



*Wild, Natural & Sustainable®*

# Alaska Seafood Marketing Institute

## Senate Resources Committee

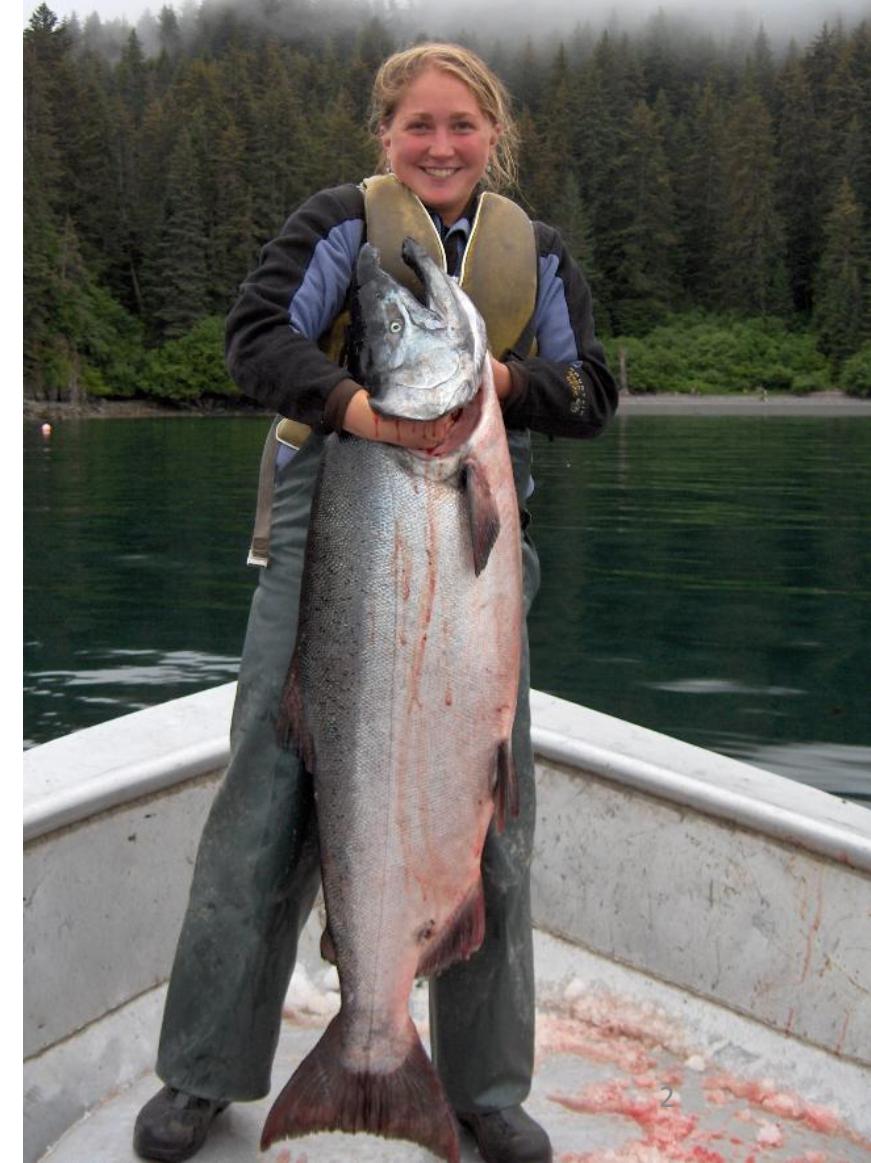
Alexa Tonkovich - March 24, 2017

# Table of Contents



*Wild, Natural & Sustainable®*

- I. ASMI Overview**
- II. ASMI and Branding Commodities**
- III. Alaska Seafood Brand in a Diverse Market**
- IV. Global Factors Impacting Alaska Seafood**
- V. Sustainability**
- VI. Eco-labels and Marketing**
- VII. Responsible Fisheries Management**



# Alaska Seafood Marketing Institute?

- **A Partnership of public and private sectors**
- **A Public corporation that fosters effective alignment with industry marketing efforts**
- **A Governor-appointed Board of Directors: five processors, two commercial harvesters**
- **Alaska's official seafood promotion arm, supports Alaska seafood industry through promotion of Alaska seafood products, education and research**

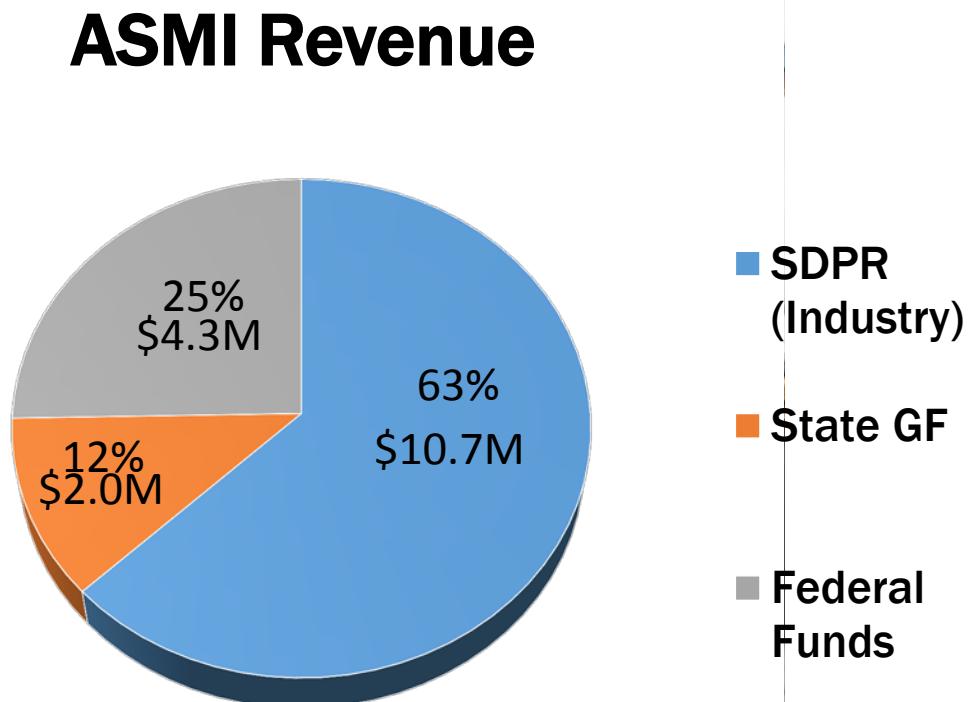


# Public-Private Partnership



Wild, Natural & Sustainable®

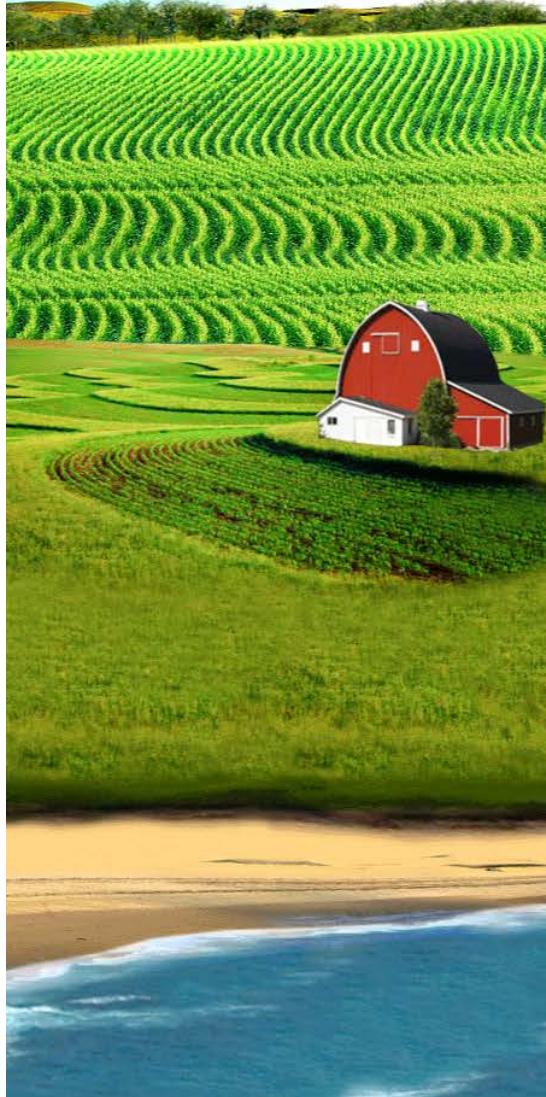
## FY 2017 Revenue Sources



# ASMI & Branding Commodities



Wild, Natural & Sustainable®



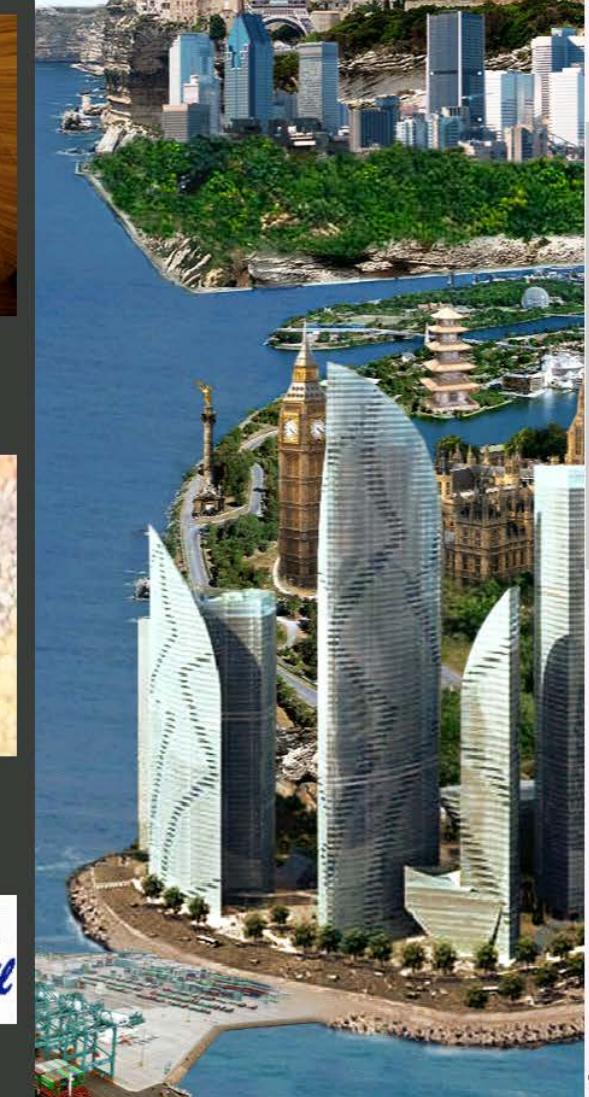
Alaska Seafood Marketing  
Institute  
Wild, Natural and Sustainable



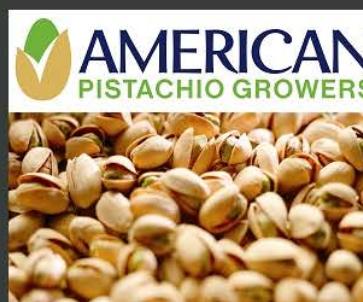
Almond Board of California  
Represents entire California Almond industry in  
making almonds essential worldwide



American Hardwood Export  
Council  
Giving U.S. Hardwood Exporters the Edge



American Peanut Council



American Pistachio Growers  
Represents growers, processors & industry  
partners in CA, AZ & NM.



American Seed Trade Assn.  
Better Seed. Better Crops. Better Quality of  
Life.



# ALASKA SEAFOOD MARKETING INSTITUTE

## Brand Building in Diverse Markets

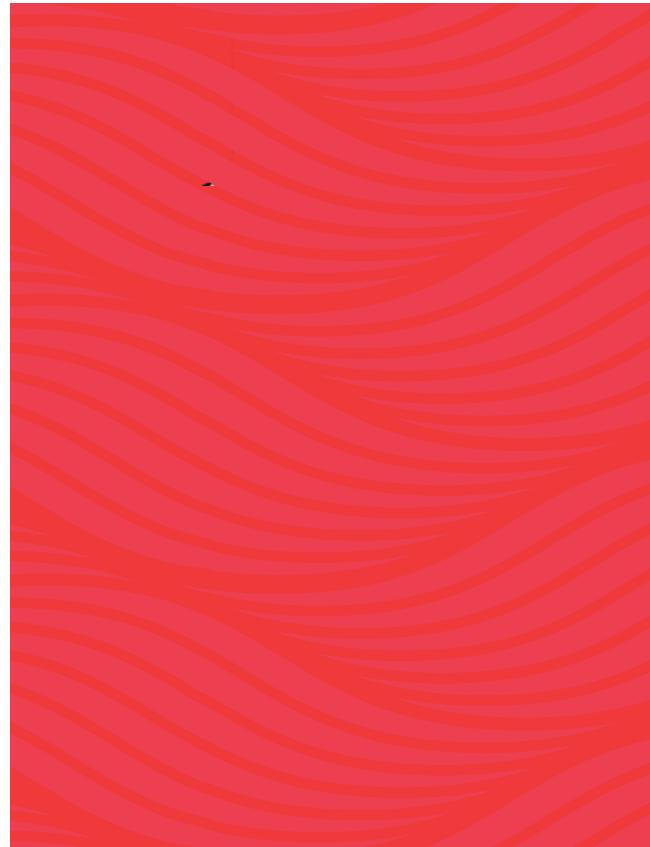


Wild, Natural & Sustainable®



China E-Commerce

UK Uber Athlete



Ukraine In-Store Demo



Japan Social Media

AUGUST 10TH

# Alaska Wild Salmon Day



Wild, Natural & Sustainable®

## First ever Alaska Wild Salmon Day

Excitement Generated Through:  
Snapchat Geofilter  
Social Media Channels  
Traditional Media Relations

Digital & PR efforts secured more than  
**94 Million Impressions.**



# Foodservice Operator Promotional Partners



Wild, Natural & Sustainable®

## Fine Dining



## Quick Service



## Other



## Casual Dining



## Fast Casual



Too much good stuff™



PRINCESS  
CRUISES

# Strength of the Alaska Brand



*Wild, Natural & Sustainable<sup>®</sup>*



**94%** OF CONSUMERS

are more likely to order a fish/seafood dish when the word "Alaska" is used.



Source: Datassential 2016

**U.S. Seafood Consumption up by Nearly One Pound Per Person in 2015.**

This is the biggest leap in seafood consumption in 20 years!

ALASKA SEAFOOD is the  
**#1 BRAND**  
among proteins  
on U.S. menus



Source: Datassential 2016

# Global Factors Impacting Value



## NEGATIVE FACTORS

Strong dollar hurts U.S. exporters and helps competitors

Eco-labels diminish Alaska's ability to distinguish on sustainability

Competition from farmed and imported seafood

Volatility of wild harvests, decreased quota for key species

Russian embargo & Ukrainian conflict

## POSITIVE FACTORS

Global salmon supplies tightening

Stronger Yen

Long term demand vs. supply

Strong Alaska Seafood brand

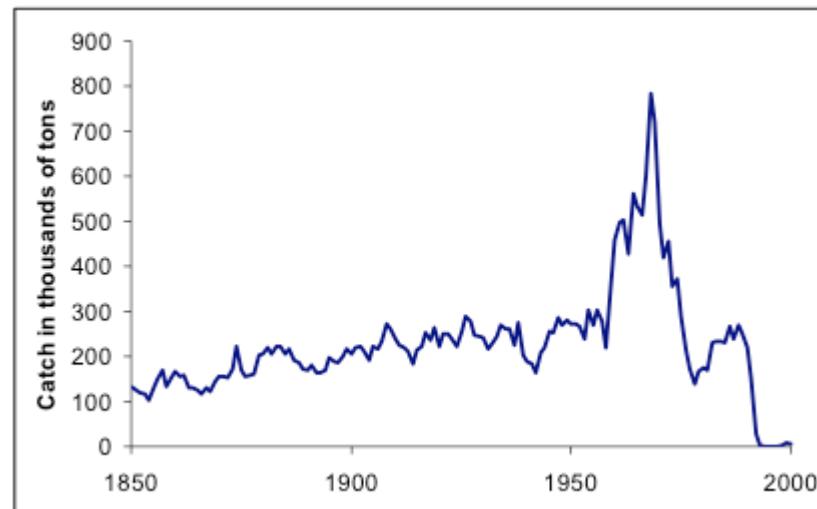
Responsibly managed fisheries



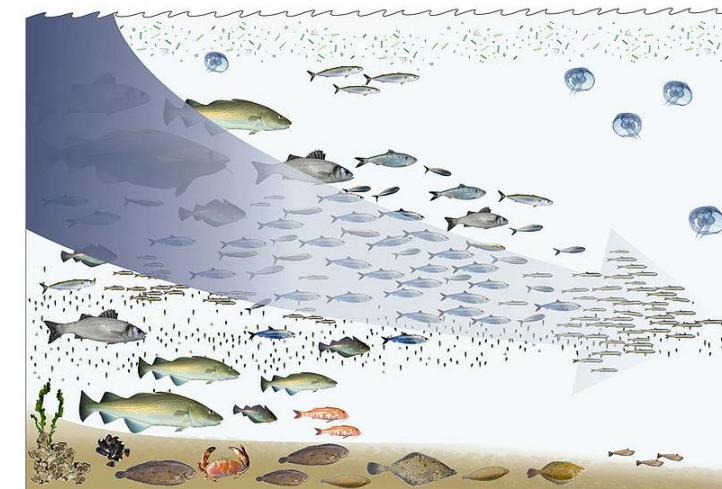
# Sustainability Certifications: Historical Context

**In the year 2000...**

- Failure of the EU Common Fisheries Policy lead to a fisheries sustainability movement and the heightened role of NGO certifications.
- EU fisheries were 80% overfished.
- As a result, wild capture fisheries have been at the forefront of sustainability measures, decades ahead of other commodities in some cases.



Newfoundland Cod

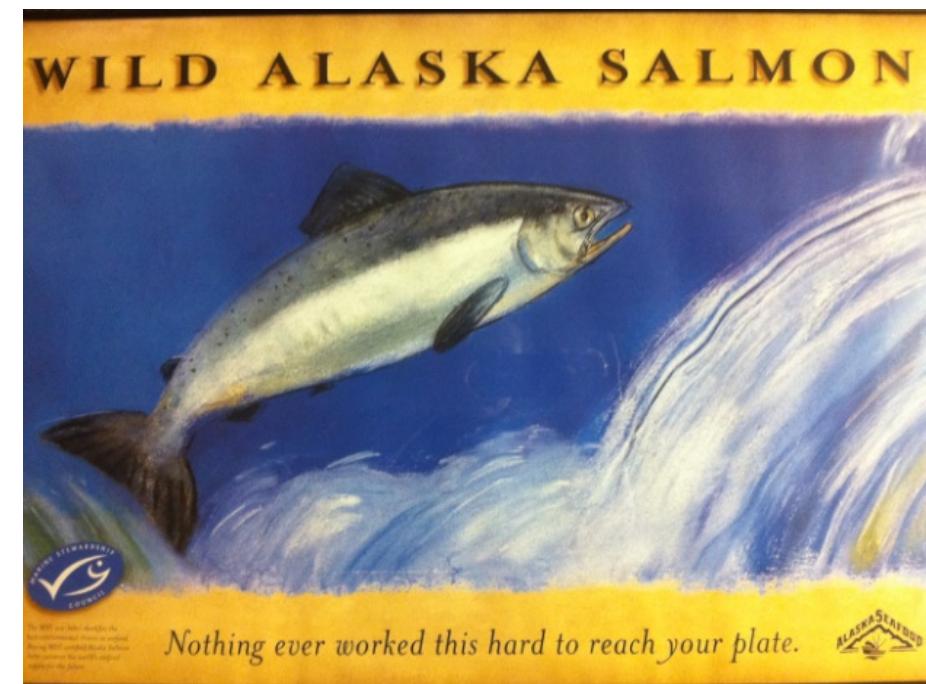


"All Fish Gone by 2048"

# Alaska & the Marine Stewardship Council



- The Marine Stewardship Council (MSC) was formed to bring market pressure in support of sustainability.
- When the MSC began, it needed a fishery to showcase true sustainability.
- Alaska saw a competitive advantage to marketing our inherent sustainability and the Alaska Dept. of Fish and Game signed on with the MSC to certify Alaska salmon.



# ALASKA SEAFOOD Eco-labels & Marketing



- Prior to MSC certification, ASMI began marketing efforts reflecting an emphasis on sustainability, particularly in the UK, Germany, and the US.
- After certification, language about the MSC was used in some ASMI materials and advertorials.
- ASMI saw some additional promotional opportunities as retailers chose to do MSC themed promotions.
- Other species took the MSC certification: Alaska pollock, cod, black cod and halibut remain MSC certified.

ADVERTISEMENT PROMOTION

Wild about Alaska salmon

Next time you buy a can of salmon, look for wild Alaska salmon. Alaska salmon swim freely in icy Pacific waters, and feed on natural marine life which helps them build up firm, lean, delicious tasting flesh. And as with all fish, wild Alaska salmon is fat free on an Original day at Slimming World (a 202.57g serving is a Healthy Extra on Green). What's more, it's high in vitamins, minerals, protein and Omega 3 oils, which can help keep you healthy.

Wild Alaska salmon is naturally abundant, thanks to years of careful management by the Alaska Department of Fish and Game. It has been certified by the Marine Stewardship Council as the first sustainable wild salmon fishery in the world. Look out for the words 'Wild salmon' or 'Alaska salmon USA' stamped on the lid or label of your favourite brand of red or pink salmon to ensure that you choose wild Alaska salmon.

This tasty recipe for salmon stir-fry with shredded pancake is a great example of how to cook with canned wild Alaska salmon, which is also available frozen and fresh (seasonal).

Recipes for  FREE RECIPE CARDS

Wild Alaska Salmon, Naturally

WILD ALASKA SALMON STIR-FRY

It has been certified by the Marine Stewardship Council as the first sustainable wild salmon fishery in the world.

Slimming World March '03

# Alaska & The MSC (Pt. 2)



Wild, Natural & Sustainable®

- As MSC grew, we began to see “MSC” replace “Alaska.”
- Alaska was lumped in with competitors, some of whom are only “making progress” toward sustainability.
- MSC took off in Europe and has made an aggressive push in other markets.
- Despite Alaska’s proven track record, fisheries certification is a requirement in most major markets and customers demand 3<sup>rd</sup> party certification.



# ALASKA RESPONSIBLE FISHERIES MANAGEMENT (RFM) CERTIFICATION PROGRAM



# What is RFM?



*Wild, Natural & Sustainable®*

- An independent 3<sup>rd</sup> party certification of Alaska seafood products.
- An answer to the market place's desire for a credible choice in certification programs.
- An additional certification for five Alaska client fisheries: salmon, halibut, black cod, pollock, and cod and the only certification carried by Alaska crab.
- Owned by the ASMI board.





**NORTH PACIFIC**  
Fishery Management Council

**Fisheries  
Management**



**Families and  
Communities**



**Alaska  
Sustainable  
Fisheries**

**Certification**

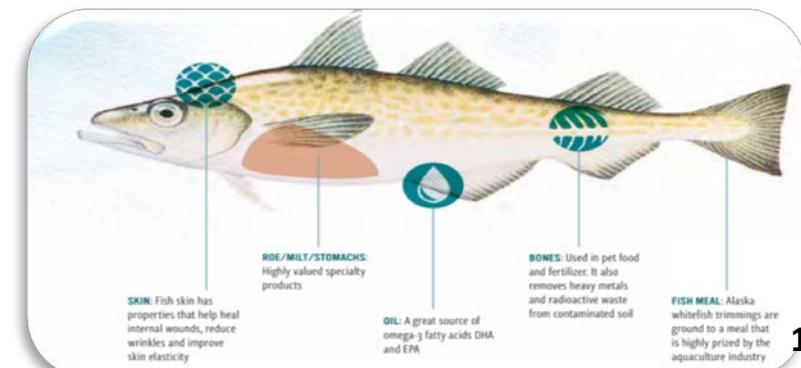


**OSHA®**  
Occupational Safety  
and Health Administration



**Social  
Responsibility**

**Full Utilization**



**SKIN:** Fish skin has properties that help heal internal wounds, reduce wrinkles and improve skin elasticity

**ROE/MILT/STOMACHS:** Highly valued specialty products  
**OIL:** A great source of omega-3 fatty acids DHA and EPA

**BONES:** Used in pet food and fertilizer. It also removes heavy metals and radioactive waste from contaminated soil

**FISH MEAL:** Alaska whitefish trimmings are ground to a meal that is highly prized by the aquaculture industry

# FAO-BASED PROGRAMS GAIN MOMENTUM



INTERNATIONAL

## Recognition For RFM



Wild, Natural & Sustainable®

- RFM successfully benchmarked against Global Sustainable Seafood Initiative (GSSI)'s Global Benchmark Tool.
- GSSI is a global platform to streamline seafood purchasing decisions while promoting sustainability.
- Alaska RFM is the first certification to do so.



DARDEN



HIGH LINER FOODS

# Sustainability: Upcoming Movements

- Ethical Harvesting/Social audits
- From the UK: ASMI requested to facilitate industry meeting on social audits for Alaska canneries
- Customers feeling exposed and at-risk, requesting more formal assessments

## Myanmar migrant workers win \$1.3m from Thai tuna firm

Tuna processing factory agrees to pay staff compensation for labour abuses as Thailand faces threat of import bans from EU and US

● 1 Mar 2016



## Slavery and trafficking continue in Thai fishing industry, claim activists

Environmental Justice Foundation says abuses in Thai seafood sector persist despite government insistence that new legal measures are working

● 24 Feb 2016



## EU investigators to decide on Thai fishing industry ban over slave labour

Thailand's failure to combat illegal fishing practises could end exports to the European market

● 20 Jan 2016



# Thank you!



**Alexa Tonkovich, Executive Director**  
[atonkovich@alaskaseafood.org](mailto:atonkovich@alaskaseafood.org)

[www.alaskaseafood.org](http://www.alaskaseafood.org)  
(Industry site)

[www.wildalaskaseafood.com](http://www.wildalaskaseafood.com)  
(Consumer site)



*Wild, Natural & Sustainable®*

## Alaska Seafood Social Media Channels

 [Facebook.com/AlaskaSeafood](https://www.facebook.com/AlaskaSeafood)

 [Twitter @Alaska\\_Seafood](https://twitter.com/Alaska_Seafood)

 [Instagram @AlaskaSeafood](https://www.instagram.com/AlaskaSeafood)

 [Pinterest @AlaskaSeafood](https://www.pinterest.com/AlaskaSeafood)

 [YouTube YouTube.com/AlaskaSeafood](https://www.youtube.com/AlaskaSeafood)