



# Alaska Seafood Marketing Institute (ASMI)

Jeremy Woodrow, Executive Director

February 5, 2026  
House Finance Committee





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## ASMI Overview and Budget

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## Seafood Industry Economic Snapshot

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## ASMI Marketing Goals & Tactics

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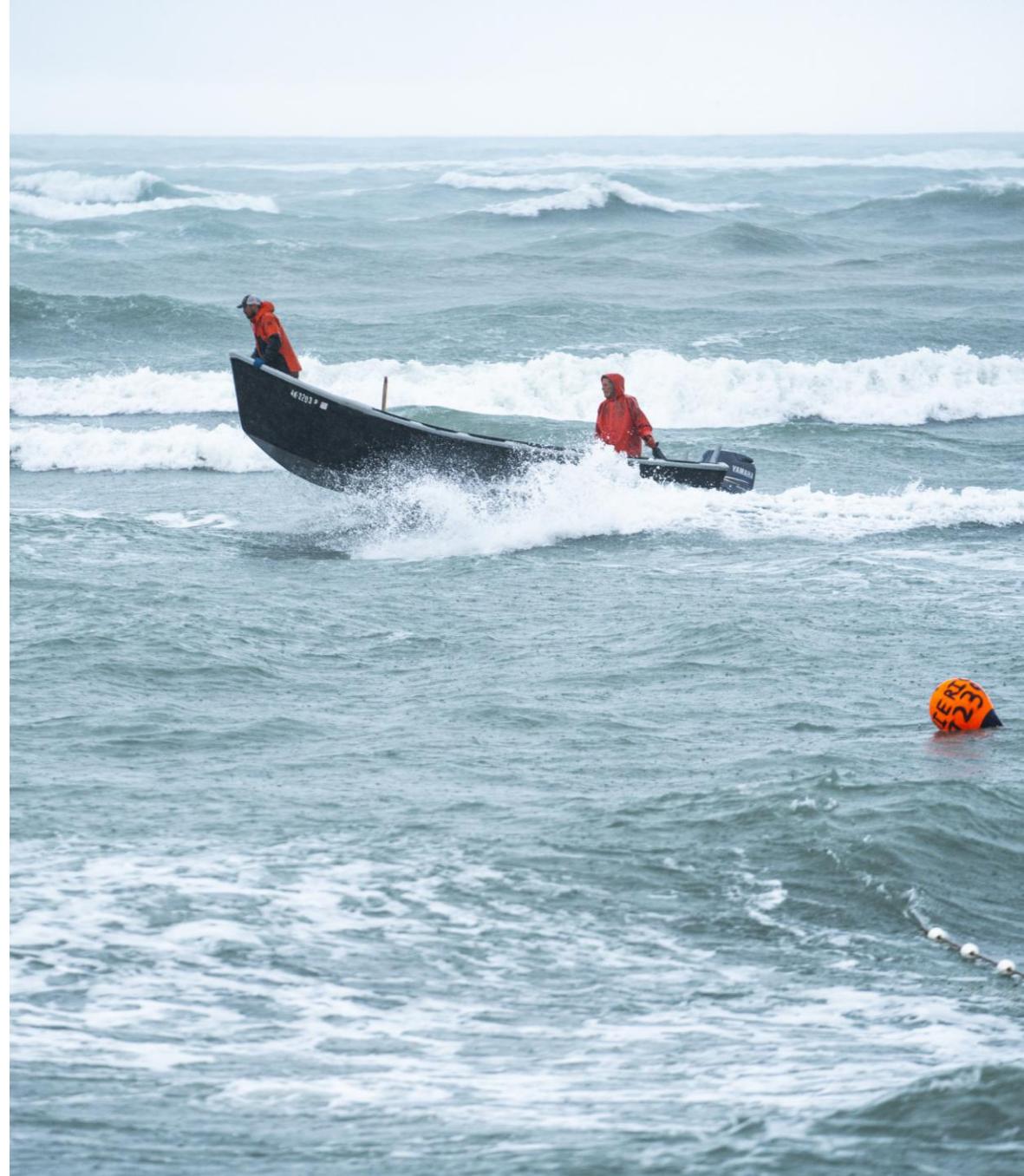


# Alaska Seafood Marketing Institute

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 Mission

The Alaska Seafood Marketing Institute is a marketing organization with the mission of increasing the economic value of the Alaska seafood resource through:



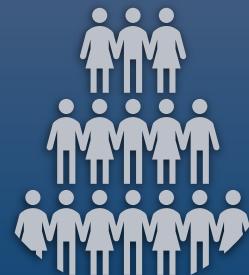
Increasing the positive awareness of the Alaska Seafood brand



Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry



Championing the sustainability of Alaska's seafood harvests resulting from existing Alaska fisheries management imperatives



Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to a changing environment and economy



Quality assurance, technical industry analysis, education, advocacy and research



Prudent, efficient fiscal management





# Raising Value & Creating Return on Investment

ASMI raises the value of Alaska seafood largely via:

- Retail and foodservice promotions
- Advertising, PR, and social media
- Accessing food aid programs
- Providing technical resources
- Advocating for fair trade practices

This creates additional value through:

- Price premium over competing supply
- Inventory reduction sales (food aid)
- Incremental sales on promotions



# ASMI Programs

International Marketing

Domestic Marketing

Seafood Technical

Communications

Global Food Aid



# ASMI Budget (in thousands)

## FY2026 Budget

- **Seafood Marketing Assessment (SDPR)**
  - \$13,464.6
- **Federal Funds**
  - \$13,023.5
    - Market Access Program (MAP)
    - Agricultural Trade Promotion Program (ATP)
    - Regional Agricultural Promotion Program (RAPP)
    - Saltonstall-Kennedy Grant (SK)
    - Cochran Fellowship
    - Emerging Markets Program (EMP)
    - Quality Samples Program (QSP)
- **\$5,000.0 UGF** (supplemental, FY2025-FY2027)

**Total FY2026: \$31,488.1**

**FY2026 Spend Plan: \$21,191.8**

## FY2027 Budget Request

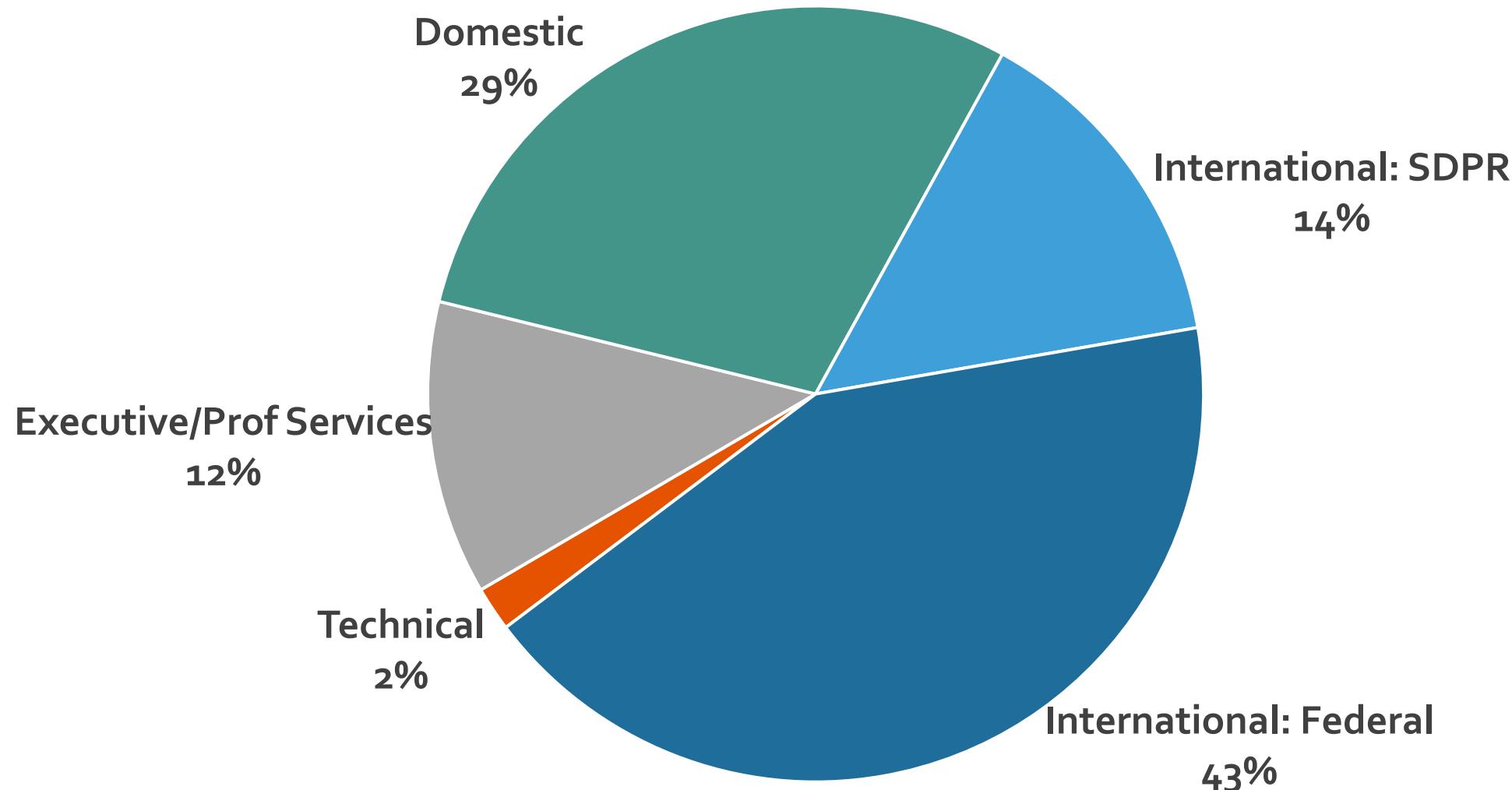
- **Seafood Marketing Assessment (SDPR)**
  - \$13,596.2
- **Federal Funds**
  - \$13,030.0\*
    - Market Access Program (MAP)
    - Regional Agricultural Promotion Program (RAPP)
    - America First Trade Promotion Program (AFTPP)
    - Saltonstall-Kennedy Grant (SK)
    - Cochran Fellowship
    - Emerging Markets Program (EMP)
    - Quality Samples Program (QSP)
- **\$0.0 UGF**

**Total FY2027: \$26,626.2**

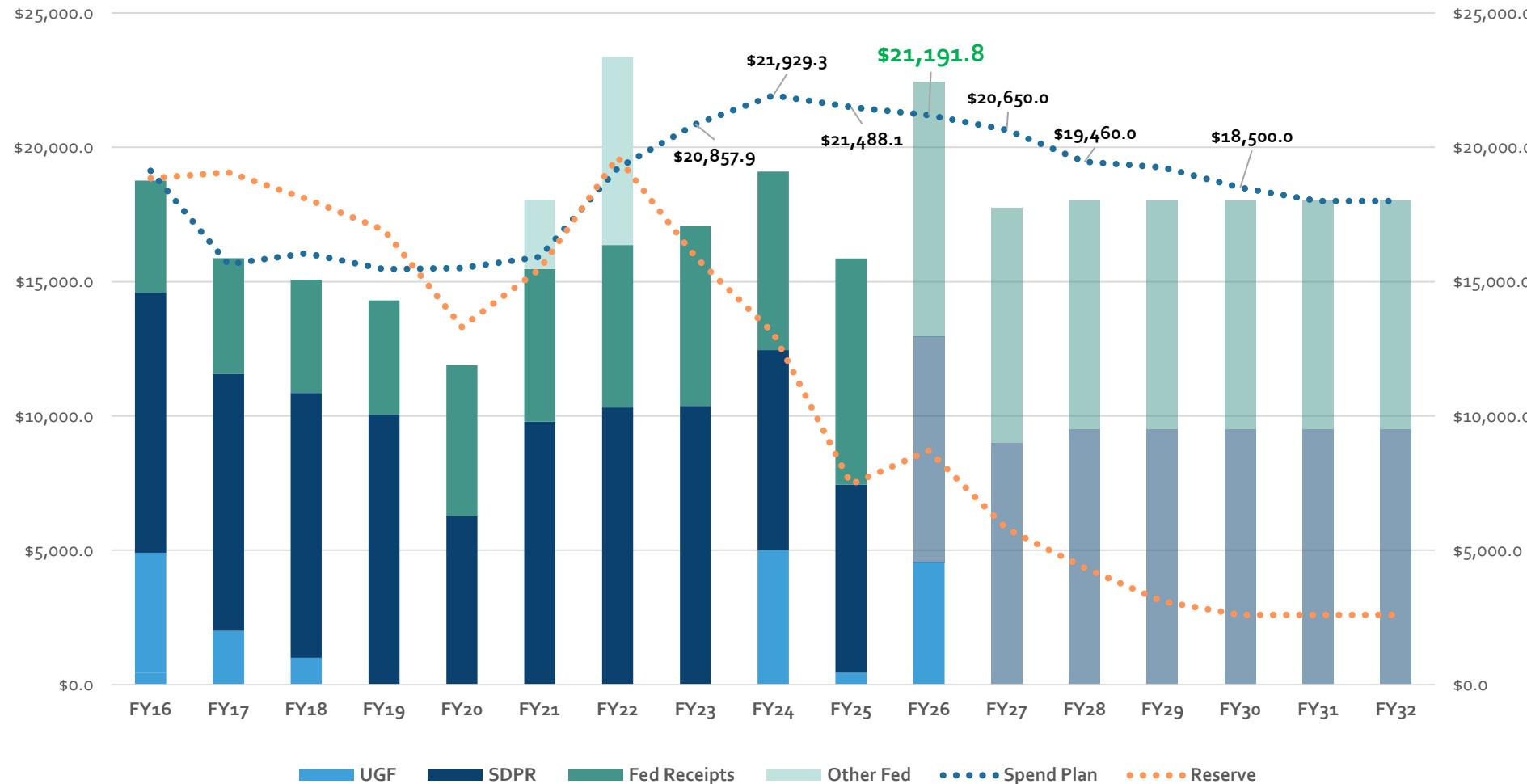
***FY2027 spend plan set by ASMI Board in May***

\*FY27 Federal Awards Pending

# ASMI FY2026 Spend Plan Breakdown



# ASMI Budget History & Forecast

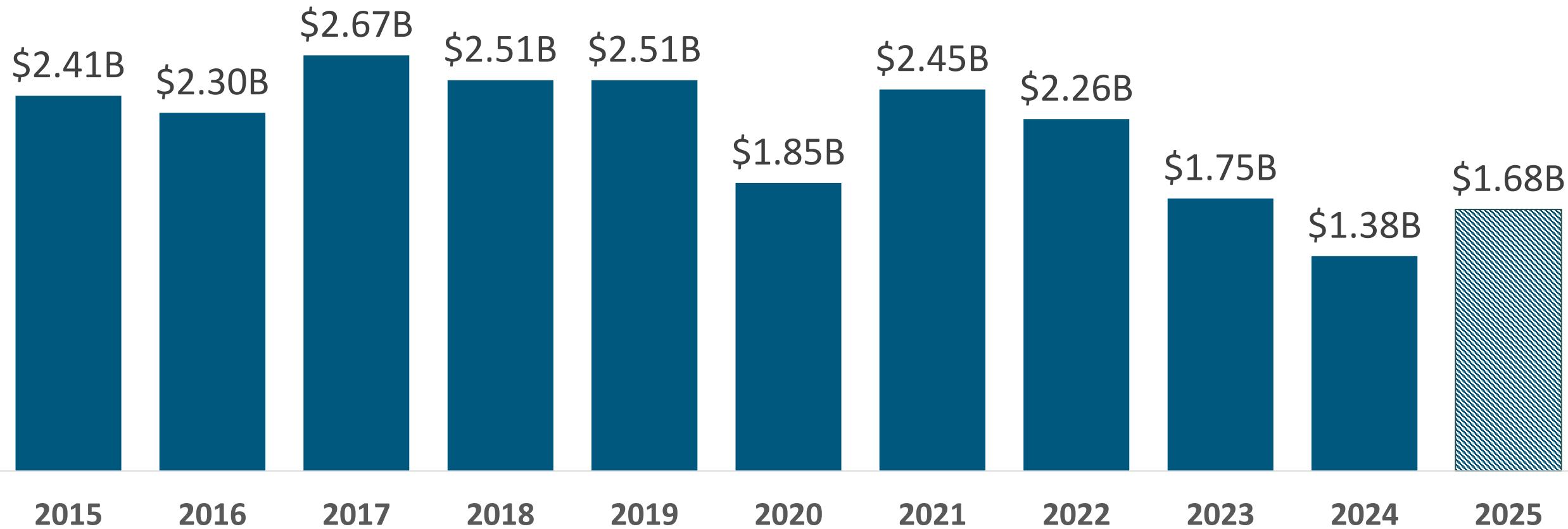


- FY2026 – FY2032 = projected revenues
- FY2025 – FY2028 Federal Revenue is increased due to Regional Agricultural Promotion Program
- FY2028 – FY2032 Federal Revenue supported by increase to Market Access Program
- FY2021 – FY2022 “Other Fed” represents CARES and ARPA



# Alaska Seafood Industry Economic Snapshot

Ex-Vessel Value of Alaska Seafood Harvest (inflation-adjusted, 2025 \$billions),  
2015-2024 actuals and 2025 estimate



# Alaska Seafood Industry Economic Snapshot 2023/2024

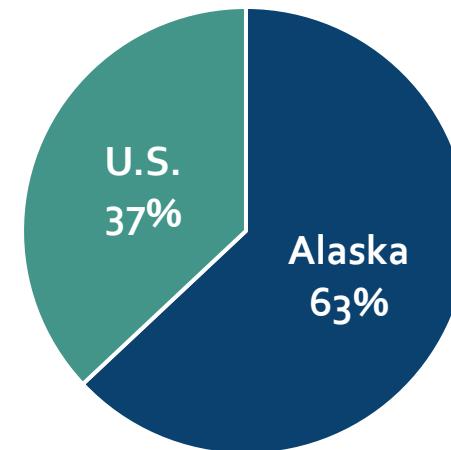
Total added economic value to Alaska's economy by the seafood industry: **\$5.2 billion**

Fishermen were paid **\$1.5 billion** for the harvest (ex-vessel value).

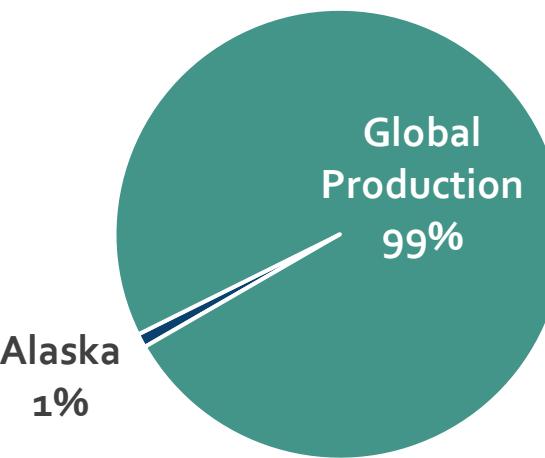
Processing companies employed **21,000** workers and accounted for **62%** of manufacturing employment in Alaska.

Processors produced **\$4.2 billion** worth of seafood products (first wholesale value).

U.S. Seafood Production



Global Seafood Production

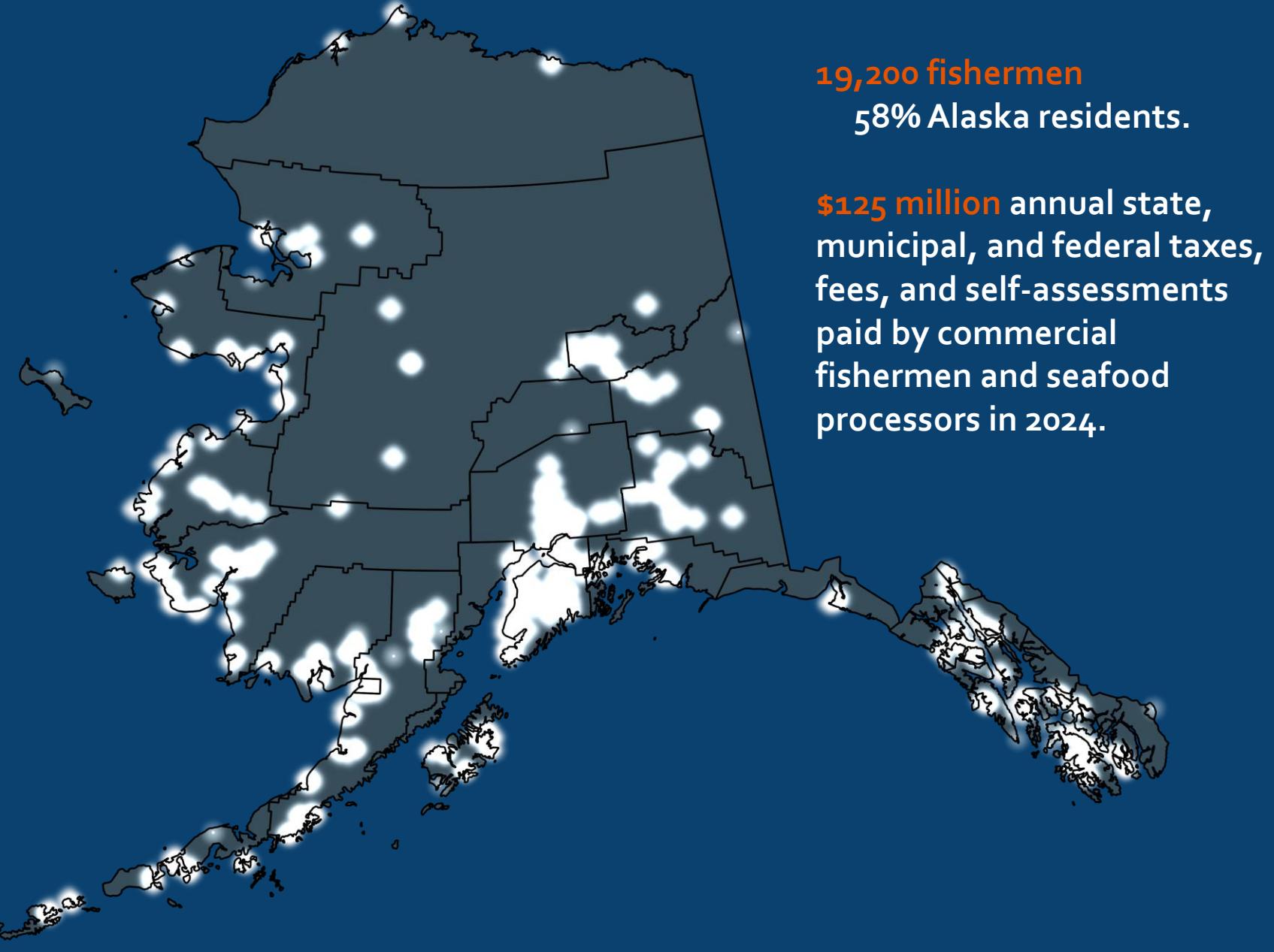


Alaska's commercial fishermen live across the state but are concentrated in key fishing ports across coastal Alaska and the state's population centers in Southcentral.

In 2024, there were Alaska commercial fishermen (skipper/crew) in all 30 of the boroughs and census areas that comprise Alaska.

#### Top 6 Census Areas

2,030	Kenai Peninsula
1,106	Anchorage
917	Kodiak
827	Dillingham
723	Sitka
621	Mat-Su



**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 Russian 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 CSI (Certified Seafood International) 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.

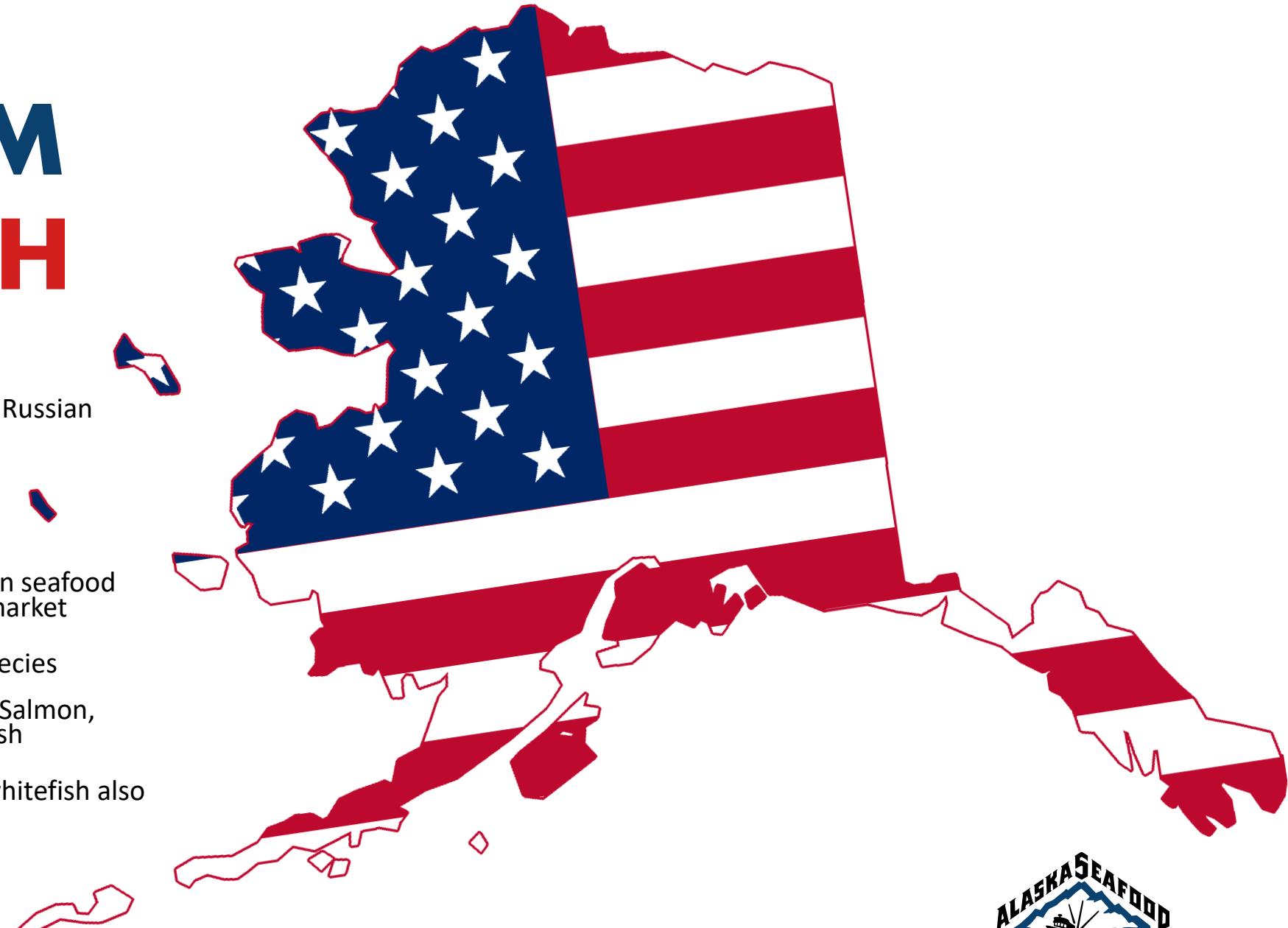


## **ASMI FY25 - FY27 Three-Year Goals**



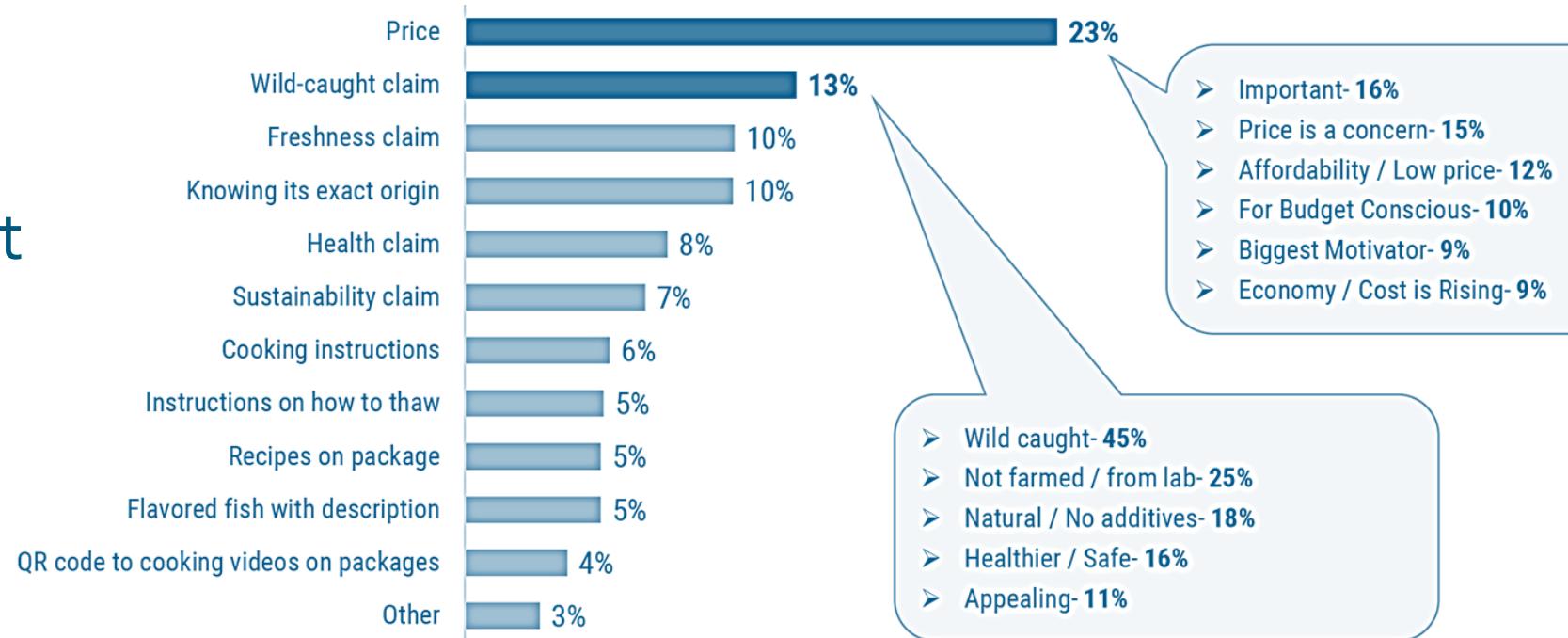
# FREEDOM FISH

- Federal Executive Order 14068: Bans Russian Seafood from U.S.
  - Extended April 10, 2025
  - HJR 29: supports continuation
- 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



**“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

**Circana**

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

**53%**

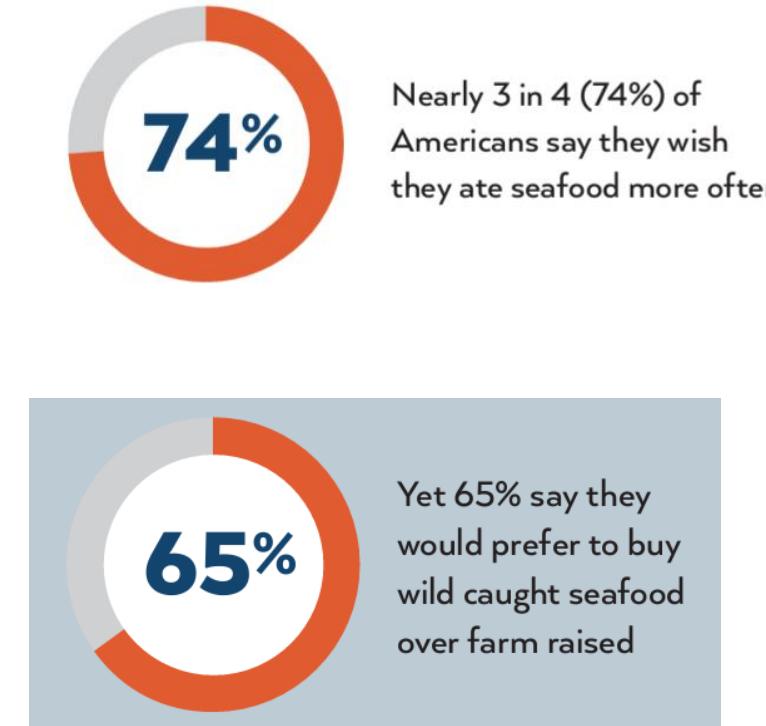
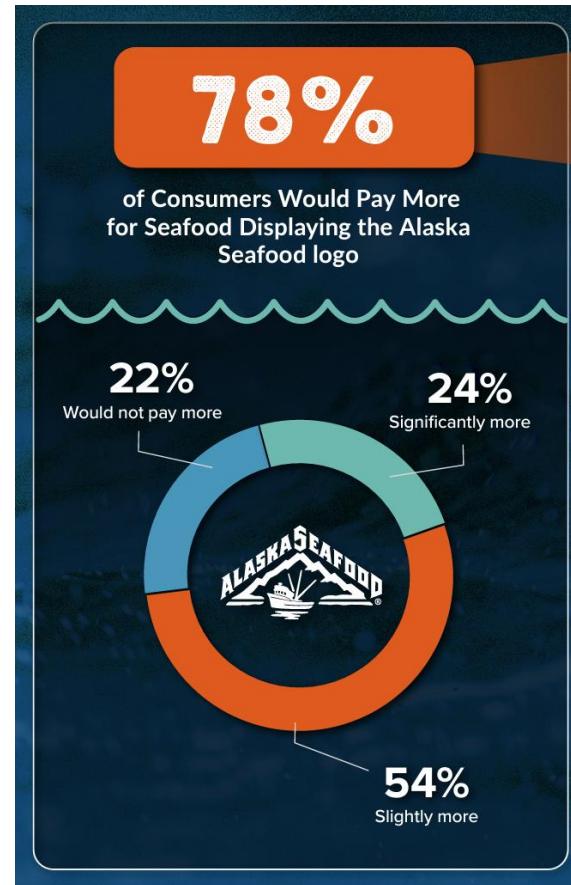
of top seafood buyers prefer **wild caught**

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

**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



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



## FoodSided

## PureWow



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

#### Sablefish aka Black Cod

## yahoo!life

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



## 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.

## Martha Cooks



## FOOD&BEVERAGE MAGAZINE



# FY25 Consumer PR & Social

Influencer Partnerships Delivered High Engagement at Scale

**38 78K 5.51M 3%**

Placements Engagements Impressions Engagement Rate

The Shift to Engaging, Creator Led & Community Focused Content Fueled Social Success

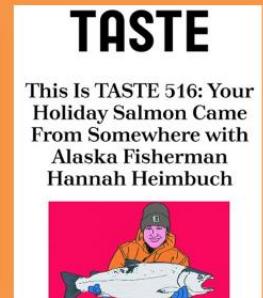
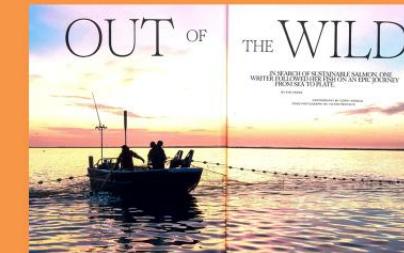
**11% 104K 17.7M 7%**

Increase in Instagram Engagements Impressions Engagement Rate

Earned Media Coverage Drove the Majority of Reach

**249 7.14B**

Placements Engagements



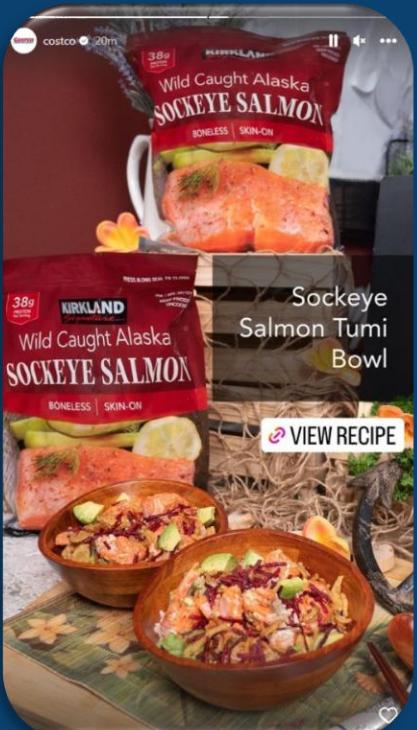
**GRUB STREET**

Salmon Roe Is the Perfect Ingredient For This Moment These eggs are both luxurious and affordable.



# Omnichannel Promotions

## Quick & Easy Video Sockeye Tumi Bowl



## Costco Connection Magazine Ad



### Char-Grilled Alaska Sockeye Salmon Rice Bowl

3 cups cooked rice, kept warm  
1/4 tsp nigella seeds or black sesame seeds  
1/2 Tbsp extra-virgin olive oil  
Salt and pepper, to taste  
4 tsp canola oil, divided  
4 (4 to 5 oz each) Wild Alaska Sockeye Salmon fillets, quartered

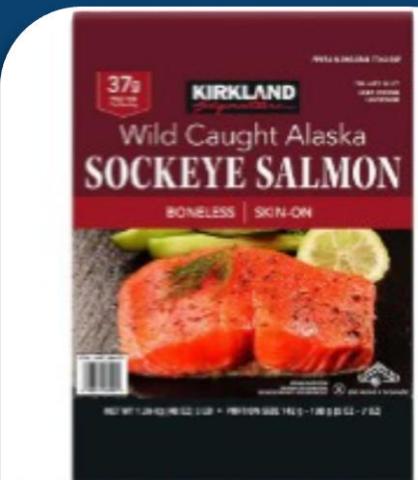
Toss the warm rice with the seeds, olive oil, salt and pepper. Heat a grill to medium-high heat. Rub 2 tsp canola oil on the grill grates and 4 metal skewers. Skewer the salmon. Brush the fish with the remaining canola oil, then salt and pepper to taste. Cook for a few minutes on each side, until slightly 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 3/4 cup rice to each bowl. Arrange 1/2 cup cucumber, 1/2 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



### In-Warehouse + Online

Kirkland Signature Wild Alaskan Sockeye Salmon

3 lbs

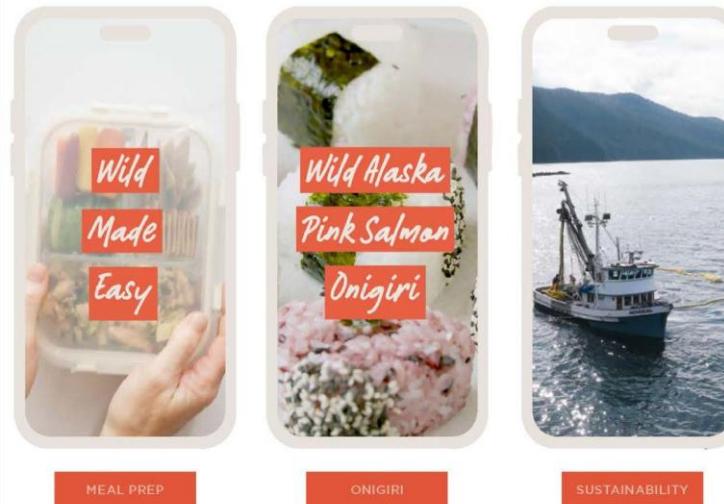
**\$5 OFF**

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

**COSTCO**<sup>®</sup>  
WHOLESALE



# Elevating Pink Salmon



VALUE

VERSATILE

CONVENIENT

HEALTHY





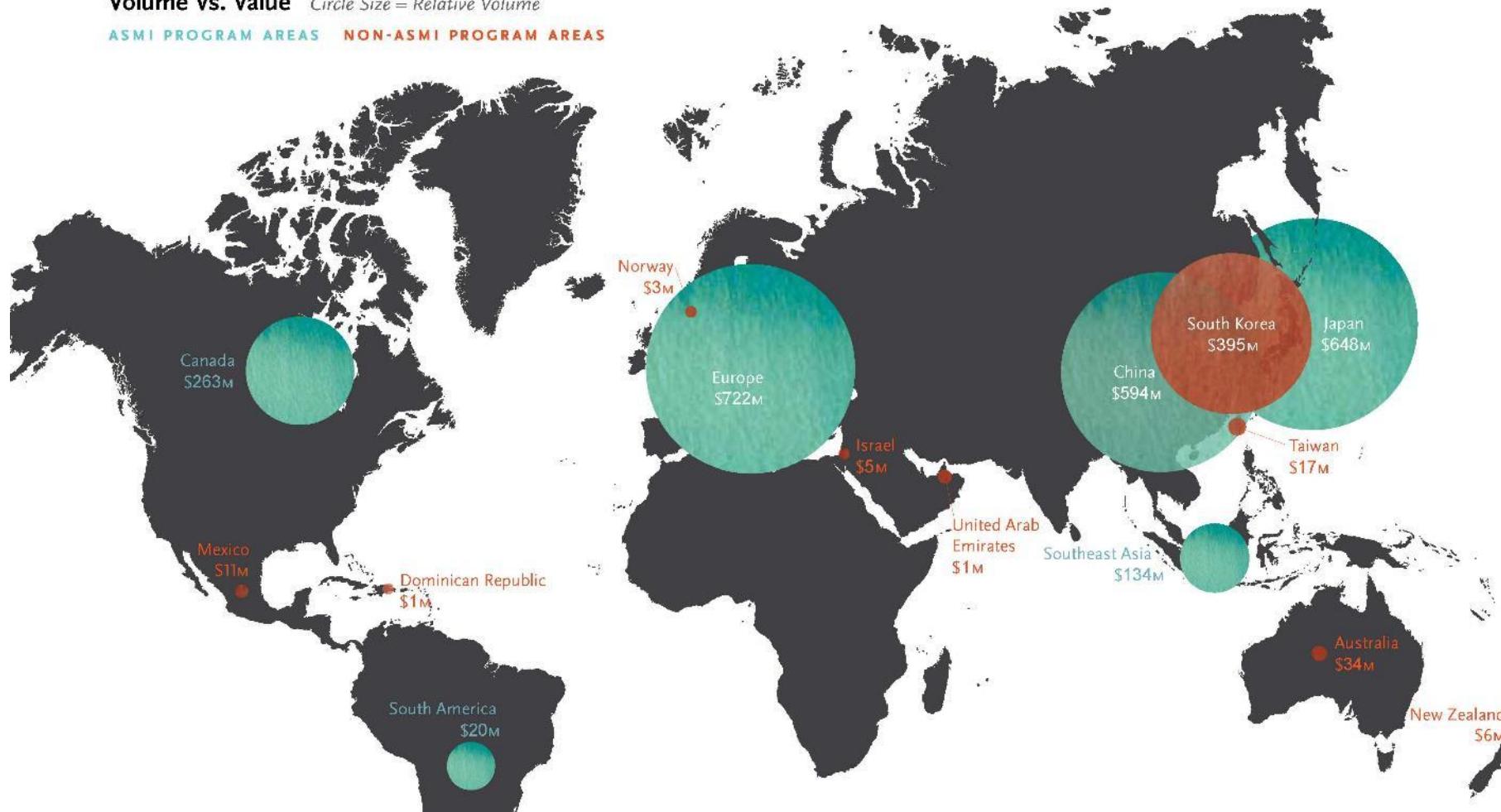
# Building Lasting Promotions



# 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 55 countries.

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

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

Japan/Europe are the largest direct foreign markets.

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

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



# FamilyMart Japan

- October 2023, FamilyMart promoted ikura and tarako onigiri (rice balls made with roe from salmon and Alaska pollock)
- 25-day promo period featured **in 7,500 stores and sold 3.5 million servings**
- ASMI video showcasing Alaska's incredible beauty and wild fisheries was played **3.8 million times** across all the stores
- Sales of ¥1,045 billion yen – approx. **\$7.1 million USD for only \$56,000 invested by ASMI**



# Convenience Stores: In-Store Digital Signage

- Promoted Alaska Seafood as “Good Fish” in Japan, aligned with Fisheries Agency’s Good Fish Day (Nov 3–7, 2025)
- Nationwide **campaign at approx. 10,071 FamilyMart stores**, running Nov 4–17, targeting evening shoppers (5 pm–10 pm)
- **Seven Alaska Seafood logo-branded items**, including miso-marinated Alaska Greenland halibut, grilled Alaska Atka mackerel, and pollock surimi sticks
- In-store **digital signage monitors** showcased products and Alaska Seafood branding to maximize consumer awareness

Ad impressions: ~14.2 million  
Estimated annual sales (Mar 2025–Feb 2026):  
~¥2.8 billion (\$18M USD)

Total Alaska seafood packs: ~14 million



# 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: \$0.5m (2018) to \$11m (2022)
- Consistent growth in premium species like sockeye

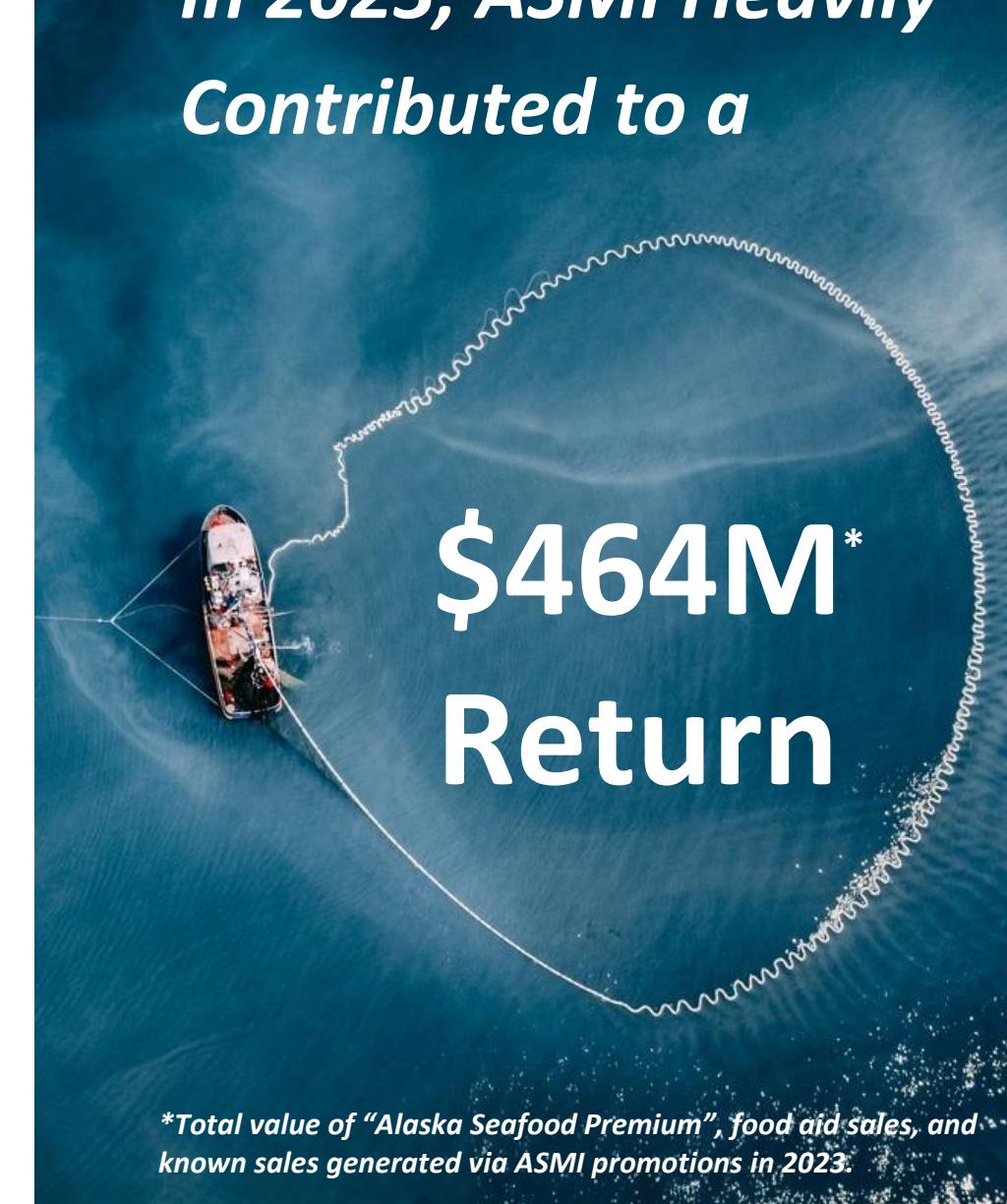


# ASMI ROI Summary

- Leverage: for every \$1 provided by industry and the State of Alaska (FY2020 - FY2024), ASMI received an extra \$0.82
  - *FY2020 - FY2024 Average Expenditures: \$18.7M*
- Market Premium: ASMI heavily contributed to a \$318M premium for major Alaska seafood products in CY2023
- Promotions: \$68 in retail sales for every \$1 ASMI spent on domestic and international promotions (FY20-FY25)\*
- Advertising: Generated +12B media impressions and +115M social media impressions in FY2024
- Food Aid: supported sales of \$173M in CY2023-2024
- Benefits roughly 17,000 Alaskans in 142 communities

*\*Based on promotions with available data.*

*In 2023, ASMI Heavily Contributed to a*



**\$464M\***  
**Return**

*\*Total value of “Alaska Seafood Premium”, food aid sales, and known sales generated via ASMI promotions in 2023.*

# The Unseen & Non-Quantifiable ROI

- Potential price premium for other species, but lack of data for “apples-to-apples” comparisons
- Marketing resources
- Direct Marketers Support
- Demand generated from advertising
- Benefits of communications program & policy support
- Customers created through recipes & partnerships with chefs
- Technical resources
- New market development (SE Asia, Middle East, South America)





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



Increase Alaska Seafood brand recognition in the U.S.



Differentiate Alaska CSI (Certified Seafood International) in the U.S. domestic market

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