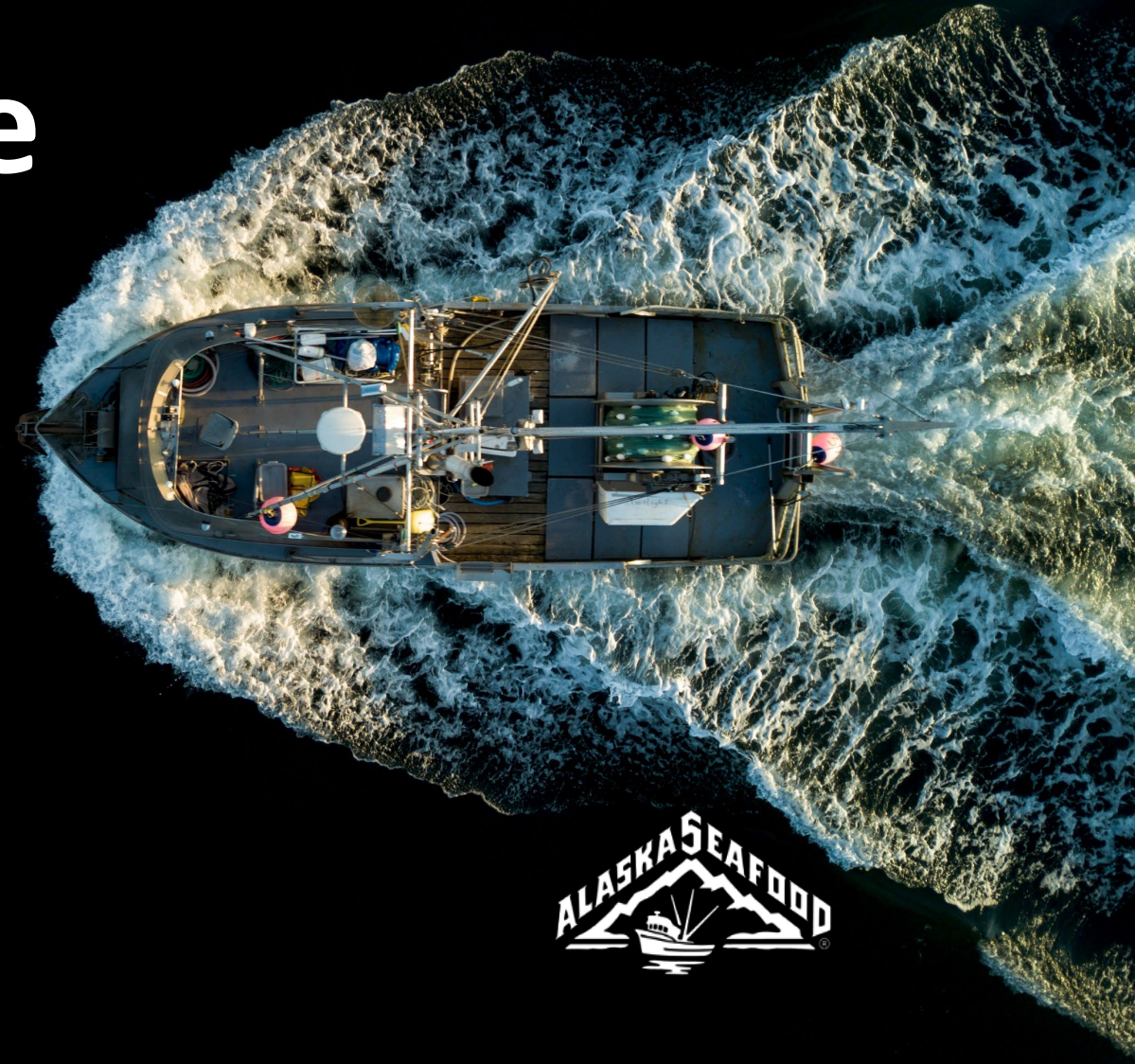


# Alaska Seafood Marketing Institute



March 5, 2025  
Senate Finance  
Jeremy Woodrow, ASMI Executive Director







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**ASMI Overview and Budget**

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**ASMI Marketing Goals & Strategy**

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**International Market**

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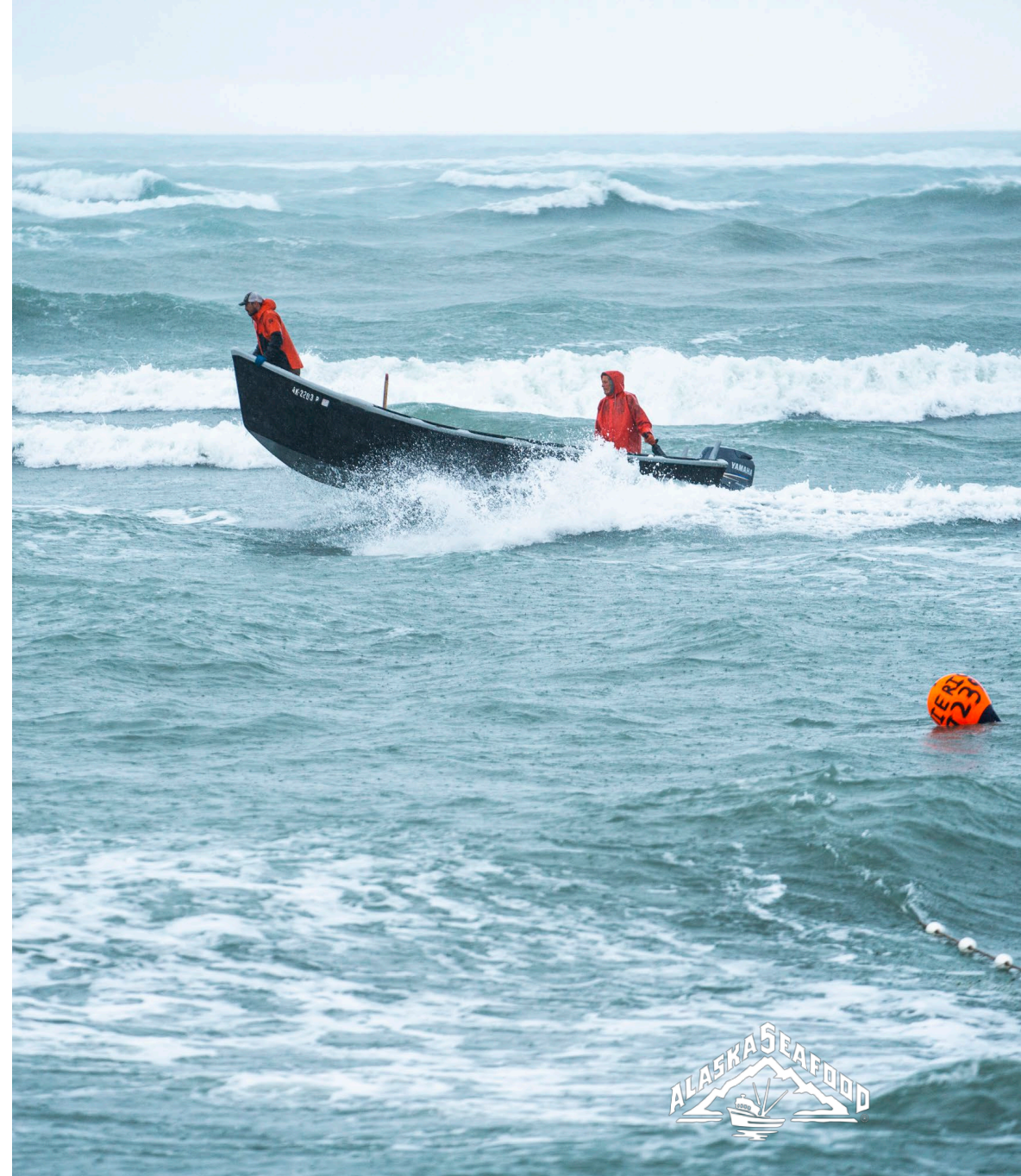


# Alaska Seafood Marketing Institute

As Alaska's official seafood marketing arm, ASMI is established under AS 16.51 **to maximize the economic value of the Alaska seafood resource** by:

- Building and protecting the Alaska Seafood brand
- Developing and creating markets for Alaska seafood products
- Working directly with the seafood industry to maximize efforts

ASMI is directed by a Governor-appointed Board of Directors: Five Processors, Two Commercial Harvesters; and Nine board-appointed Species and Operational Advisory Committees.





# ASMI Programs

International Marketing

Domestic Marketing

Seafood Technical

Communications

Global Food Aid





# ASMI Budget

## FY2025 Budget\*

- **Seafood Marketing Assessment**
  - \$16,386.1 (0.5% of ex-vessel value)
- **Federal Funds**
  - \$13,036.4
    - Market Access Program (MAP)
    - Regional Agricultural Promotion Program (RAPP)
    - Saltonstall-Kennedy Grant (SK)
    - Cochran Fellowship
    - Emerging Markets Program (EMP)
    - Quality Samples Program (QSP)
- **\$0.0 UGF**

**Total FY2025: \$29,422.5**

**FY2025 Spend Plan: \$23,352.5**

## FY2026 Budget Request\*

- **Seafood Marketing Assessment**
  - \$13,533.0 (0.5% of ex-vessel value)
- **Federal Funds**
  - \$13,023.5
    - Market Access Program (MAP)
    - Regional Agricultural Promotion Program (RAPP)
    - Saltonstall-Kennedy Grant (SK)
    - Cochran Fellowship
    - Emerging Markets Program (EMP)
    - Quality Samples Program (QSP)
- **\$10,000.0 UGF** (supplemental, FY2025-FY2027)

***FY2026 spend plan set by ASMI Board in May***

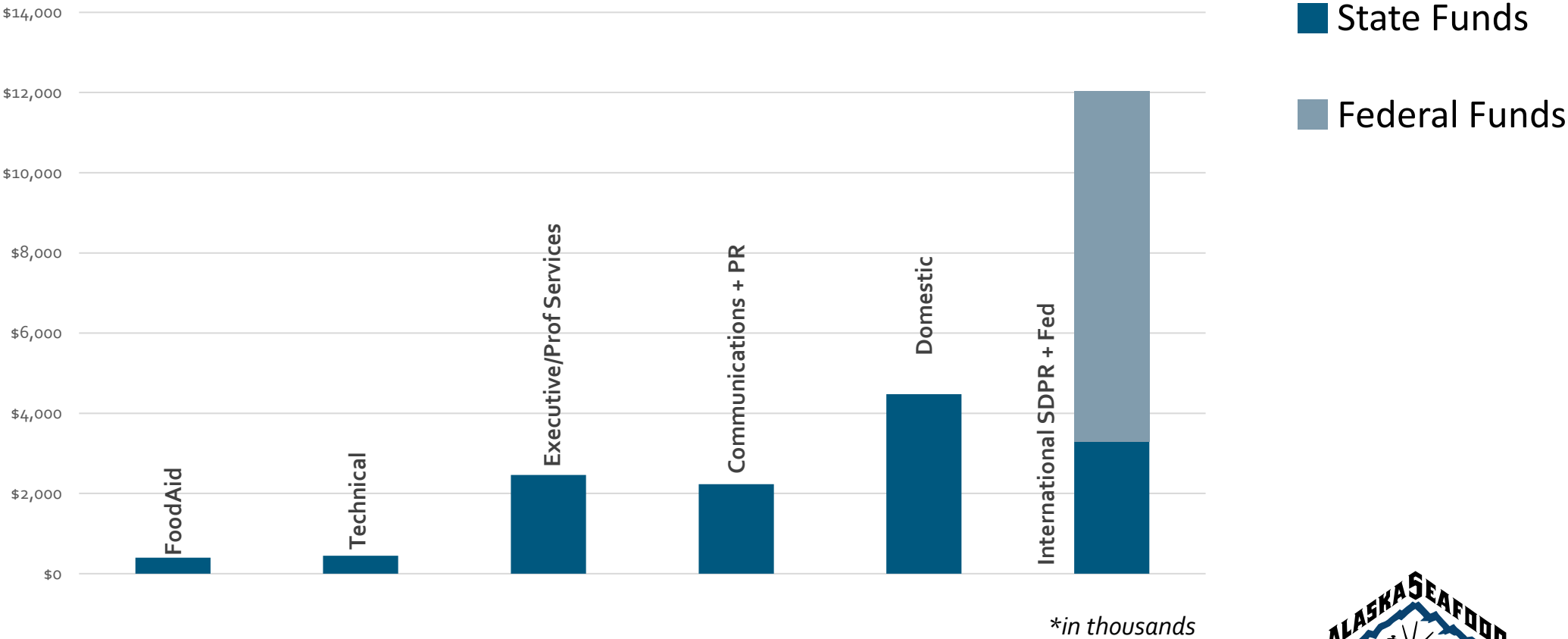
*\*in thousands*





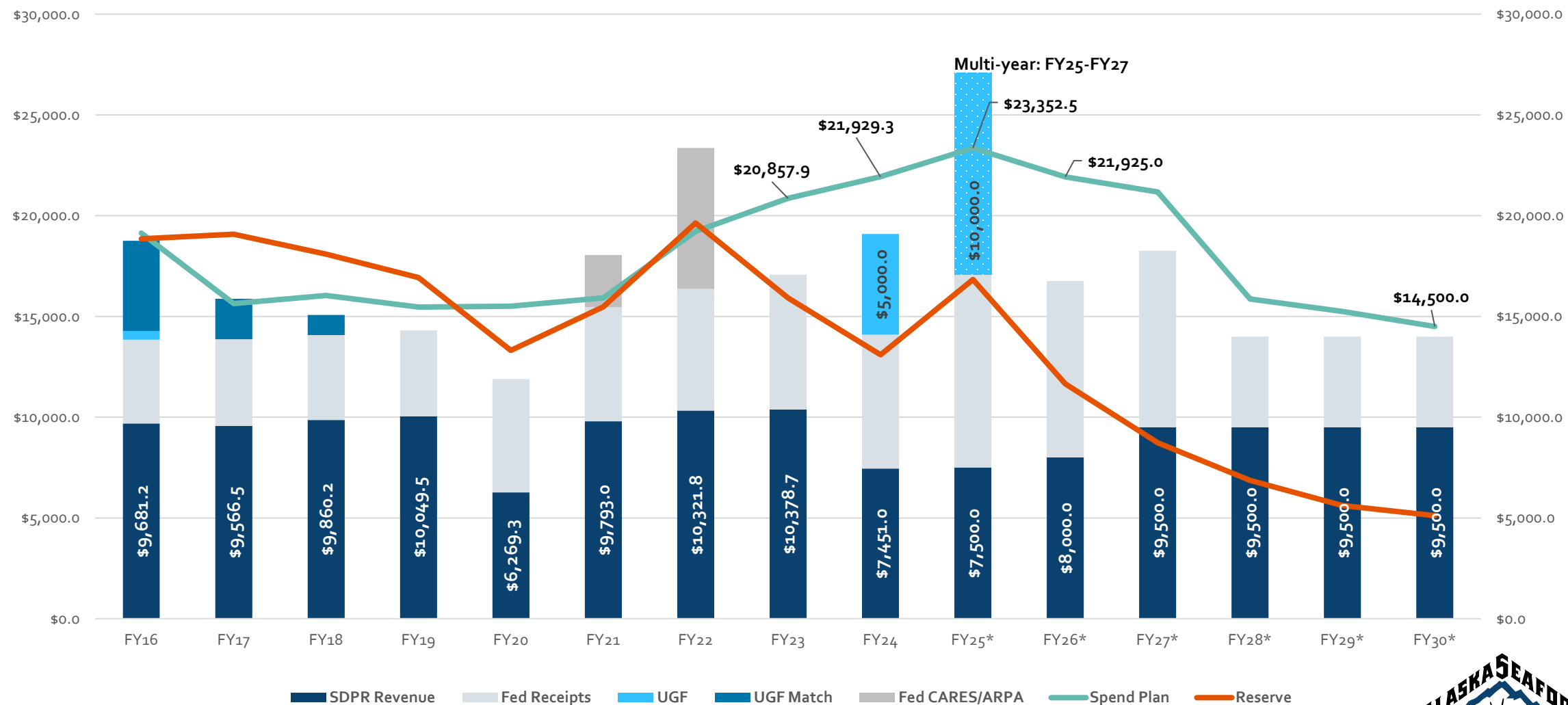
# ASMI Budget Breakdown

ASMI FY2025 Spend Plan





# ASMI Spend Plan & Revenue

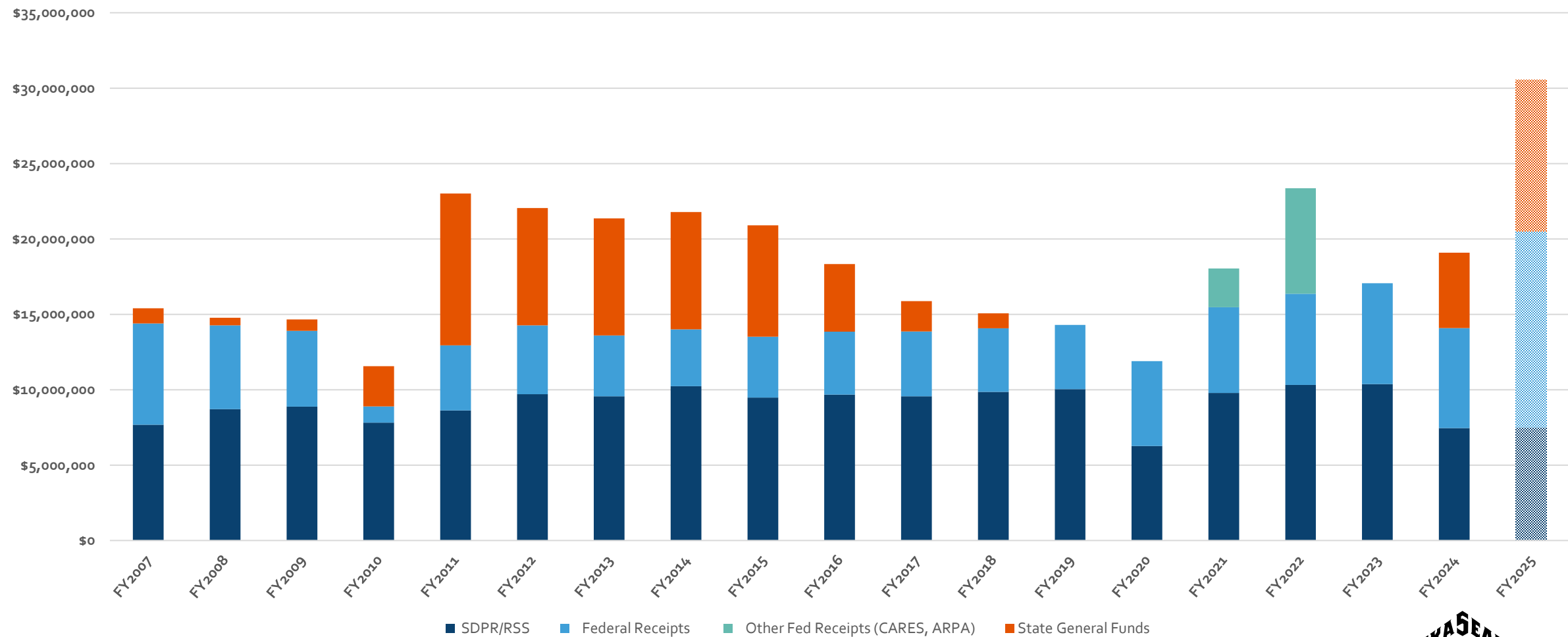


\*Projected Revenues: FY25-FY30



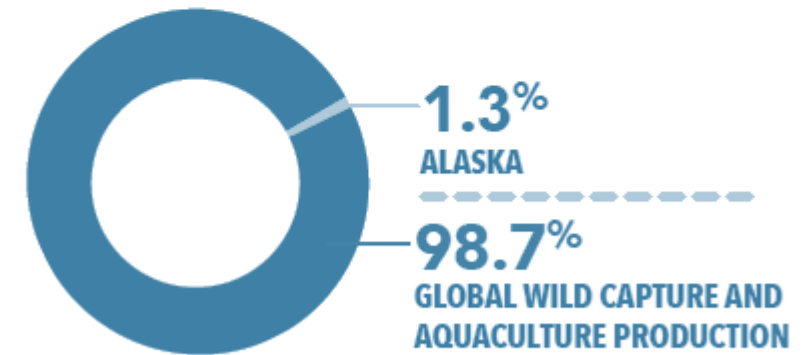
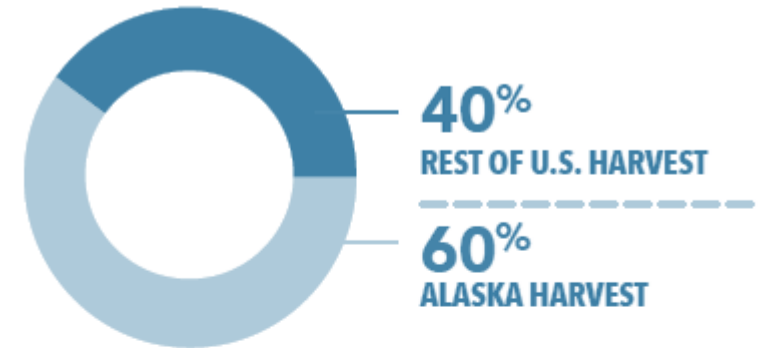


# ASMI Revenue History



# Alaska Seafood Industry Situational Overview

- **Excess Inventories** of key species harvested in Alaska and other countries in 2022 and 2023
- **Decreasing Consumer Demand:** inflation spending
- **Russian War in Ukraine:** historic low prices
- **Unfair Trade Policies:** both export/import
- **Increased Costs:**
  - Capital – cost to carry inventory
  - Labor – inflation - operational costs
  - Global Shipping – International & Lower-48
  - Sustainability, social responsibility, environmental compliance, insurance, and storage



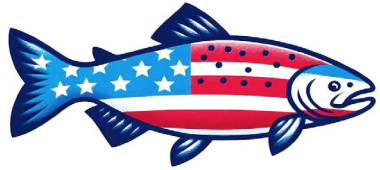
Source: FAO, NOAA Fisheries of the United States, MRG estimates, 2020 data

**The cost to execute Alaska's fisheries is not price competitive with global competition.**





# FREEDOM



# FISH

- Federal Executive Order 14068: Bans Russian Seafood from U.S.
- In 2022, 70,000 metric tons of Russian seafood valued at \$452 million entered U.S. market
- Opportunity for all Alaska seafood species
  - Near-term focus: Pink & Chum Salmon, Sablefish, Pollock/Surimi, Flatfish
- Norway, Chile, Iceland, and farmed whitefish also taking advantage of ban



# Budget Request & Three-Year Goals

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**\$10,000.0**

**FY2025 – FY2027 Supplemental Multi-year**

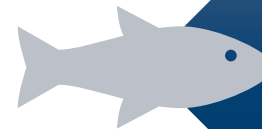


**Capitalize on the Russian import ban and increase U.S. domestic market share of Alaska seafood**  
Gain more than 50% of the sales left behind from the Russia seafood ban.



**Increase Alaska Seafood brand recognition of key species by 10%**

Promote wild Alaska seafood with an emphasis on Alaska sockeye, pink, and keta salmon, as well as sablefish, pollock, and surimi.



**Differentiate Alaska Responsible Fisheries Management (RFM) in the U.S. domestic market as the preferred origin-based certification program**  
Counter the MSC ecolabel that continues to certify Russian seafood in the global marketplace.





# FY 2025 Supplemental: \$10 Million

U.S. RETAIL	
Special Projects	\$1,500,000
Trade Promotions	\$3,000,000
Trade Shows & Conferences	\$100,000
Trade Support	\$300,000
Trade Advertising	\$100,000
<b>Total:</b>	<b>\$5,000,000</b>

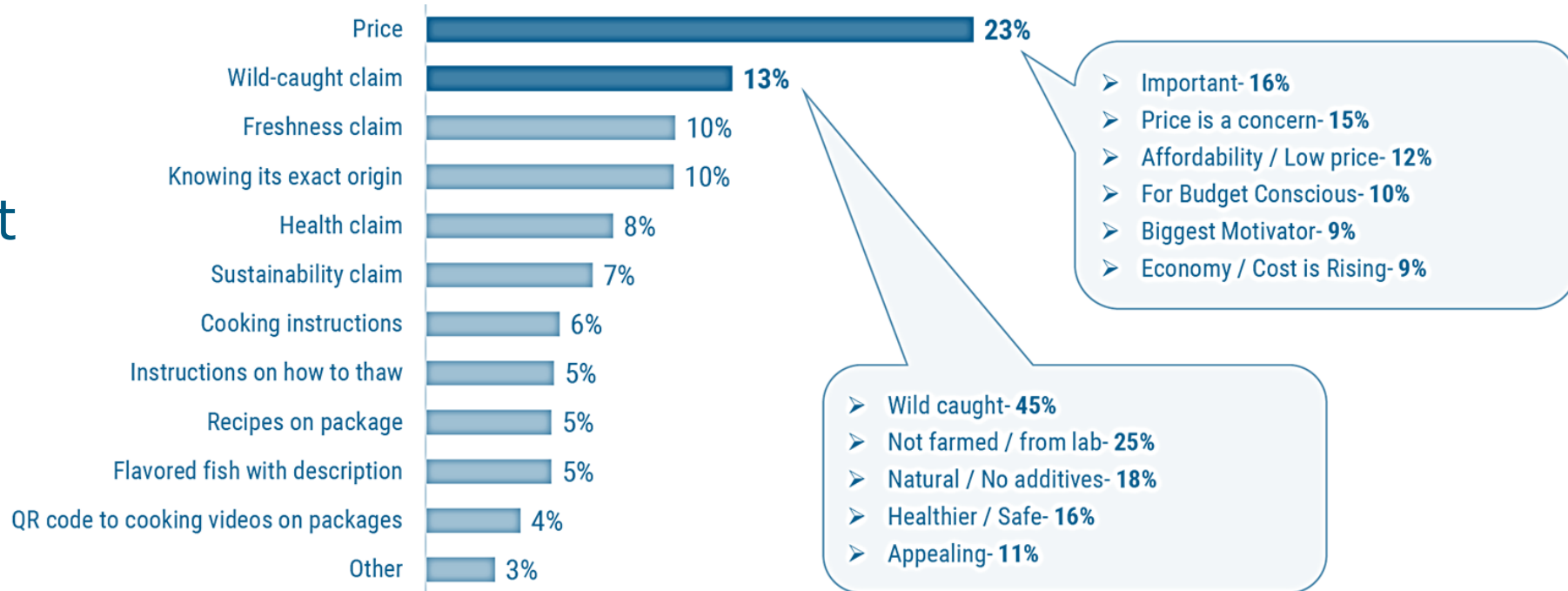
U.S. Consumer P.R.	
Influencer	\$350,000
Connected Commerce/Shoppable Links	\$35,000
NY Consumer Event	\$250,000
NY Media Event	\$130,000
Paid Amplification	\$100,000
Paid Media Partnerships	\$135,000
<b>Total:</b>	<b>\$1,000,000</b>

U.S. FOODSERVICE	
Operator Promotions	\$2,000,000
Distributor Promotions	\$1,500,000
Trade Shows & Conferences	\$100,000
Trade Support	\$300,000
Trade Advertising	\$100,000
<b>Total:</b>	<b>\$4,000,000</b>

*\*whole dollars*



“**Pricing** is the highest motivating factor in purchasing **Frozen Fish**, with ‘**Wild Caught**’ and ‘**Freshness**’ on-pack also being important.”  
-Circana



**62%**

of seafood buyers are seeking to **increase consumption** over the next year

#### Why are they choosing seafood?

- 78% say it's healthier
- 50% want more protein
- 43% choose seafood because of easy preparation



Source: Circana Survey 2023 for The Alaska Seafood Market  
Circana, Inc. and Circana Group, L.P. | Proprietary

**53%**

of top seafood buyers prefer **wild caught**

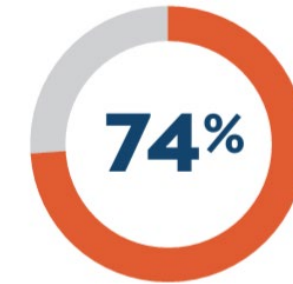
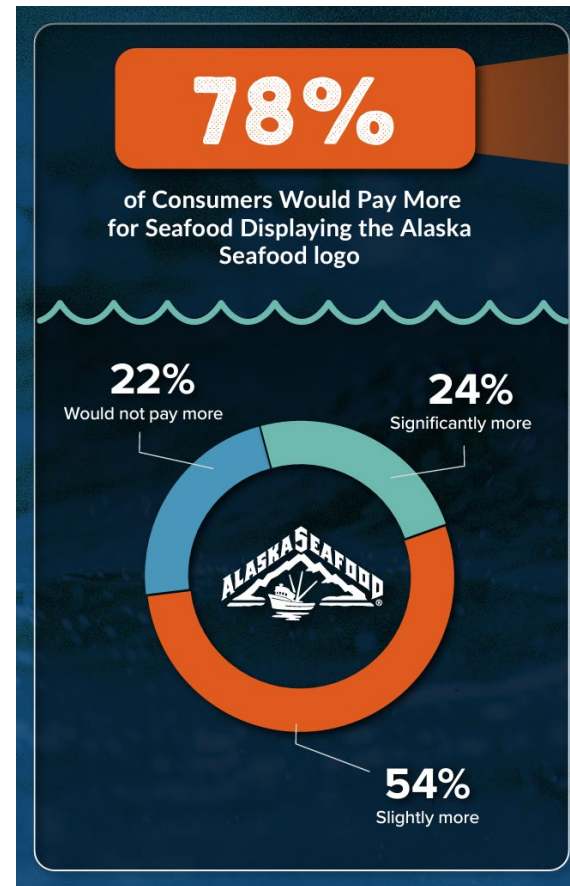
15% prefer farmed  
32% have no preference

#### Where do they get their information?

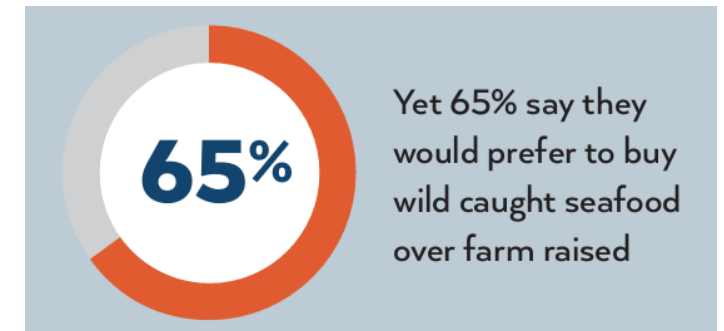
- 40% rely on seafood counter person
- 42% websites / recipes
- 40% friends and family







Nearly 3 in 4 (74%) of Americans say they wish they ate seafood more often



Yet 65% say they would prefer to buy wild caught seafood over farm raised

Source: Circana

# The Power of Alaska Seafood





# Public Relations & Earned Media



At Rosalie Italian Soul in Houston, chef Chris Cosentino makes this variation on his family recipe, for which they typically used chicken thighs. He selected Alaska sable for its sustainability as well as its high fat content, "which adds a depth of flavor and makes it a little more forgiving in the cooking process," he said. "Alaska sablefish season opens in March, which makes this a perfect dish to add into rotation for the spring menu."



delish



Wild Salmon

If you can, opt for wild-caught salmon as opposed to farm-raised—it contains fewer toxins and isn't usually grain-fed—salmon is chock full of omega-3 fatty acids, which, among other things, can keep your skin healthy and glowing and even give your mood a positive boost.

Of the salmon species, **Wild Alaska sockeye salmon** has the most vitamin D, according to Lydon, who said that just 6 ounces has more than the daily dose.

EatingWell



FoodSided

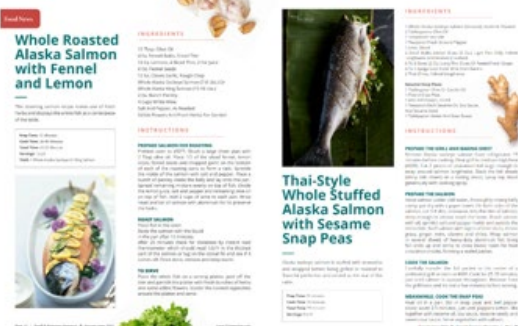
Chef Chris Cosentino discusses why Alaskan seafood deserves to be on the plate, interview



T. You Need To Stop Overlooking These 12 Types Of Fish

Sablefish aka Black Cod

FOOD & BEVERAGE MAGAZINE



PureWow



yahoo!life

'Top Chef' Melissa King shares how to cure fish at home: 'fascinating and quite easy'



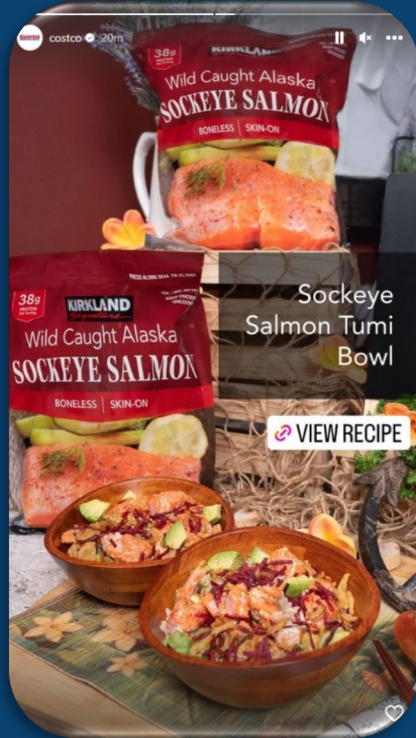
Martha Cooks





# Omnichannel Promotions

## Quick & Easy Video Sockeye Tumi Bowl



## Costco Connection Magazine Ad

Kirkland Signature Wild Alaskan Sockeye Salmon 3 lbs Item 221177

A magazine advertisement featuring a package of Kirkland Signature Wild Caught Alaska Sockeye Salmon and a bowl of Char-Grilled Alaska Sockeye Salmon Rice Bowl.

**Char-Grilled Alaska Sockeye Salmon Rice Bowl**

3 cups cooked rice, kept warm	8 to 12 cups mixed greens
¼ tsp nigella seeds or black sesame seeds	2 cups English cucumber, halved lengthwise, then thinly sliced
½ Tbsp extra-virgin olive oil	2 cups cherry or pear tomatoes, halved
Salt and pepper, to taste	½ cup red onion, in half-moon slivers
4 tsp canola oil, divided	Bottled Thai peanut sauce
4 (4 to 5 oz each) Wild Alaska Sockeye Salmon fillets, quartered	

Toss the warm rice with the seeds, olive oil, salt and pepper. Heat a grill to medium-high heat. Rub 2 tsp canola oil on the grill grates and 4 metal skewers. Skewer the salmon. Brush the fish with the remaining canola oil, then salt and pepper to taste. Cook for a few minutes on each side, until slightly charred. Remove the fish skewers from the grill. Place 2 to 3 cups mixed greens in the bottom of 4 large single-serving bowls. Add ¾ cup rice to each bowl. Arrange ½ cup cucumber, ½ cup tomato and 2 Tbsp onion around the rice in each bowl. Add a skewer of salmon, and serve with the peanut sauce on the side. Makes 4 servings.

## Business Centers TV Ad



## In-Warehouse Email Catalog

An email catalog advertisement for Kirkland Signature Wild Caught Alaska Sockeye Salmon. It shows a package of the salmon and a close-up of the fish fillets.

**In-Warehouse + Online**

Kirkland Signature Wild Alaskan Sockeye Salmon

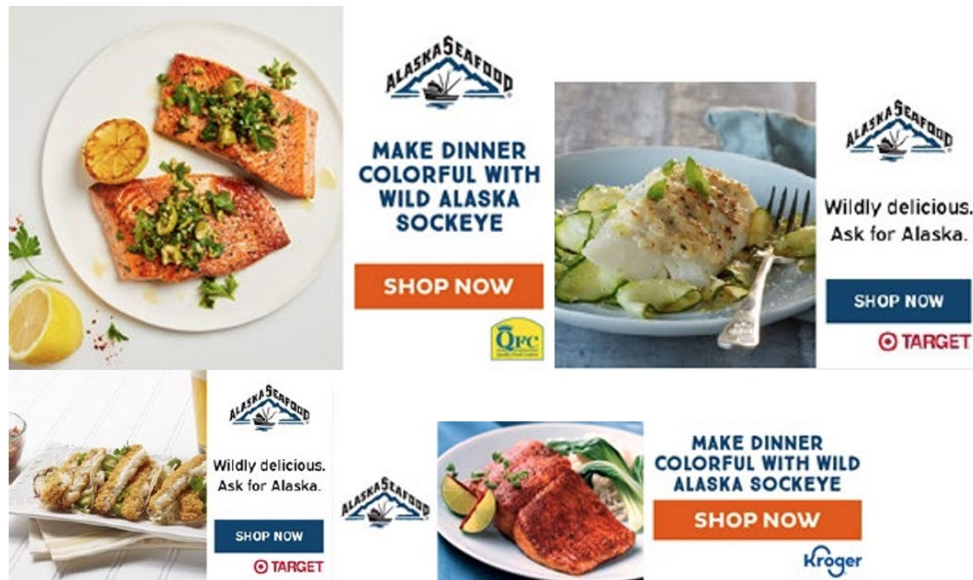
3 lbs

**\$5 OFF**

LIMIT 10. Price varies in AK, HI and PR. Available for delivery at a higher price



# US Retail Return on Investment



**Chicory** digital campaign to drive sales for Alaska sockeye at Kroger, Sam's Club, and Publix:  
**\$2.4 million in total sales**

- Over 13,500,000 impressions with over 24,000 clicks
- The click-through-rate (CTR) was 0.18% (with an average CTR of 0.14%)
- 83.21% OSB rate (Orders Sent to Basket)
- Publix alone saw a 7.2% sales lift throughout the campaign

**Ibotta** U.S. digital coupon offering \$1 off any brand of frozen or canned Alaska seafood:  
**9,000 units daily!**

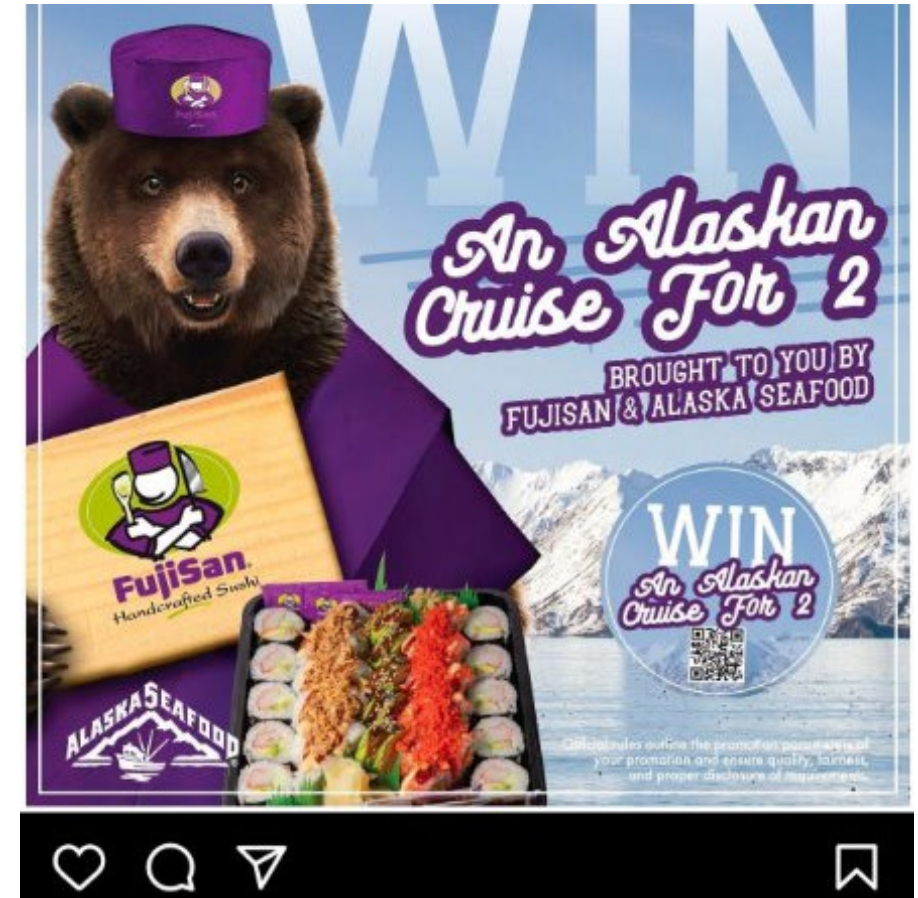
- 18 million impressions
- 23.6% redemption rate – 8x higher than benchmark
- 50% follow-on purchaser
- 26% follow-on of new purchasers and 2.65 average follow-on units purchased per trip – the number of average units purchased per shopping trip after the campaign ended





# Sushi at Retail

- Alaska Cruise Giveaway with FujiSan Sushi
- Over 60,000 entries in only 30 days!
- Amplifies Alaska Seafood's reach into sushi
- Available at 500 Sam's Club locations; FujiSan partnered with independent Sam's Club influencers, collectively reaching over 100,000 viewers







# Building Lasting Promotions



# U.S. Foodservice Return on Investment



## Taco John's Partnership

50,000 lbs  
Lent 2024

- Window clings, drive-thru signage, POS screens, radio and a silent video loop running constantly in-store
- Website and Taco John's app deployments
- 1.5 million reach from media coverage
- ASMI investment: \$15,000

## Distributor Promotions Deliver Significant ROI

**\$120M in  
FY2024!**

- For every \$1 ASMI invests in promotions, the distributor sells over **\$616** of Alaska Seafood
- ASMI FY2024 distributor promos sold over **11.7 million pounds** totaling **\$120,159,000** in sales

*\*whole dollars*

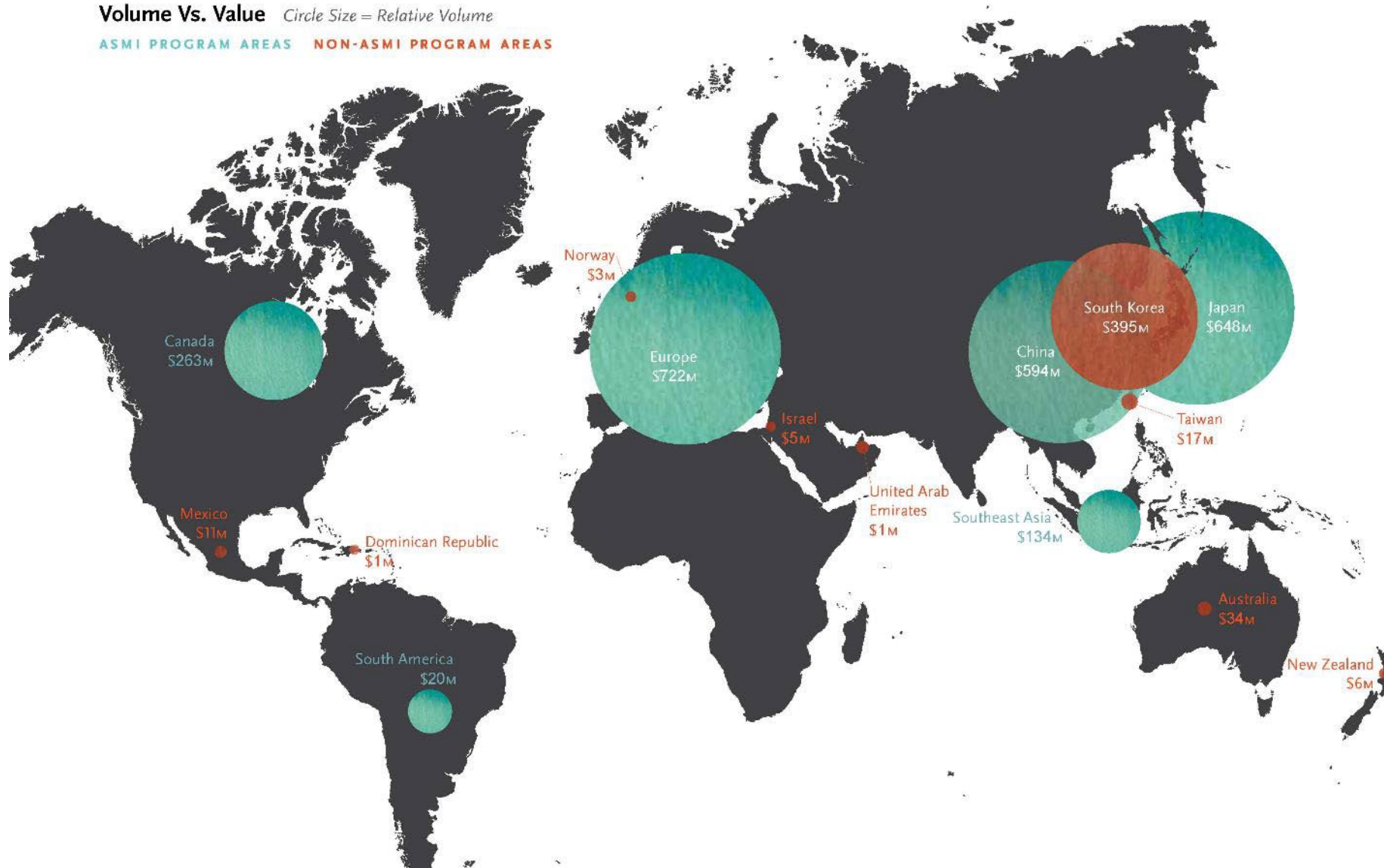




# International Marketing Program

Volume Vs. Value Circle Size = Relative Volume

ASMI PROGRAM AREAS NON-ASMI PROGRAM AREAS



ASMI collaborates with the seafood industry to establish new markets and enhance opportunities for Alaska's diverse seafood portfolio across 53 countries.

About 65-70% by value of Alaska seafood production exported annually to 100 countries.

China/South Korea largest trading partners primarily for transshipping and reprocessing.

Japan/Europe largest direct foreign markets.

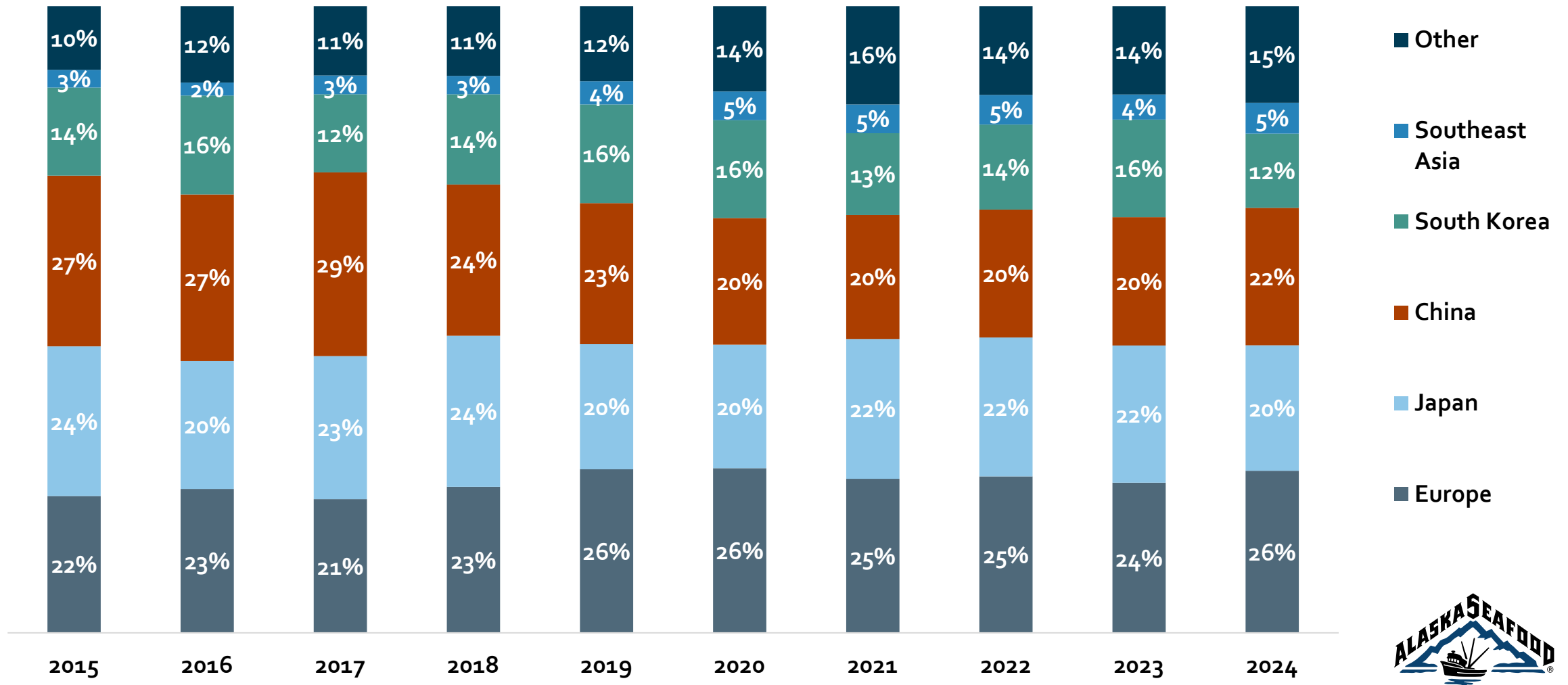
75% of pollock, keta salmon, and flatfish species exported.

U.S. has largest market share with more than 30% by value.





# Alaska Seafood Export Value by Region



# Southeast Asia Market Development

- ASMI SE Asia program started May 2019 (Thailand, Vietnam, Indonesia, Singapore, Malaysia, and the Philippines)
- Trade shows, trade missions, chef collaborations, retail partnerships, influencers, etc.
- Alaska seafood exports in 2018: \$97.3 million
- Alaska seafood exports in 2022: \$139.6 million
  - Program expenses: ~\$1.5 million
- Growth of flatfish exports: \$0.5 million (2018) to \$11 million (2022)
- Consistent growth in premium species like sockeye



# International Trade & Tariffs

Alaska Seafood products compete with countless products and numerous countries in every single market.

U.S. seafood products generally face higher tariff rates than seafood from competing seafood producing countries.

Alaska Seafood is often collateral damage in trade negotiations.

While Russian seafood is banned from the U.S., it is not restricted elsewhere.

Summary of United Kingdom Trade Agreements Most Relevant to Seafood

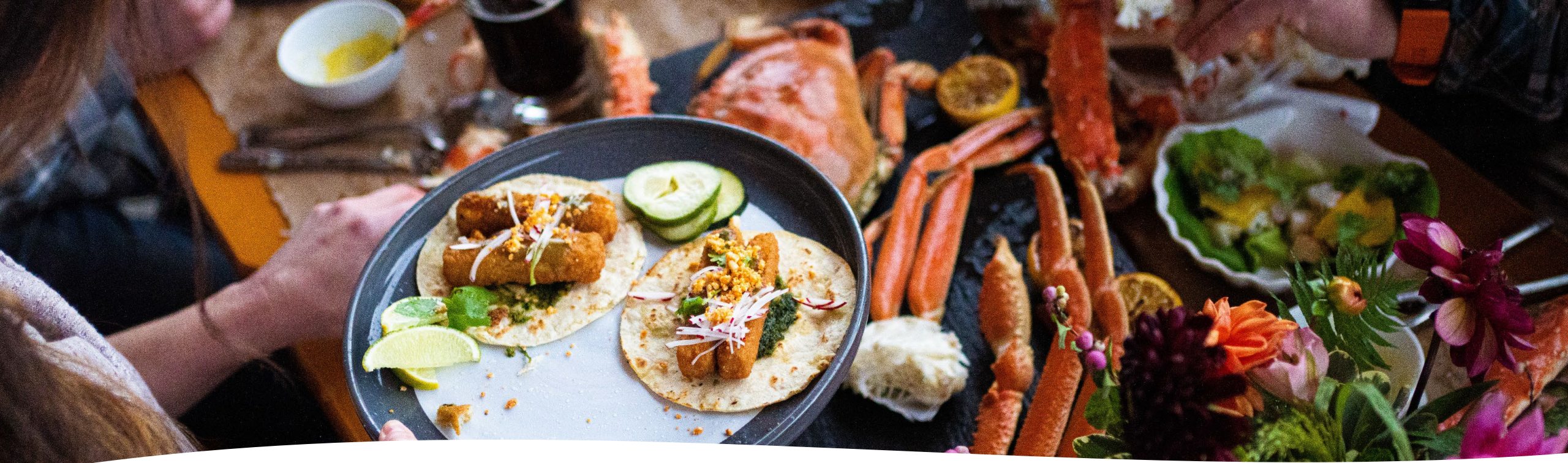
Key Country(s) Affected	Market Access Summary	Trade Agreement or Measure	Other Nations Included
Canada	Tariff Free	UK-Canada Trade Continuity Agreement	
China	No preferential access		
EU 27	Tariff Free	UK/EU Trade and Cooperation Agreement	All 27 EU Members
Faroe Islands	Some preferential tariffs and quotas	UK-Faroe Islands free trade agreement (FTA)	
Greenland	No preferential access		
India and Indonesia	Reduced tariffs	Developing Countries Trading Scheme (DCTS)	65 developing countries, varying levels of access
Japan, Chile, Peru, Mexico*	Reduced tariffs	Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)	Singapore, New Zealand, Malaysia, Brunei, Australia
Norway and Iceland	Extensive preferential tariffs and quotas	UK-Norway, Iceland, and Liechtenstein free trade agreement	Liechtenstein
Russia	No preferential access plus punitive tariffs of additional 35%	Additional duties on goods originating in Russia and Belarus	Belarus
Seychelles	Tariff Free	ESA-UK economic partnership agreement (EPA)	Madagascar, Mauritius, Zimbabwe, potentially Zambia
Turkey	Tariff Free	UK-Turkey trade agreement	
USA	No preferential access		
Vietnam	A few tariffs	UK-Vietnam Free Trade Agreement	

Source: ASMI United Kingdom program.  
\*Pending Mexico ratification of UK ascension.

Source: McKinley Research Group "Comparative Seafood Tariff Rates Analysis"







Capitalize on the Russian import ban and grow U.S. domestic sales of Alaska seafood by over 50%



Increase Alaska Seafood brand recognition of key species by 10%



Differentiate Alaska Responsible Fisheries Management (RFM) in the U.S. domestic market







Wild, Natural & Sustainable®



Jeremy Woodrow  
jwoodrow@alaskaseafood.org  
www.alaskaseafood.org

