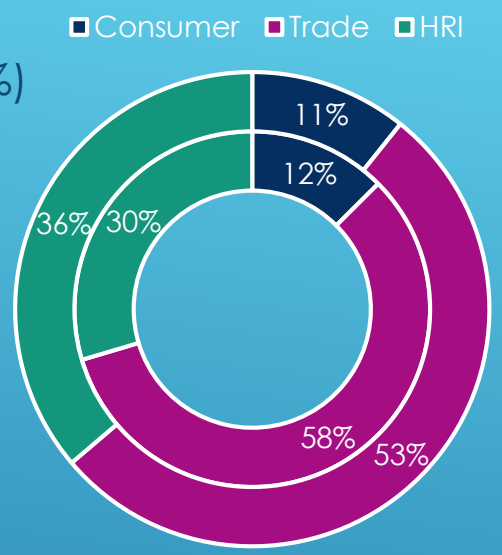


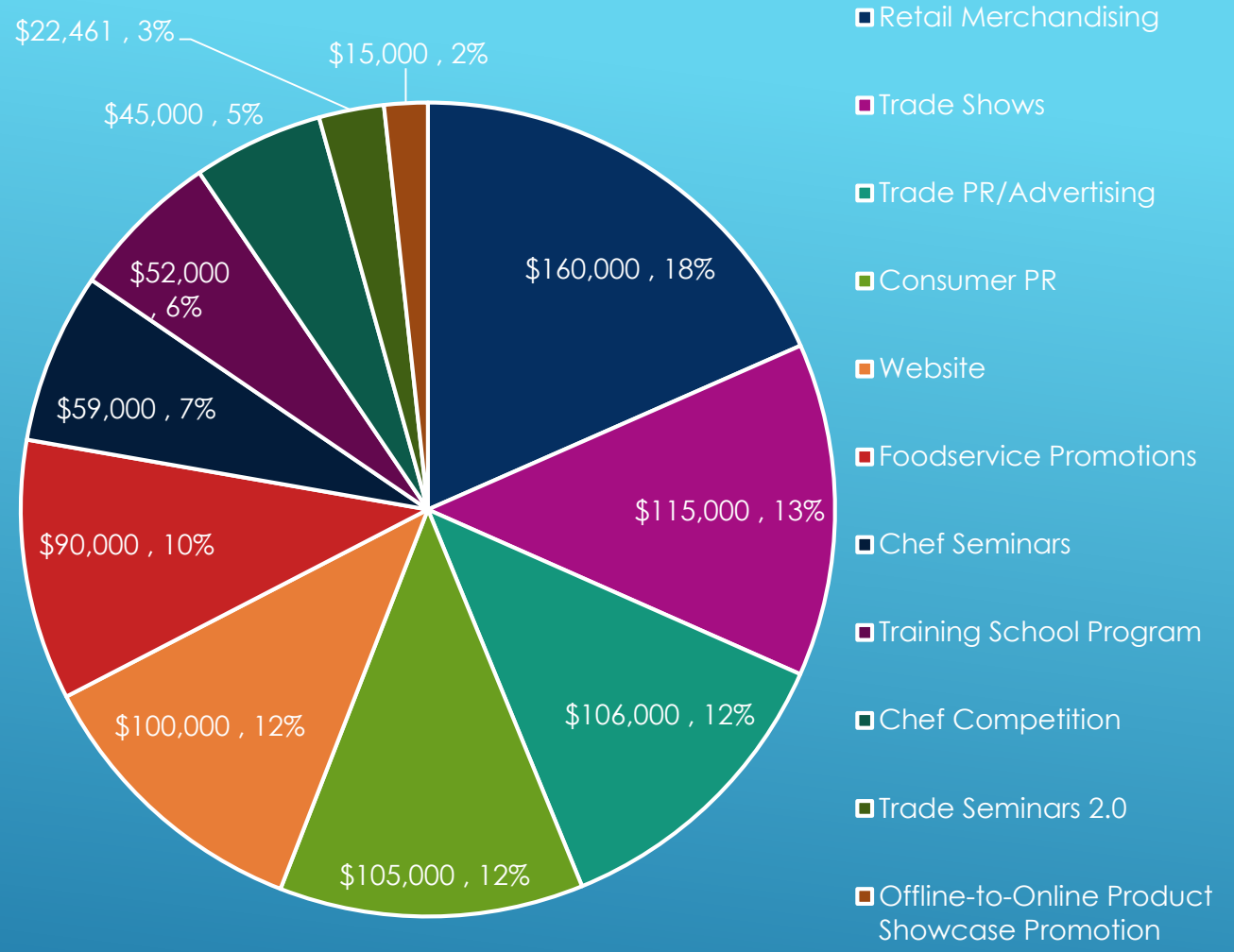
	Gender		Age		Income	
	Male (a) %	Female (b) %	25-44 (c) %	45-54 (d) %	50k-70k Pounds (e) %	70k+ Pounds (f) %
Yes	67 b	49	62 d	44	49	62 e

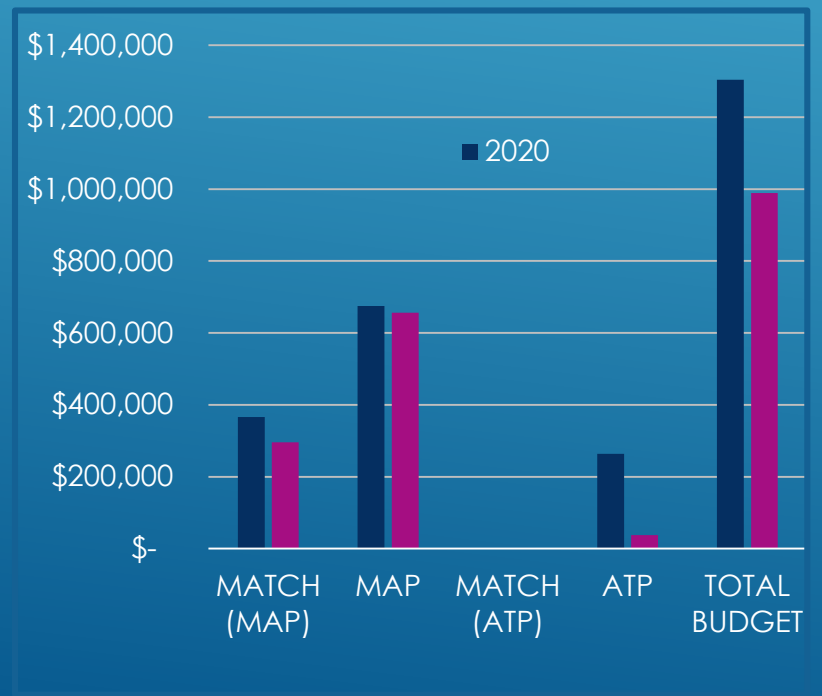
Q4. When you purchase fish/seafood, are you aware of its country of origin (i.e. where it comes from)?

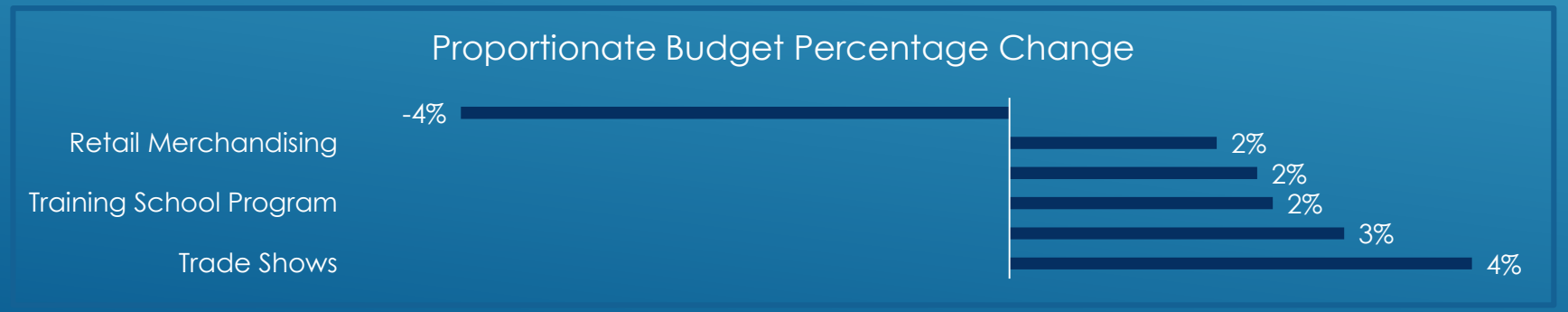
CHINA

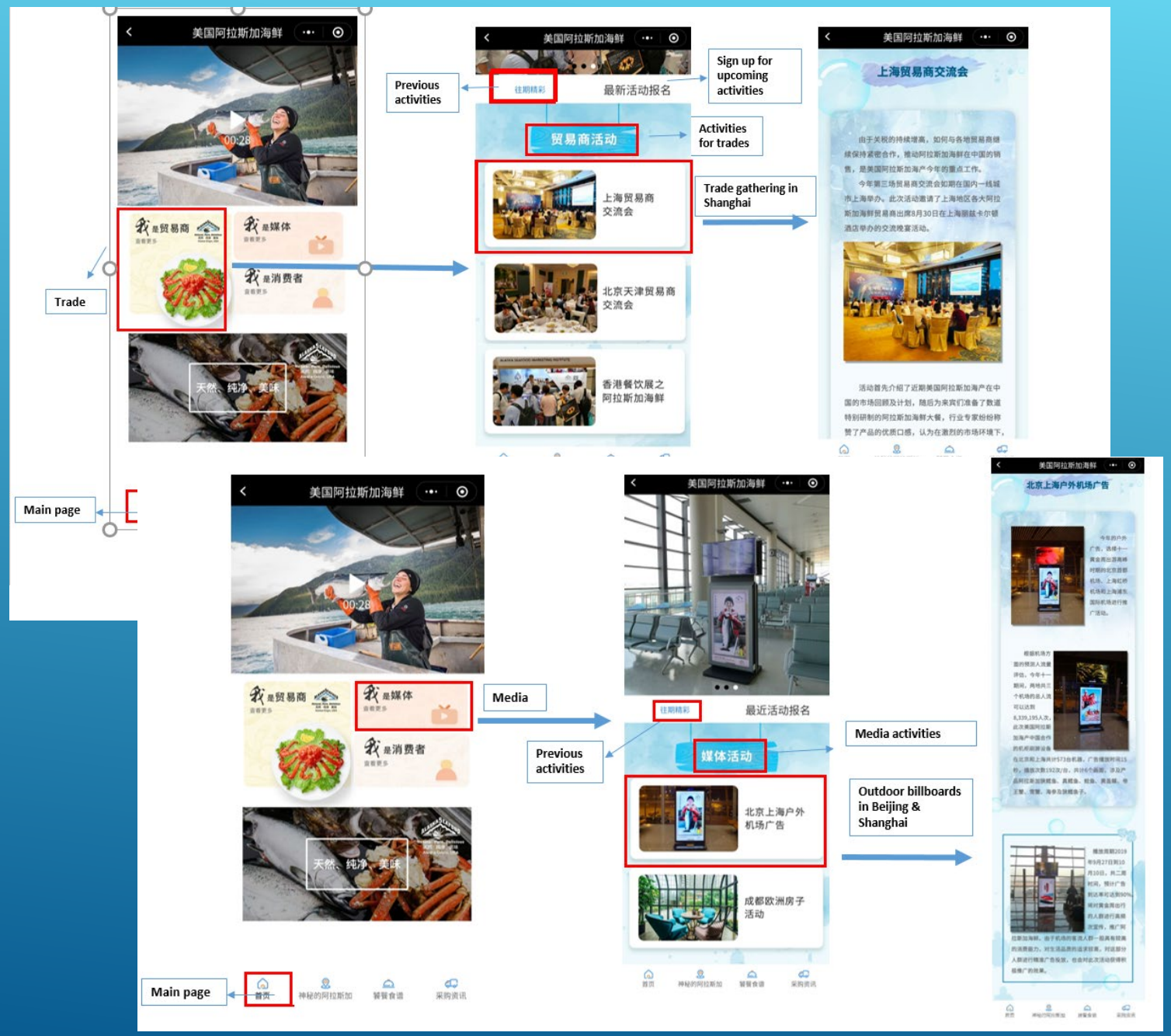
- 2021 budget: $989,461 (-25%)
- Trade – 5% decrease
- HRI – 6% increase
- Eliminated for 2021:
  - E-Learning Platform
  - Ready-to-cook/eat Meal Promotion
  - LED Billboards











E-learning App

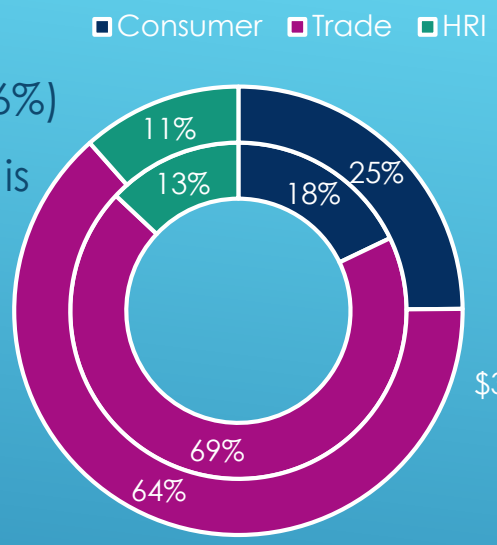
WeChat -over a billion monthly users

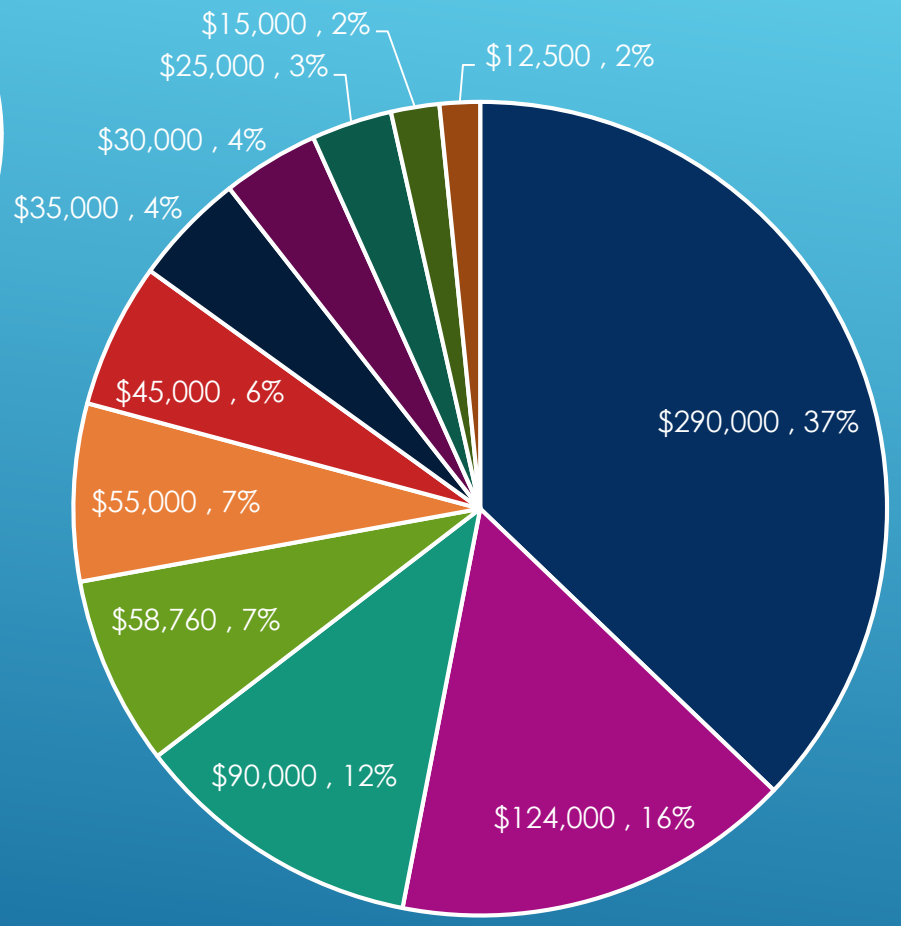
Weibo

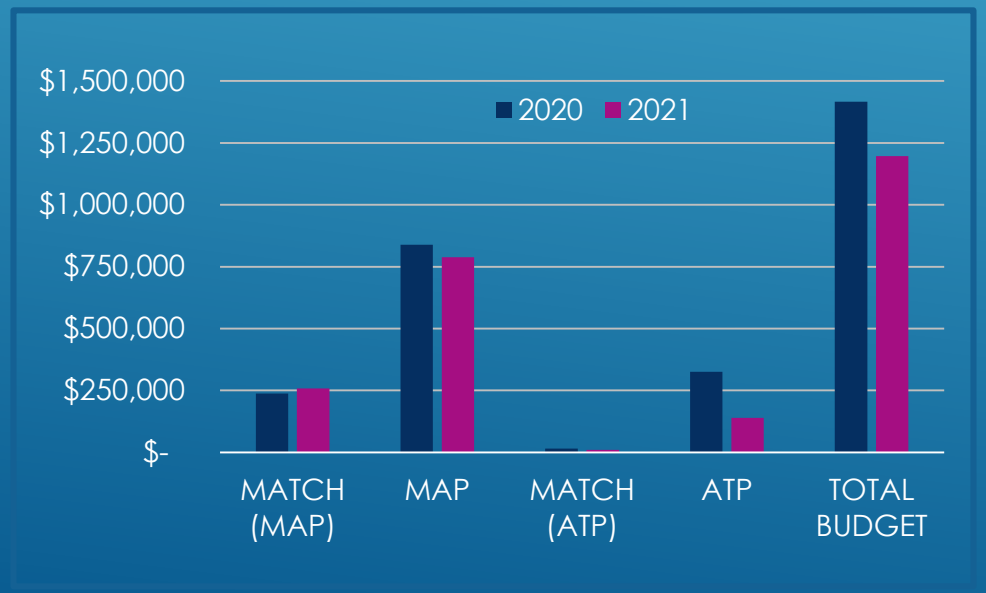
The goal is 1 billion exposures and 80,000 clicks on Weibo and 120,000 clicks on WeChat. 200,000 clicks total.

JAPAN

- 2021 budget: $1,196,260 (-16%)
- 6% of the budget decrease is from:
  - ASMI Roe Product Promotions
  - ASMI Video Assets
- Largest hit is Consumer Demographic Outreach
- Largest increase is Consumer Promotions







- Retail Merchandising
- Consumer PR
- Foodservice Promotions
- Trade Shows
- Consumer Promotions
- Video Assets
- Trade PR/Advertising
- Digital Creative Trends
- Roe Product Promotions
- Consumer Demographic Outreach
- Website

TASTEMADE_JAPAN
Posts

tastemade_japan

ALASKA SEAFOOD
天然のおいしさを、アラスカから。
サステイナブルシーフード

92,830 views

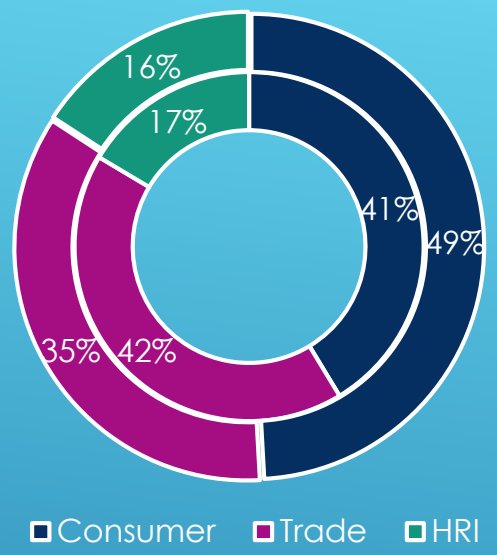
tastemade_japan 【アラスカ産 天然のいくらで🐟✨】特盛りいくら丼
... more

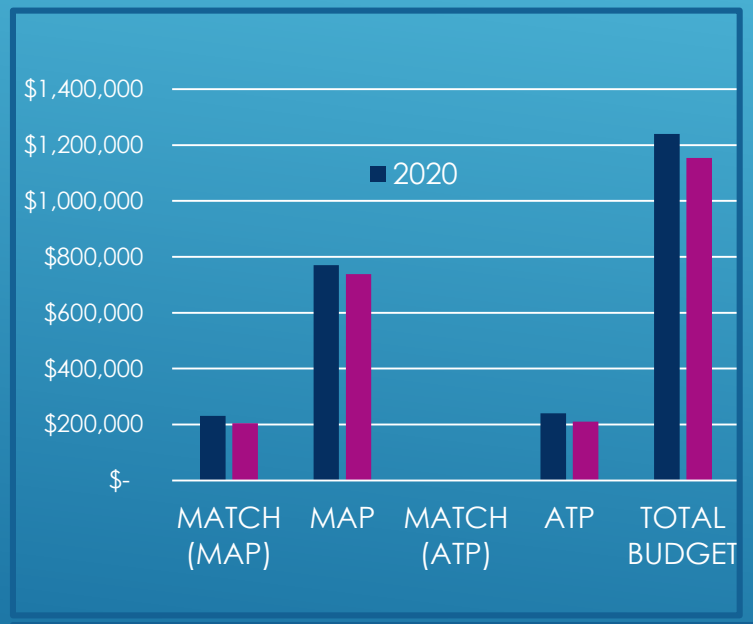
View all 14 comments

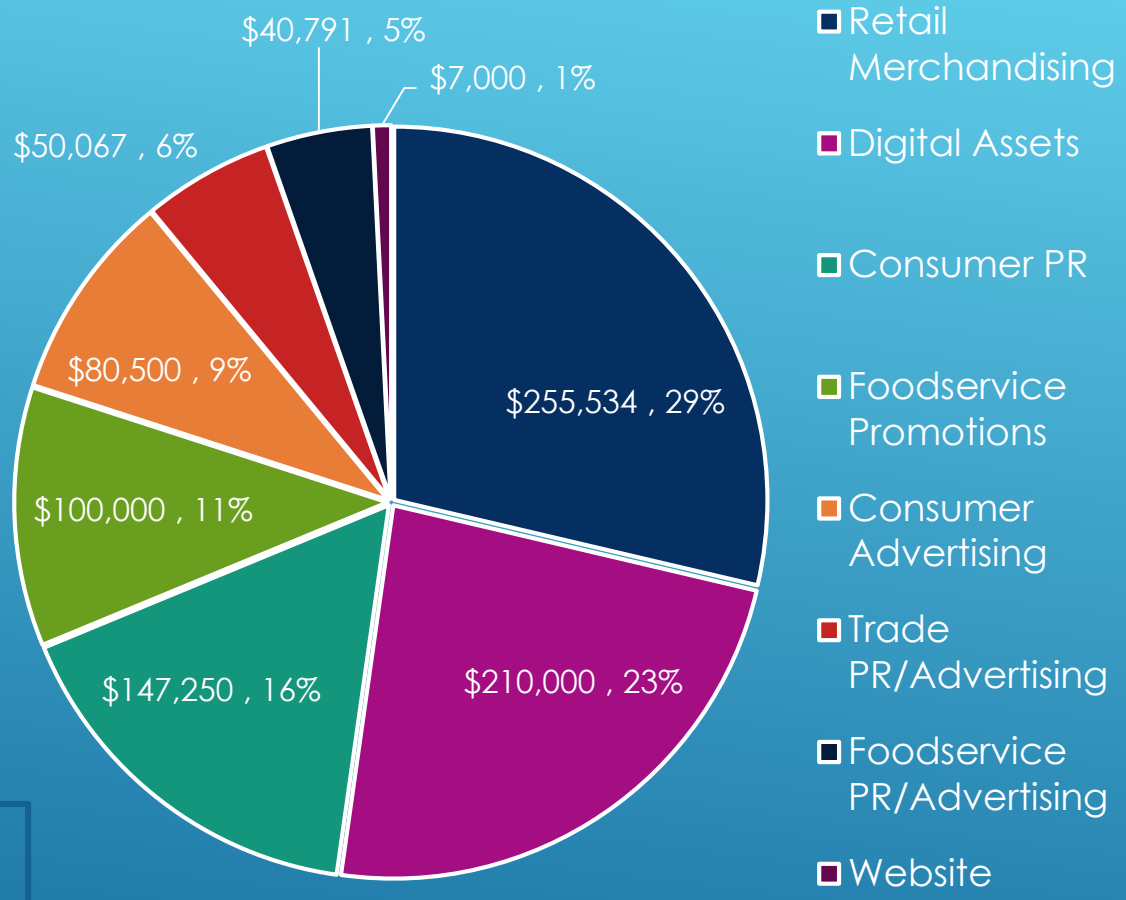
March 26 · See Translation

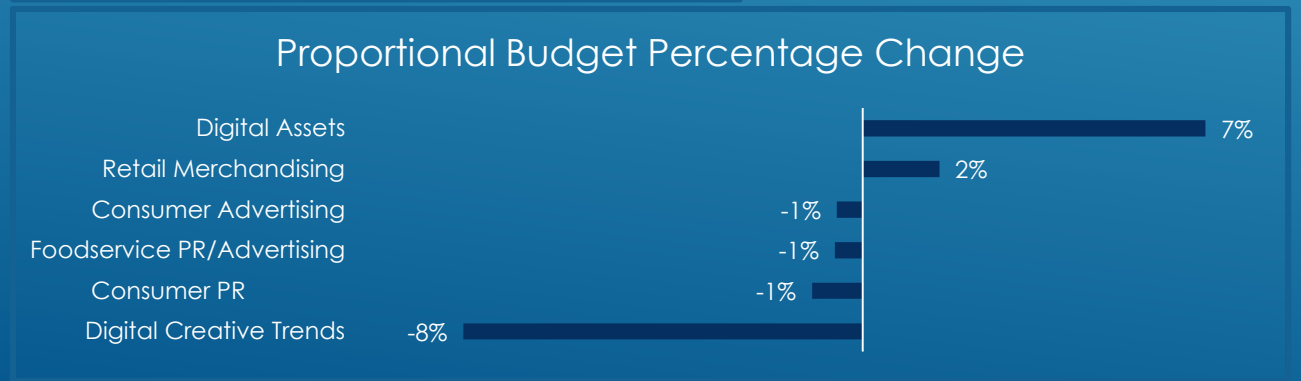
NORTHERN EUROPE

- 2021 budget: $1,153,142 (-3%)
- Digital Creative Trends is now Digital Assets



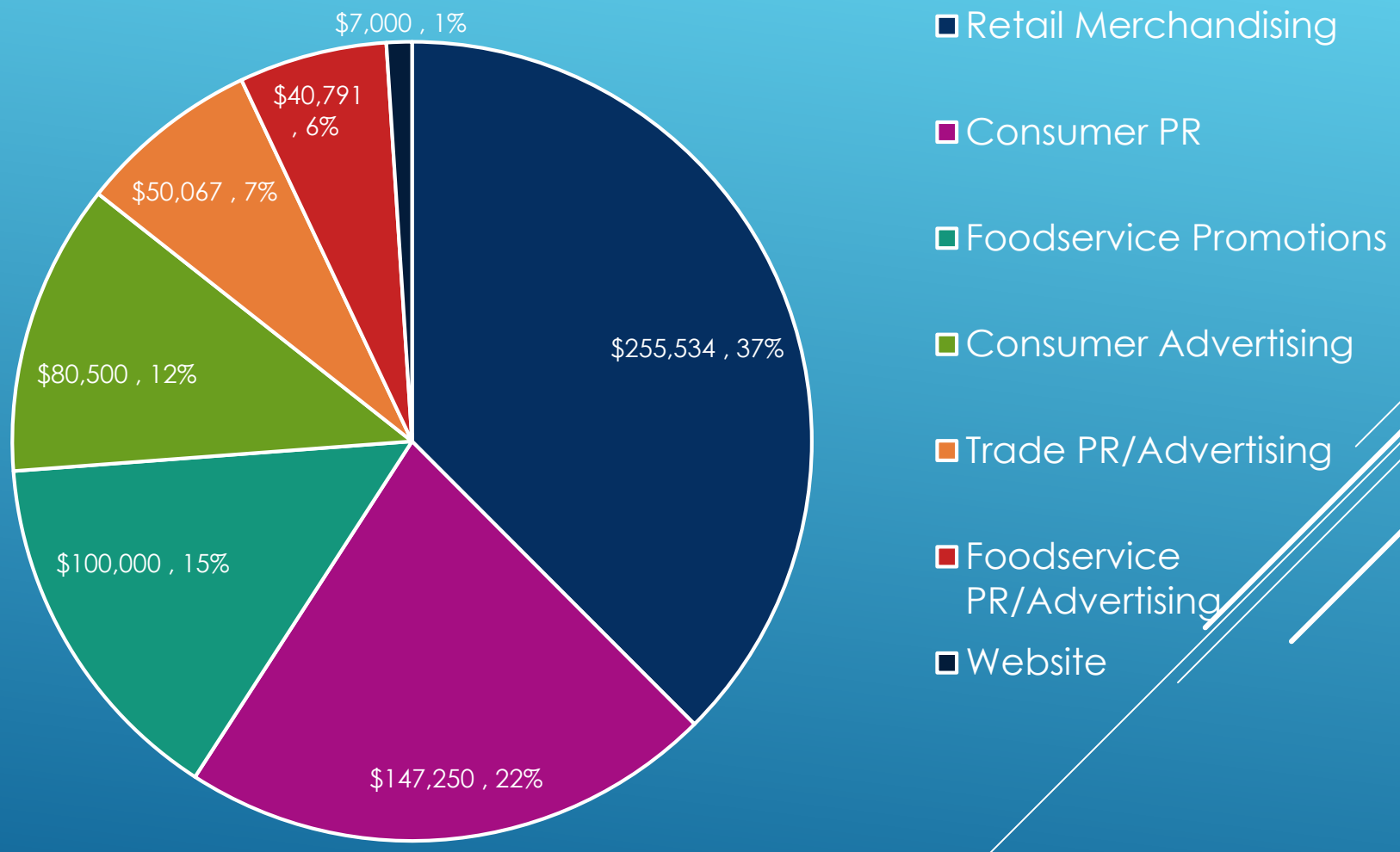






NORTHERN EUROPE

- 2021 budget without Digital Assets
- $943,142



EMILY HARRIS

LOG OUT

MODULE 04 | WHITEFISH | Introduction | Whitefish types | **Harvesting** | Quiz

BACK TO MODULE HOME

HARVESTING

TRAWLING

LONGLINE

POTS

LONGLINE

Longline vessels are smaller than trawl vessels. A main groundline rests on the ocean floor with baited hooks attached at intervals.

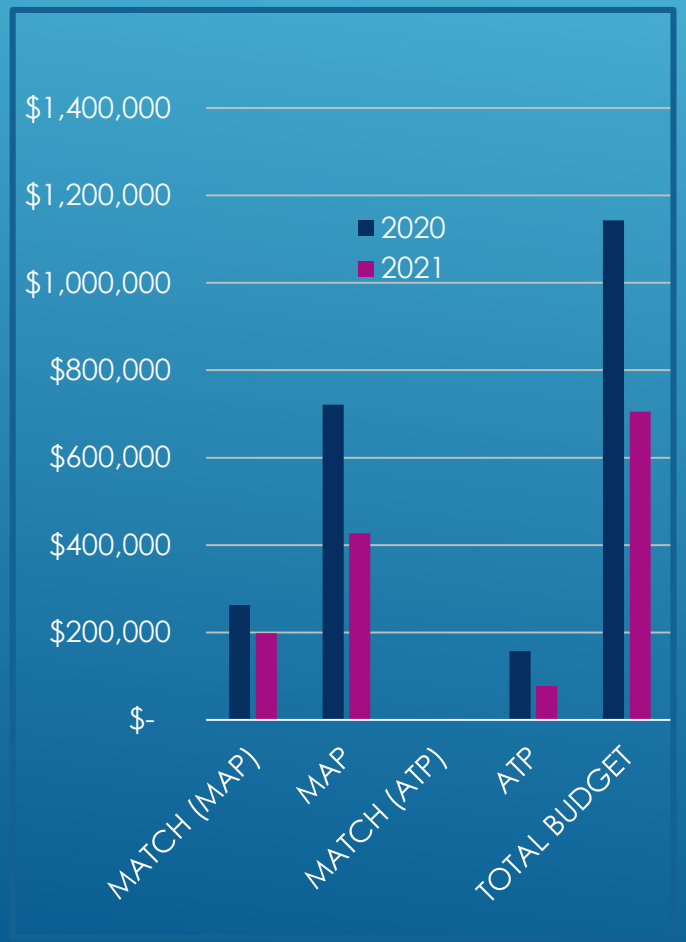
Longline fisherman have the ability to selectively choose the fish they bring onto the boat and release other non-targeted fish live to the ocean.

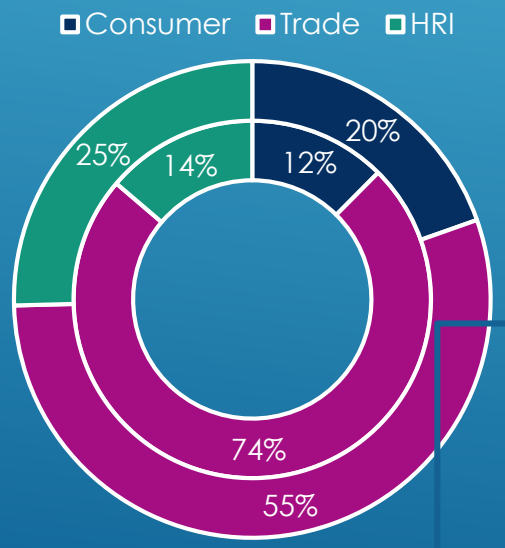
Some longline vessels can freeze fish at sea and are called freezer longliners.

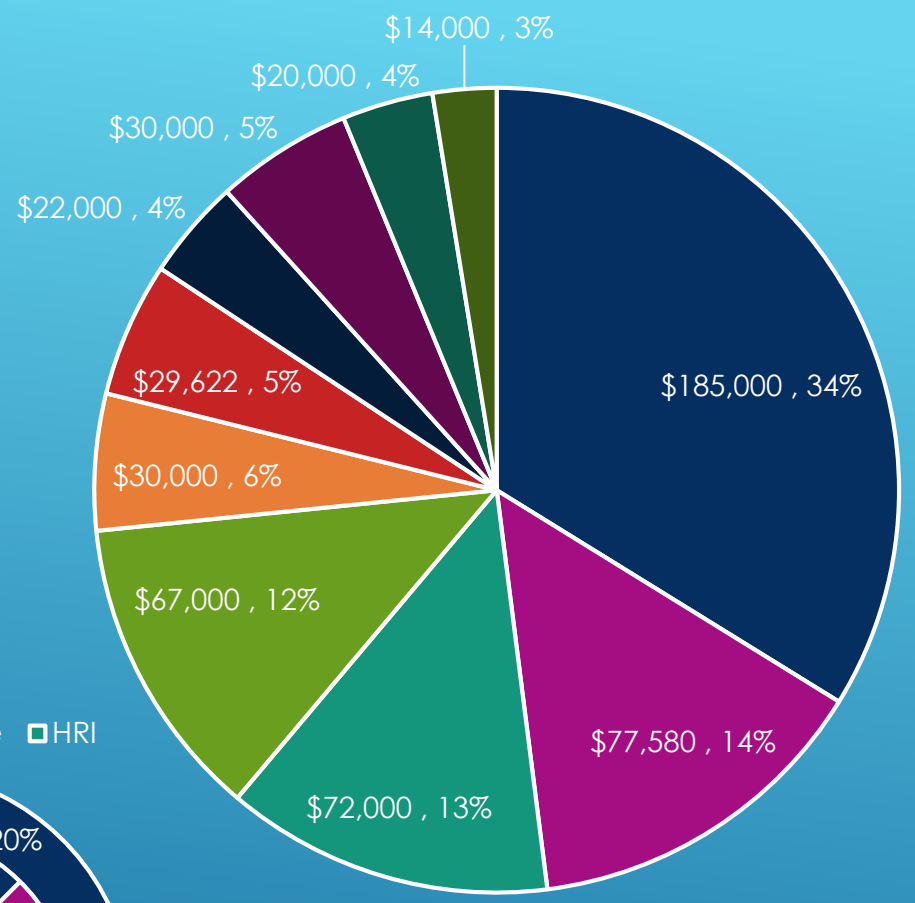
Longliners harvest Alaska pollock, Pacific halibut, sablefish, Pacific cod and lingcod.

WESTERN EUROPE

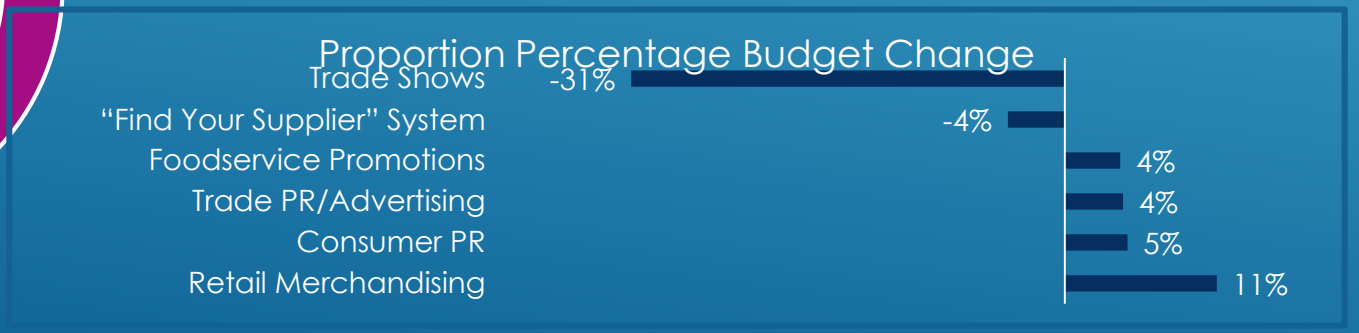
- 2021 budget: $705,202 (-38%)
- Eliminated "Find Your Supplier"
- SEG moved to SEU

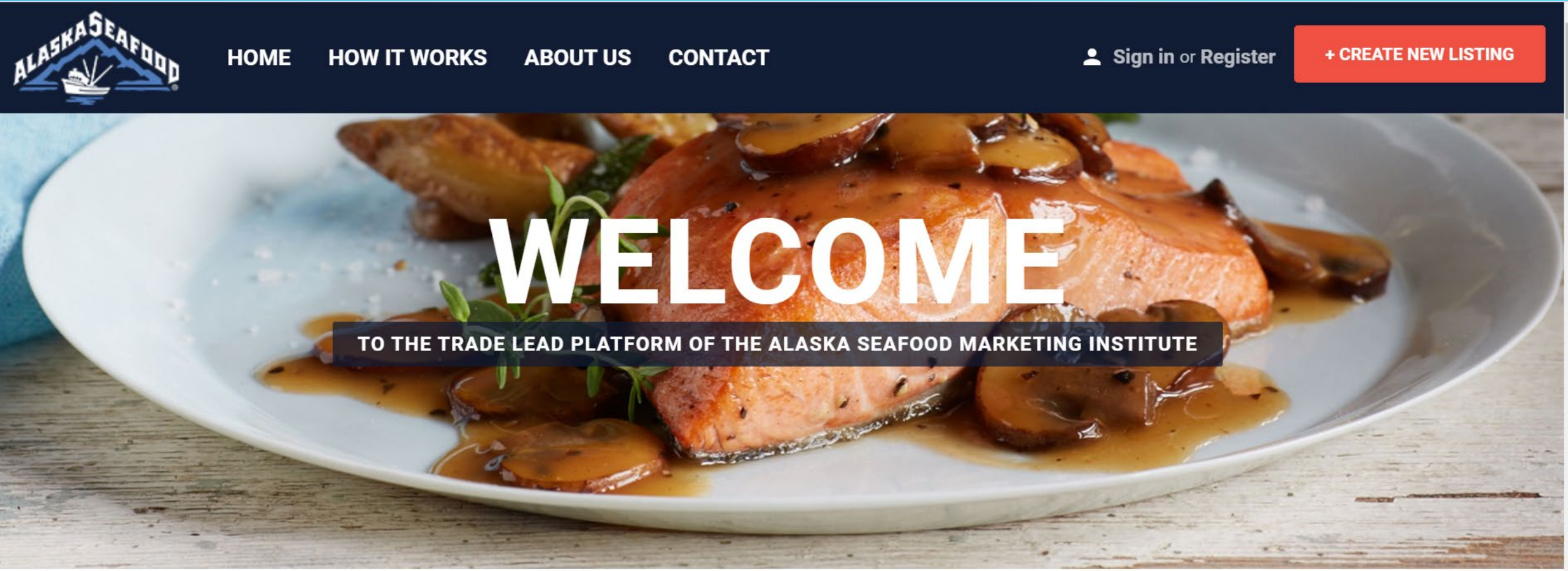






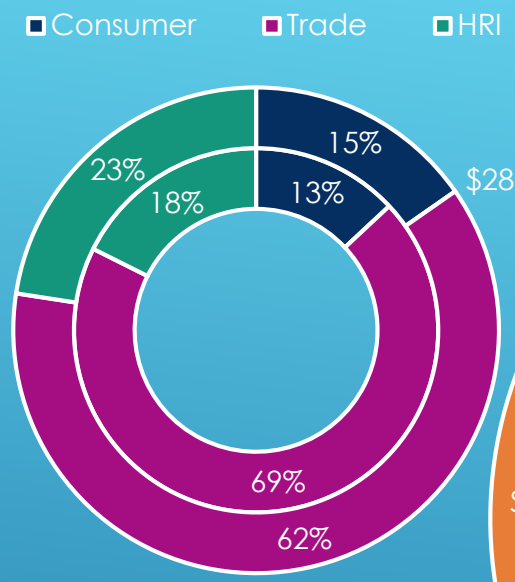
- Retail Merchandising
- Consumer PR
- Trade PR/Advertising
- Foodservice Promotions
- Trade Shows
- New Media Ambassador
- Online Chef Tutorials
- HRI Trade shows
- Chef Seminars
- Website

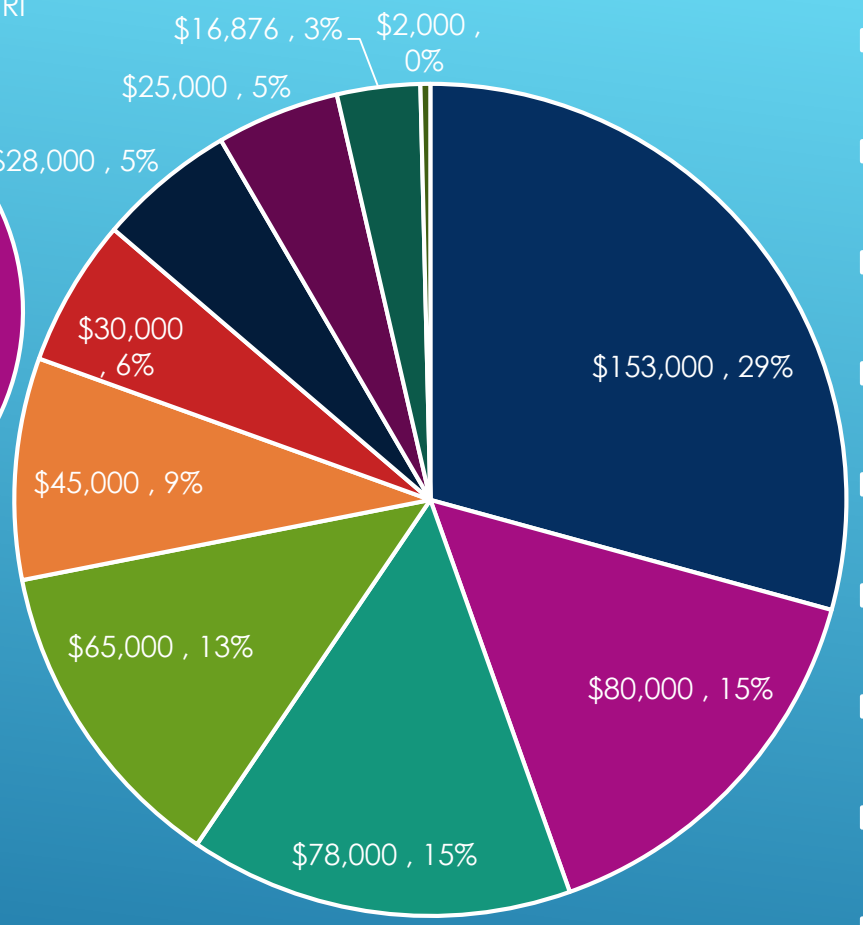



ALASKA SEAFOOD
HOME
HOW IT WORKS
ABOUT US
CONTACT
Sign in or Register
+ CREATE NEW LISTING
WELCOME
TO THE TRADE LEAD PLATFORM OF THE ALASKA SEAFOOD MARKETING INSTITUTE

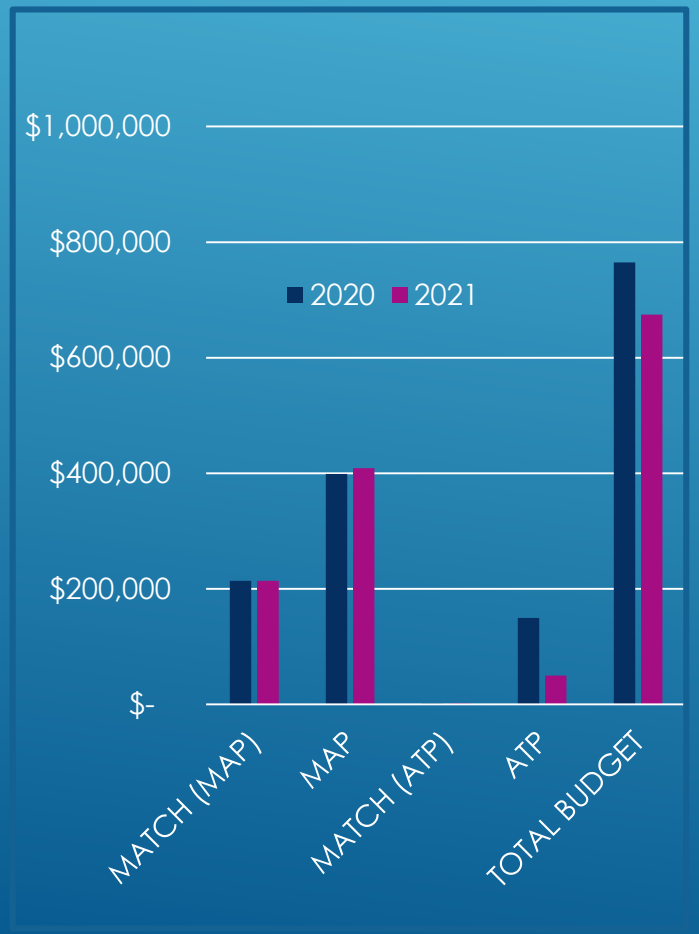
CENTRAL EUROPE

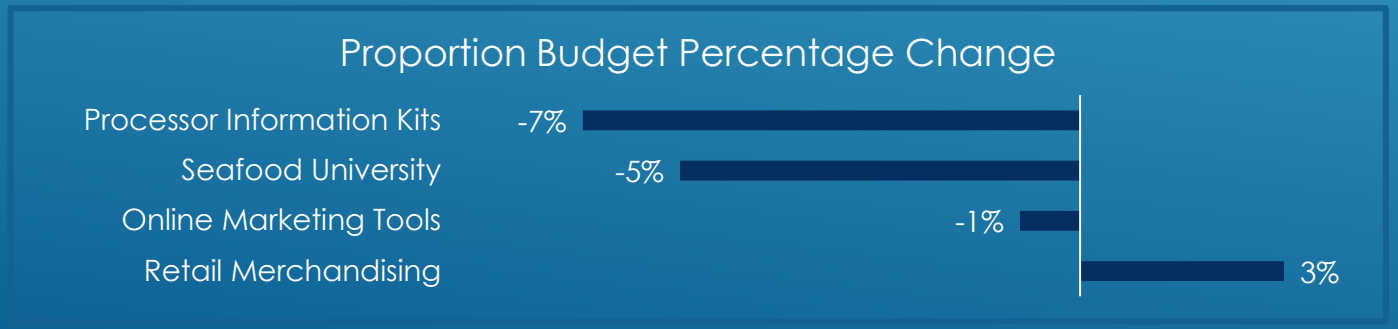
- 2021 budget: $699,876 (-7%)
- Eliminated Seafood University (complete)

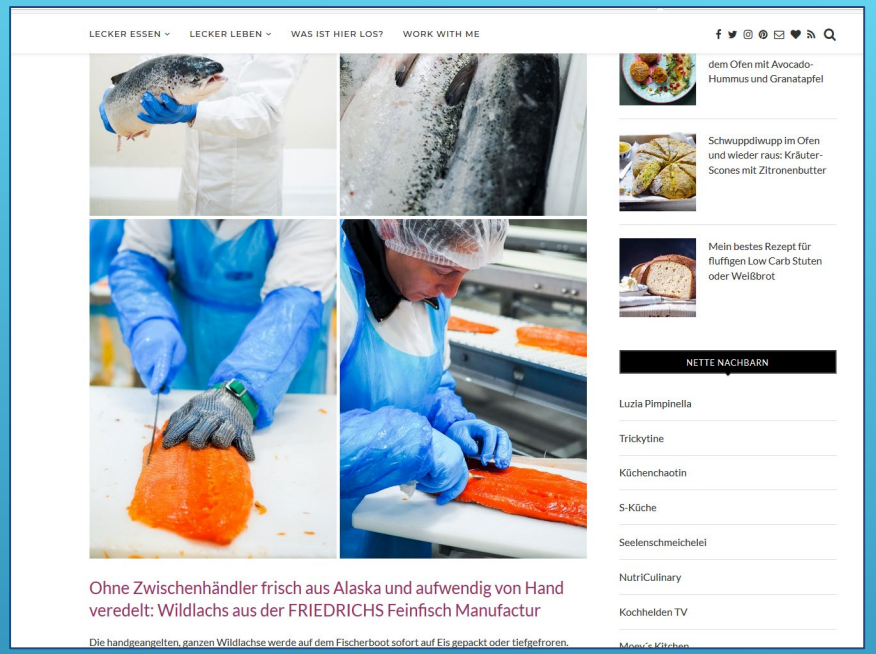


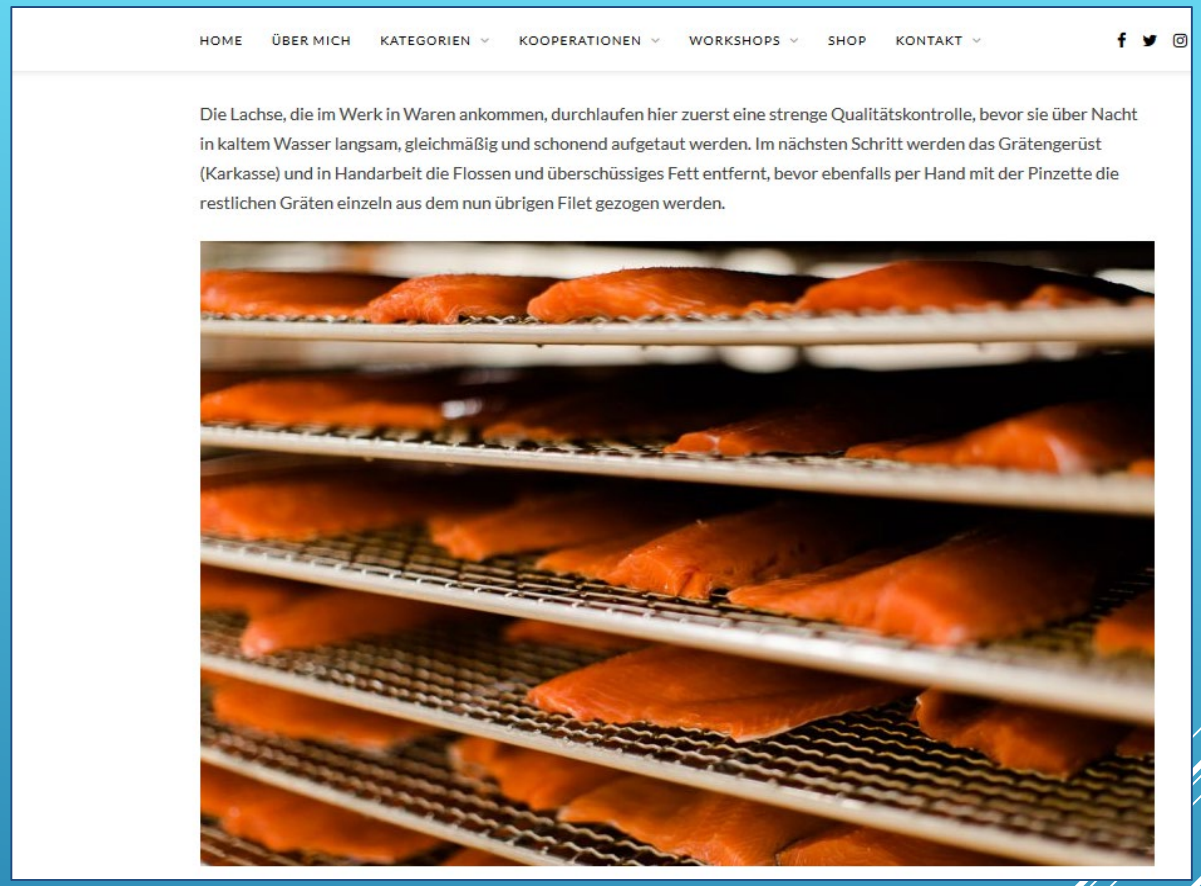


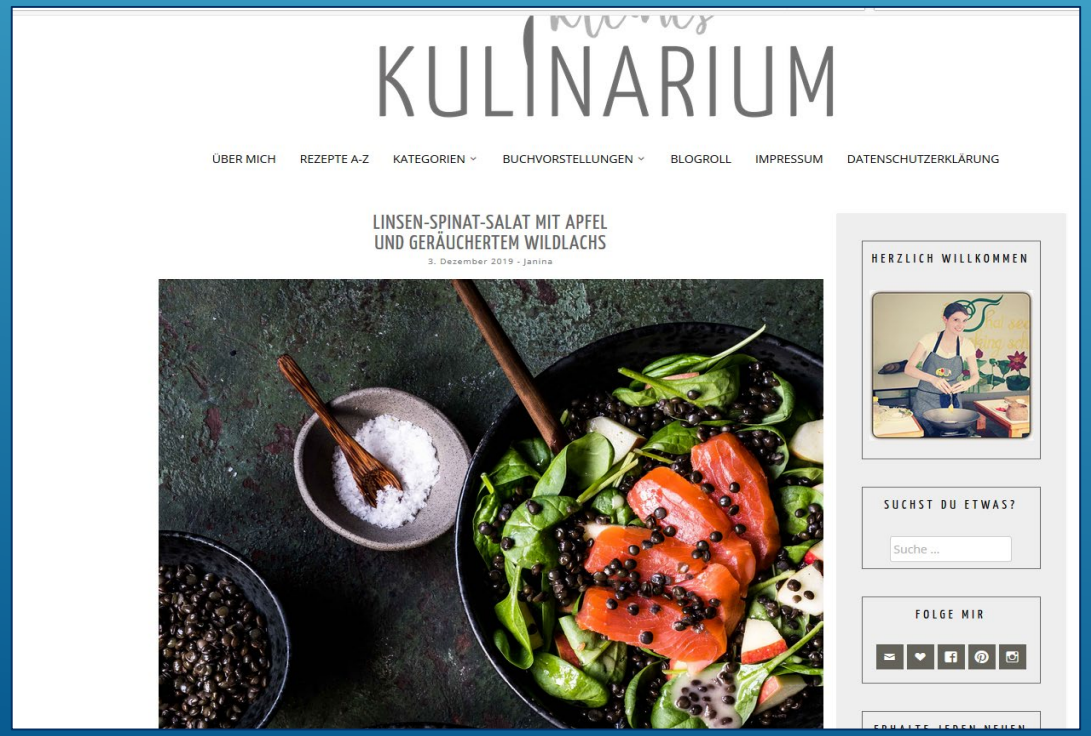
- Retail Merchandising
- Consumer PR
- Trade PR/Advertising
- Foodservice Promotions
- Trade Shows
- Online Marketing Tools
- HRI Trade Shows
- Chef Seminars
- Website
- Processor Information Kits







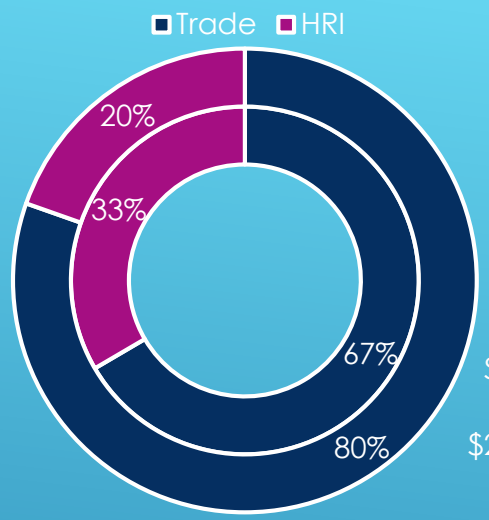


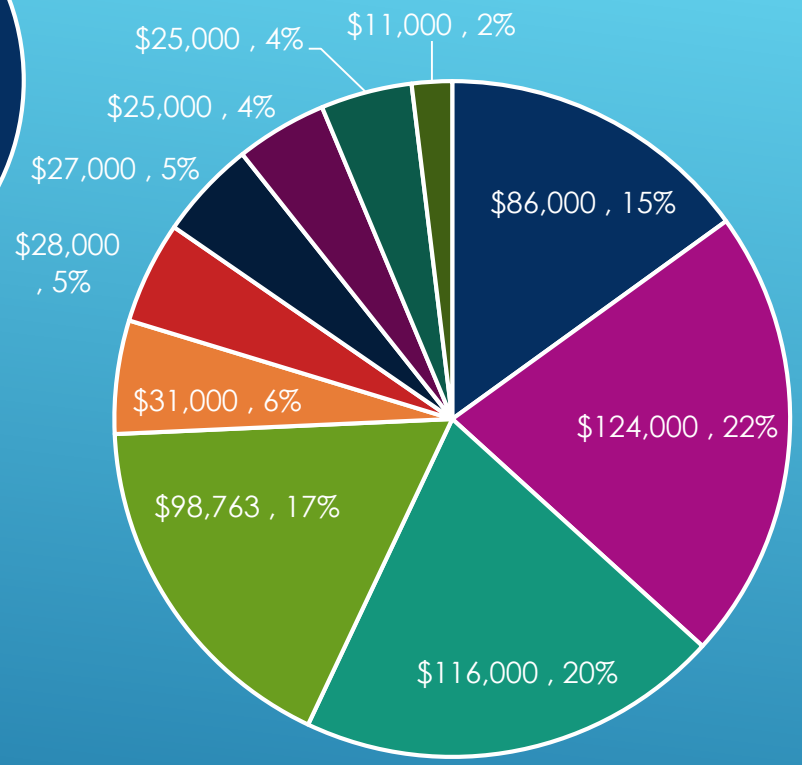


- **Influencer Workshop with Friedrichs**
- Influencers checked the raw materials and learned how to identify quality seafood and the differentiation between wild salmon from farmed fish.
- They worked with the product in Friedrichs' facility creating their own versions of the traditional smoked sockeye salmon.
- 66 posts with content about Alaska Seafood and Friedrichs, reached an audience of **34.9 million.**

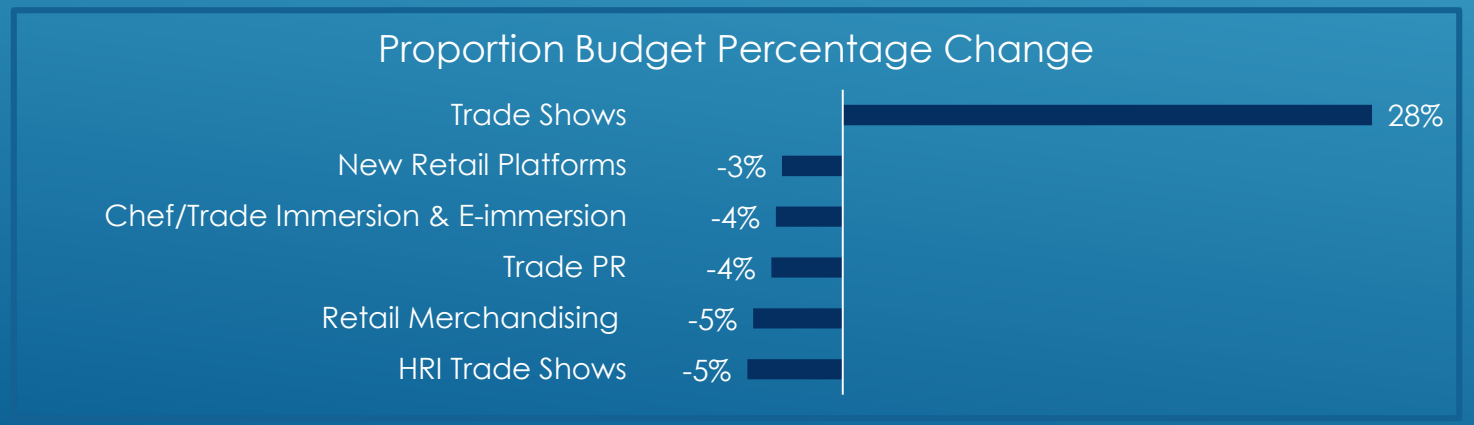
SOUTHERN EUROPE

- 2021 budget: $1,172,270 (+47%)
- Trade increase from 67% to 80%
- Seafood Expo Global – Barcelona





- Trade Shows
- Retail Merchandising
- HRI Trade Shows
- Trade PR
- Trade Advertising
- Chef Seminars
- Foodservice Promotions
- New Retail Platforms
- Chef/Trade Immersion & E-immersion
- Website



Como Como Festival, Barcelona,
November 30, 2019

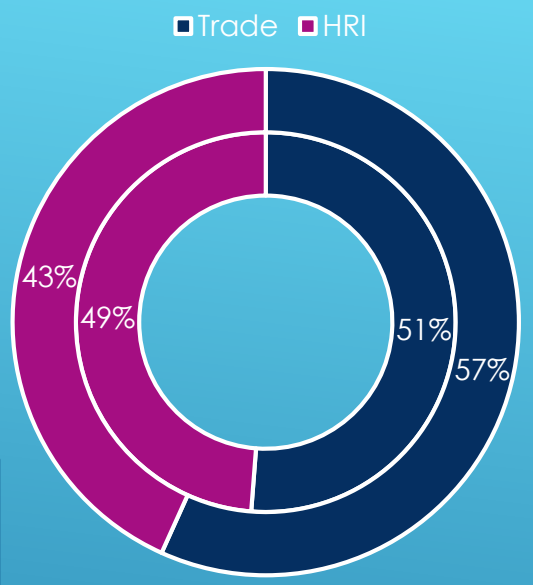
Gastronóma Valencia HRI Trade Show, Valencia
November 10-12

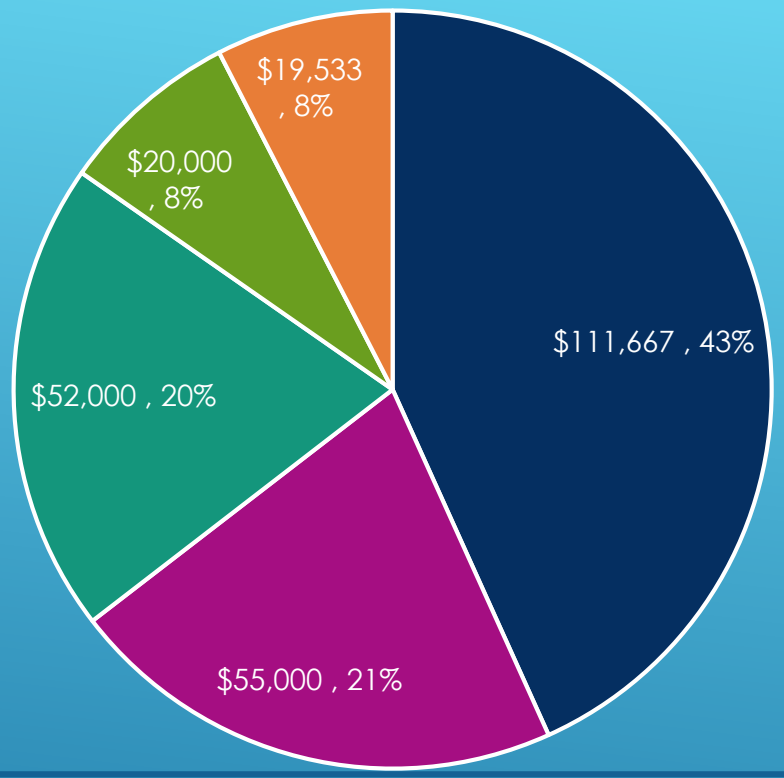
Forum Gastronomic 2019, Barcelona

- November 18-20, 2019

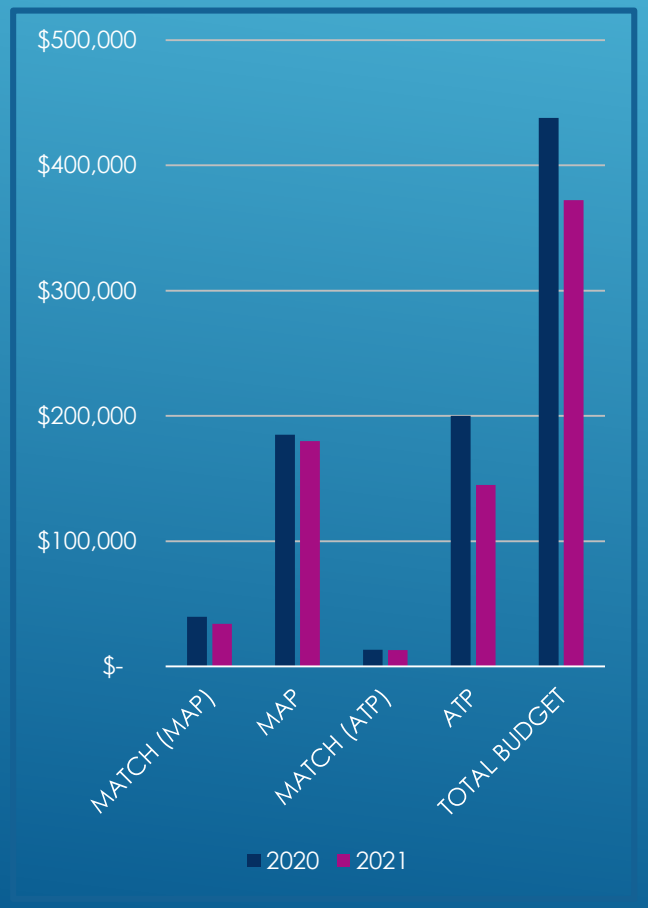
EASTERN EUROPE

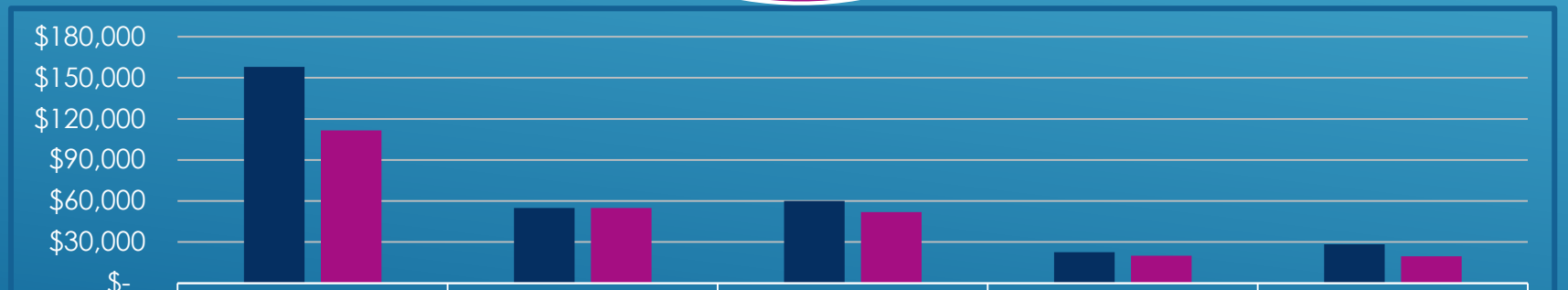
- 2021 budget: $372,200 (-16%)
- Variety of trade activities with a large focus on technical education





- Technical Education
- Retail Merchandising
- Trade PR/Advertising
- Trade Shows
- Trade Missions





	Technical Education	Retail Merchandising	Trade PR/Advertising	Trade Shows	Trade Missions
2020	$158,000	$55,000	$60,000	$22,600	$28,334
2021	$111,667	$55,000	$52,000	$20,000	$19,533

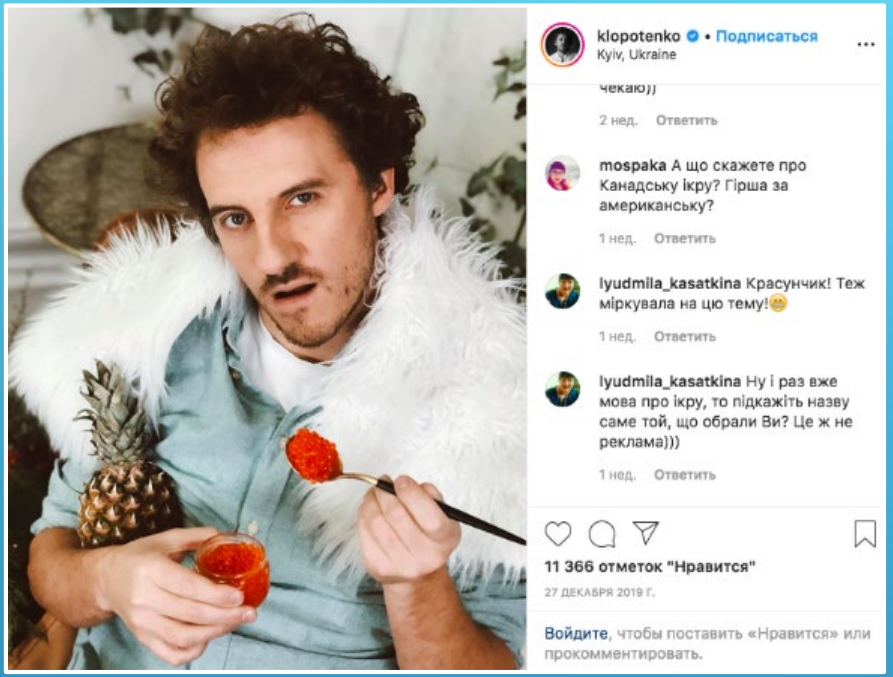
2020 2021

KOL PARTNERSHIP: KLOPOTENKO

Evgeniy Klopotenko: young Ukrainian chef, participant and winner of amateur Masterchef-5 Ukraine TV contest. Owner of the restaurant “100 year ago before.”

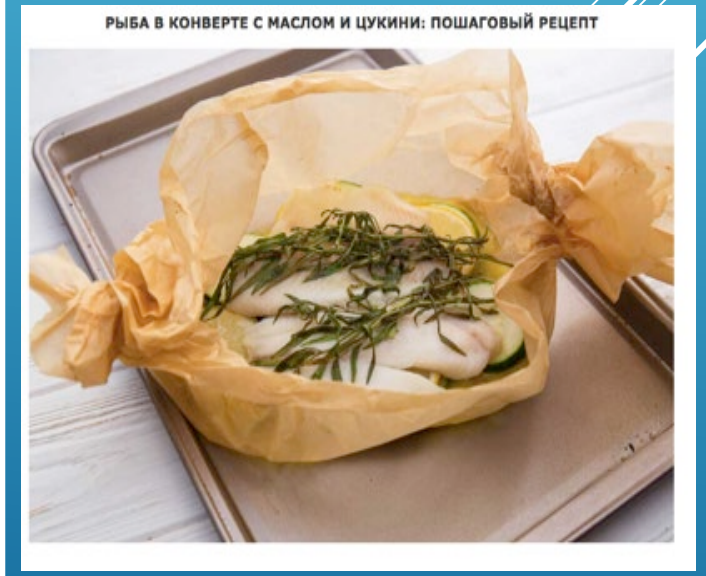
Klopotenko acts as an expert participant in modernization of Ukrainian school menus. He developed a cook book dedicated to modern kids’ recipes for Ukrainian schools, which was officially used in over 1,840 schools across the country.

Created a kids recipe with wild Alaska pollock, salmon and other seafood.



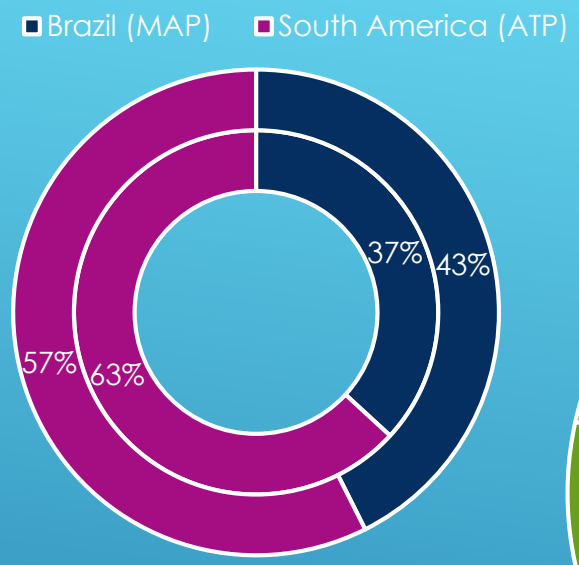
“Choose the right roe!”

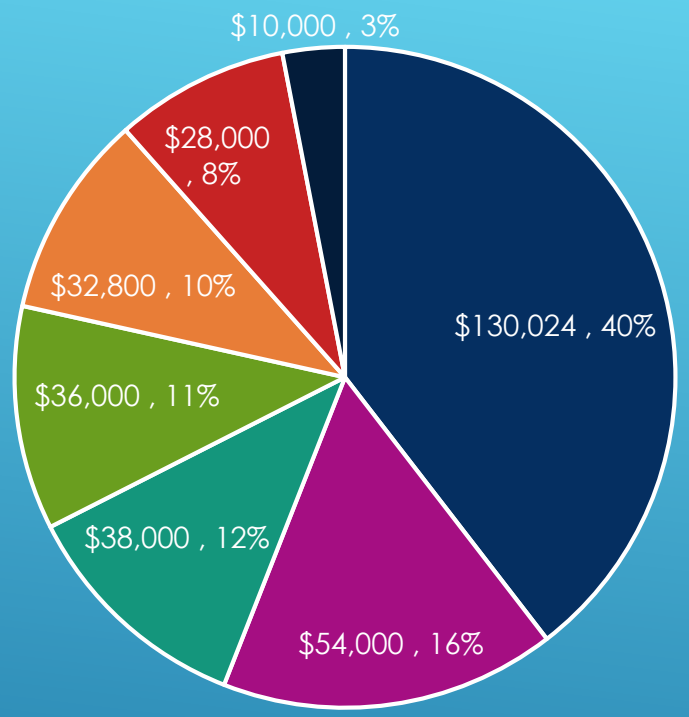
“Cooking with pollock”



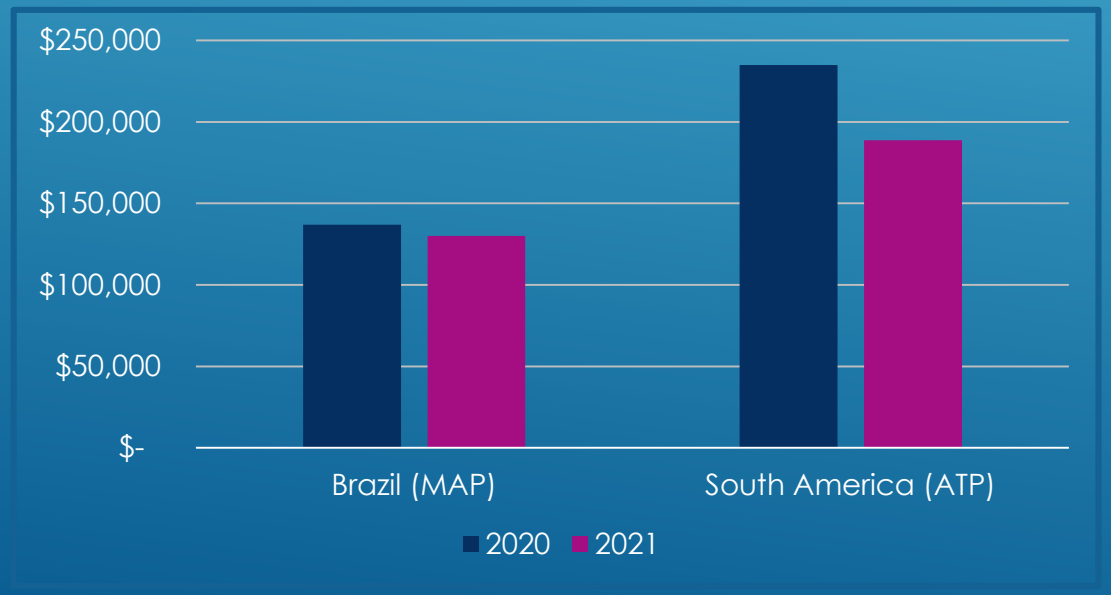
SOUTH AMERICA

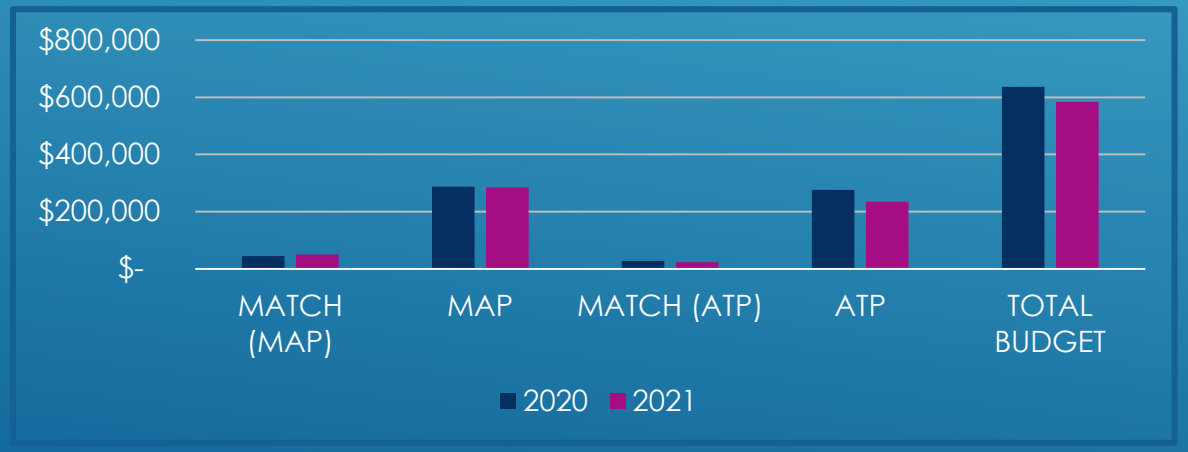
- 2021 budget: $593,824 (-7%)
- Proportionately trade servicing is growing by just over 3%
- All else relatively similar





- Retail Merchandising
- Foodservice Promotions
- Trade Servicing
- Trade Missions
- Chef Education
- Trade/Public Relations
- Website



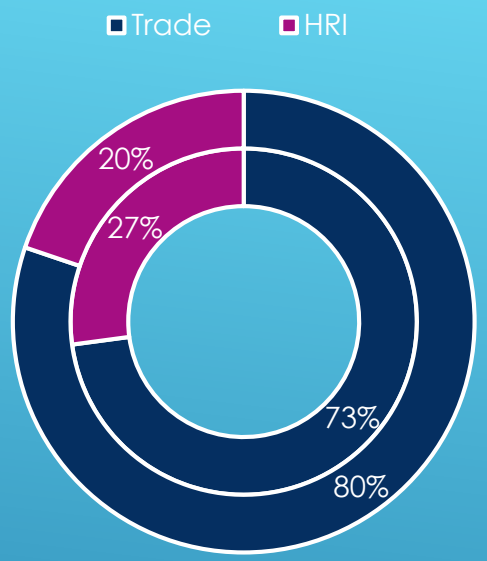


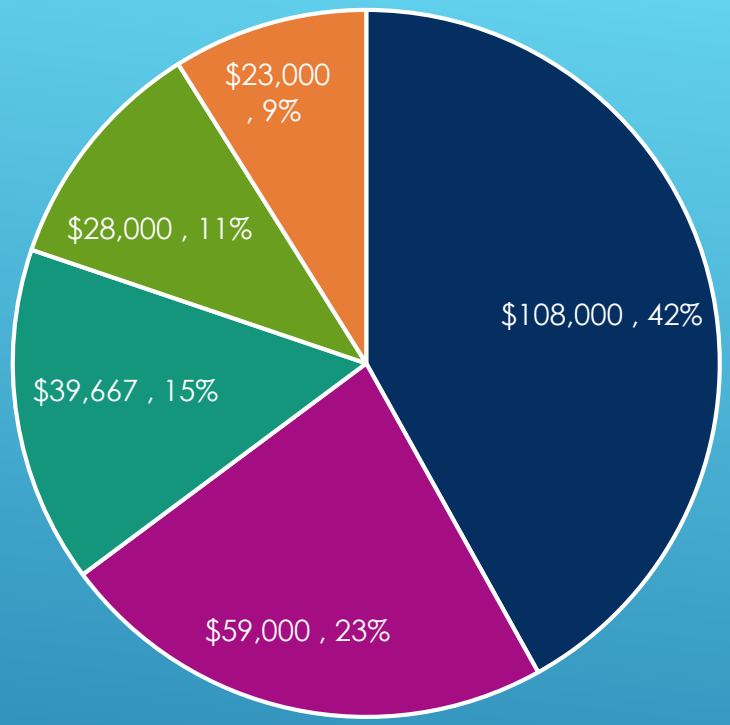
PERU TRADE MISSION
MARCH 1 – 6, 2020

- Five participants
- In response to the recent market access challenge, a regulatory component was added to the itinerary.
  - Mission engaged in regulatory seminar with Peruvian Authorities to learn and understand the exporting requirements.
- NOAA will follow up.

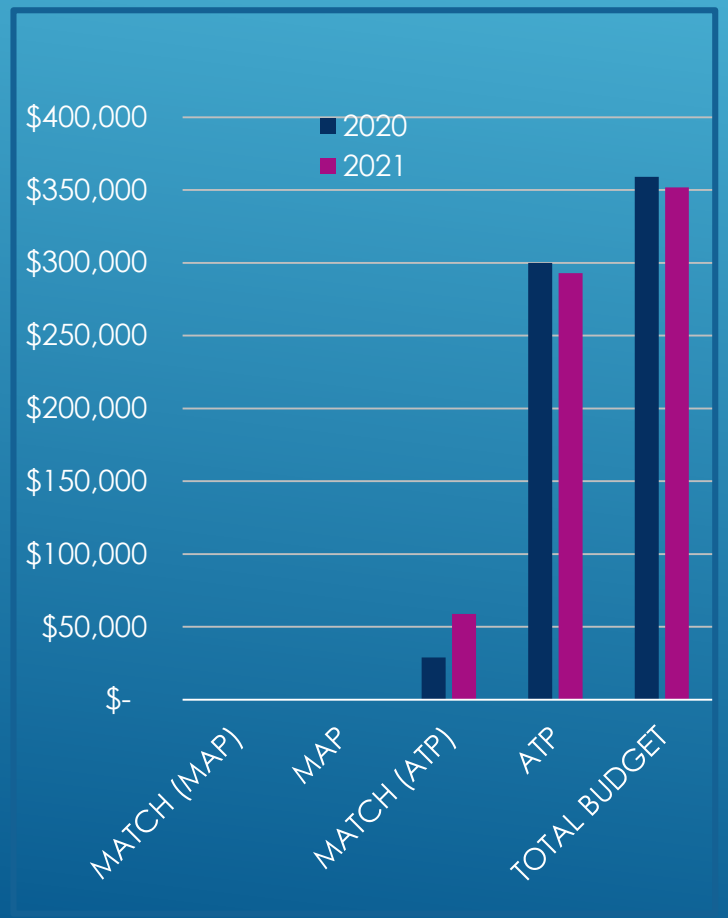
SOUTHEAST ASIA

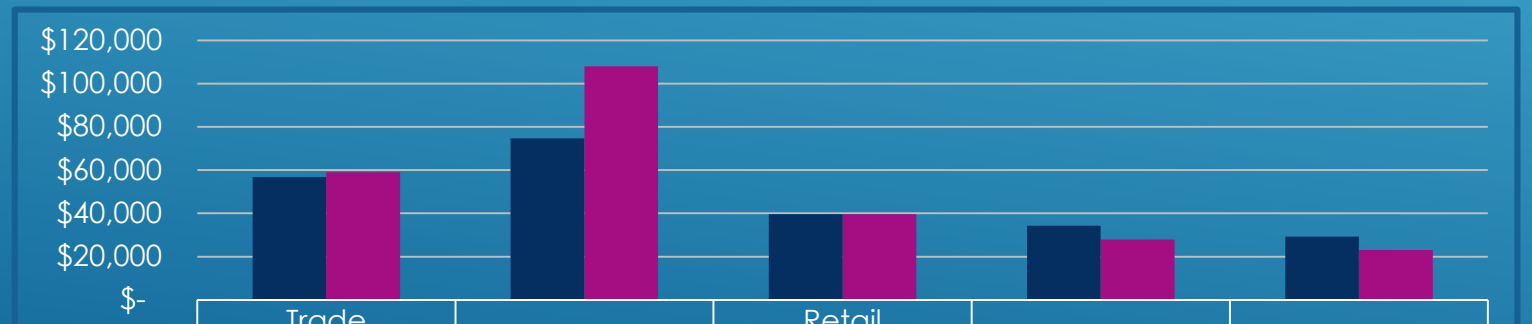
- 2021 budget: $351,917 (+7%)
- No MAP funding
- Possible trade show move





- Trade Shows
- Trade Servicing/Events
- Retail Merchandising
- Chef Seminars
- HRI Promotions





	Trade Servicing/Events	Trade Shows	Retail Merchandising	Chef Seminars	HRI Promotions
2020	$56,750	$74,667	$39,667	$34,333	$29,333
2021	$59,000	$108,000	$39,667	$28,000	$23,000

ALASKA KING
NORWEGIAN WOLFFISH

NORWEGIAN MACKEREL
NORWEGIAN HADDOCK
ALASKA KING

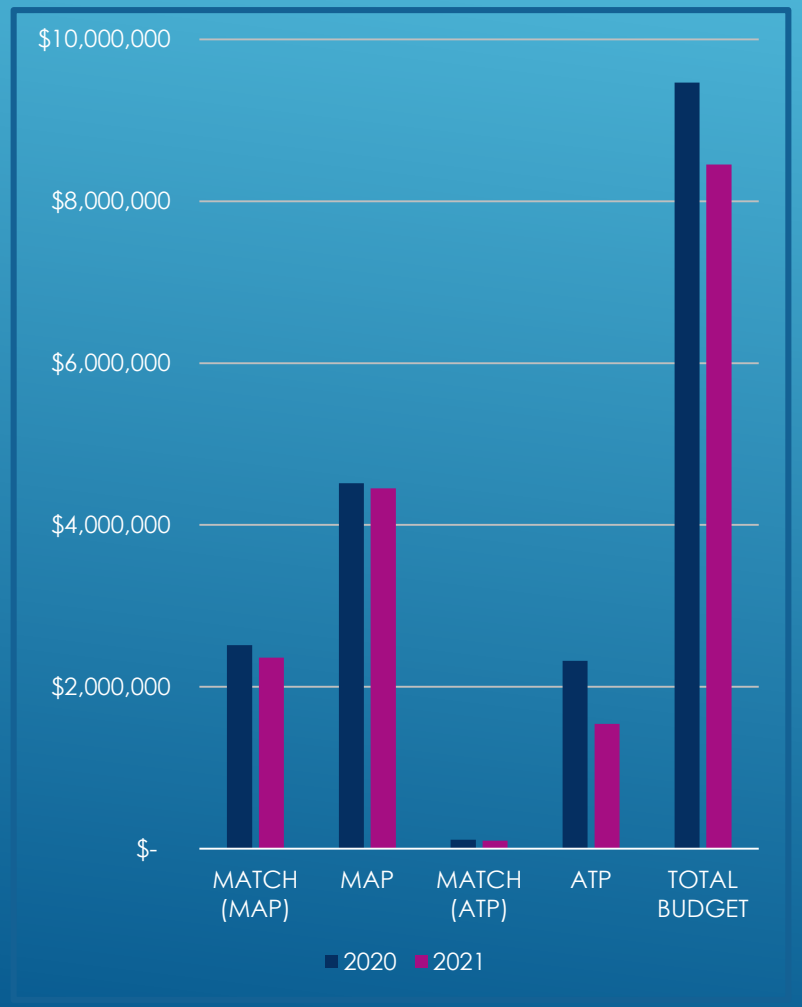
THAILAND
BABY & KIDS BEST BUY
SERVICES
BABY BONUS
ฝากของ
ส่งของ
42
45
Bambies

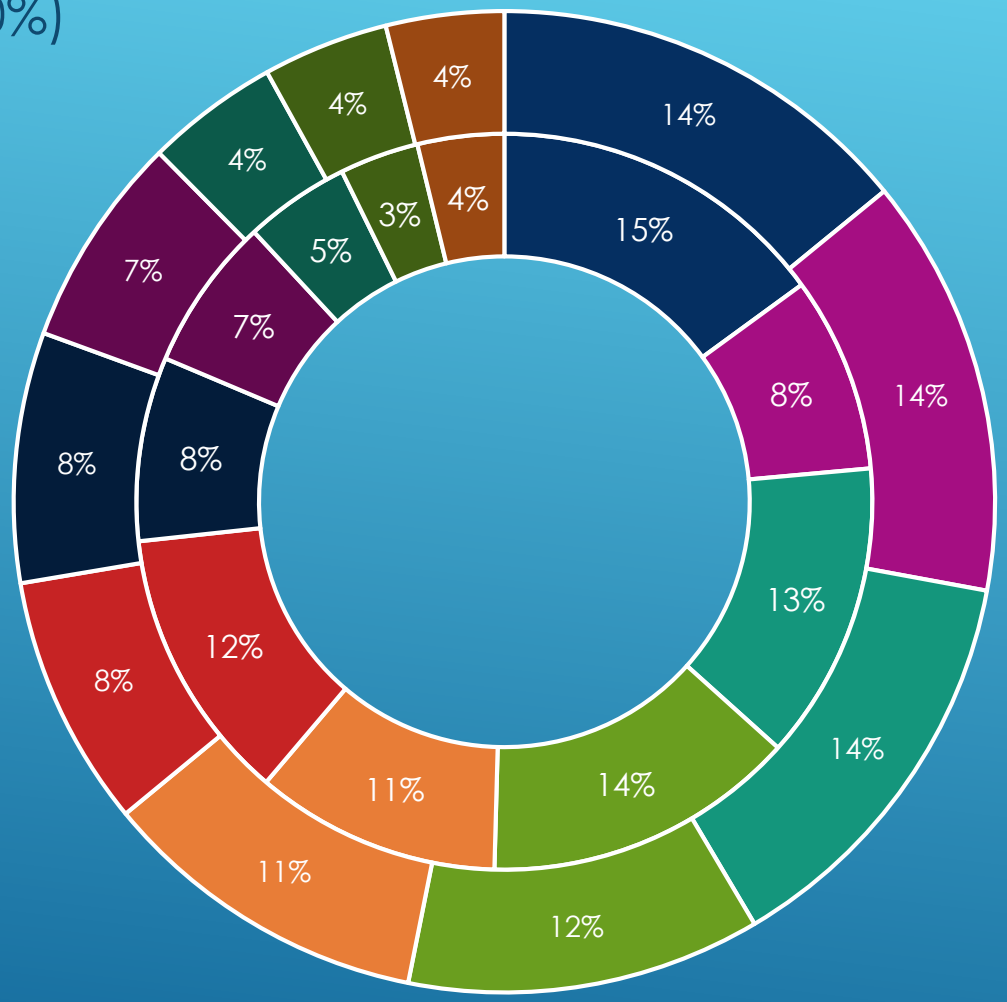
ALASKA KING

ปลาทะเลธรรมชาติ จากทะเลบริสุทธิ์ ปราศจากสารตกค้าง
ALASKA KING

ASMI INTERNATIONAL PROGRAM

- 2021 budget: $8,488,652 (-10%)

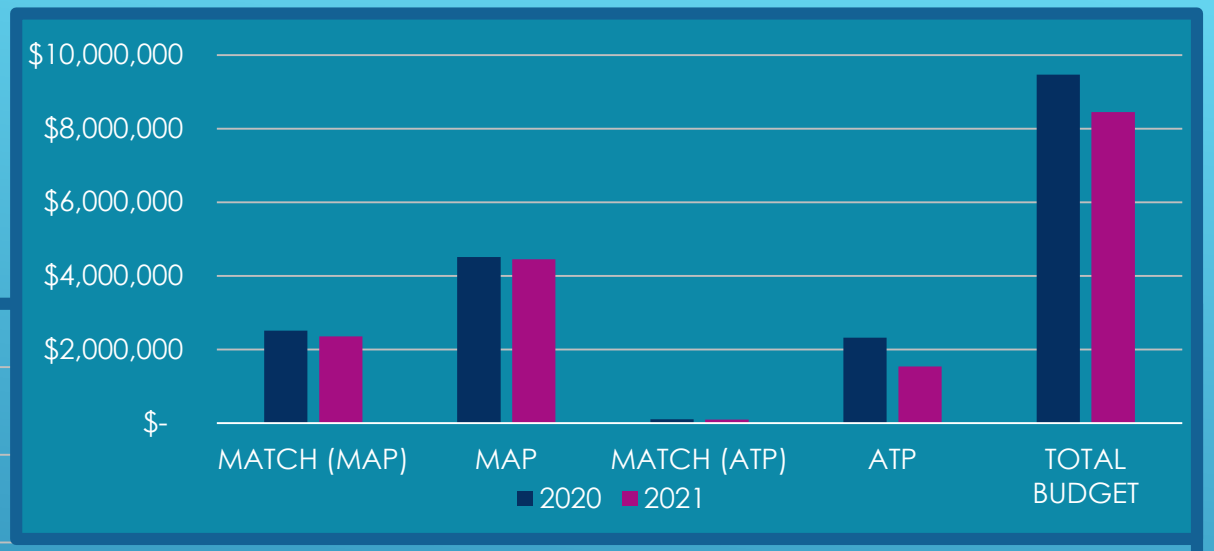


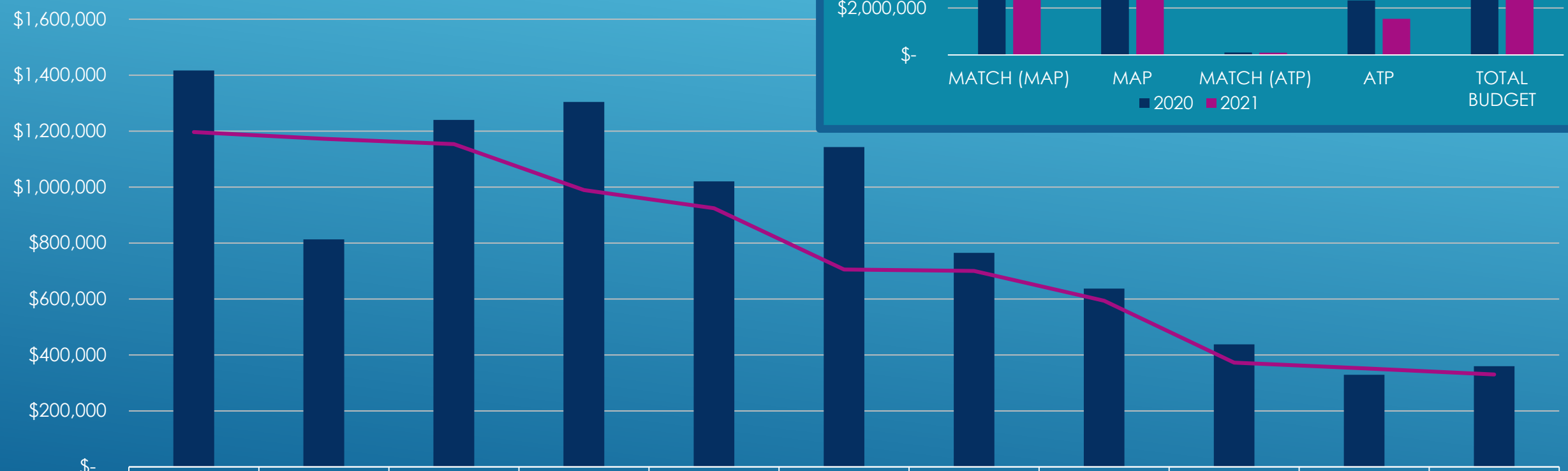


- Japan
  $1,416,499 to $1,196,260
- SEU
  $812,683 to $1,172,270
- NEU
  $1,240,058 to $1,153,142
- China
  $1,304,113 to $989,461
- ASMI Prog. Ops
  $1,019,961 to $924,500
- WEU
  $1,143,080 to $705,202
- CEU
  $764,876 to $699,876
- South America
  $636,992 to $593,824
- EEU
  $437,934 to $372,200
- SE Asia
  $329,000 to $351,917
- Global
  $359,700 to $330,000

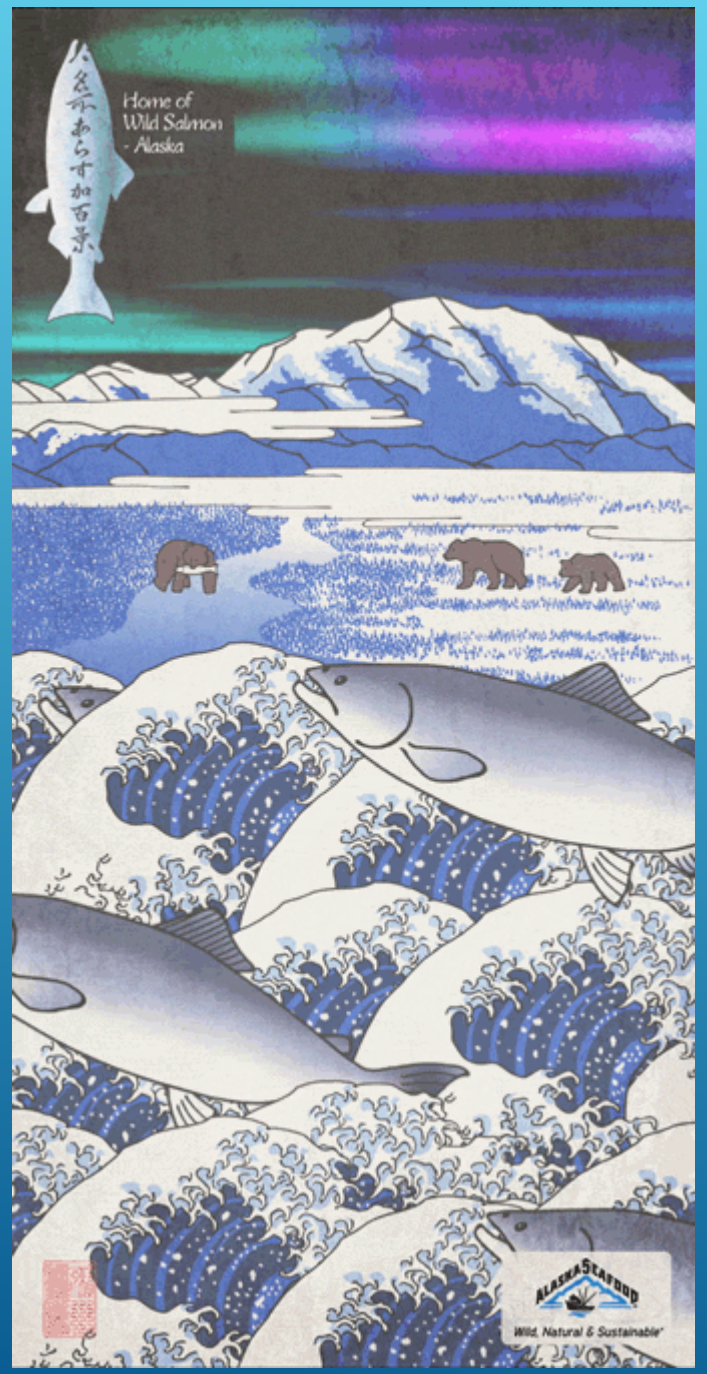
ASMI INTERNATIONAL PROGRAM

- 2021 budget: $8,488,652 (-10%)





	Japan	SEU	NEU	China	ASMI Prog. Ops	WEU	CEU	South America	EEU	SE Asia	Global
2020	$1,416,499	$812,683	$1,240,058	$1,304,113	$1,019,961	$1,143,080	$764,876	$636,992	$437,934	$329,000	$359,700
2021	$1,196,260	$1,172,270	$1,153,142	$989,461	$924,500	$705,202	$699,876	$593,824	$372,200	$351,917	$330,000


Home of
Wild Salmon
- Alaska
Alaska Seafood
Wild, Natural & Sustainable

THANK YOU!

Alaska
Salmon
Festival
Salmon Ovaki-don
Salmon Roe
Gunkan-sushi
Shio-yaki
Ishikari Nabe
Chanchan-yaki
Futo-maki
Smoked Salmon
Alaska Seafood
Wild, Natural & Sustainable