

# 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



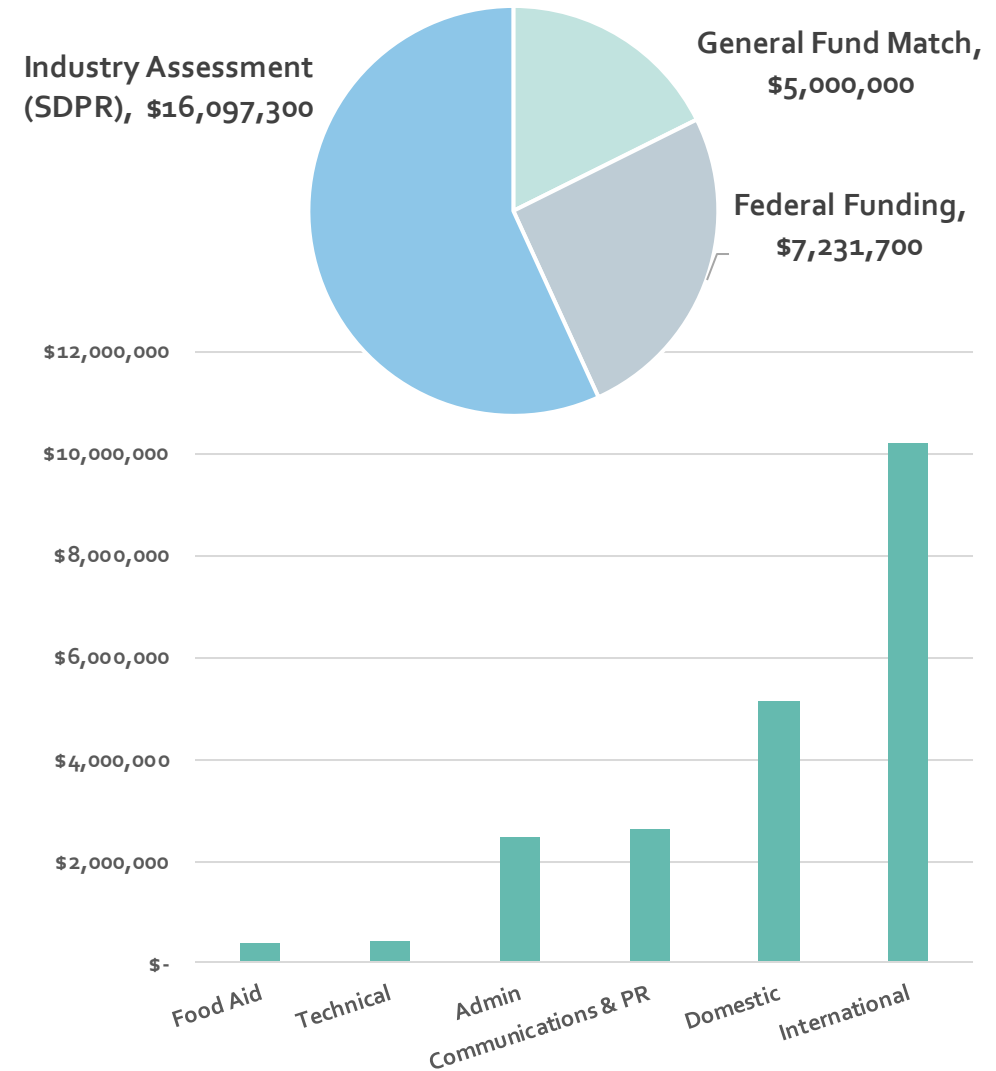
# What is the Alaska Seafood Marketing Institute?

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.

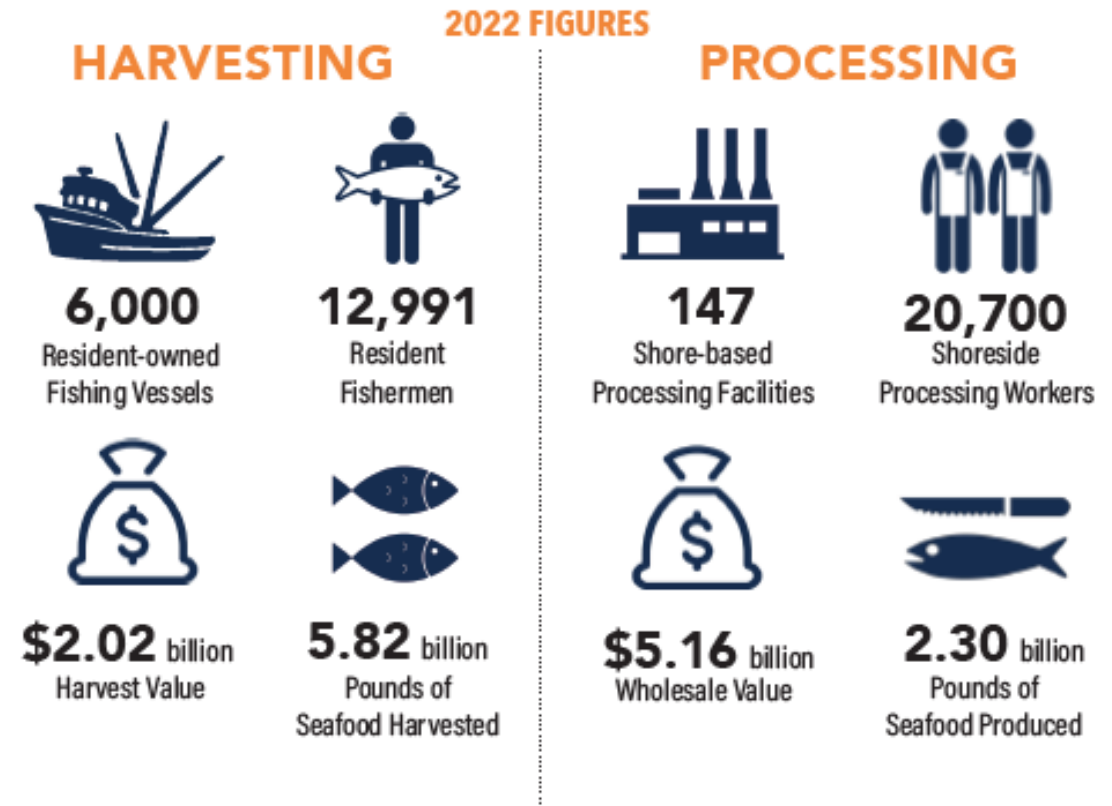
FY24 ASMI Revenues & Spend Plan





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

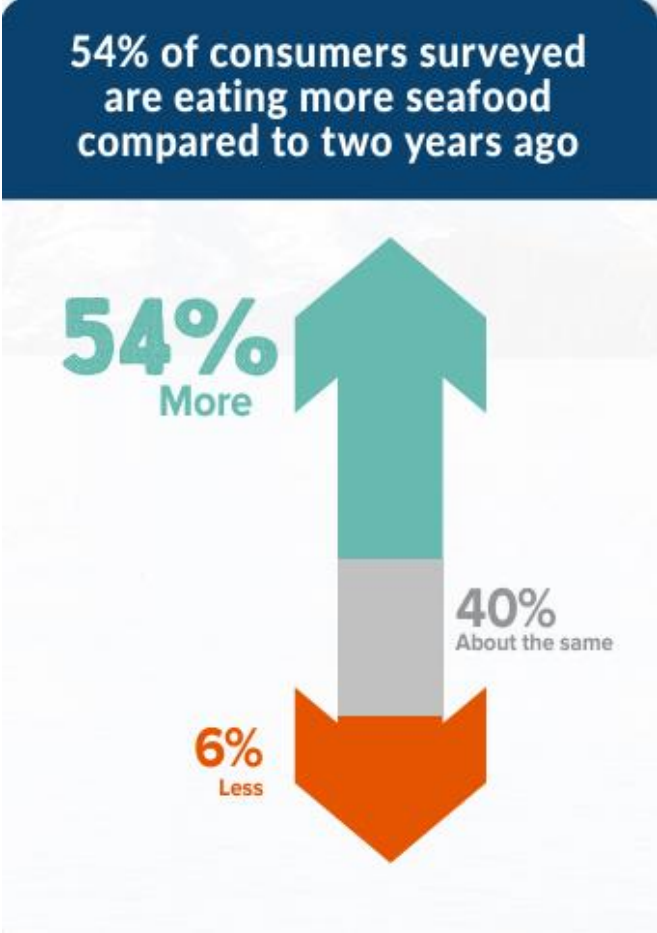
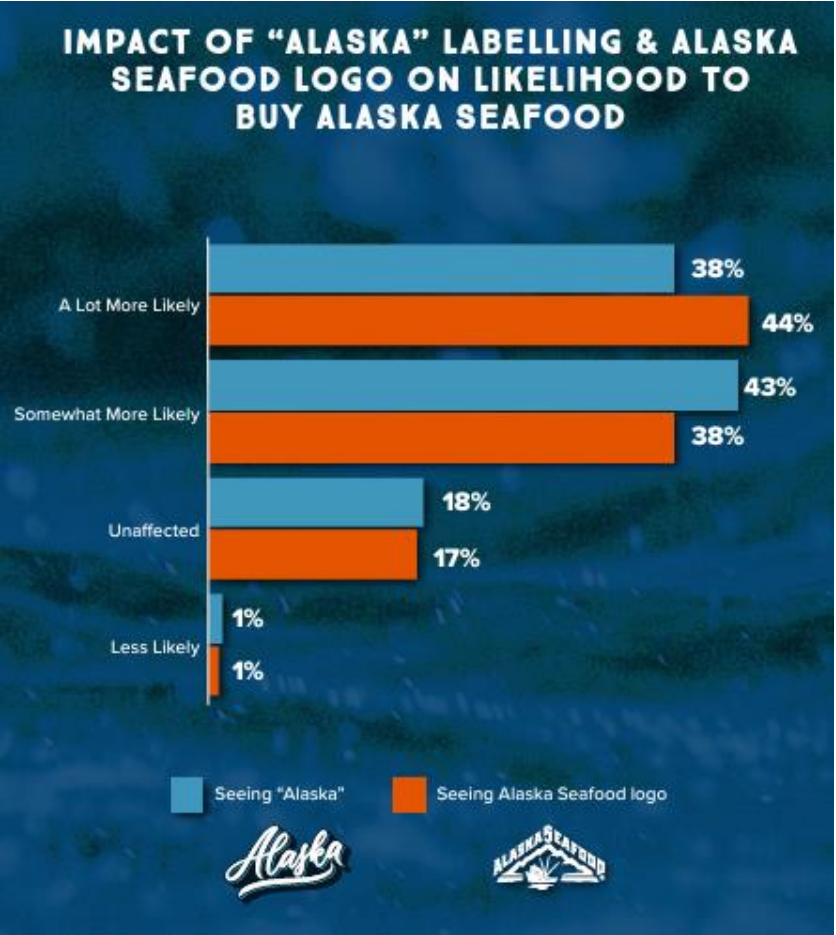
- Directly employs **48,800 workers** annually, who earn **\$1.8 billion** in labor income
  - 17,000 Alaskans from more than 140 communities employed in seafood industry
- **\$6.0 billion** total economic impact to AK
  - **\$15 billion** nationally
- **140 shore-based processors in 40+ communities**
  - 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*



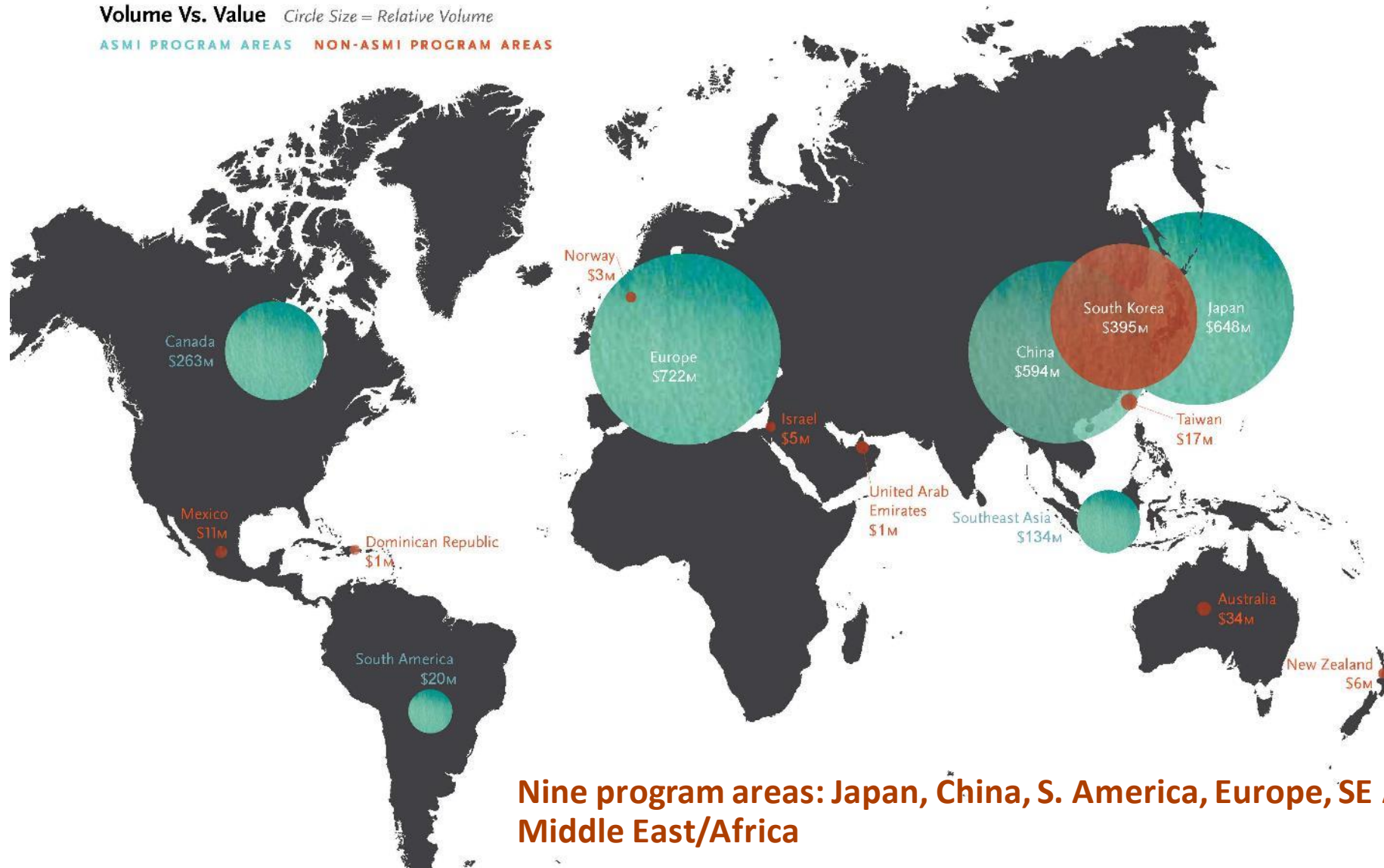
# Market Research Drives Decisions



# Global Market Diversification

Volume Vs. Value Circle Size = Relative Volume

ASMI PROGRAM AREAS NON-ASMI PROGRAM AREAS



Nine program areas: Japan, China, S. America, Europe, SE Asia, Middle East/Africa

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







**Domino's**

**NEW! 明太子ピザ**

# MENTAIKO PIZZA

Indulge in the flavors of Japan!

**Mentaiko Mayo Sauce**  
明太子マヨソース  
Creamy, umami seasoned cod roe and mayonnaise.

**CLASSICS**

**Ebi Mentaiko Pizza**

Surcharge  
Personal +\$2 Regular +\$3 Large +\$5 Xtra Large +\$7

**Milky Hokkaido Cream Cheese**

**Succulent Prawns**

**Juicy Pineapple**

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**McDonald's**

**明太子**

## เมนโทโกะ ฟิชเบอร์เกอร์

MENTAIKO FISH BURGER

เพิ่มกับซอสโชยุปลาญี่ปุ่น และสาหร่าย

อร่อยในท้องไส้

**ชุดแมคฟิช FILET-O-FISH**

**99.-**  
ปกติ 213.-

**ใหม่ ชุดเมนโทโกะ ฟิชเบอร์เกอร์ MENTAIKO FISH BURGER**

**พิเศษชุดละ: 129.-**  
ปกติ 210.-

16 ก.ย. 65 – 15 พ.ย. 65

อาหารและเครื่องดื่มในภาพแสดงถึงตัวอย่างเท่านั้น  
ราคาอาจแตกต่างกันในแต่ละสาขา  
โปรดตรวจสอบสิทธิ์ในการเปลี่ยนแปลงก่อนให้คะแนนเพื่อแจ้งให้ทราบล่วงหน้า







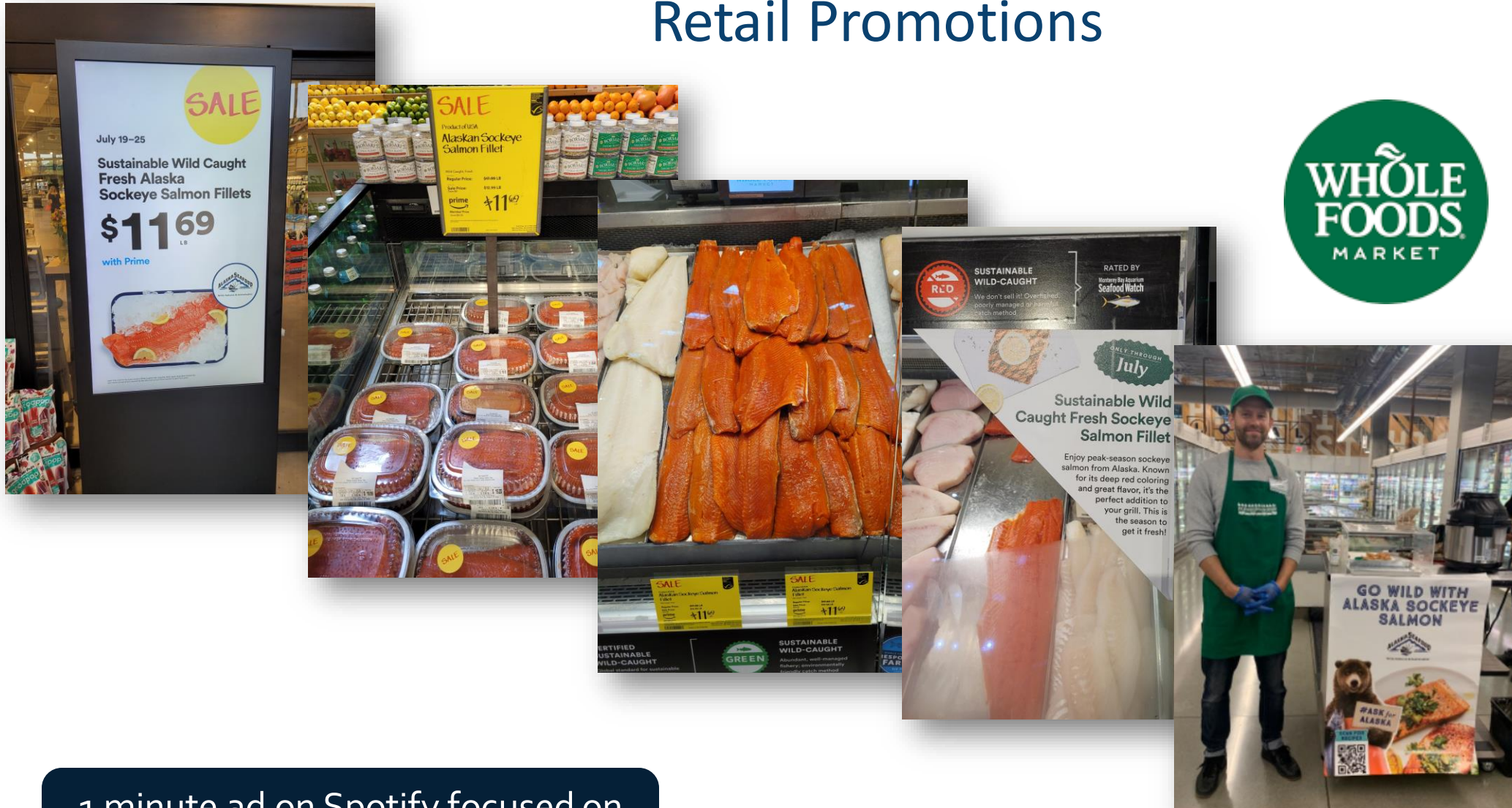


## FY22/23 Domestic Promotions:

- 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

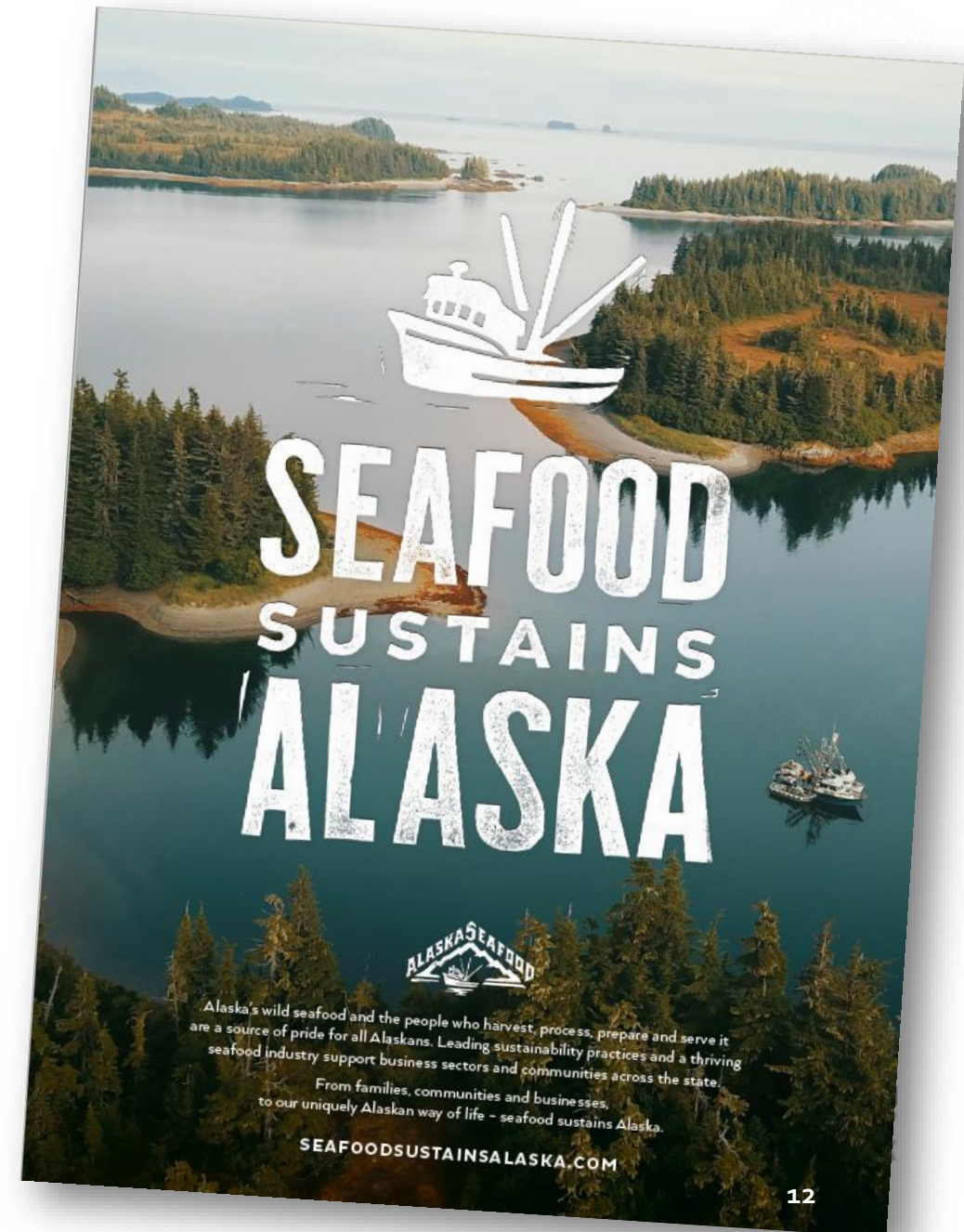


## In-Warehouse Email Catalog





# Communications & PR





# 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

## 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.

PureWow



Martha Cooks

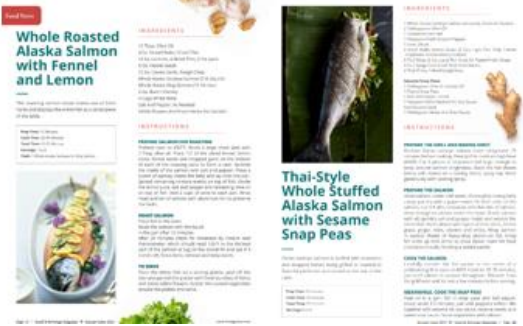


yahoo!life

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




FOOD&BEVERAGE MAGAZINE





# Cruise Line Partnerships



Play (k)

5:08 / 10:25 • Salmon >

#medallionclass #princesscruises #oceantreks

Ocean Treks Conservation Connections - Sustainable Alaskan Seafood | Princess Cruises


Princess Cruises ✓  
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
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Destinations & Excursions


Wed, Sep 21 9:24pm





Holland America Line®


 Back


 Port Profiles


 Book Shore Excursions


 Staying Safe Ashore

 Future Cruises

 Shopping Ashore


 Alaska Seafood: Natural, ...






SUPPORTING THE GREAT LAND


Supporting the Great Land



Cooking with Ethan Stowell: Cod Sandwich



Cooking with Ethan Stowell: Salmon Chop Salad



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**  
[Find Out More](#)



**Fishermen Resources**  
[Find Out More](#)



**Market Your Catch**  
[Find Out More](#)

## 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



- **\$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