

An overview of the
Alaska Seafood Marketing Institute
February 13th, 2014
Alaska State Legislature
House Economic Development,
Trade, and Tourism Committee



ALASKA SEAFOOD
Wild, Natural & Sustainable®

Summary

- Alaska Seafood Industry
- ASMI Budget
- ASMI Programs - Video
- Opportunities & Challenges
- China



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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.

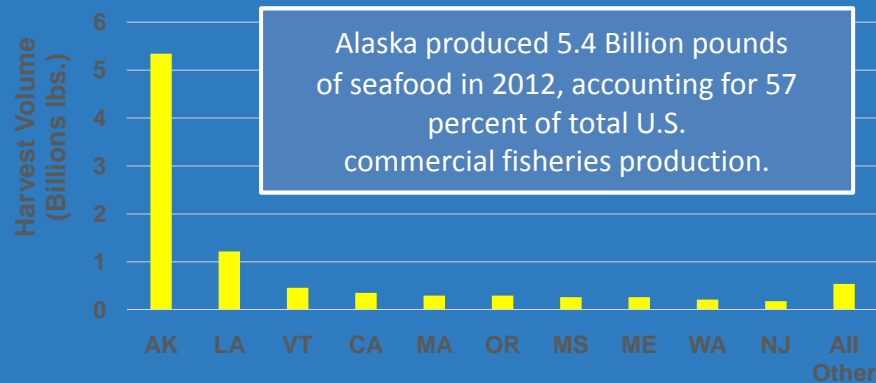
Southcentral is home to most participants but participation rate highest in western Alaska, Kodiak, and Southeast.

Source: McDowell Group



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



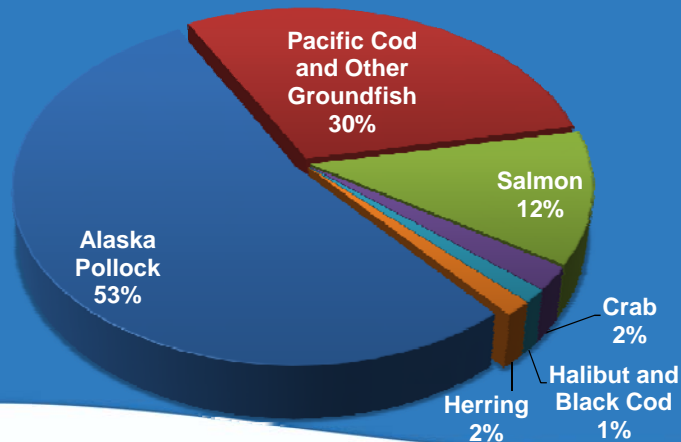
Source: NMFS and ADFG.



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Alaska Seafood: Composition by Volume

Total 2012 Harvest: 5.4 Billion lbs.

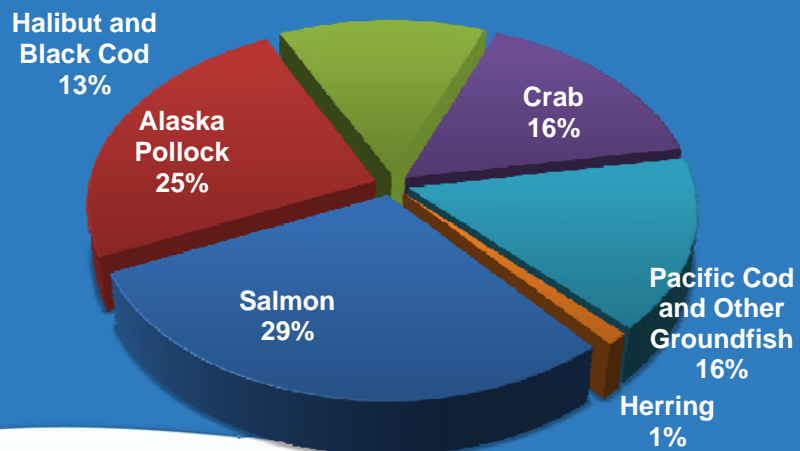


Source: NMFS, ADFG.



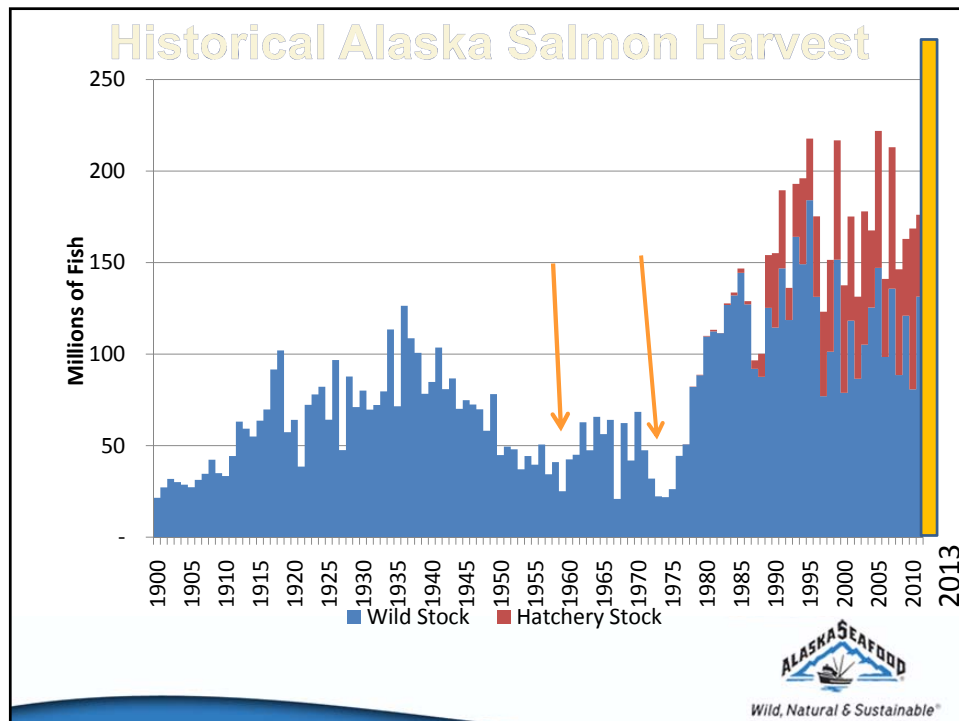
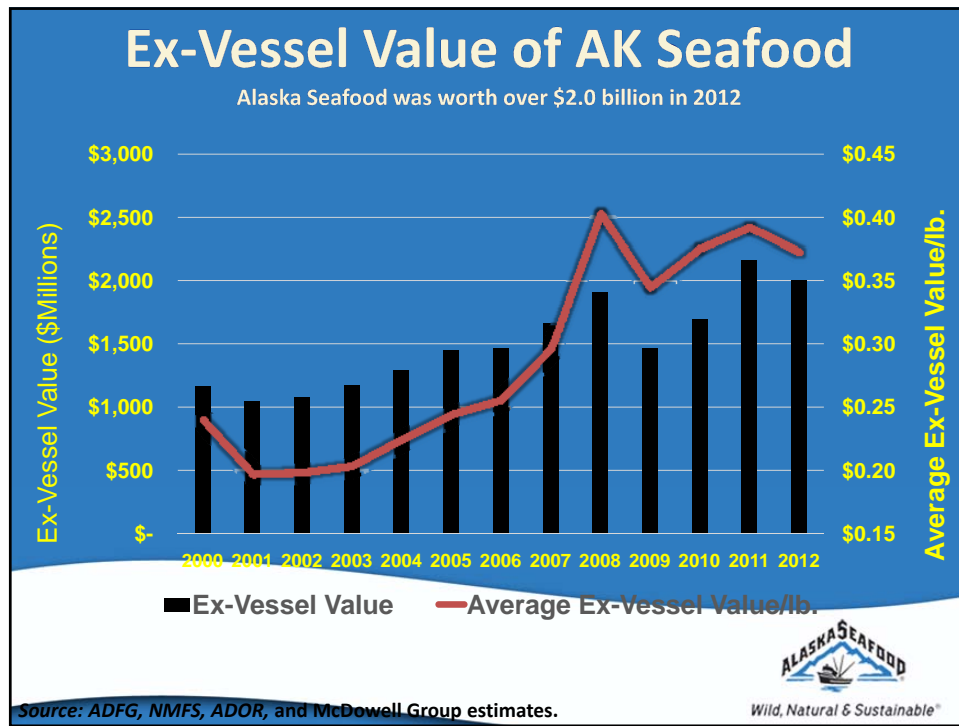
Alaska Seafood: Composition by Ex-Vessel Value

Total 2012 Ex-Vessel Value: \$2.1 Billion



Source: NMFS, ADFG, and ASMI





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	-

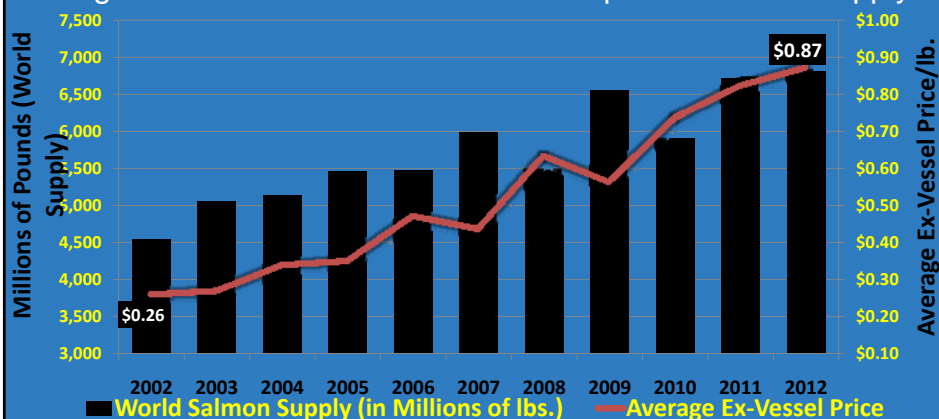
- ♦ First time over 1 billion pounds
- ♦ Record pink harvest and near record coho harvest
- ♦ Sockeye missed projections in Bristol Bay
- ♦ Keta below projections but still large harvest

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



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.



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: Datassential 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: Datassential 2013

Coordinated Marketing



Opportunities

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

Challenges

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



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@Kikkanimal







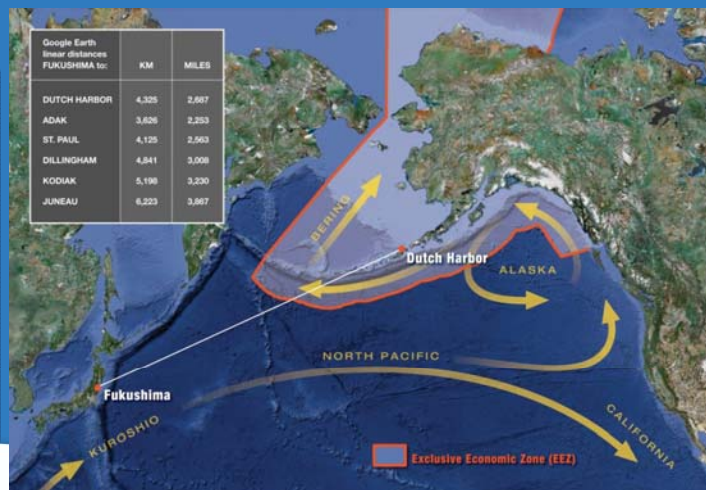
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ASMI Social Media Campaigns Facebook, Twitter, Pinterest, Instagram & YouTube

The image displays three screenshots of ASMI's social media presence. On the left is the Facebook page for the Alaska Seafood Marketing Institute, featuring a 'WILD TO DINNER' campaign with a bear holding flowers. In the center is the Twitter profile for @ASMIakSeafood, showing 269 tweets, 145 following, and 564 followers. On the right is the YouTube channel for Alaska Seafood, which has 13 videos and 80 subscribers. The channel's banner includes the slogan 'Wild, Natural & Sustainable'.

Fukushima Radiation

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





adn.com
Anchorage Daily News

New Wal-Mart policy will allow Alaska salmon



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


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



Pinks!


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Alaska Dispatch
News and voices from the Last Frontier

Booming Southeast pink returns fuel Alaska's biggest salmon harvest ever

Thank you



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