



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute

Senate Resources Committee

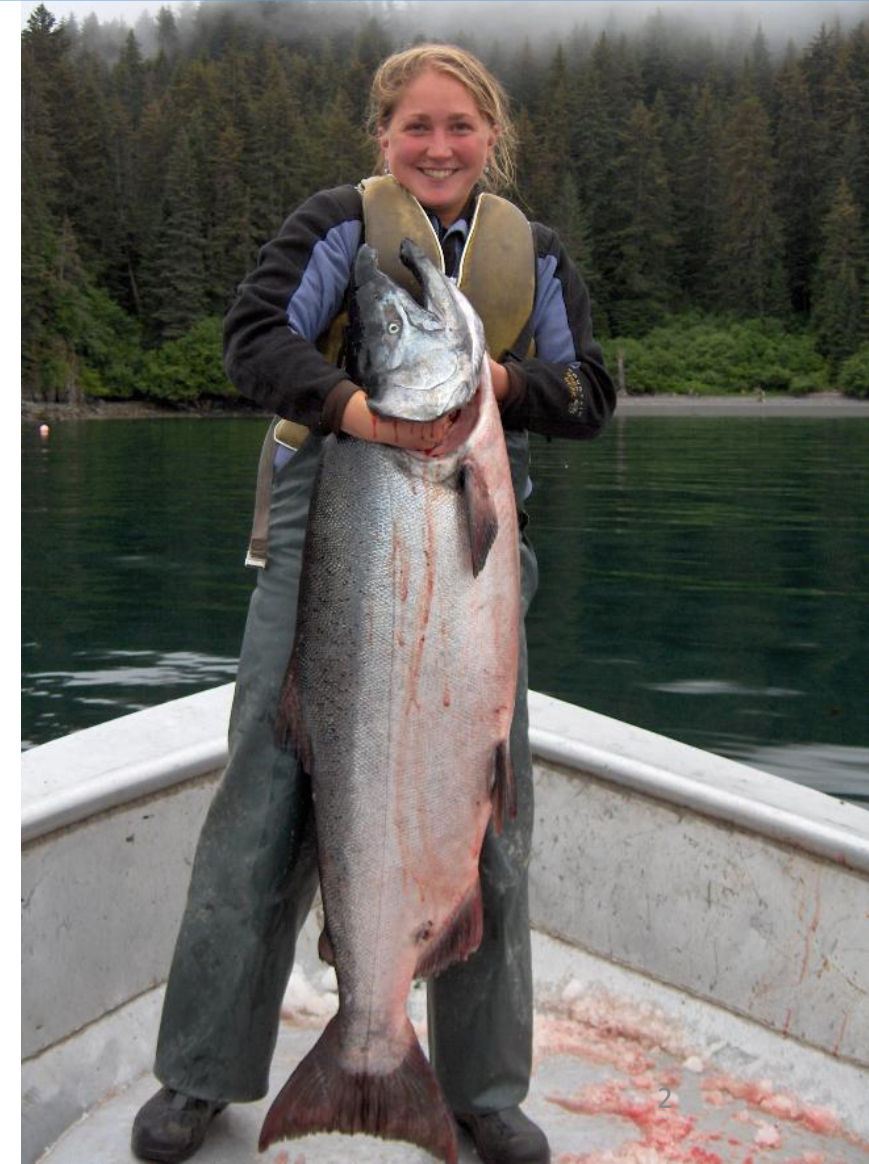
Alexa Tonkovich – March 24, 2017

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WHAT IS THE Alaska Seafood Marketing Institute?



Wild, Natural & Sustainable®

- **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

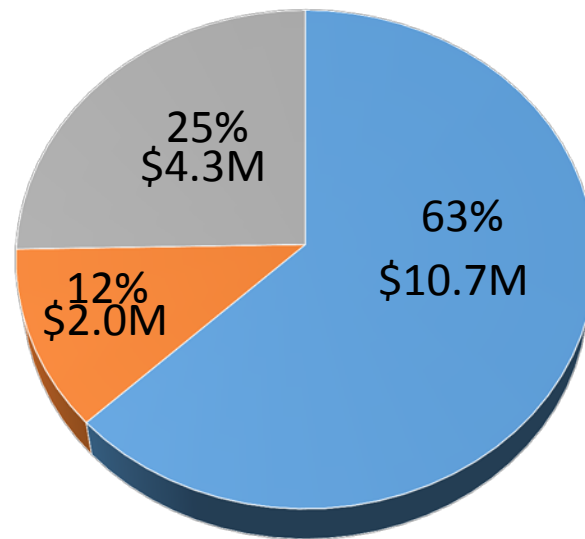


Public-Private Partnership



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ASMI Revenue



- SDPR (Industry)
- State GF
- Federal Funds

FY 2017
Revenue
Sources



ASMI & Branding Commodities



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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



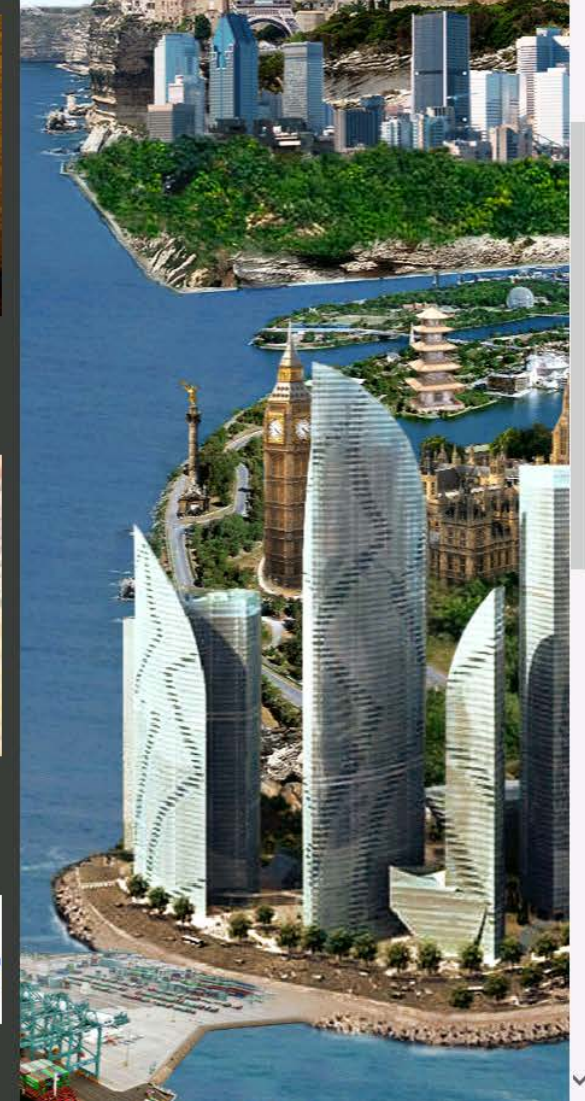
American Peanut Council



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



UK Uber Athlete



China E-Commerce



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



Strength of the Alaska Brand



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

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



94% OF CONSUMERS

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



Source: Datassential 2016

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



Source: Datassential 2016

Global Factors Impacting Value



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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

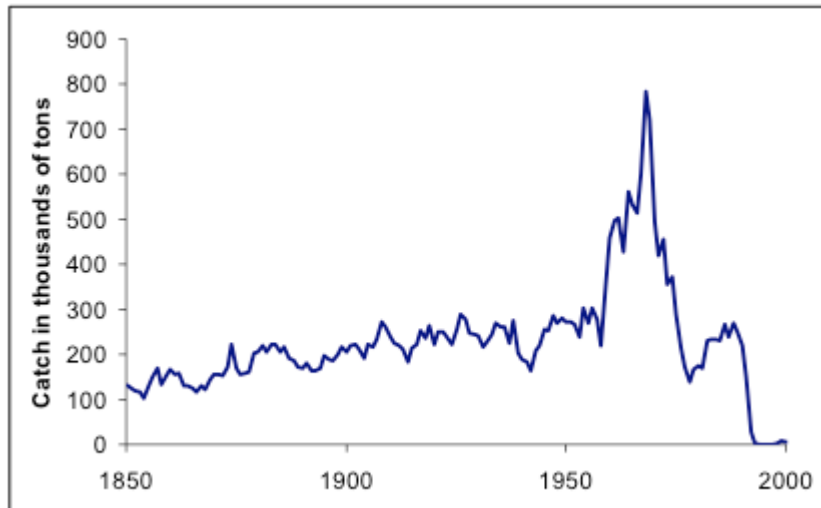
Responsibly managed
fisheries



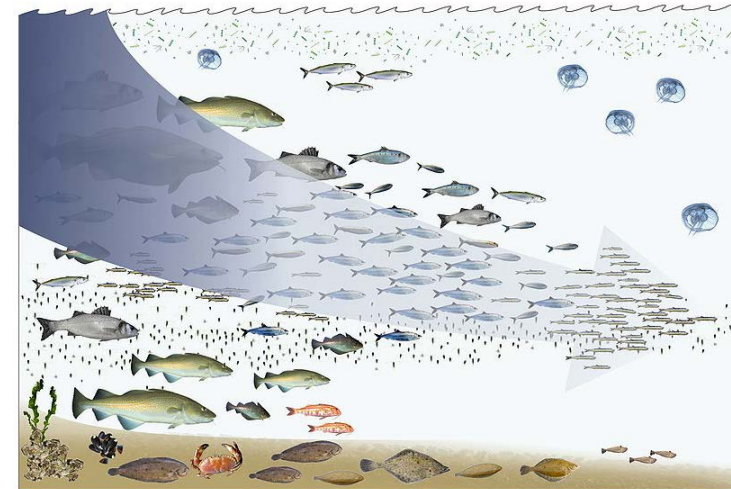
Sustainability Certifications: Historical Context

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.



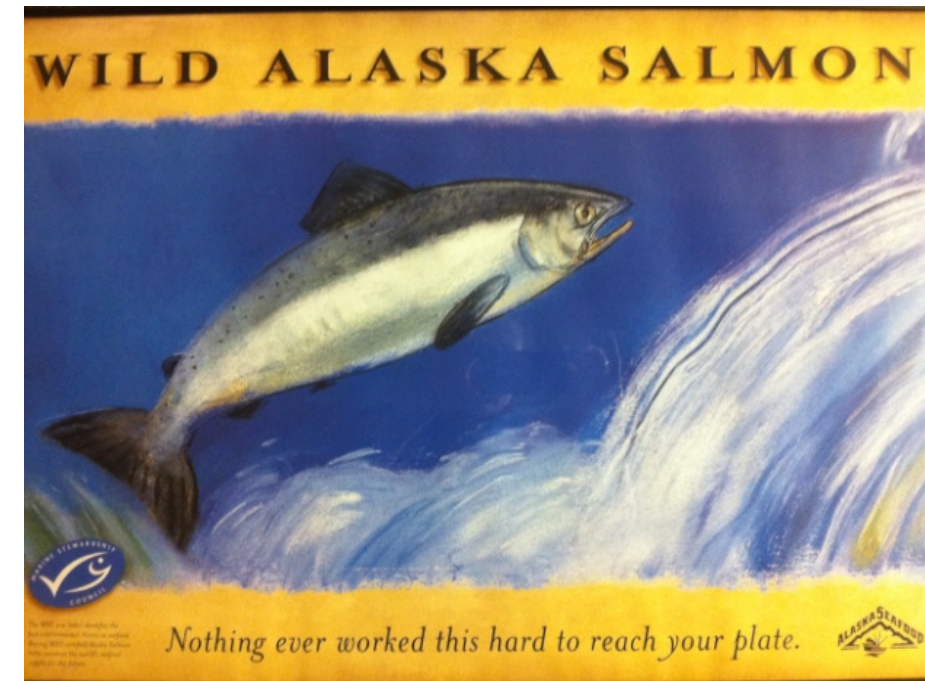
Newfoundand Cod



“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.





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- 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 **5in free** on an Original day at Slimming World (a 200/57g 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 Alaska 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 (seasonally).



WILD ALASKA SALMON STIR-FRY

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

FREE RECIPE CARDS

If you'd like more exciting ideas on cooking with wild Alaska salmon or would like more information, send a postcard to the address below. The first 500 readers to reply will receive a set of the 'Wild Alaska Salmon, Naturally' recipe cards produced by the Alaska Seafood Marketing Institute, compiling the delicious recipes on wipe-clean cards. Send your name and address to ASMI/Slimming World, c/o The Dialogue Agency, Ltd, 8 Oak Lane, Twickenham, Middlesex TW1 3PA.

Slimming World March '03

Alaska & The MSC (Pt. 2)



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- 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 3rd party certification.



ALASKA RESPONSIBLE FISHERIES MANAGEMENT (RFM) CERTIFICATION PROGRAM



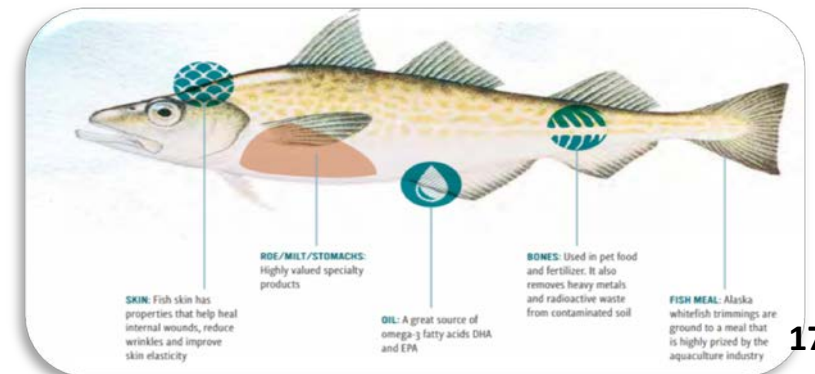
What is RFM?



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- An independent 3rd 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.





FAO-BASED PROGRAMS GAIN MOMENTUM



Recognition For RFM



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- 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.



Sainsbury's



DARDEN



HIGH LINER FOODS

Sustainability: Upcoming Movements



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- 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 29



Thank you!



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www.alaskaseafood.org
(Industry site)

www.wildalaskaseafood.com
(Consumer site)



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Alaska Seafood Social Media Channels



Facebook.com/AlaskaSeafood



Twitter @Alaska_Seafood



Instagram @AlaskaSeafood



Pinterest @AlaskaSeafood



YouTube YouTube.com/AlaskaSeafood