



# Alaska Seafood Marketing Institute

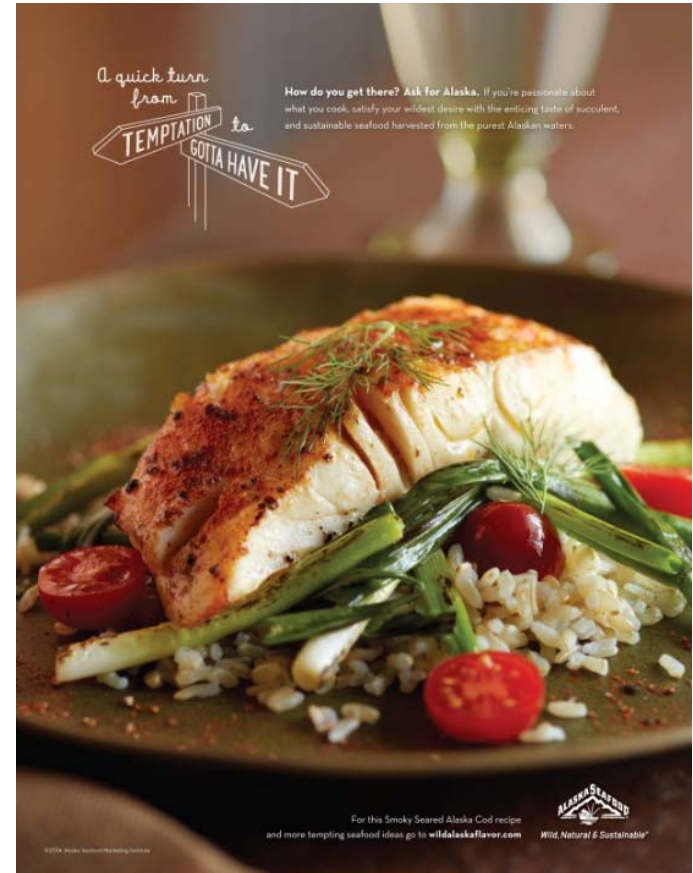
Michael Cerne  
ASMI Executive Director  
House DCCED Finance Sub-Committee  
February 16, 2015



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# The Alaska Seafood Marketing Institute is

- A public private partnership between the State of Alaska and the Alaska Seafood Industry
- 7 member Board and 20 full time staff in Alaska and Seattle
- The official seafood marketing arm of the State of Alaska
- Mission: **To Increase the value of Alaska seafood in the US and worldwide**



# ASMI Programs and Committees

- ❑ **MARKETING**
  - U.S. FOOD SERVICE
  - U.S. RETAIL
  - INTERNATIONAL
  
- ❑ **OTHER**
  - COMMUNICATIONS
  - TECHNICAL
  - FOOD AID
  - FISCAL/ADMIN
  
- ❑ **COMMITTEES – SPECIES, MARKETING, TECHNICAL, CUSTOMER**



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# Program Highlights

- **Retail** – Promotions with over 80 Chains in over 25,000 stores
- **Food Service** – Promotion and training with Princess Cruises
- **International** – 25 Tradeshow, \$544M in sales from Brussels Seafood Expo
- **Communications and Public Relations** - \$59M in Earned Media
- **Food Aid** - \$42M Government buy of pink salmon
- **Technical** – Walmart accepts Alaska Seafood



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# ASMI Funding

Alaska Seafood Marketing Institute (ASMI) FY 2016 Budget	(000)
Unrestricted General Funds	\$ 1,820.6
General Fund Match	\$ 4,500.0
Federal Funds (Market Access Program)	\$ 4,500.0
<u>Voluntary Industry Tax and Carryforward</u>	<u>\$13,324.6</u>
Total Authorization	\$24,145.2
 FY 2015 Marketing Spend Plan	 \$24,000.0



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# ASMI Look Back

	FY 14	FY 15	FY 16	
Federal Receipts	\$4,500.0	\$4,500.0	\$4,500.0	
GF Match	\$0.0	\$4,500.0	\$4,500.0	
General Fund	\$7,772.2	\$2,883.6	\$1,820.6	
<b><i>Subtotal UGF</i></b>	<b><i>\$7,772.2</i></b>	<b><i>\$7,383.6</i></b>	<b><i>\$6,320.6</i></b>	<b><i>-14.40%</i></b>
GFPR	\$17,335.7	\$0.0	\$0.0	
SDPR		\$14,826.5	\$13,324.6	-10.10%
Total Funding	\$29,607.9	\$26,710.1	\$24,145.2	



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# The Results are Impressive: US program



Source: Culisearch 2013

## CONSUMERS ARE MORE LIKELY TO RECOMMEND ALASKA SEAFOOD THAN ANY OTHER PROTEIN TESTED

Alaska seafood	45%
Alaska salmon	43%
USDA Prime sirloin	38%
Angus beef	37%
New England seafood	33%
USDA Organic chicken	32%
Atlantic salmon	31%
Louisiana/gulf seafood	28%
Kobe beef	26%
Farm-to-table pork	24%
Farmed seafood	20%
Asian seafood	18%

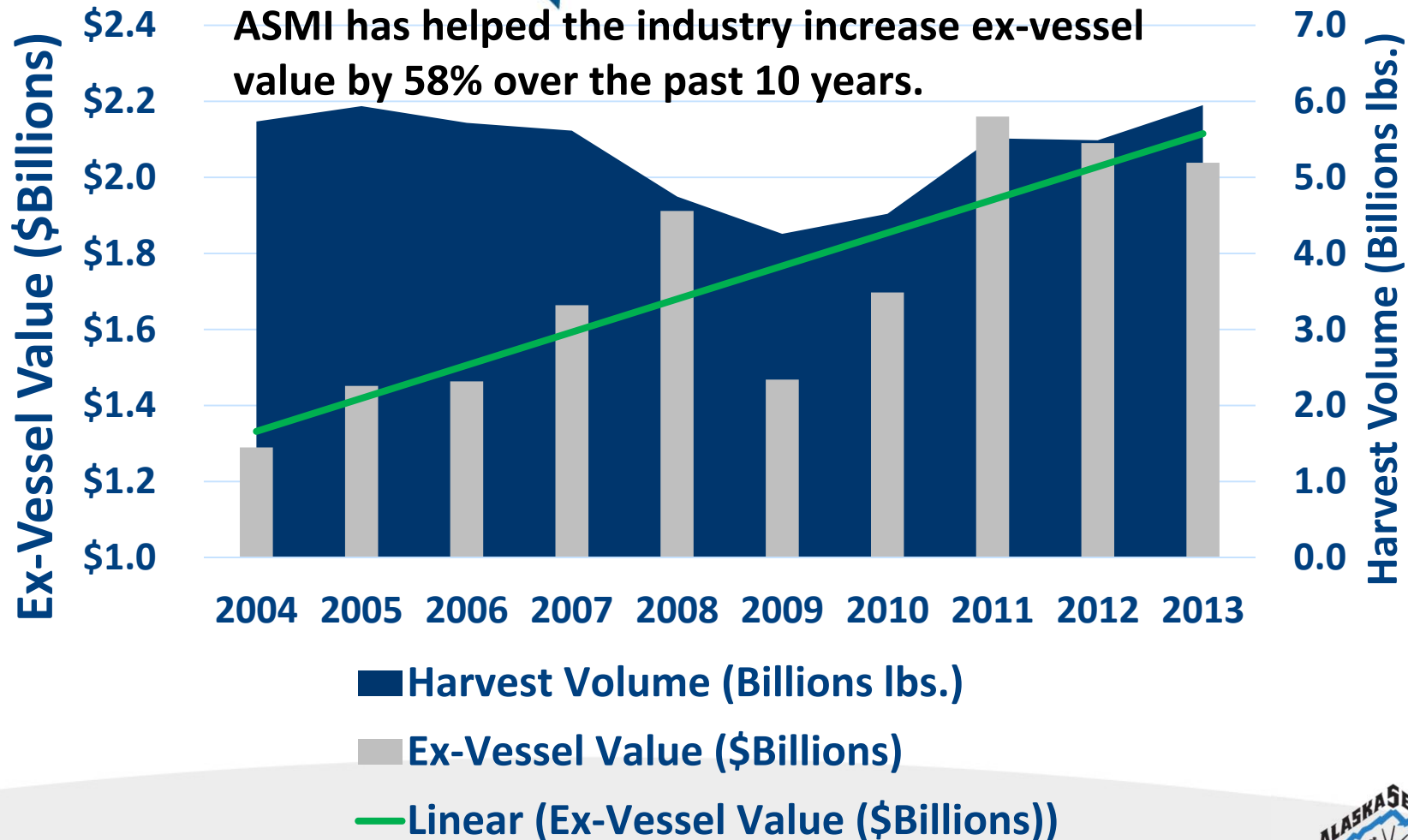
Source: Culisearch 2013

How likely are you to recommend the following to a friend, family member or colleague?



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# Increasing the Value of Alaska Seafood

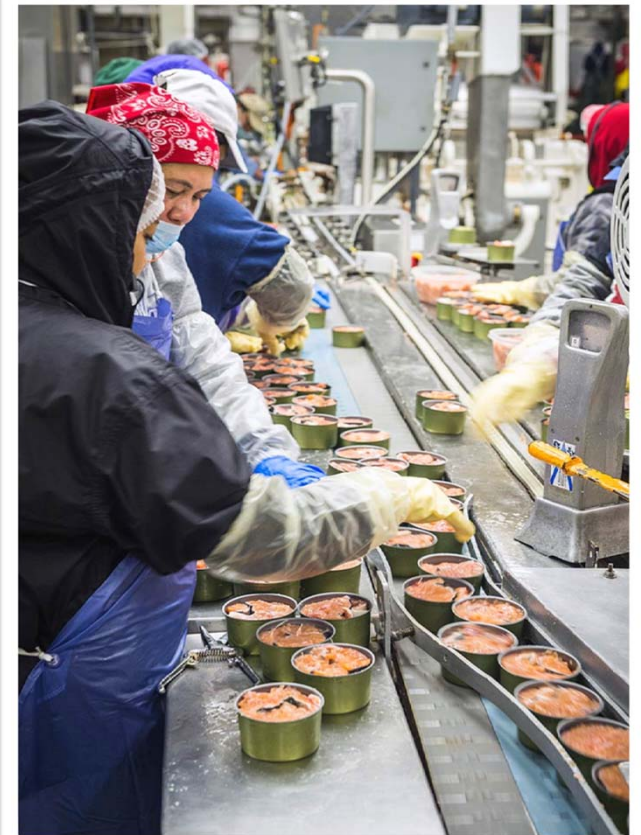


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# Challenges & Opportunities

- Promoting canned salmon and other Alaska salmon products
- Russian trade embargo
- Illegal Russian crab impacts
- Competition: high tilapia prices, other proteins-beef, chicken, pork
- Fiscal challenges
- Seafood certification



***Norwegian Seafood Council steps up cod marketing efforts in U.S.  
Lobster promotion gets \$2M boost  
Pork Board approves \$3M for summer marketing***



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# Responsible Fisheries Management (RFM)



- ***"Alaskans are going to regret the path they are trying to go down"***
- ***"I think we're in a transition period where we are going to see the demise of hatcheries..."***
- ***"...we wrote into that statute that any fishery that wants to bear a California sustainable seafood label has to get certified by the MSC first."***

Mike Sutton

As quoted in *Intrafish*



The fish has been caught in a fishery that has been certified as sustainable to the Marine Stewardship Council's (MSC) environmental standards. The fisheries stocks are managed in co-ordination with the state of Alaska, to provide a constant supply of fish for the future.

# Alaska Seafood is a Major Economic Driver

- Creates jobs directly for +60,000 workers in Alaska
  - Plus another +10,000 indirect jobs
- 1-in-8 workers in Alaska related to seafood industry
- Contributes over \$100M in local/state tax revenue
- Creates jobs for 165,000 U.S. workers
- **Seafood is the largest private sector employer in AK with more labor income than mining and tourism combined**



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# Questions?

## ALASKA SEAFOOD



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100% AMERICAN

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