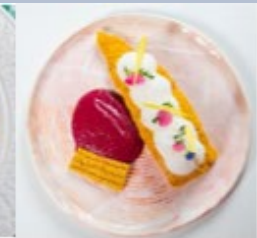




EXPORT MARKET DEVELOPMENT FOR ALASKA SEAFOOD

Hannah Lindoff | Sr. Dir. Of Global Marketing & Strategy
Alaska Seafood Marketing Institute



ASMI



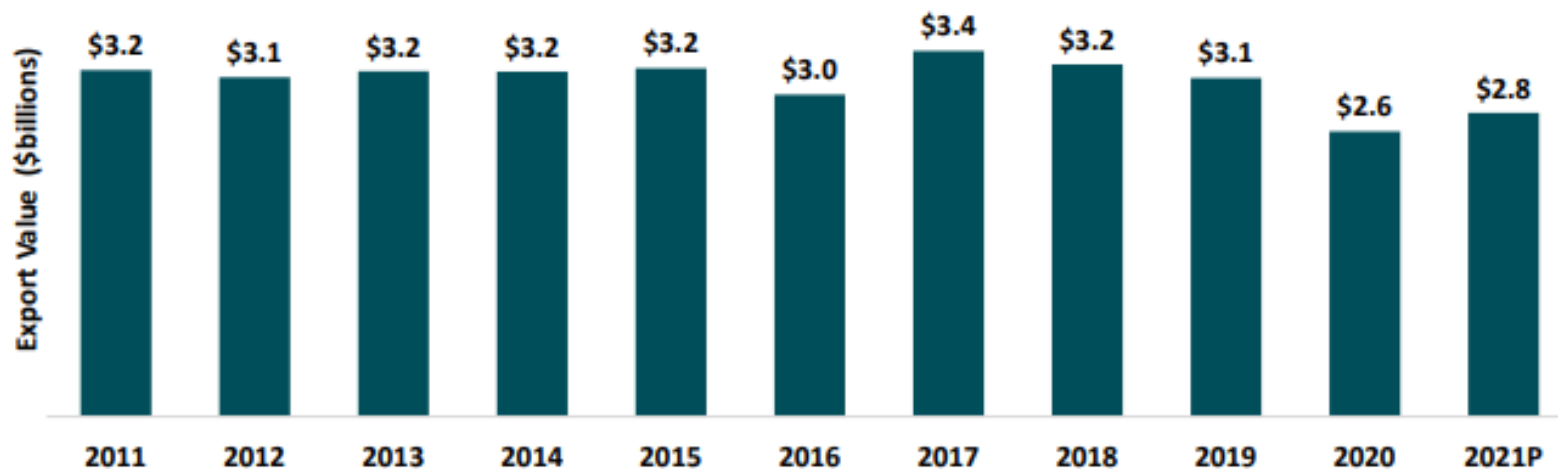
- The Alaska Seafood Marketing Institute is a public-private partnership between the State of Alaska and the Alaska seafood industry established to foster economic development of a renewable natural resource.
- Mission: increase the economic value of the Alaska seafood resource.



6,550
*Resident-owned
Fishing Vessels*



19,808
*Resident
Fishermen*



\$2,931,586,186

*Alaska Seafood Export Value,
2011-2020 and 2021 Projected*

Source: NOAA and McKinley Research Group estimates.



Foreign Agricultural Service
U.S. DEPARTMENT OF AGRICULTURE

Emerging Markets Program (EMP)



Market Access Program (MAP)

Agricultural Trade Promotion Program

MAP Funding Allocations - FY 2023

Organization	FY 2023 Allocation
Alaska Seafood Marketing Institute	\$4,228,885
American Feed Industry Association	\$146,582
American Hardwood Export Council, APA - The Engineered Wood Association, Softwood Export Council, and Southern Forest Products Association	\$6,175,939
American Peanut Council	\$2,498,181
American Pecan Council	\$613,498
American Pistachio Growers/Cal-Pure Produce	\$2,145,295
American Seed Trade Association	\$556,950
American Sheep Industry Association	\$421,900
American Soybean Association	\$6,288,582
American Sweet Potato Marketing Institute	\$422,825

ATP Funding Allocations

Participant	January 2019	July 2019	Total
American Hardwood Export Council, APA - The Engineered Wood Association, Softwood Export Council, Southern Forest Products Association	\$4,977,165	\$87,835	\$5,065,000
Alaska Seafood Marketing Institute	\$5,497,860	\$2,000,000	\$7,497,860
Almond Board of California	\$3,185,690	\$2,250,000	\$5,435,690
American Peanut Council	\$1,922,015	\$1,500,000	\$3,422,015
American Pistachio Growers	\$1,715,000	\$1,020,000	\$2,735,000
American Seed Trade Association	\$1,375,000	\$0	\$1,375,000
American Sheep Industry Association	\$0	\$1,500,000	\$1,500,000
American Soybean Association	\$21,882,165	\$12,750,000	\$34,632,165

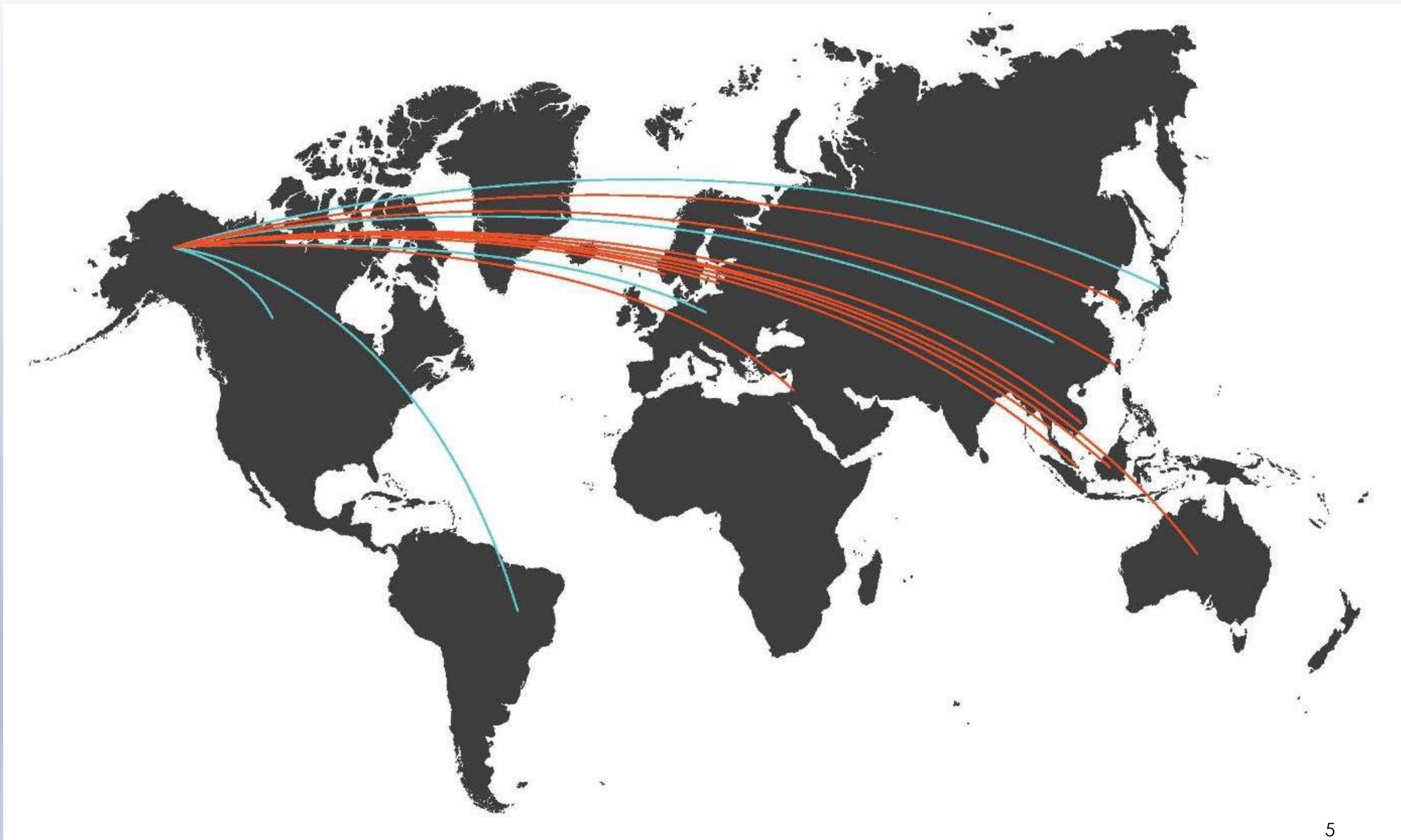


Ranking of Top 10 Seafood Exporting Nations and Alaska, 2020

Country	2020 Export Value \$billion
China	\$11.0
Norway	\$10.7
India	\$5.2
Chile	\$5.0
Russia	\$4.6
Canada	\$4.5
Netherlands	\$4.3
Sweden	\$4.3
Ecuador	\$4.2
United States (includes AK)	\$3.9
Alaska	\$2.6
Indonesia	\$3.8
Denmark	\$3.6

Note: Country-level data includes HS 03, 160411, & 160510; Alaska data includes a small amount of data outside these codes.

Source: Trade Data Monitor, ADF&G, and NMFS.





アラスカ産鮭鱒卵

免疫機能を整えるオメガ3脂肪酸が豊富



いくらや筋子は、プリン体の含有量が極めて低い食品に分類されている他、
今注目の健康成分DHA・EPAなどのオメガ3脂肪酸が豊富な食材です。
アラスカ産鮭鱒卵商品の販売物のお問い合わせは下記まで



お問い合わせ先：アラスカシーフードマーケティング協会 日本事務所 ASMJapan@xpd-inc.co.jp



Wild, Natural & Sustainable®



Domino's

NEW! 明太子ピザ

MENTAIKO PIZZA

Indulge in the flavors of Japan!

Mentaiko Mayo Sauce
明太子マヨネーズ
Creamy, umami seasoned cod roe and mayonnaise.

Succulent Prawns

CLASSICS

Ebi Mentaiko Pizza

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

Milky Hokkaido Cream Cheese

Juicy Pineapple

dominos.com.sg

Surcharge may apply • Visual shown is

62

McDonald's

明太子

เมนโทโกะ ฟิชเบอร์เกอร์

MENTAIKO FISH BURGER

เก็บพื้นที่ของสโปลาญี่ปุ่น และสาหร่าย

อร่อย
ใน
ที่
ใด
ที่
มี
มัน

**ชุดแมคฟิช
FILET-O-FISH**

99.-
ปกติ 213.-

ใหม่
ชุดเมนโทโกะ ฟิชเบอร์เกอร์
MENTAIKO FISH BURGER

พิเศษชุด:
129.-
ปกติ 210.-

16 ก.ย. 65 – 15 พ.ย. 65

อาหารจะวางอยู่ในภาชนะเพื่อป้องกันการปนเปื้อน
ราคาอาจแตกต่างกันในแต่ละสาขา
โปรดตรวจสอบสิทธิ์ในการเปลี่ยนแปลงเงื่อนไขก่อนใช้บัตรส่วนลด



Constraints

- **Resources:** New and emerging markets are challenging for small companies and commodity sales brokers to explore with limited resources. These companies are focused on their core business.
 - **Price:** Alaska species compete with very low-cost items from other suppliers.
 - **Shipping and Logistics:** Limited availability of shipping capacity, especially out of Alaska, and high freight costs.
 - **Supply/Demand:** There is not always adequate supply of Alaska species to serve existing markets and customers.
 - **Volume:** On the commodity sales side, a new customer would have to have demand and capacity for multiple containers.
-
- 
- **Tariffs and Trade Barriers:** U.S. products are competing with seafood suppliers who benefit from free trade agreements and/or lower tariffs. Countries that require significant administrative hurdles like inspections and certifications are a challenge.
-
- 
- **Lack of Established Business Ties:** Some industry members expressed hesitation conducting business in new and unfamiliar markets where importers have limited information about Alaska seafood.
 - **Payment Terms & Currency:** uneasiness negotiating favorable payment terms in an emerging market, market access to foreign currency and government control of currency.
-
- 
- **Lack of Knowledge:** do not have sufficient information to evaluate potential.

DEVELOPING THE SE ASIA MARKET



2016 EMP & INDUSTRY FUNDED SOUTHEAST ASIA TRADE MISSION

✚ Budget Data:

Cost Category	Budget Description	Amount	Recipient(s) Cost Share Contribution	Third Party Contribution (Industry)
Consultant Fees	Meeting Logistics and coordination	\$0	\$5,000	\$0
Conference	Conference facilities costs		2,000	
Facilities				
Representation Costs	Seafood reception including venue and product costs		6,000	0
Salaries & Benefits	8 participant in-kind contribution of time \$503/day = \$32,192	0	32,192	
Travel	Airfare (\$20,000), Lodging & M&IE (\$ 15,000), local air and ground transportation (\$16,000)	51,000		
Total		\$51,000	\$45,192	\$0

- Number of Key Trade Meetings in Indonesia: 53
- Number of Key Trade Meetings in Thailand: 71
- Number of Key Trade Meetings in Vietnam: 64
- Number of Alaska seafood seminars conducted: 3
- Retail tours: 3
- Plants tours: 4
- Wet market: 1
- Sample Shipment Arranged: industry members made arrangements for sample shipments.







Foreign Agricultural Service
U.S. DEPARTMENT OF AGRICULTURE



U.S. Seafood Trade Mission to Vietnam



THAI COCHRAN MISSION



Vietnam: Vietfish Trade Show



The Seafood Marketplace for **ASIA**

11-13 SEPTEMBER 2023 / SINGAPORE

SANDS EXPO AND CONVENTION CENTRE



Digital Signage

SIGNAGE TV IN 5 STORES
Nim City / Promenada



PRICE DROP

BUY NOW

平 价 超 低 价

Alaska

Seafood Fair

8 – 14 Dec 2022

Only at FairPrice

Finest and Xtra

<div>SAVE 34.10%</div> <div>\$20.25</div> <div>WILD ALASKA SEAFOOD COOK IT FROZEN</div>	<div>SAVE 52.10%</div> <div>\$8.25</div> <div>WILD ALASKA SEAFOOD COOK IT FROZEN</div>
<div>SAVE 17.10%</div> <div>\$17.25</div> <div>WILD ALASKA SEAFOOD COOK IT FROZEN</div>	<div>SAVE 52.10%</div> <div>\$19.25</div> <div>WILD ALASKA SEAFOOD COOK IT FROZEN</div>
<div>SAVE 52.10%</div> <div>\$25.25</div> <div>WILD ALASKA SEAFOOD COOK IT FROZEN</div>	<div>SAVE 52.10%</div> <div>\$25.25</div> <div>WILD ALASKA SEAFOOD COOK IT FROZEN</div>
<div>SAVE 17.10%</div> <div>\$2.95</div> <div>WILD ALASKA SEAFOOD COOK IT FROZEN</div>	<div>SAVE 22.10%</div> <div>\$16.90</div> <div>WILD ALASKA SEAFOOD COOK IT FROZEN</div>
<div>SAVE 21.10%</div> <div>\$21.90</div> <div>WILD ALASKA SEAFOOD COOK IT FROZEN</div>	<div>SAVE 21.10%</div> <div>\$21.90</div> <div>WILD ALASKA SEAFOOD COOK IT FROZEN</div>

FACEBOOK Alaska Seafood content on Rimping Facebook page ARTWORK

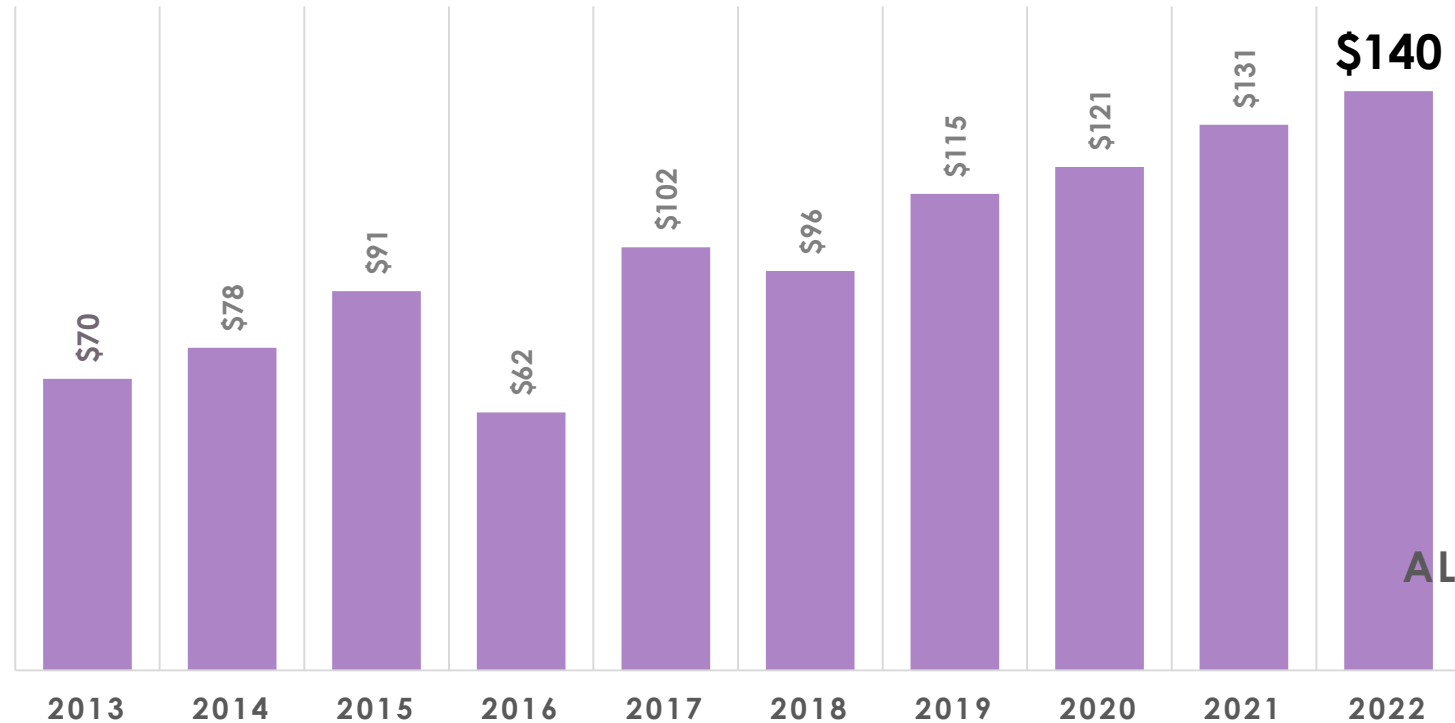
THE WILD CAUGHT AND FARM RAISED SALMON
Posted on May 20, 2022





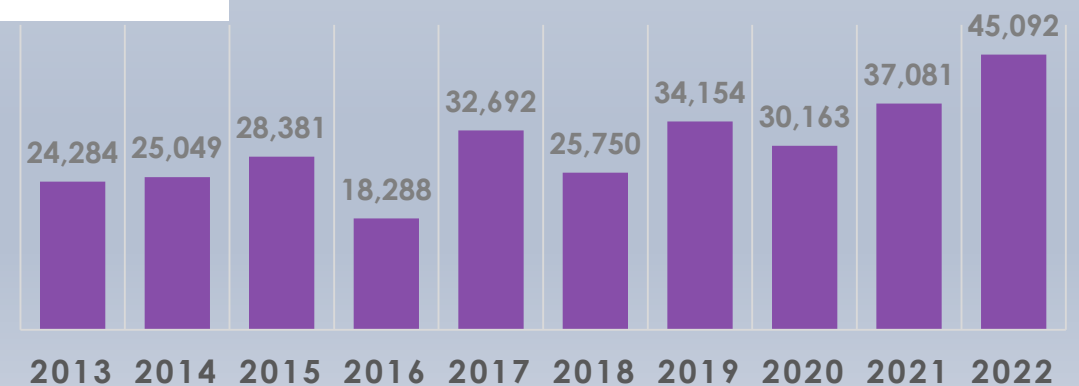
ALASKA EXPORTS TO SE ASIA 2013-2022

■ Export to area (\$ millions)



ALASKA EXPORTS TO SE ASIA 2013-2022

■ Exports to Area (mt)

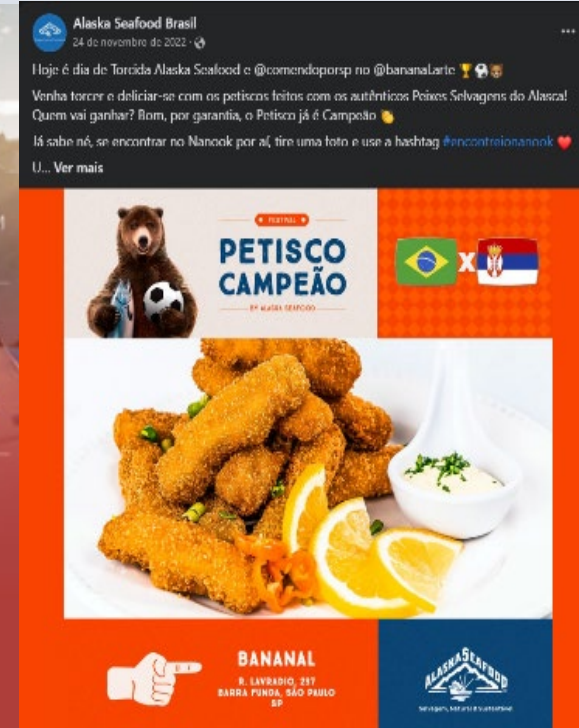


Includes: Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam.

Source: McKinley Research Group



LATIN AMERICA



	MT	Dollars	MT	Dollars		
Total	410	1,091,338	-	-	-100.0%	-100.0%



Opportunity:
Due to lower anchovy
harvests, Peru has
excess processing
capacity and seeks
new products.

Problem: Abrupt
disruption in
exports due to
non-tariff trade
barrier.



PERU MARCH 1-5, 2020





Embajada de Estados Unidos
en Perú



Visas Servicios a ciudadanos de EE.UU. Nuestra relación Negocios Educación y Cultura

Embajador de los Estados Unidos inauguró “Noche de productos marinos de Alaska 2020”

[Página Inicial](#) | [Noticias & Eventos](#) | Embajador de los Estados Unidos inauguró “Noche de productos marinos de Alaska 2020”

Alaska Seafood Exports
Peru

	2021		2022		% Change 2021 to 2022	
	MT	Dollars	MT	Dollars	Volume	Value
Total	825	2,407,713	1,545	3,447,368	87.3%	43.2%

EASTERN EUROPE

Completely natural
product from Alaska's
sustainable fisheries

Ready to eat;
requires no cooking

Great source of healthful
Protein and omega-3
fatty acids

Good source of calcium
(contains edible bones)

Use within 24 hours
of opening the can



Wild, Natural & Sustainable®
global.alaskaseafood.org



WILD PINK SALMON

GLOBAL FOOD AID PROGRAM



NUTRITION FACTS

7 servings (60 g) per can (418 g)

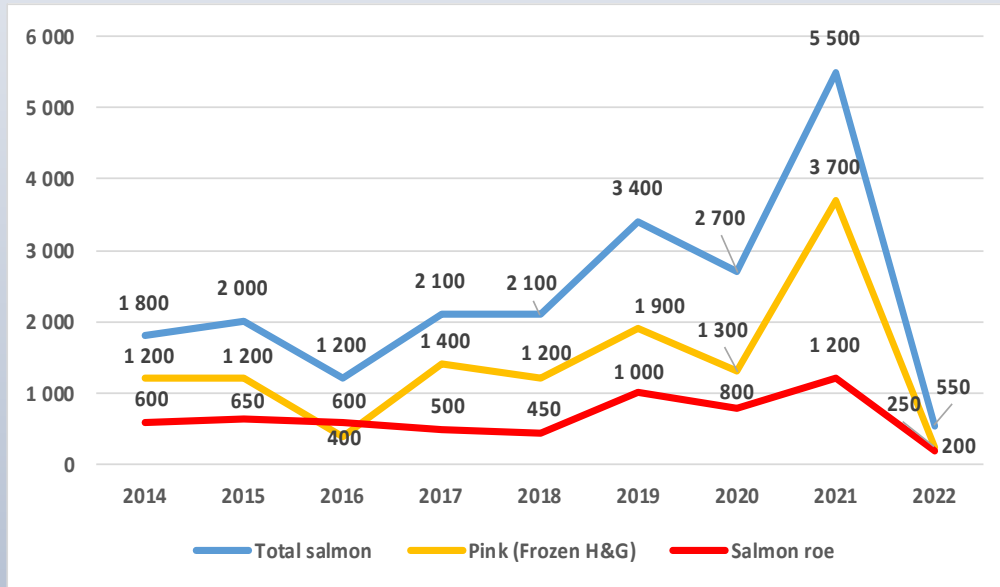
	One can 418 g	Serving 60 g
Calories, kcal	539	77
Protein, g	82	12
Total Fat, g	21	3
Saturated, g	4	0.5
Monounsaturated, g	5	0.7
Polyunsaturated, g	6	0.9
Trans Fat, g	0	0
Total Omega-3, mg	5,000	700
Cholesterol, mg	230	33
Carbohydrates, g	0	0
Sodium, mg	1,684	241
Potassium, mg	1,438	205
Phosphorus, mg	1,409	201
Magnesium, mg	125	18
Calcium, mg	899	128
Selenium, mcg	139	20
Zinc, mg	3	0.5
Niacin (Vitamin B3), mcg	27	4
Vitamin B12, mcg	18	3
Vitamin A, mcg	71	10
Vitamin D, mcg	57	8

Ingredients: pink salmon and salt
NET WT. 14.75 OZ. (418 g)

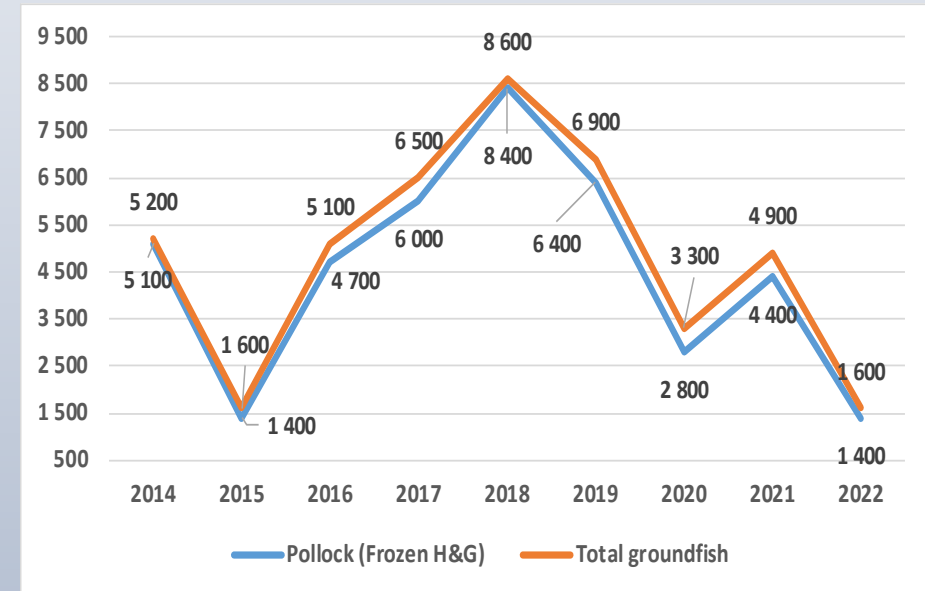
EXPORTS TO EASTERN EUROPE



Salmon Imports from Alaska to Ukraine, 2014-2022, mt

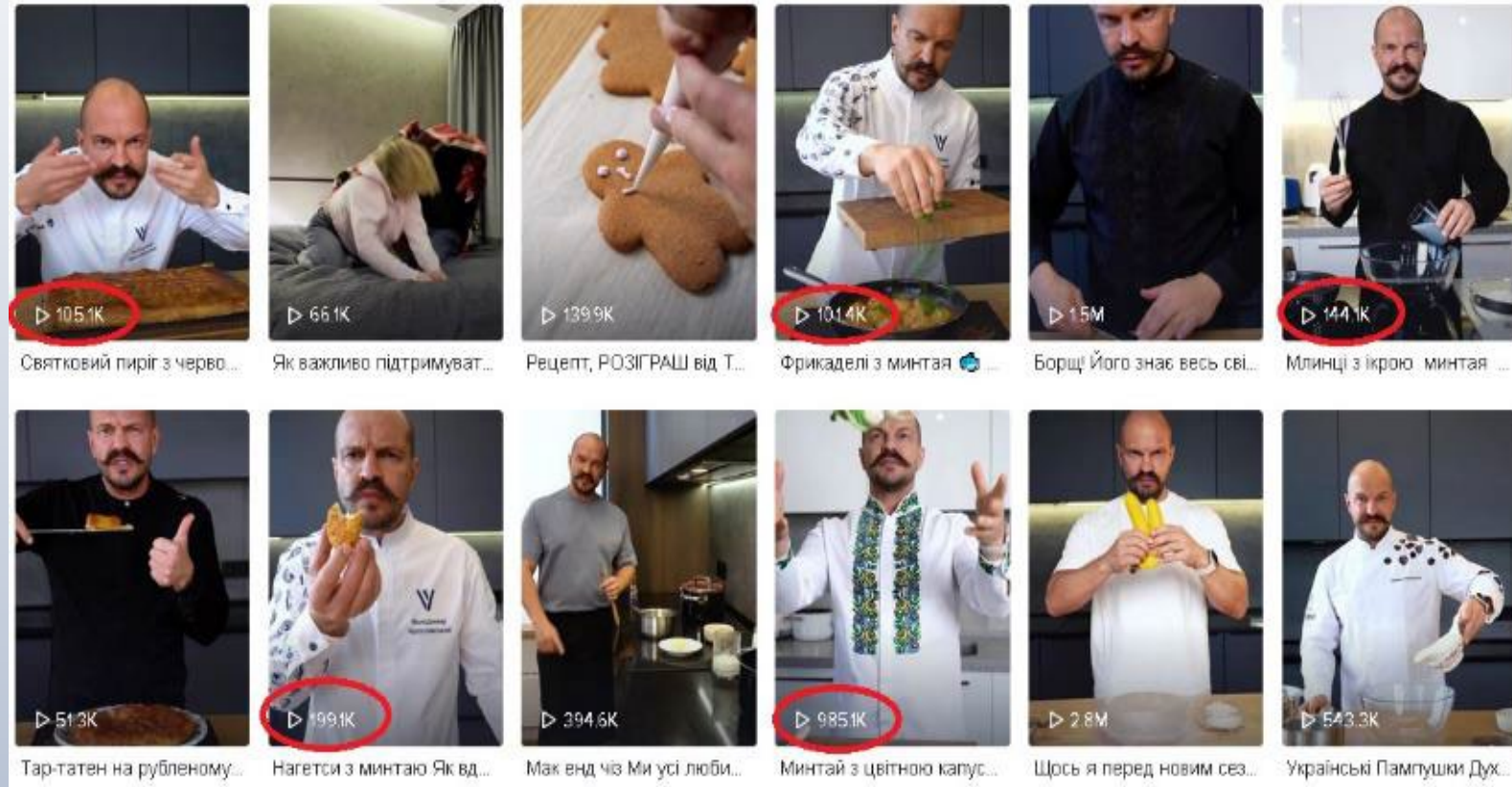


Groundfish and Alaska Pollock Imports from Alaska to Ukraine, 2014-2022, mt



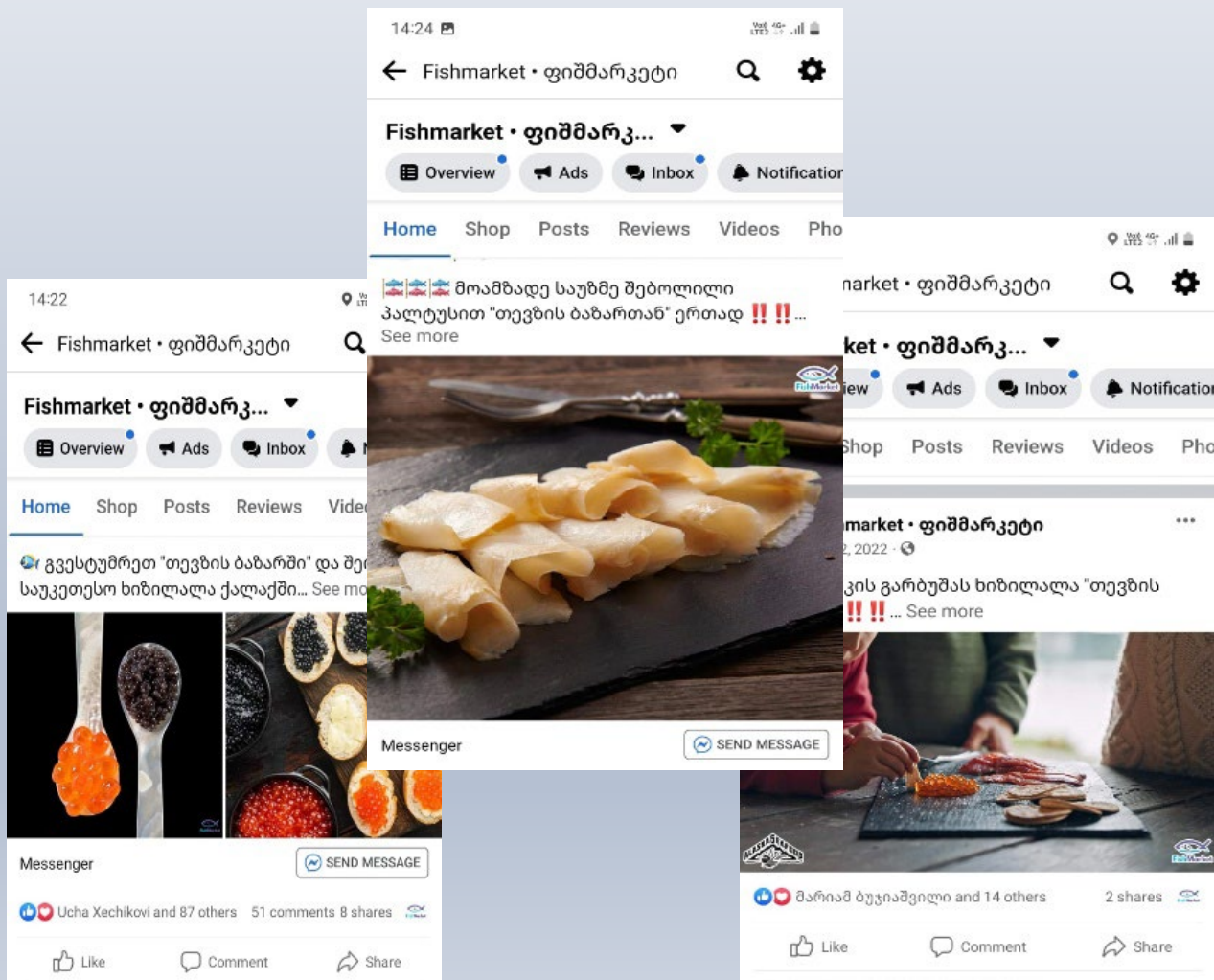
Source: NMFS export data

Ukraine down 71%, Romania + 168%, Georgia +67%, Moldova \$0-\$262,993, Latvia -21%, Lithuania +30% = \$53 million, Estonia +111% (overall -20%).



PANCAKES WITH ALASKA POLLOCK ROE, NUGGETS WITH ALASKA POLLOCK AND BAKED ALASKA POLLOCK WITH CAULIFLOWER.

GEORGIA: SALMON ROE AND HALIBUT PROMOTION



MOLDOVA: IN-STORE PROMOTION



THANK YOU!
HANNAH LINDOFF
HLINDOFF@ALASKASEAFOOD.ORG
(907)465-5560

