

An overview of the *Alaska Seafood Marketing Institute*

February 6th, 2014

Alaska State Legislature

House Fisheries Committee



Wild, Natural & Sustainable®

Summary

- Alaska Seafood Industry
- ASMI Budget
- ASMI Organization
 - industry involvement
- ASMI Programs - Video
- Opportunities & Challenges



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Impact of Alaska Seafood Industry

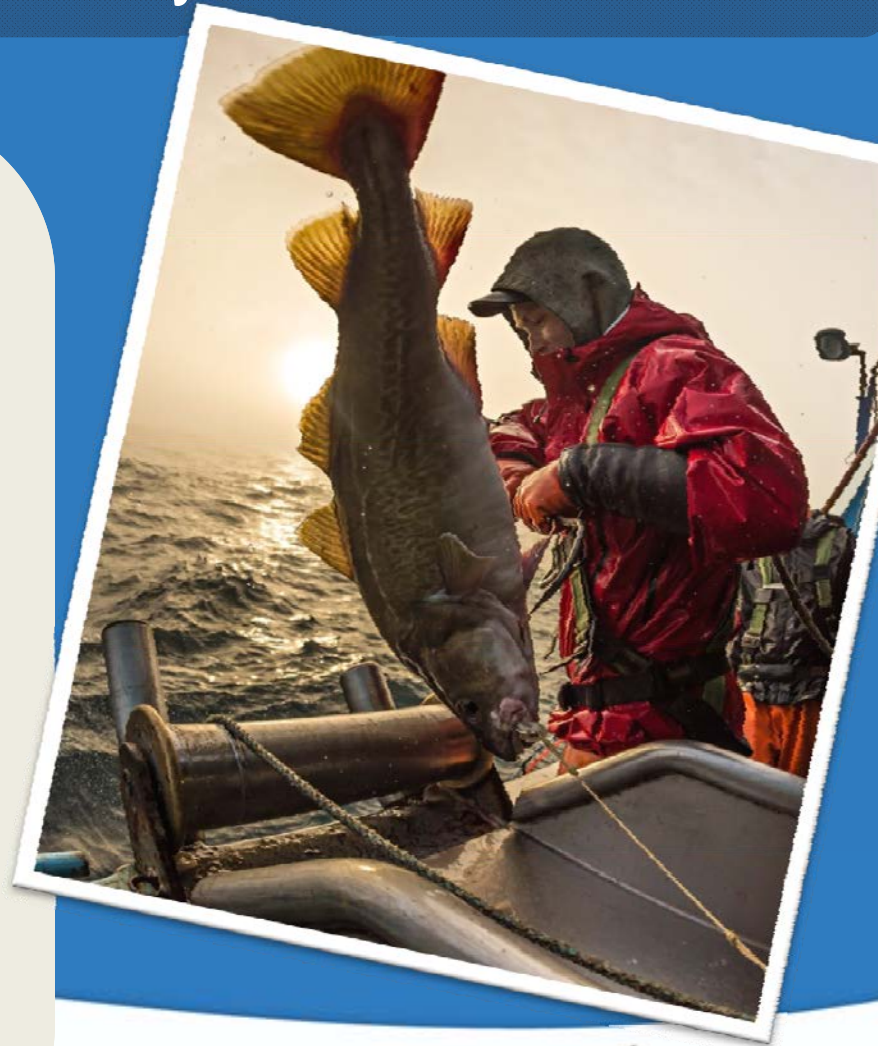
Alaska seafood directly employs 62,650 workers in Alaska, over 28,200 are Alaska residents .

Including multiplier effects, accounts for 81,000 jobs, \$6.7 billion in economic output, and \$2.1 billion in labor income within AK .

Accounts for 10 percent of all civilian labor income in AK, and 7 percent of all resident labor income.

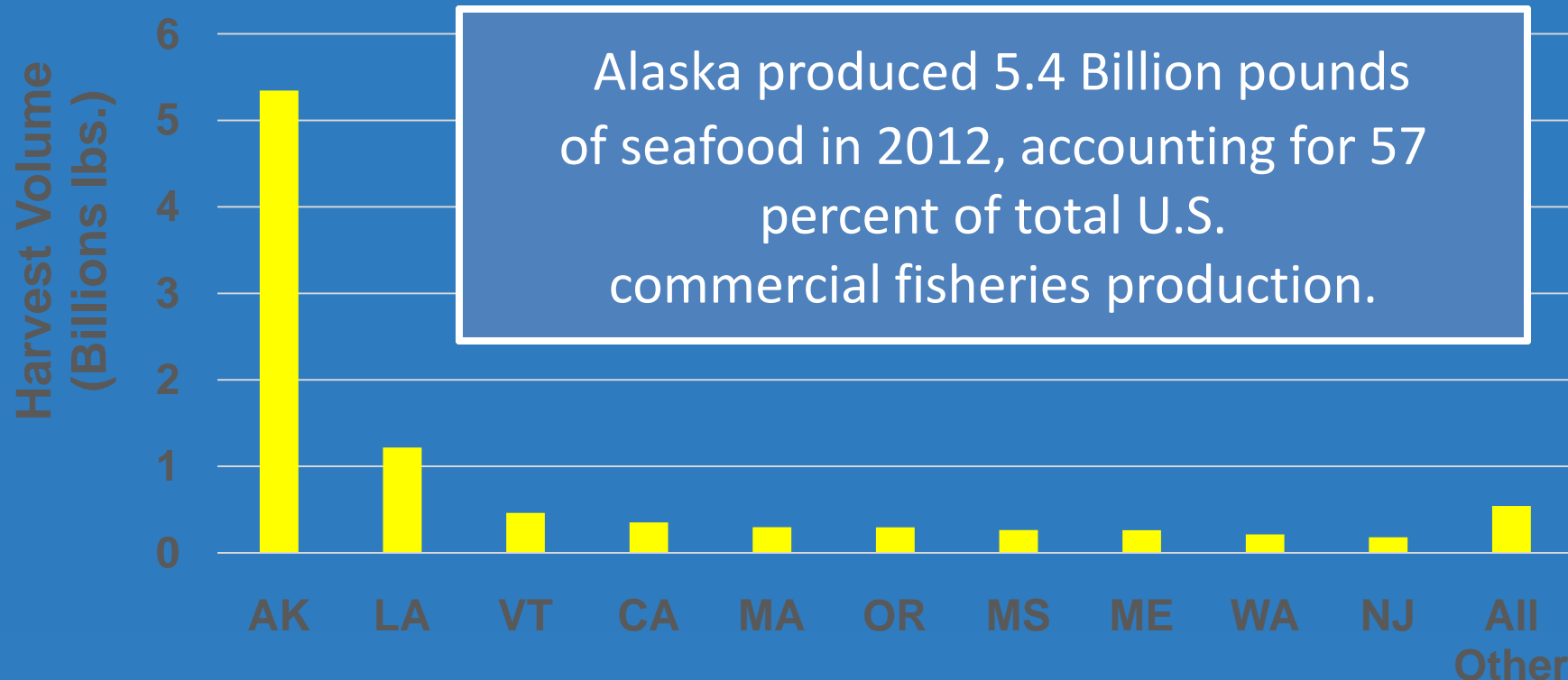
Southcentral is home to most participants but participation rate highest in western Alaska, Kodiak, and Southeast.

Source: McDowell Group



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Alaska is Top U.S. Seafood Producer, By a Wide Margin



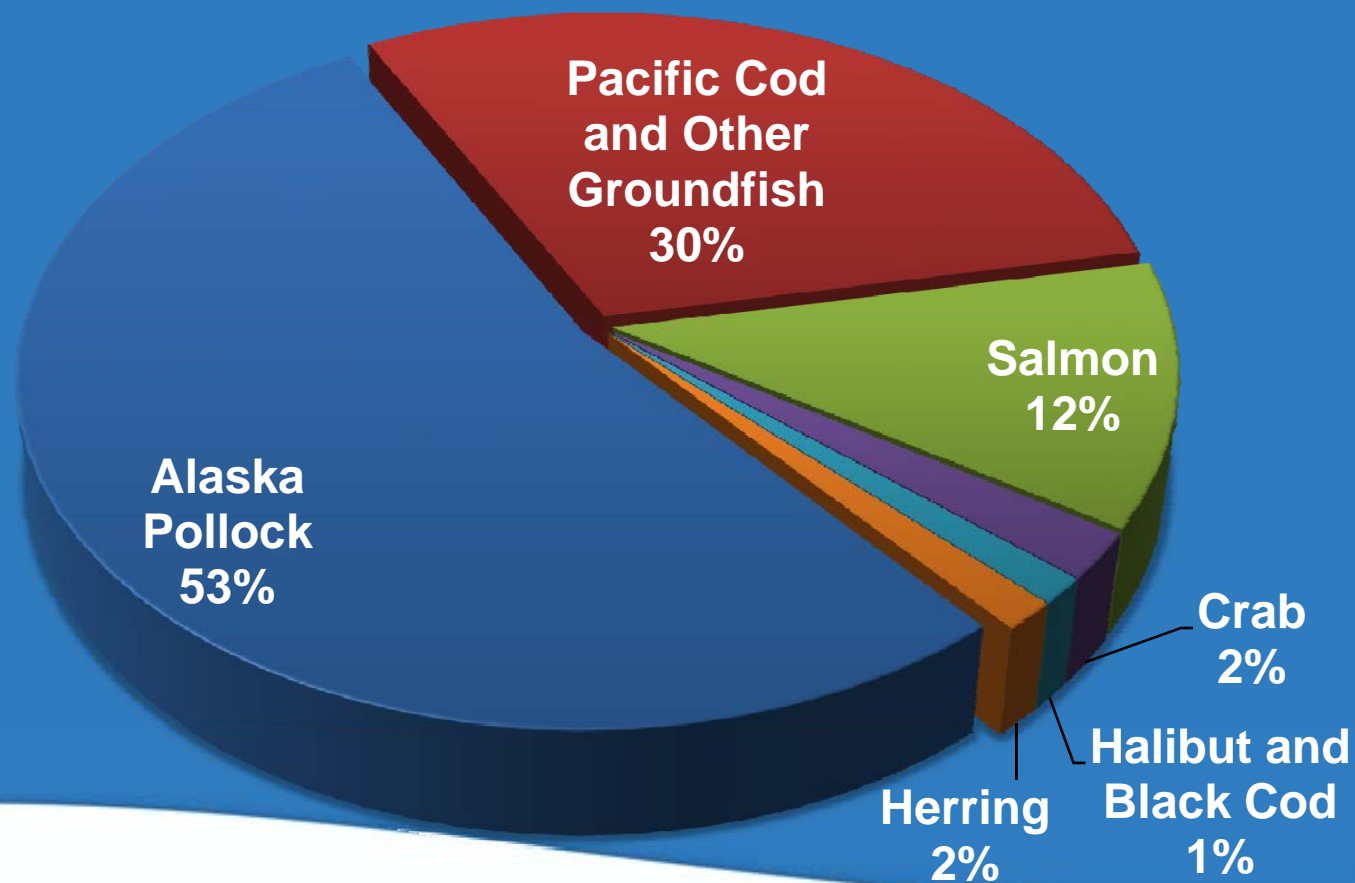
Source: NMFS and ADFG.



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Alaska Seafood: Composition by Volume

Total 2012 Harvest: 5.4 Billion lbs.



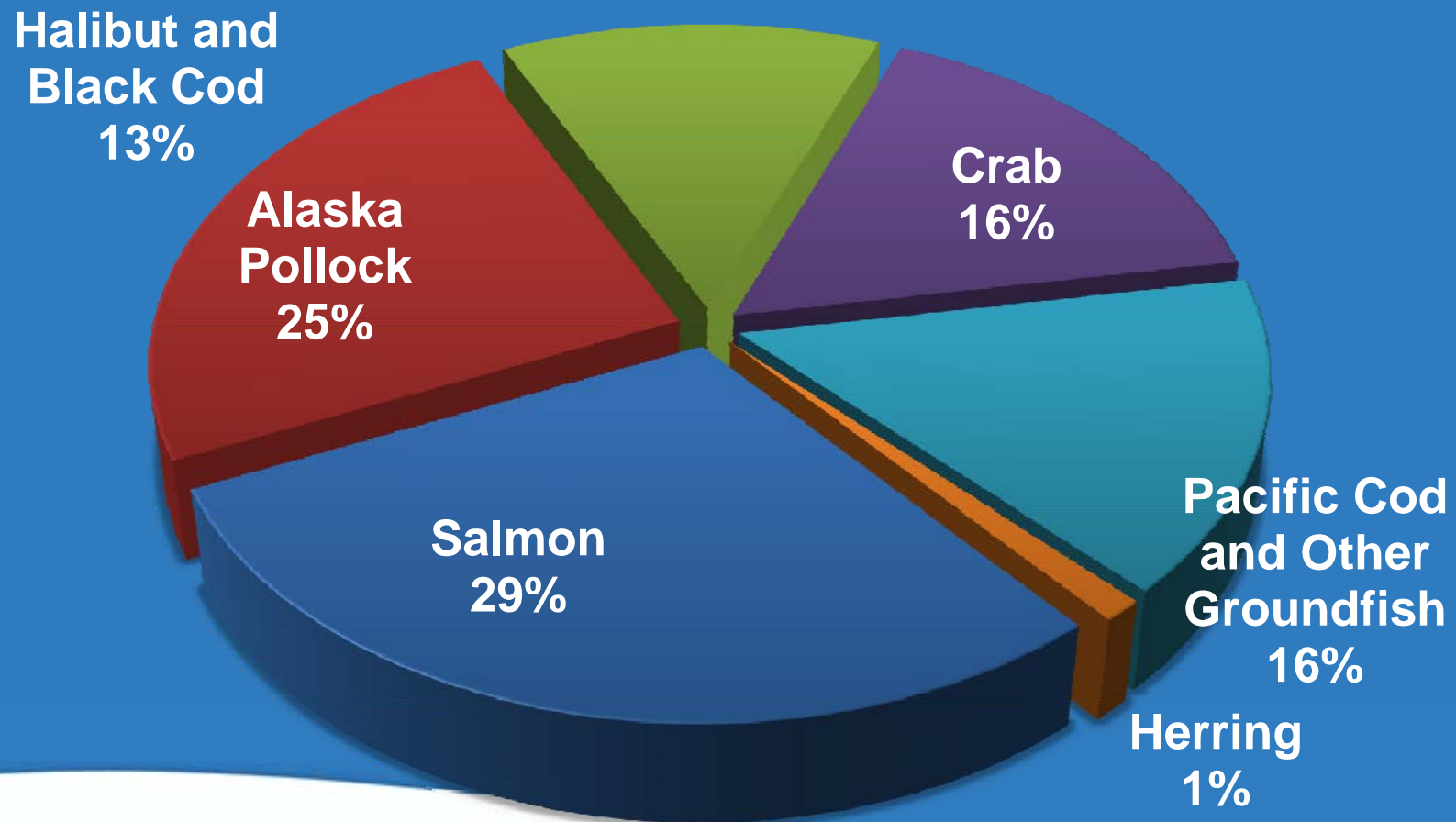
Source: NMFS, ADFG.



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Alaska Seafood: Composition by Ex-Vessel Value

Total 2012 Ex-Vessel Value: \$2.1 Billion



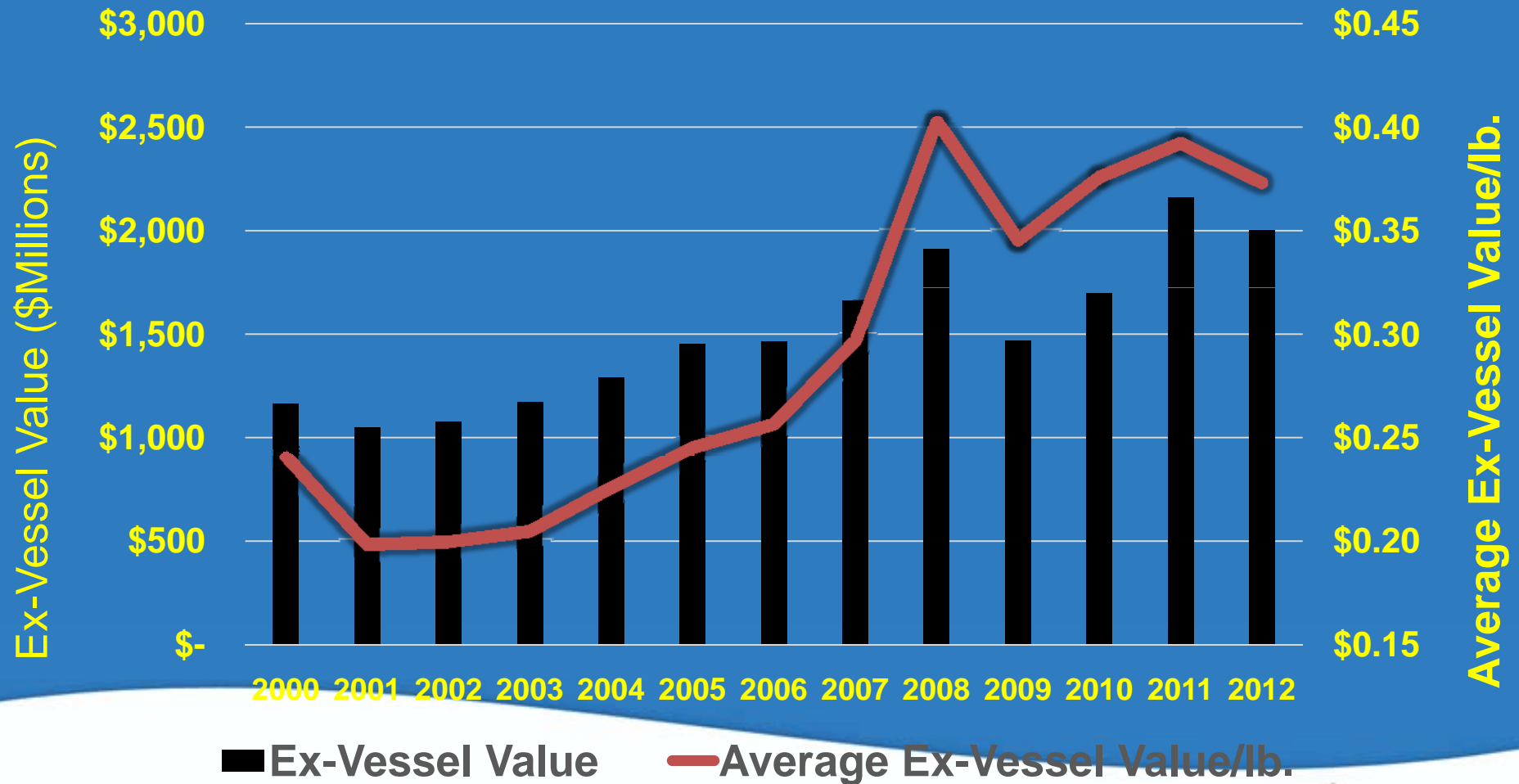
Source: NMFS, ADFG, and ASMI



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Ex-Vessel Value of AK Seafood

Alaska Seafood was worth over \$2.0 billion in 2012



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Source: ADFG, NMFS, ADOR, and McDowell Group estimates.

EXPORTED VALUE OF ALASKA SEAFOOD

ORANGE ARROWS=VALUE OF SEAFOOD EXPORTED GREEN = ESTIMATED RE-EXPORTS TO MAJOR RE-PROCESSORS



Alaska is the 6th Largest Seafood Exporter

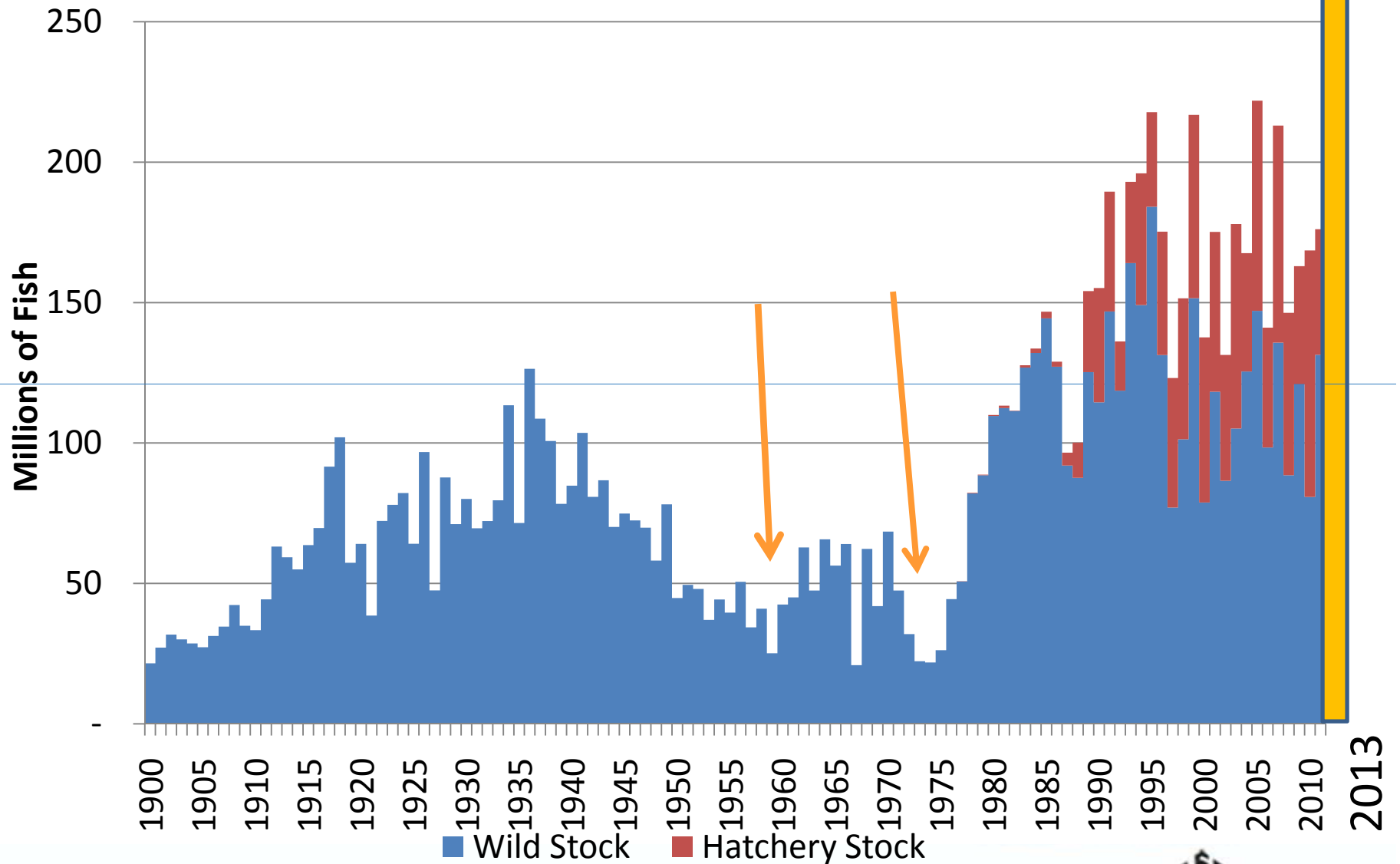
| 2012 Rank | Country (Primary Exporters) | Seafood Exports in Billions of \$US (2012) |
|-----------|--------------------------------|---|
| 1 | Norway | \$9.5 |
| 2 | Russia | 4.5 |
| 3 | Vietnam | 4.2 |
| 4 | Chile | 3.9 |
| 5 | Canada | 3.7 |
| 6 | A L A S K A | 3.2 |

Source: NMFS and Global Trade Atlas.



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Historical Alaska Salmon Harvest



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Alaska Salmon by Species - 2013

| <u>Species</u> | <u>Ex-Vessel Value</u> | <u>Pct.</u> | <u>Volume (lbs)</u> | <u>Pct.</u> |
|-----------------------|-------------------------------|--------------------|----------------------------|--------------------|
| Chinook | \$19,208,000 | 3% | 281,000 | <1% |
| Keta | \$74,067,000 | 11% | 143,556,000 | 14% |
| Coho | \$35,757,000 | 5% | 33,007,000 | 3% |
| Pink | \$277,160,000 | 40% | 691,806,000 | 66% |
| Sockeye | \$284,951,000 | 41% | 177,720,000 | 17% |
| Total | \$691,143,000 | - | 1,049,705,000 | - |

- ◆ First time over 1 billion pounds
- ◆ Record pink harvest and near record coho harvest
- ◆ Sockeye missed projections in Bristol Bay
- ◆ Keta below projections but still large harvest

Note: Data is preliminary and does not include bonuses or retro-payments.

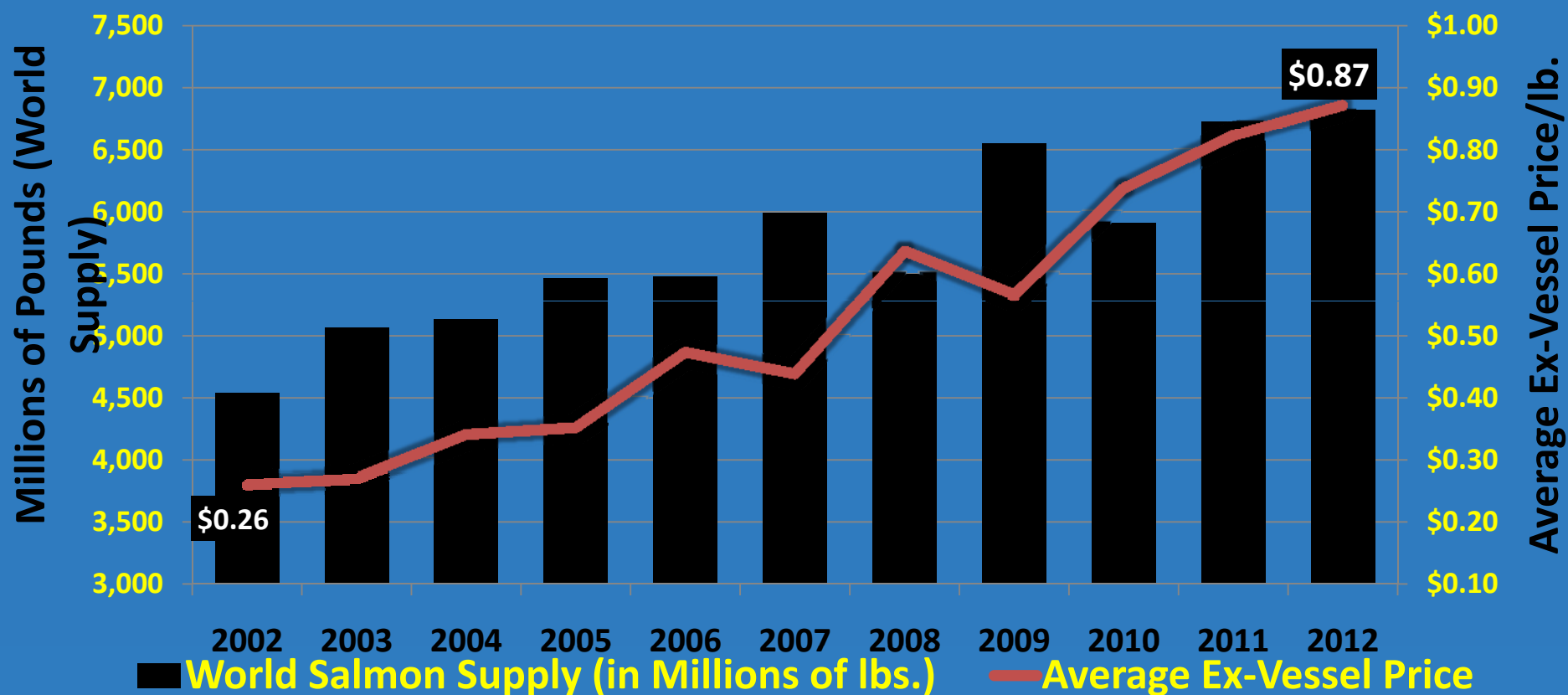
Source: ADFG



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Alaska Salmon Ex-Vessel Price

Rising Value for Wild Alaska Salmon Despite Increased Supply



Note: 2012 supply data is preliminary.

Source: ADFG, FAO, Groundfish Forum, Salmon of the Americas, and Russian Federal Fisheries Agency.



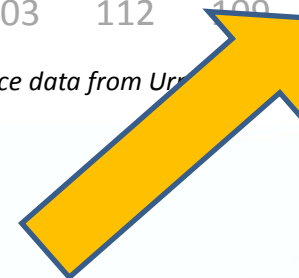
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Successful Salmon Marketing

Every Major Alaska Salmon Product Has Outperformed Farmed Salmon Since 2007

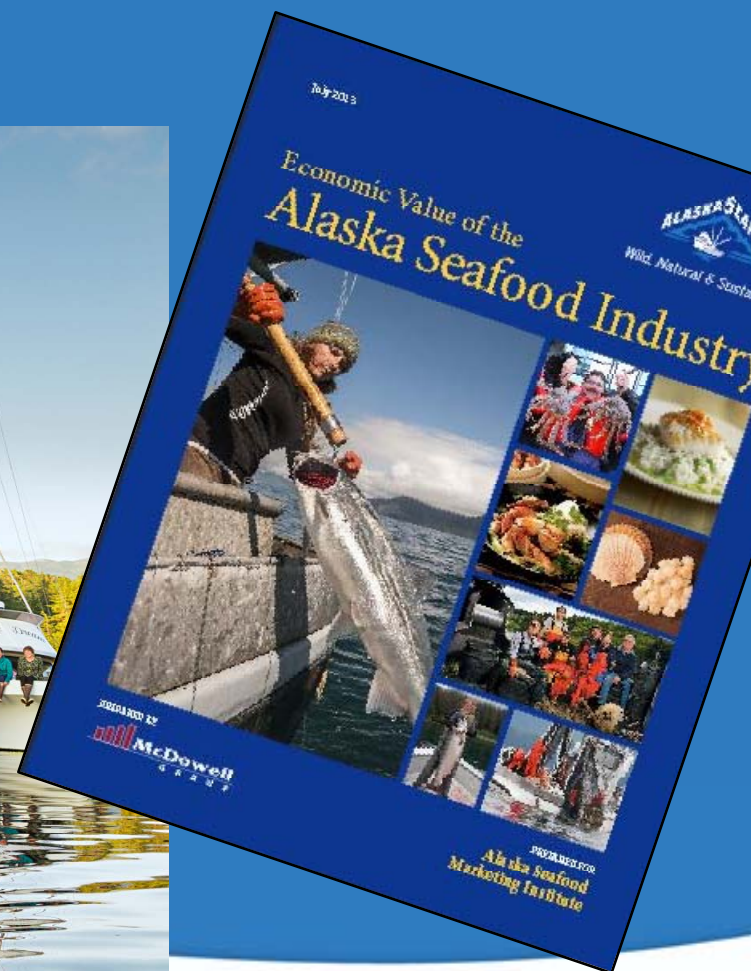
| | Price in <u>2007</u> | -----Price Index----- | | | | | | Price in <u>2012</u> |
|-------------------------------------|-------------------------|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------------------|
| | | <u>2007</u> | <u>2008</u> | <u>2009</u> | <u>2010</u> | <u>2011</u> | <u>2012</u> | |
| Avg. Ex-Vessel Price of AK Salmon | \$0.44 | 100 | 145 | 129 | 169 | 188 | 208 | \$0.91 |
| First Wholesale Price of AK Salmon | \$1.75 | 100 | 133 | 123 | 140 | 151 | 149 | \$2.61 |
| Frozen H/G Sockeye | \$2.05 | 100 | 113 | 125 | 146 | 156 | 141 | \$2.89 |
| Canned Sockeye (\$/case) | \$97.29 | 100 | 111 | 122 | 126 | 172 | 198 | \$192.60 |
| Frozen H/G Pink | \$0.77 | 100 | 121 | 120 | 168 | 188 | 166 | \$1.28 |
| Canned Pink (\$/case) | \$56.48 | 100 | 106 | 134 | 140 | 144 | 177 | \$99.73 |
| Frozen H/G Keta | \$0.92 | 100 | 122 | 133 | 174 | 198 | 150 | \$1.38 |
| Keta Roe | \$7.93 | 100 | 194 | 116 | 116 | 165 | 211 | \$16.72 |
| Frozen H/G Coho | \$2.38 | 100 | 114 | 97 | 113 | 109 | 120 | \$2.85 |
| Fresh H/G Chinook | \$3.42 | 100 | 134 | 94 | 103 | 120 | 113 | \$3.86 |
| Farmed Salmon (Norwegian Wholefish) | \$3.43 | 100 | 106 | 103 | 112 | 100 | 92 | \$3.15 |

Alaska salmon prices from Alaska Salmon Price Report and ADFG, farmed salmon price data from Urmasa.comtell (annual average).



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Seafood Economic Information



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ASMI'S WEEK AT A GLANCE...FEBRUARY, 2014

International

- China, Alaska Seafood Festival Ole Retail Chain
- China, Promo w/130 restaurant chain
- Spain, Madrid Fusion booth
- Italy, Identita Golose Milan Int'l cooking convention
- Germany, exhibitor Fish Int'l Seafood Show
- Japan, Alaska seafood class-Asahi Culture Center
- UK, 20pg Alaska Seafood feature, trade magazine
- EU, Retail, Foodservice, Online promos
- Last week...presented at WTC Alaska's Alaska-China Business Conference "China Business – Seafood Perspective"

Domestic

- Retail, Kansas City Food Show
- Retail, Canned salmon marketing campaign
- Communications, Symphony of Seafood
- Communications, Launch photo contest
- Foodservice, Landry's Corp Annual Meeting
- Foodservice, Sodexo school lunch program
- Technical, Sustainable Fisheries Partnership
- Food Aid, Working with USDA programs



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ASMI Budget

\$22.5 million spend plan

Revenue Sources -

- 1/2% industry tax (\$8 to \$12 million)
- State of Alaska General Funds (\$7.8 million)
- Federal Market Access Program (\$4.5 million)

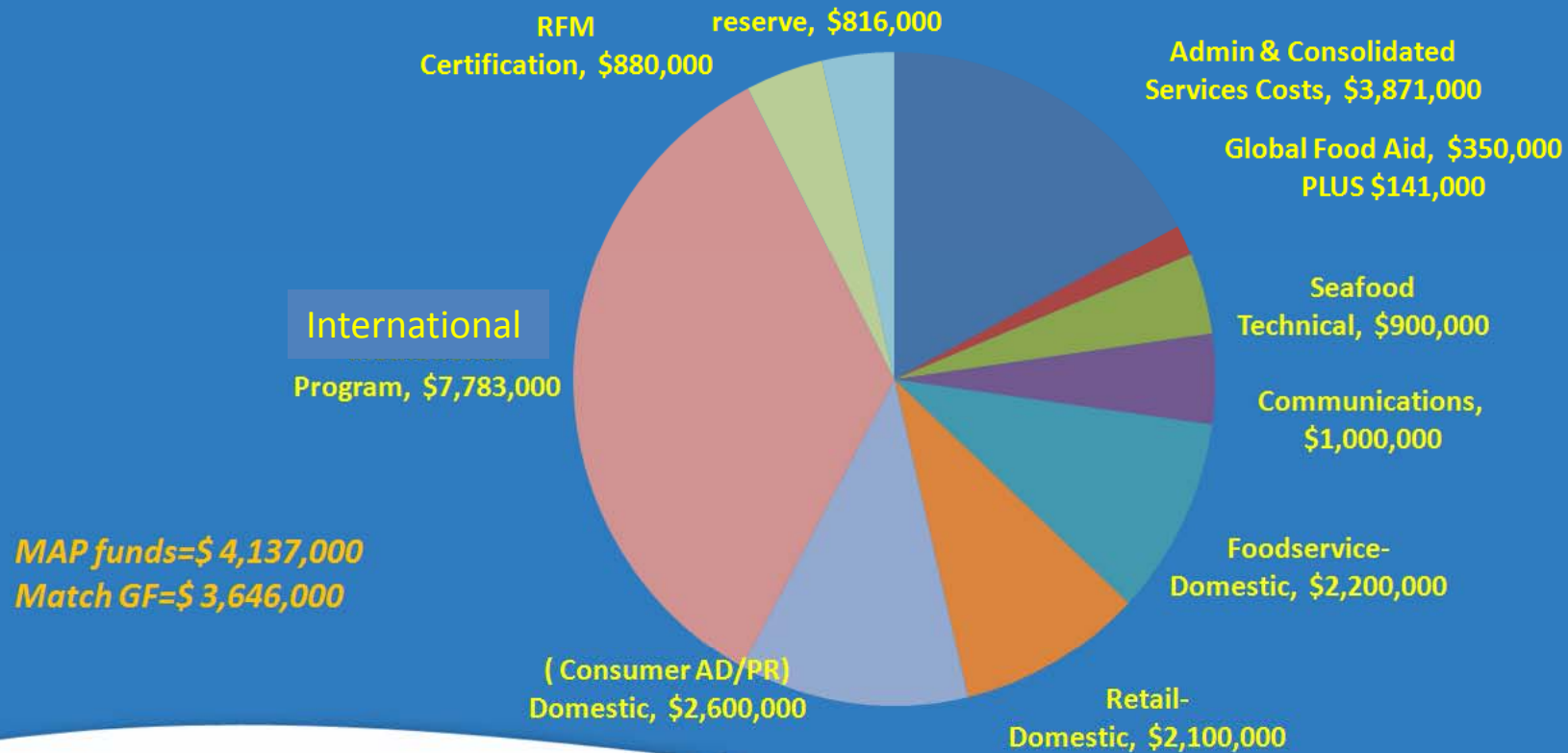


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FY14 ASMI Program Budget

Operating Budget spend planned= \$ 22,500,000.00

Capital Budget spend planned = \$ 141,000.00



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LEAD BY INDUSTRY



▪ **A partnership** of public and private sectors to foster economic development

▪ **Guided by Governor-appointed Board of Directors:** five processors, two commercial harvesters

Species Committees

- Salmon
- Halibut-Sablefish
- Shellfish
- Whitefish

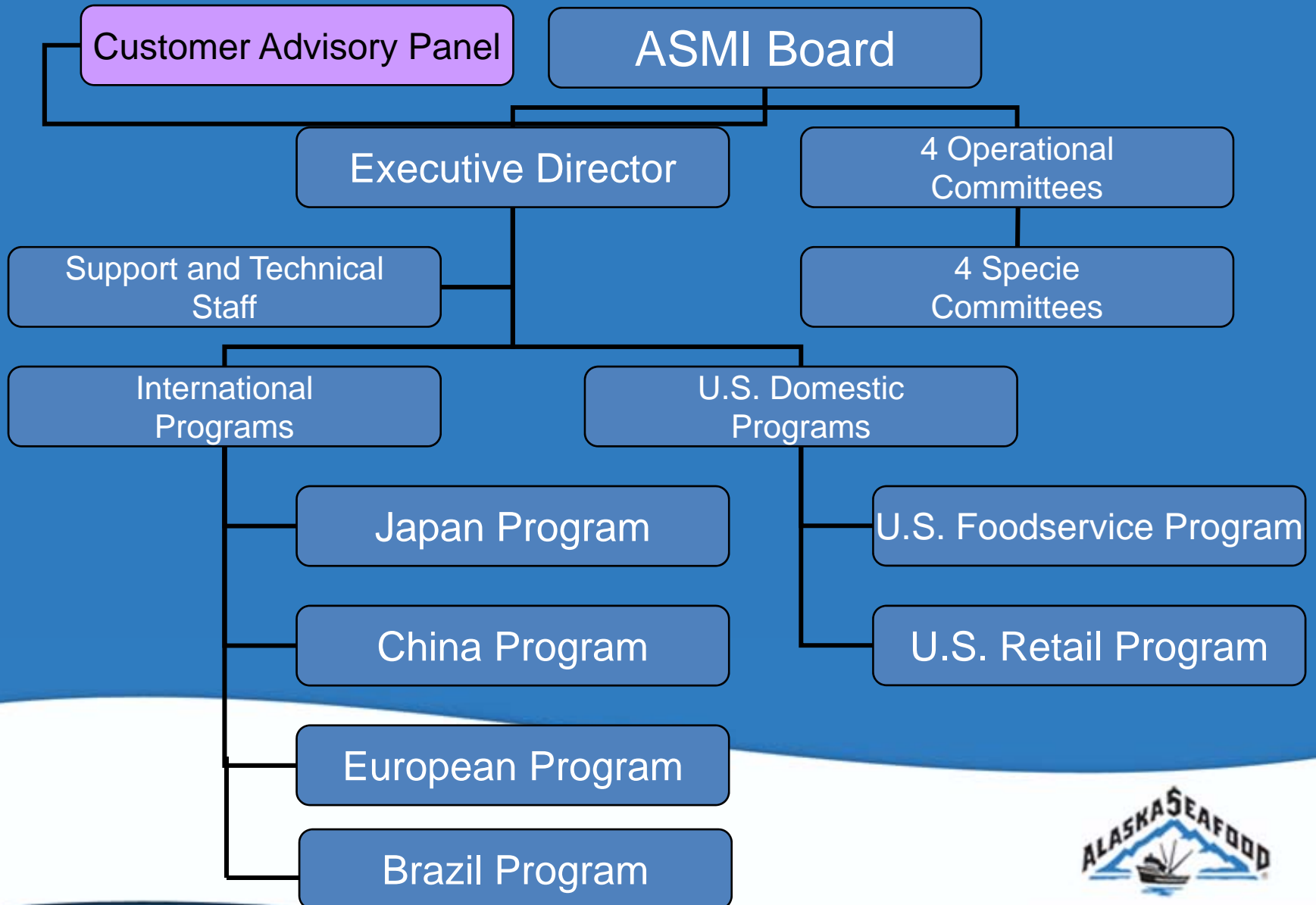
Operational Committees

- International Marketing
- Seafood Technical
- Foodservice Marketing
- Retail Marketing



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ASMI ORGANIZATION



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ASMI Mission: increase the economic value of Alaska seafood resource through:

- Increasing 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 seafood harvests resulting from existing Alaska fisheries management imperatives. (State of Alaska Constitution and Magnuson-Stevens Fishery Management and Conservation Act.)
- 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



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ASMI BUILDS 'ALASKA' BRAND

Alaska Seafood remains the second most commonly specified brand on U.S. Menus!

Source: *Datassential 2012 – largest menu
database in the U.S.*



- ASMI promotes all species of Alaska seafood, under the “Alaska” brand.
- AS 16.51.110 prohibits ASMI promoting seafood by geographic origin other than from the state generally, geographic region of the state, or specified brand name.
- Alaska Constitution -Article 8, Section 4

“Sustained Yield –

Fish, forests, wildlife, grasslands, and all other replenishable resources belonging to the State shall be utilized, developed, and maintained on the sustained yield principle, subject to preferences among beneficial uses.”



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The Alaska Brand

CONSUMERS ARE MORE LIKELY TO RECOMMEND ALASKA SEAFOOD THAN ANY OTHER PROTEIN TESTED

| | |
|------------------------|-----|
| Alaska seafood | 45% |
| Alaska salmon | 43% |
| USDA Prime sirloin | 38% |
| Angus beef | 37% |
| New England seafood | 33% |
| USDA Organic chicken | 32% |
| Atlantic salmon | 31% |
| Louisiana/gulf seafood | 28% |
| Kobe beef | 26% |
| Farm-to-table pork | 24% |
| Farmed seafood | 20% |
| Asian seafood | 18% |

How likely are you to recommend the following to a friend, family member or colleague?

Source: Datassentials 2013

UNAIDED, CONSUMERS CITE ALASKA AS THE #1 SOURCE OF GREAT SEAFOOD

| | |
|------------------------|-----|
| Alaska | 45% |
| Maine | 35% |
| Florida | 19% |
| Louisiana/New Orleans | 16% |
| California/Los Angeles | 10% |
| Massachusetts/Boston | 8% |
| Washington | 7% |
| Japan | 6% |
| Maryland | 5% |
| Hawaii | 4% |
| Canada | 2% |
| Oregon | 2% |
| China | 2% |
| New England | 2% |
| Mississippi | 2% |
| Texas | 2% |
| New York | 2% |

OTHER SOURCES CITED, 1% EACH:

Alabama, South Carolina, Virginia, New Jersey, North Carolina, USA, Gulf Coast, Spain, Rhode Island, Mexico, Chile, East Coast, Australia, Connecticut, Iceland, Michigan, Norway

Which US states or countries come to mind when you think of sources of great seafood?

Source: Datassentials 2013

ASMI Programs

Through communications, public relations and advertising activities, millions of people around the world are exposed to positive message about Alaska Seafood.

US Retail Marketing
Communications
International Marketing
US Foodservice Marketing
Seafood Technical
Global Food Aid



ASMI International Programs

- Japan
- China
- Northern EU (Ireland, The Netherlands, U.K., Sweden, Denmark, Finland)
- Western EU (France, Belgium)
- Central EU (Germany, Austria, Switzerland, Poland, Czech Republic)
- Southern EU (Spain, Italy, Portugal)
- Eastern Europe (Russia, Ukraine)
- Brazil



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International Activities

- Consumer PR/Advertising
- Retail Promotions
- Trade Shows
- Business Development
- Trade PR/Advertising
- Hotel and Restaurant Promotions
- Chef Training
- Web and Social Media




Time Out
Hong Kong

Time Out - Full Page Ad
Size: 205 mm Height x 205 mm Width

**Catch the Tastiest
USA Alaskan Seafood**

ALASKA SEAFOOD
Wild, Natural & Sustainable
Product of USA


Wild, Natural & Sustainable




at these fine restaurants

| Restaurant | Address | Phone |
|---------------------------|--------------------|-----------|
| Grand Central Bar & Grill | Elements Mall, Kln | 2736 4888 |
| TAKU | Soho, Central | 2545 9966 |
| Café Slam | LKF, Central | 2851 4803 |
| Lil' Siam | Soho, Central | 2866 4445 |

Alaska Seafood Marketing Institute (ASMI):
www.alaskaseafood.org
www.alaskaseafood-china.com

 www.peclicrichsources.com

 www.eclipse.com.hk



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株式会社ジュピターテレコム

J:COM

J:COM Japan



天然のおいしさを、アラスカから。



- Japan's largest cable channel (9.2 million homes) filmed a 5 part series on Alaska
- Juneau, Sitka, Kodiak, Dutch Harbor, and Nome
- Each episode aired 3 x generating ad value of nearly \$2 million dollars
- ASMI owns all HD Footage generated by the trip

ESE 2013: April 23-25



- 22 companies had booth or table space in the Alaska Seafood Pavilion
- Sustainability booth to educate buyers about the RFM
- **On-site sales of \$35 million and projected annual sales of \$544 million**
- 70 trade leads from 24 countries



Sauvage, Naturel & Durable

U.S. Domestic Retail Merchandising

ALASKA SEAFOOD

ALASKA SEAFOOD
Wild, Natural & Sustainable®

**100% WILD
100% AMERICAN**

WHEN YOU PURCHASE WILD
ALASKA SEAFOOD, YOU SUSTAIN
OVER 165,000 AMERICAN JOBS.



Alaska's hard-working fishermen are proud to provide their country with delicious wild seafood, and they appreciate your support. Display a full set of American themed Alaska Seafood POS to help boost sales in your seafood department while supporting American jobs.



Contact Mark Jones at mjones@alaskaseafood.org
or toll-free at 1-855-288-8841 to place your order today.

To see the full set of POS and more: <http://www.alaskaseafood.org/retailers/>



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*Delicious
AND
Healthy*
RECIPES



Retail Training

About Alaska Seafood U

➔ About Alaska

Species & Catch Methods

Preparation Techniques

Bookstore



ABOUT ALASKA

The ABOUT ALASKA Training Section includes 3 distinct topic areas. After completion of each of these topics, you'll be quizzed and then guided to the next training section.

ALASKA CONSTITUTION

➔ FISHERIES MANAGEMENT

FROZEN ALASKA SEAFOOD

WELCOME TO ALASKA SEAFOOD U

Get Certified in 3 Easy Steps!

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1

Create Account

2

Take Quiz

3

Get Certificate

S



ALREADY A MEMBER?

Please enter your user name and password to activate your account, edit your account or resume testing.

Member Name:

Password:



[Forget your ID or Password?](#)

HEADLINE

Duis autem vel eum i
vulputate velit esse m
illum dolore eu feugia
eros et accusan et
blandit praesent lupta
dus dolore te feugait



Low Med High Off

Now Playing:
Fisheries Management

Save

[About Alaska](#) / [Species & Catch Methods](#) / [Preparation Techniques](#) / [Bookstore](#)

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CELEBRATE ALASKA SEAFOOD

MARKETPLACE &
SEVEN ON STATE



the magic of
macy's
com

アラスカのおいしさを

**COOK IT
FROZEN!**

冷凍のままカンタン調理

SMART, SUSTAINABLE, SIMPLE
summer meal solutions



Estancia Winery is partnering with Alaska Seafood Marketing Institute to deliver smart, sustainable, and simple meal solutions.

KEY SELLING POINTS:

- Estancia - A proven Ultra-Premium leaderTM
- #4 overall brand, #1 Pinot Noir, & different varietals with top 10 rankings
- Estancia Pinot Noir is *Consumer Reports Recommended*TM
- Estancia Chardonnay and Sauvignon Blanc chosen as "Top Pick" by *Wine Spectator*TM
- Salmon is the #1 selling finfish in the U.S.TM
- 90% of consumers prefer wild seafood over farm-raisedTM
- 80% of consumers say the Alaska Seafood logo increases their likelihood to purchaseTM
- Average basket size with seafood included is \$76.40TM



Joint Promotions

GO FISH



Alaska Pollock

Fish Sandwich



Add Cheese*



Combo

Sandwich

plus tax

plus tax

*For an additional charge. Add-Ons and Add-Ins cost extra.
For a limited time only at participating SONIC® Drive-Ins.
TM & ©2013 Feh America's Drive-In Brand Properties LLC

Sonic Drive-In

Jason's Deli

Jason's deli

[Order Online](#) | [Our Food](#) | [Catering](#) | [Blog](#)

Pick up a Wild Salmon-wich

featuring grilled wild Alaskan Sockeye Salmon



NEW!

Add grilled Salmon to your Salad Bar Order



Wild, Natural & Sustainable®

ORDER HERE!

FORWARD TO A FRIEND

jasonsdeli.com



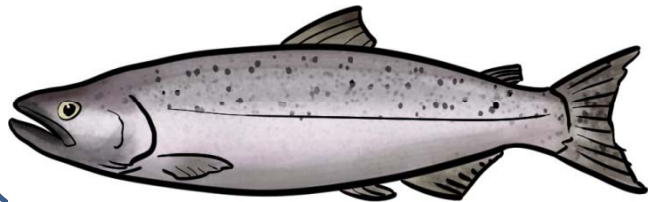
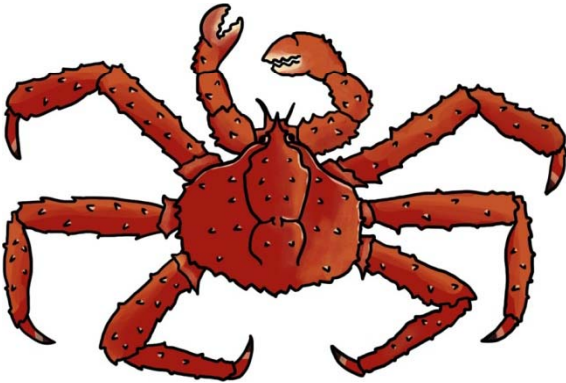
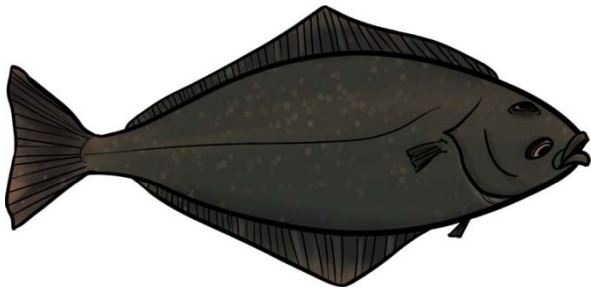
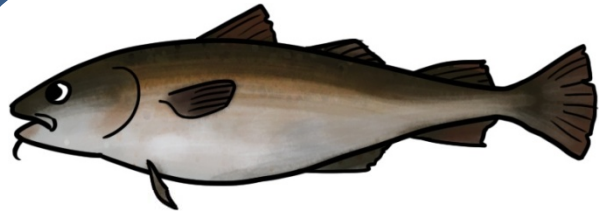
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UMass –
Longest Sushi Roll



ASMI Consumer PR Program



Goal: The Consumer PR program is designed to **maintain the highest possible value perception for Alaska Seafood** among consumers.

Objective: Continue to brand and effectively **link** Alaska's unique position: **wild, natural** and **sustainable** seafood with **superior taste** and **texture**.

Core Principle: ASMI conducts marketing activities that provide the **largest economic benefit** for its industry members.



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Cooking Light

25 Healthy Dishes for a Perfect Summer
Our light & breezy cookbook: New twists on classic favorites

20-MINUTE SUCCESS
Sloppy Joes, Chowders, Salads

salt!
How cut right



Wild-caught Alaskan halibut is the best option. If not available, opt for other U.S. or Canadian wild-caught Pacific halibut, or substitute striped bass or U.S. line-caught cod.

CALORIES 266; **FAT** 10.4g (sat 1.3g, mono 5.8g, poly 2g); **PROTEIN** 24.6g; **CARB** 19.8g; **FIBER** 2.6g; **CHOL** 34mg; **IRON** 1.6mg; **SODIUM** 394mg; **CALC** 93mg

Julianna Grimes is senior food editor at *Cooking Light*.

The New York Times

It's Wild-Salmon Season

By MARK BITTMAN



| RAW | GRILLED | POACHED | BURGER |
|----------------------------|--------------------------|--------------------------------|---------------------------|
| | | | |
| Cucumbers, Soy and Ginger | Lemon and Herb | Soy Sauce and Scallion | Mustard and Shallots |
| | | | |
| Crème Fraîche and 'Caviar' | Harissa | Coconut, Curry and Lemon Grass | Curried With Yogurt Sauce |
| | | | |
| Chipotle and Avocado | Apricot, Mustard and Soy | Tarragon Mayonnaise | With Salsa |

5 DINNERS, 1 BAG GROCERIES FOODS THAT FIGHT BELLY FAT

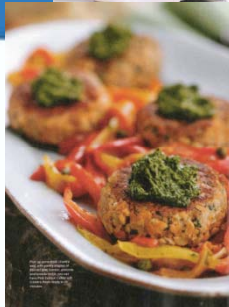
EatingWell

WHERE GOOD TASTE MEETS GOOD HEALTH

The Best of Spring

Recipes for 20 Great Greens Amazing, Healthy Salmon Dishes Easy, Natural Homemade Cookies

41 Fresh



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Consumer & Trade Events



FAO-Based Responsible Fisheries Management Certification



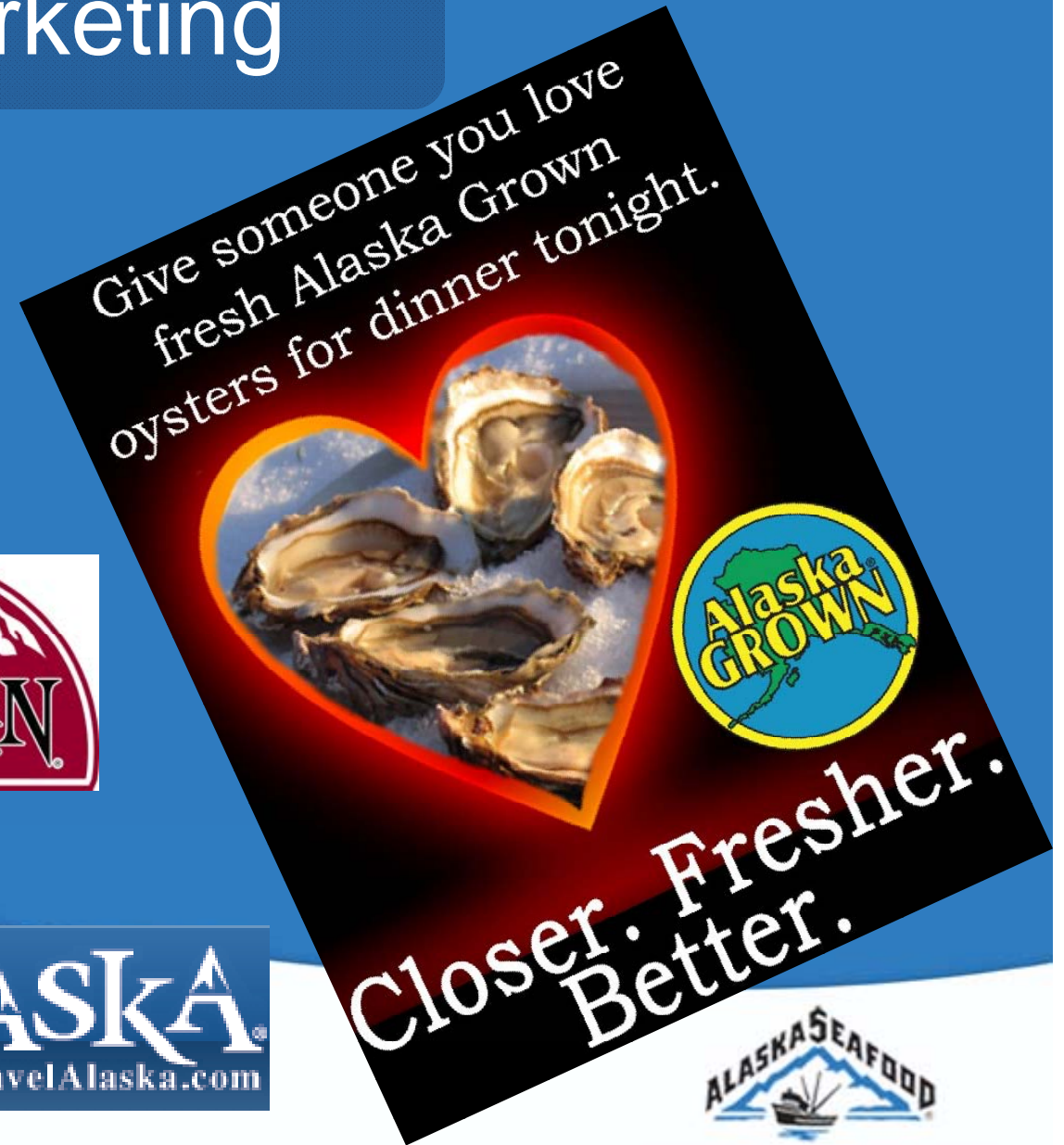
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Alaska Cod



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Coordinated Marketing



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Opportunities

- Emerging Markets
- School Lunch Program
- Chef Alliance
- Kikkan Randall

Challenges

- Social Media
- Fukushima
- IUU
- Certification
- Pinks!



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Buyers Mission to Alaska Brazil



- 3 Retail Buyers (Pao de Acucar, Zaffari, Cencosud) and one importer (Noronha Pescados)
- Company meetings, visits to fishing grounds, plant and vessel tours in Seattle, Juneau, Excursion Inlet, and Cordova
- Noronha Pescados is launching an Alaska series of products this year



Selvagem, Natural & Sustentável

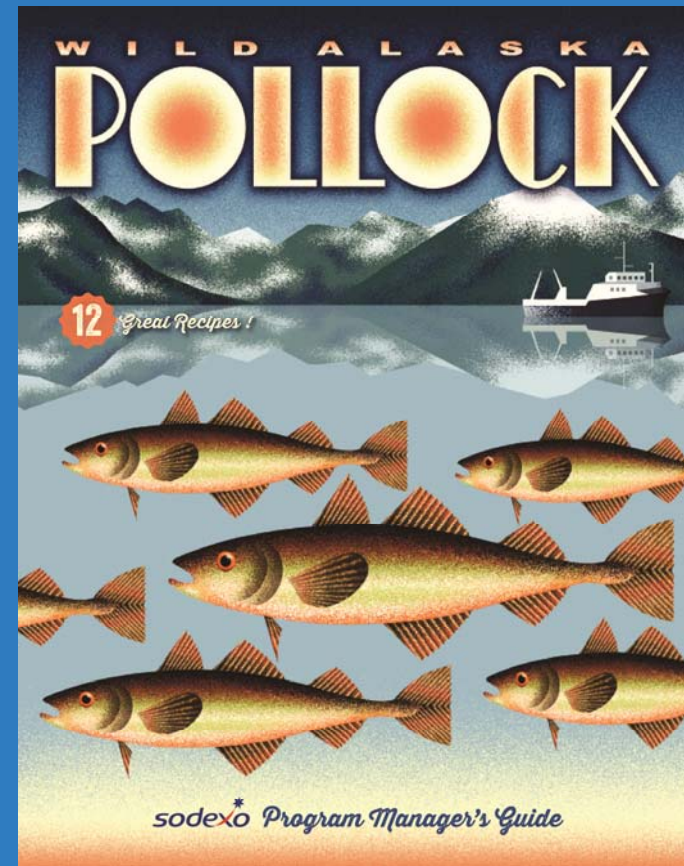
Online Promotion with TMALL.COM China

- Asia's leading online retailer
- November 11th is the equivalent of "Cyber Monday" **but 2 x the sales!**
- Homepage pre-sale advertisement from October 14 – 20, 2013
- Special Alaska seafood webpage selling 12 species and featuring 2 Alaska seafood videos



Sodexo: K-12 School Project

- Leading foodservice management company.
- Provides K-12 foodservice in 500 schools districts throughout the U.S.
- Provides 2 ½ million meals per day in 3,000 schools.
- In 2012, ASMI and GAPP worked on a pilot program with Alaska pollock.
- The program was a success and resulted in a national program



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Alaska Seafood Chef Alliance

The Alaska Seafood Chef Alliance develops partnerships between Alaska seafood and the culinary world. The chefs make a vital connection in the media and at events, serving as well-versed brand ambassadors for Alaska Seafood.

Increased from 18 to 26 chefs in FY13 by adding:

- Hugh Acheson, Atlanta
- Anita Lo, New York
- Tony Maws, Boston
- Giuseppe Tentori, Chicago
- Erik Slater, Seward
- Jason Porter, Girdwood
- Rick Moonen, Las Vegas
- Roy Yamaguchi, National



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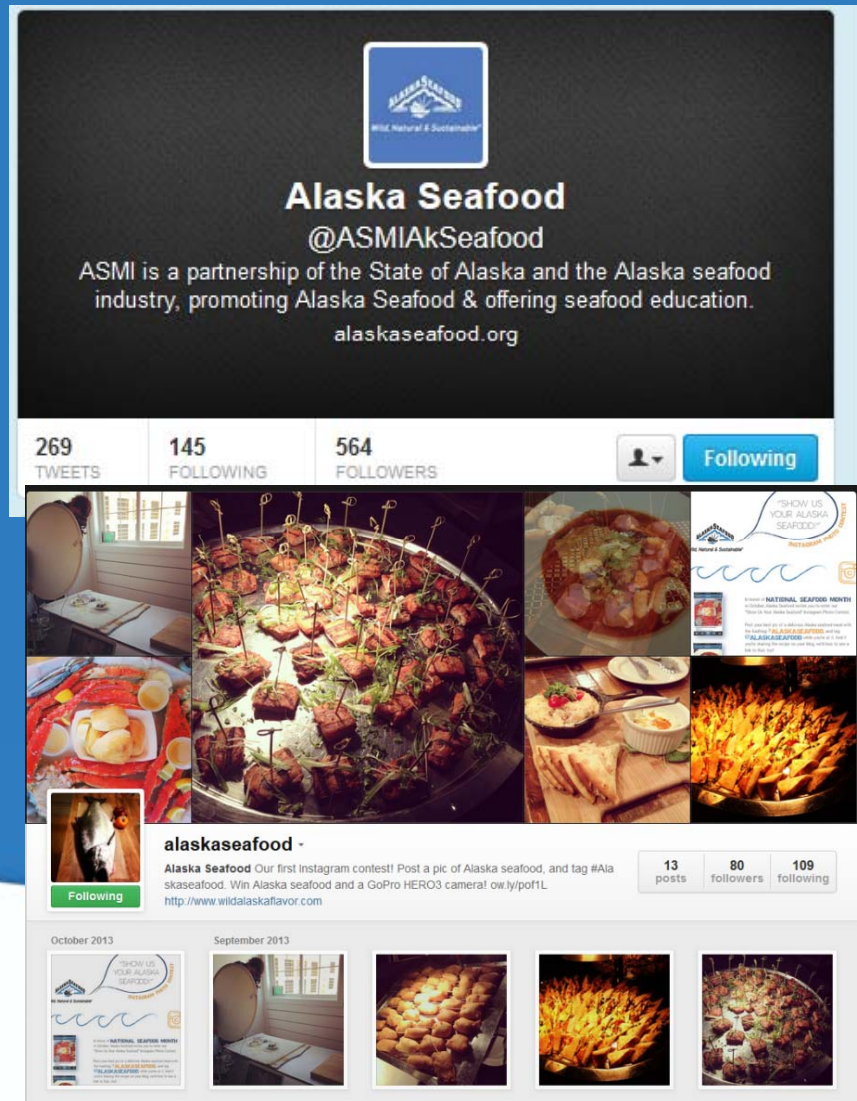
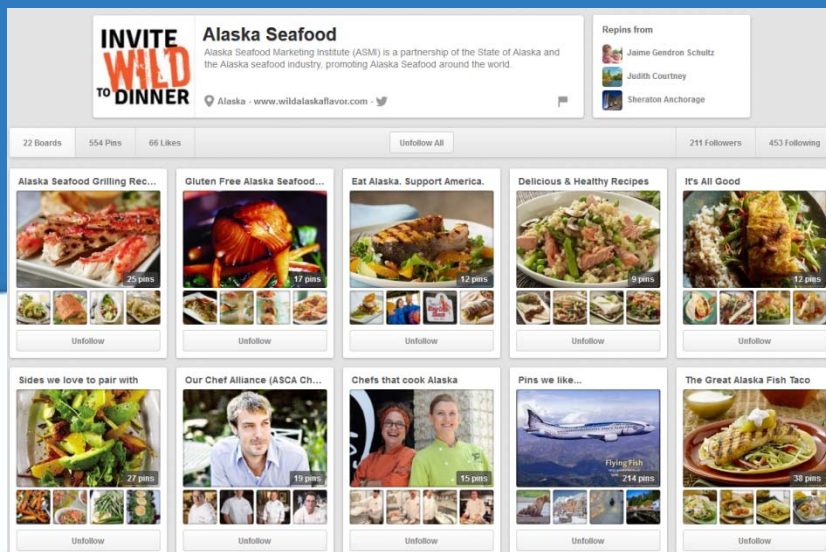
@Kikkanimal



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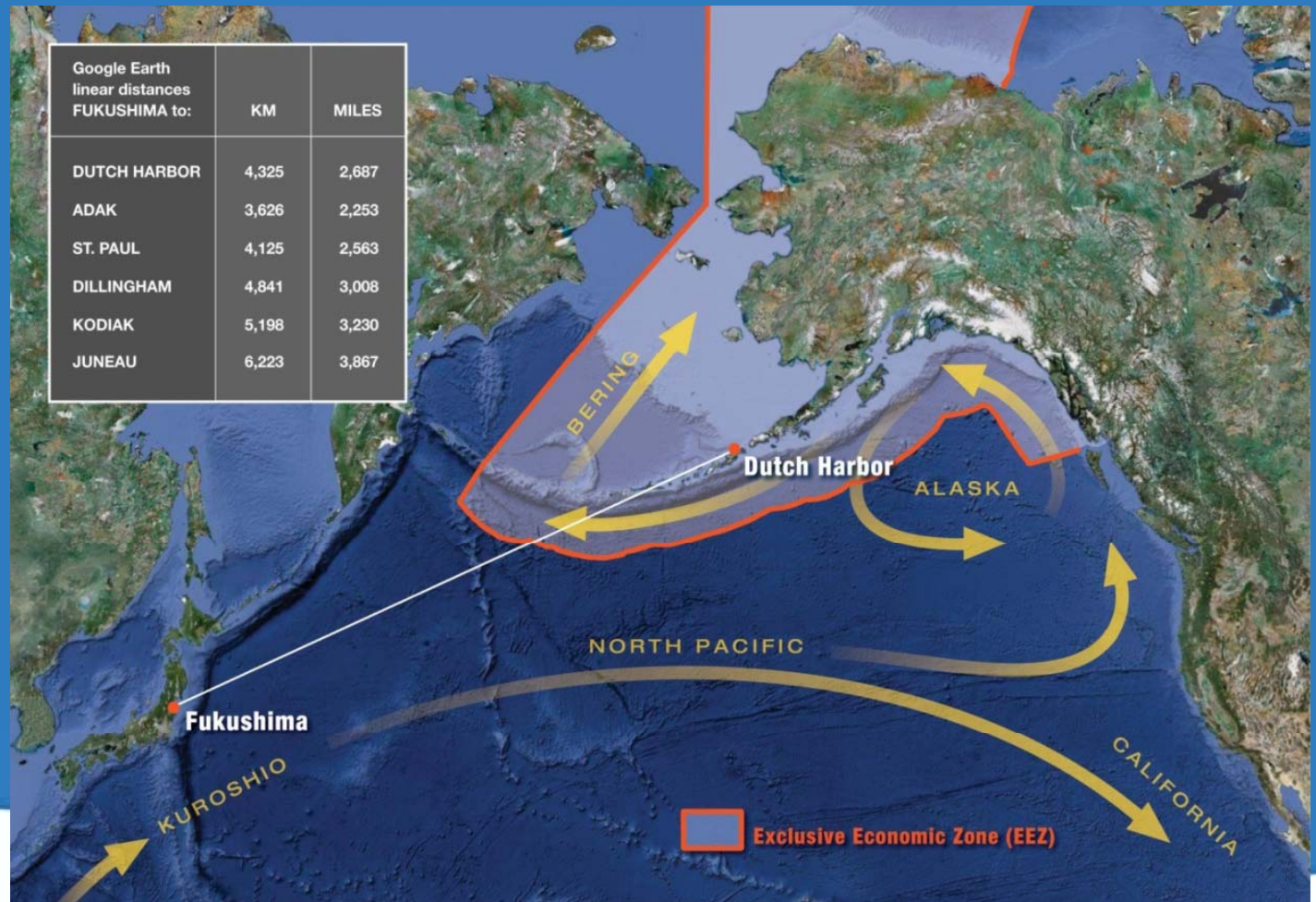
ASMI Social Media Campaigns

Facebook, Twitter, Pinterest, Instagram & YouTube



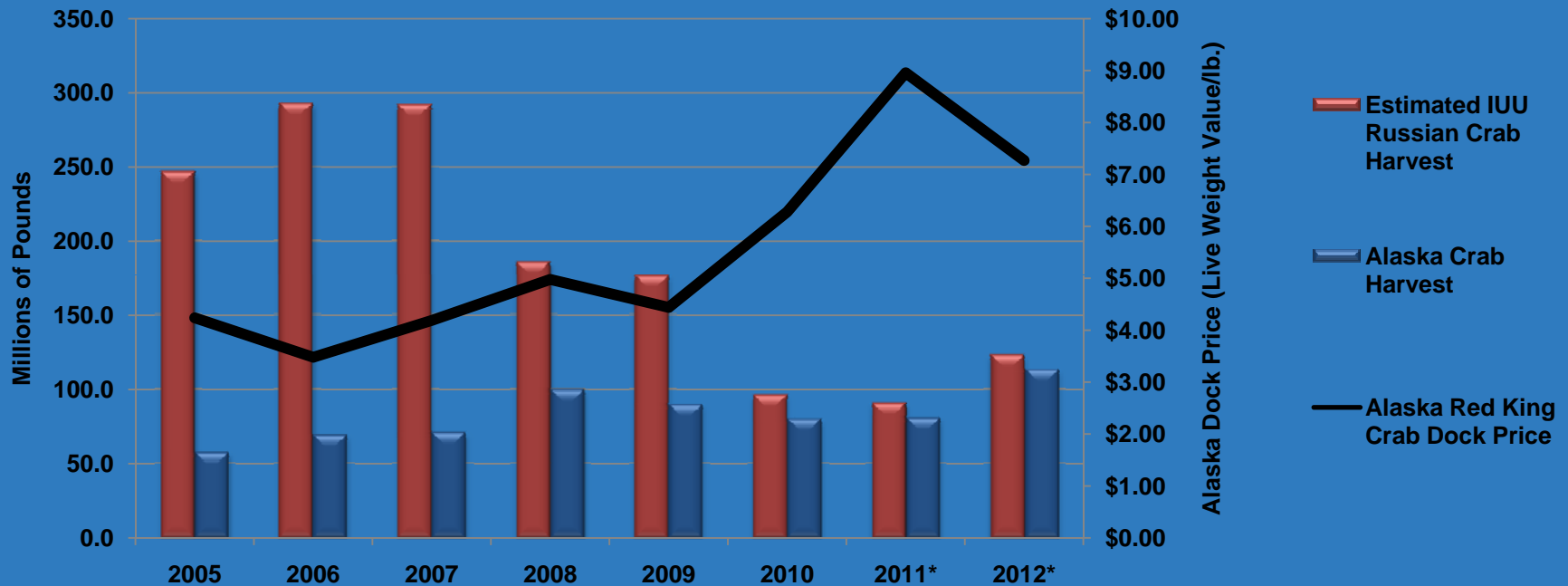
Fukushima Radiation

- March 2011 Tsunami
- Increase in bombastic “press”
- Social Media chatter
- Informing constituents
- Testing?



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IUU Crab Fishing



* Indicated preliminary data.

Sources: National Marine Fisheries Service, Alaska Department of Fish and Game, and McDowell Group Estimates, based on FAO, Global Trade Atlas, and



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WAL★MART®



- June Letter to Seafood Suppliers
- Bentonville Visit in September
- The Sustainability Consortium Discussion
- Walmart Executives Visit Alaska
- Announcement Last week

adn.com
Anchorage Daily News

New Wal-Mart policy will allow Alaska salmon



Wild, Natural & Sustainable®

Pinks!

- 216 million fish harvested
- Canned pink salmon marketing plan
- US Food Aid



Wild, Natural & Sustainable®

Legislative Visit: Spain, Portugal & France



Salvaje, Natural & Sostenible

Thank you



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907-465-5560



@ASMIakseafood
[Facebook.com/alaskaseafood](https://www.facebook.com/alaskaseafood)

www.alaskaseafood.org



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