

Alaska Seafood Marketing Institute

February 20, 2024
Lunch & Learn

Jeremy Woodrow, Executive Director
Alaska Seafood Marketing Institute



- ASMI Overview
- Economic Impact of Alaska Seafood
- Marketing Alaska Seafood
- ASMI Resources



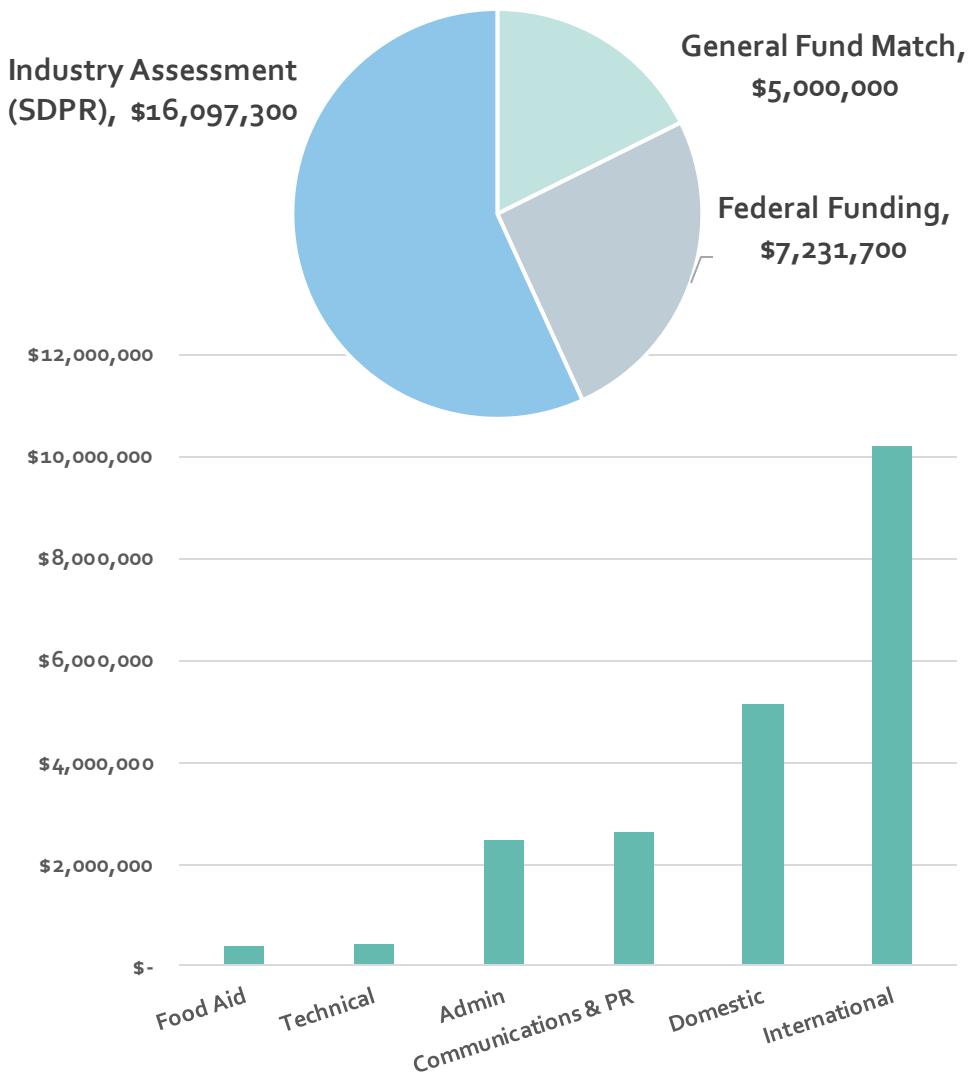
What is the Alaska Seafood Marketing Institute?

As Alaska's official seafood marketing arm, **ASMI maximizes 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

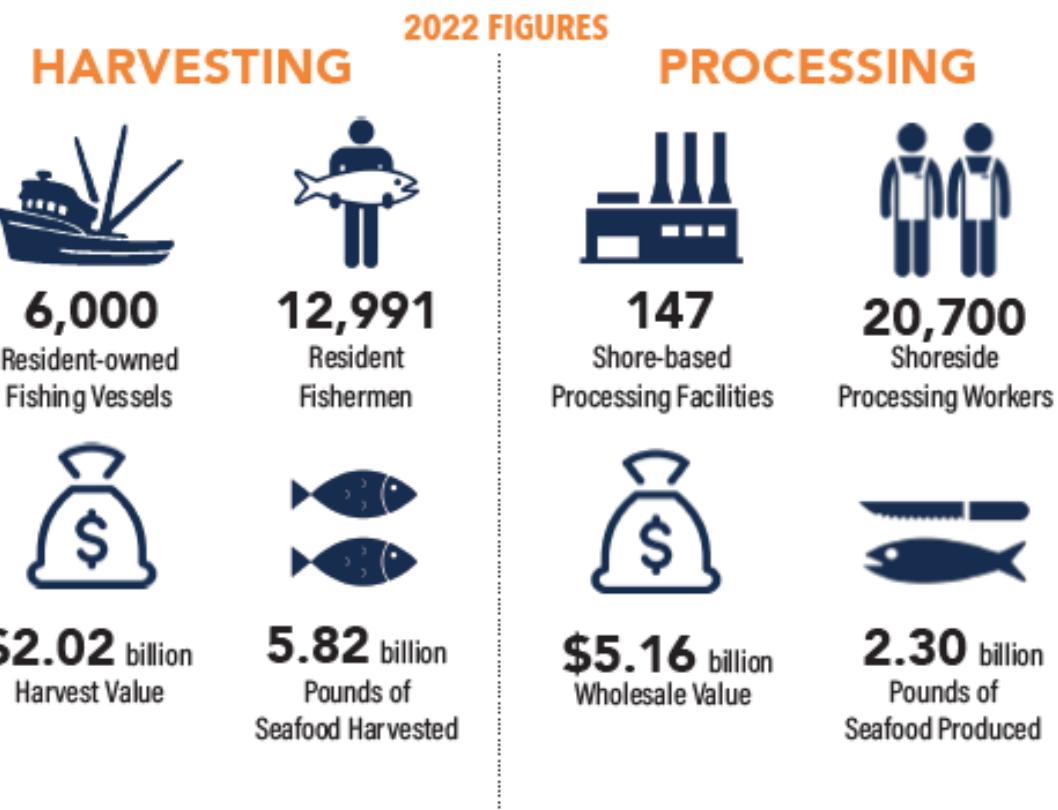
ASMI is directed by a Governor-appointed Board of Directors: five processors, two commercial harvesters; and 9 board-appointed Species and Operational Committees.

FY24 ASMI Revenues & Spend Plan



The Alaska Seafood Industry – A Pillar of Alaska's Economy

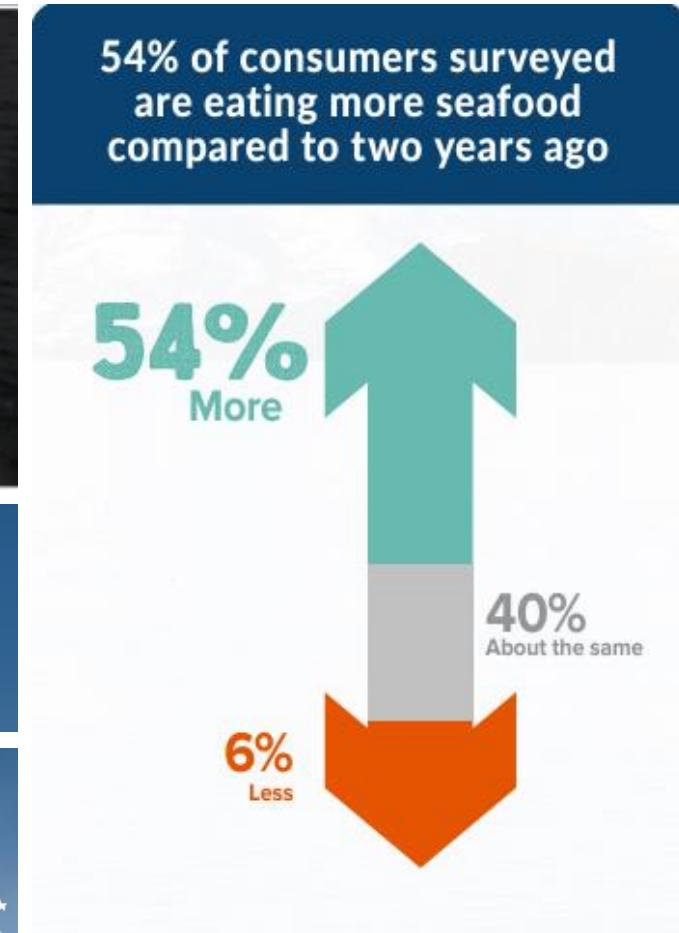
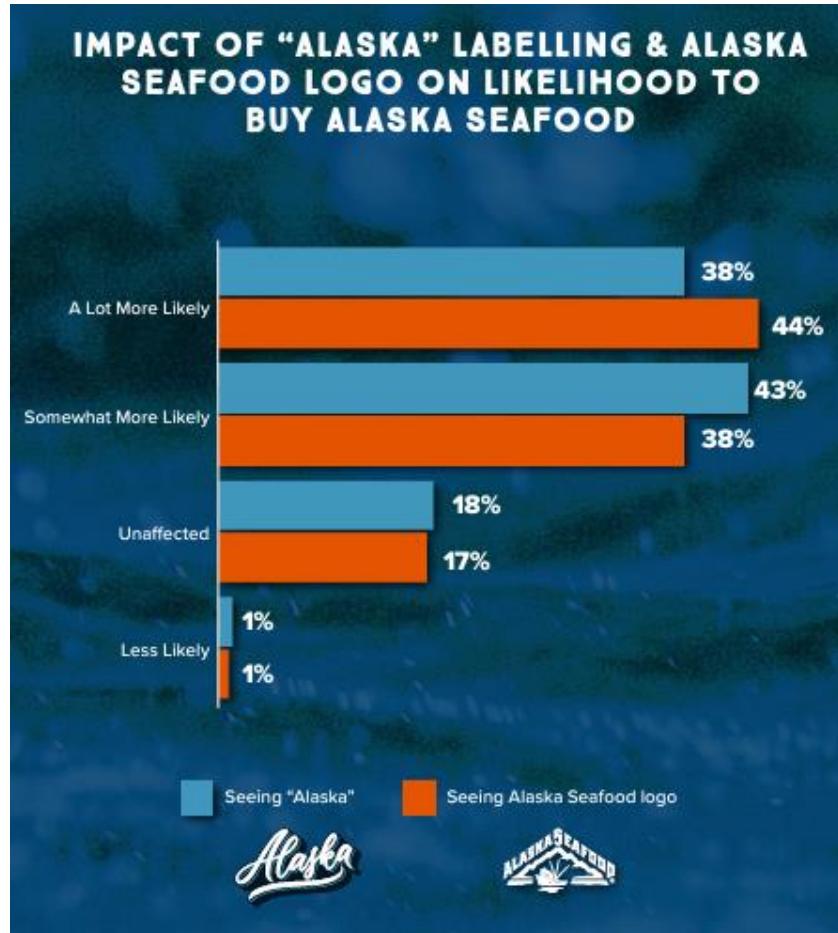
- Directly employs **48,800 workers** annually, who earn **\$1.8 billion** in labor income
 - 17,000 Alaskans from more than 140 communities employed in seafood industry
- **\$6.0 billion total economic impact to AK**
 - **\$15 billion nationally**
- **140 shore-based processors in 40+ communities**
 - Largest manufacturing sector in Alaska
- **\$161 million** in annual state, municipal, and federal taxes, fees, and assessments paid by Alaska seafood industry



Alaska annually harvest 60% of all U.S. wild seafood



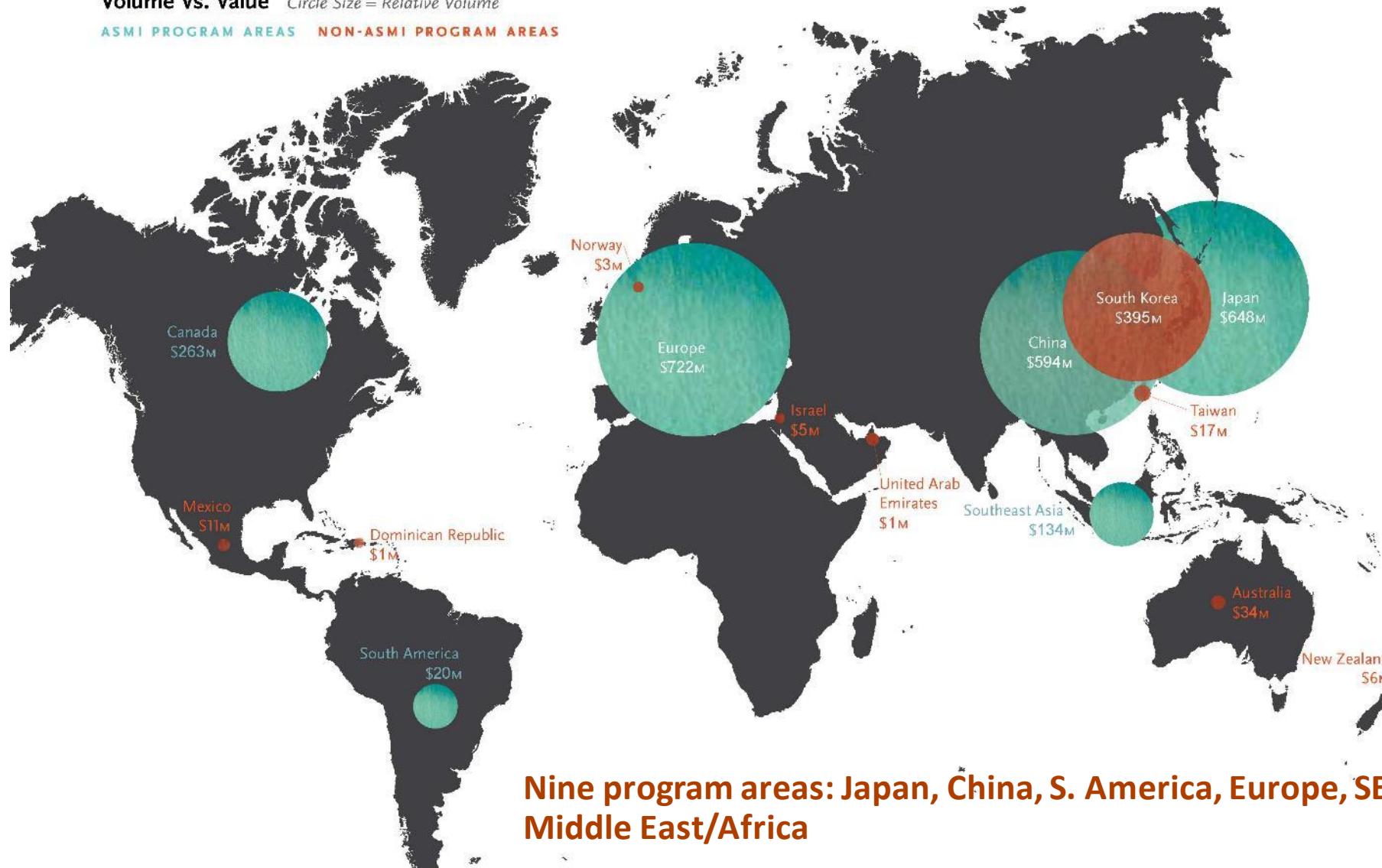
Market Research Drives Decisions



Global Market Diversification

Volume Vs. Value Circle Size = Relative Volume

ASMI PROGRAM AREAS NON-ASMI PROGRAM AREAS



About 60-70% by value of Alaska seafood production exported annually to 100 countries

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

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

Japan/Europe largest direct foreign markets







FY22/23 Domestic Promotions:

- 35,000 retail and e-commerce stores
- 18,000+ foodservice establishments



Retail Promotions



1 minute ad on Spotify focused on Alaska Sockeye!



Omnichannel Promotions

Quick & Easy Video Sockeye Tumi Bowl



Costco Connection Magazine Ad



Business Centers TV Ad



In-Warehouse Email Catalog



In-Warehouse + Online

Kirkland Signature Wild
Alaskan Sockeye Salmon

3 lbs

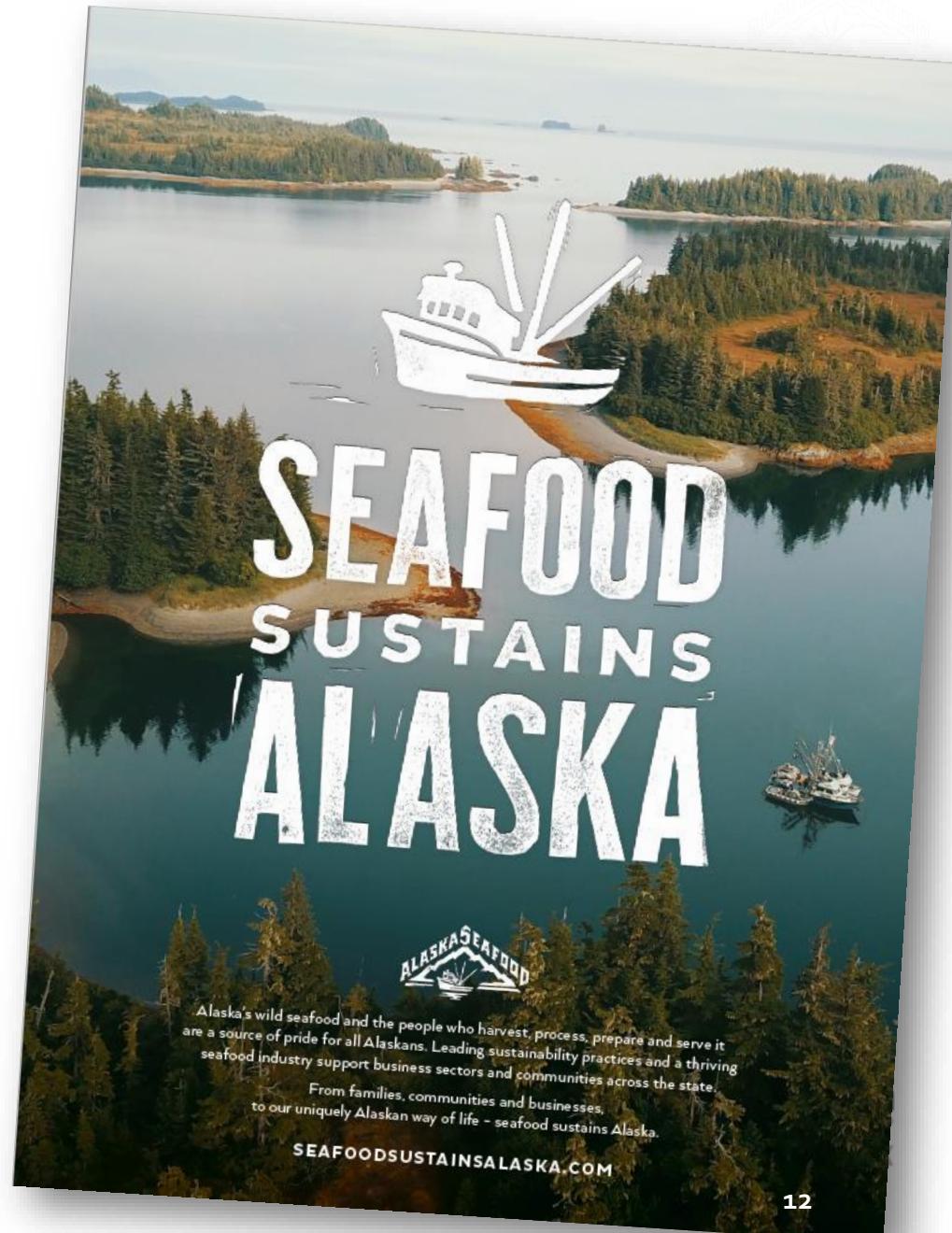
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At Rosalie Italian Soul in Houston, chef Chris Cosentino makes this variation on his family recipe, for which they typically used chicken thighs. He selected Alaska sable for its sustainability as well as its high fat content, "which adds a depth of 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



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



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

Sablefish aka Black Cod

martha stewart

How to Defrost Fish the Right Way, According to a Seafood Expert

Also, why you may prefer cooking fish from frozen rather than defrosting it.

FoodSided

PureWow



yahoo! life

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



FOOD&BEVERAGE MAGAZINE



Martha Cooks



Cruise Line Partnerships



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Wed, Sep 21 9:24pm



- Back
- Port Profiles
- Book Shore Excursions
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- Future Cruises
- Shopping Ashore
- Alaska Seafood: Natural, ...



Supporting the Great Land



Cooking with Ethan Stowell: Cod Sandwich



Cooking with Ethan Stowell: Fennel Encrusted Halibut



Online Resources

[About ASMI](#) [Fishermen Resources](#) [Technical Resources](#) [Quality: From Deck to Dish](#) [Market Information](#)
[Economic Impact](#) [Global Food Security](#)

↓ Publications ↓ Meetings & Events ↓ Announcements

The Alaska Seafood Marketing Institute aims to make Alaska seafood the #1 seafood of choice for consumers worldwide. Sustainability, quality, and nutrition and health research are our driving pillars. And our global marketing efforts ensure consumer worldwide Ask for Alaska!

[Learn More About ASMI](#)

Industry Tools

[ASMI Media Library](#) [Alaska Seafood Marketplace](#) [Alaska Seafood U](#) [ASMI Meeting Materials](#)

Resources for Industry & Fleet

[Market Information](#) [Fishermen Resources](#) [Market Your Catch](#)

Research

Research Library
The ASMI research library provides links to pertinent articles relating to the seafood industry.
[View Articles](#)

Whitepapers
ASMI Technical provides thorough research in the form of whitepapers for seafood industry needs.
[View All](#)

Resource Library
Resources like species fact sheets and nutrition information are available in the resource library.
[View Technical Resources](#)

Quality Handling Resources

Quality handling of Alaska seafood remains important from deck to dish. Review these resources created by the ASMI technical program.

[Learn More](#)

Nutrition Resources

Find out detailed information about the nutrient content of each of Alaska seafood species.

[Learn More](#)

Sustainability Resources

In Alaska, seafood is responsibly managed utilizing a world-leading science-based approach to help communities, fish stocks and entire

Pillars of Alaska's Economy



- **\$5.6 billion** in economic impact
- **43,000** direct industry jobs
- **\$1.4 billion** in labor income
- **\$157 million** in revenues that benefit state, public entities, and political subdivisions



Wild, Natural & Sustainable®

- **\$6 billion** in economic impact
- **48,000** direct industry jobs
- **\$1.8 billion** in labor income
- **\$161 million** in state, municipal, and federal taxes, fees, and assessments