

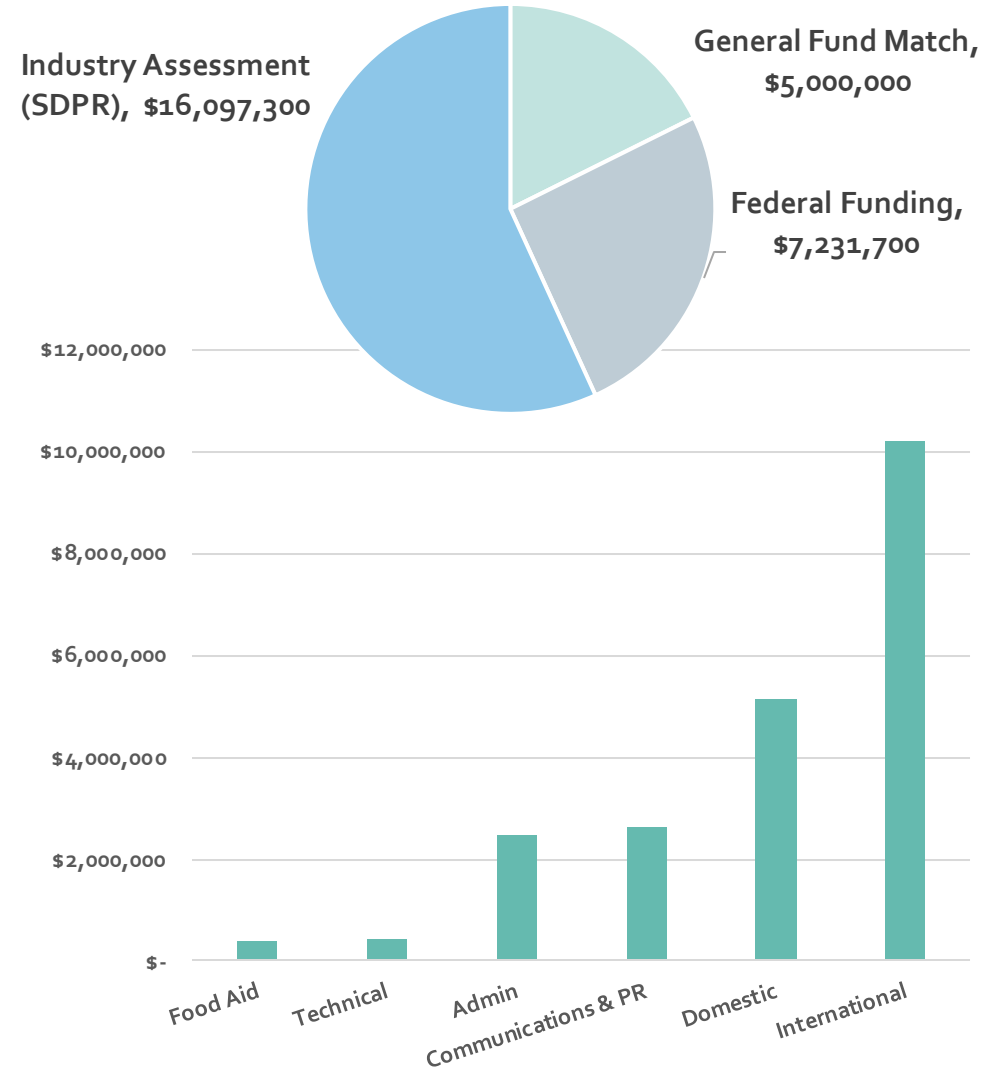
# What is the Alaska Seafood Marketing Institute?

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

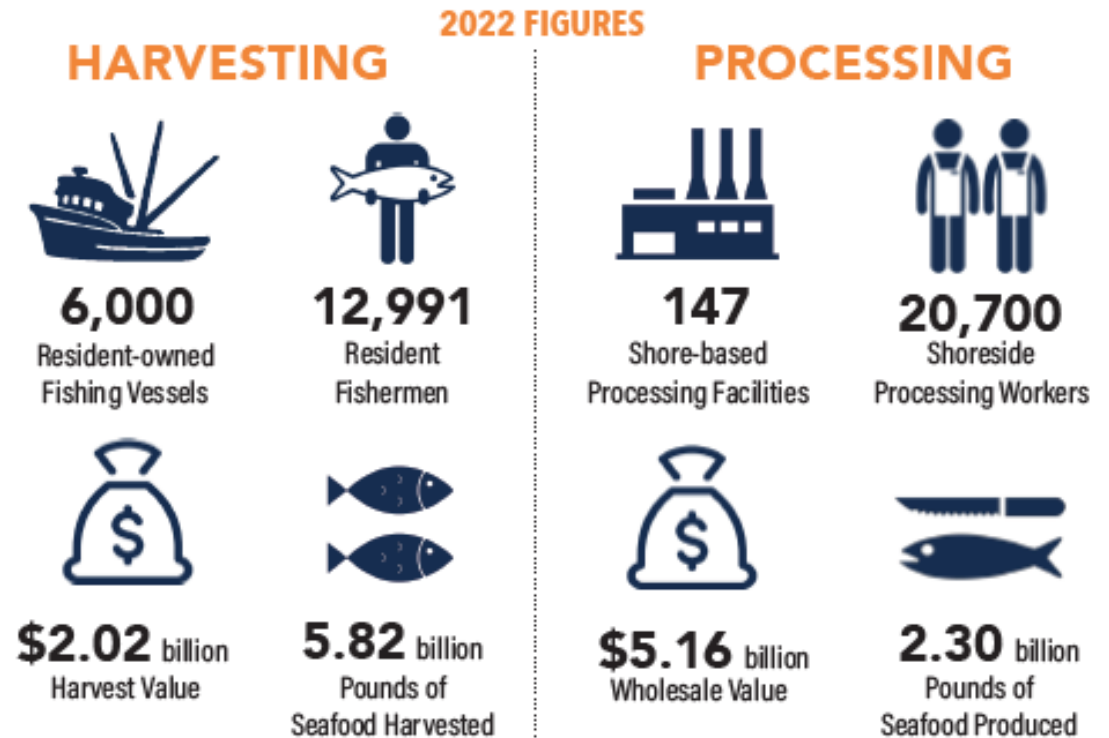
ASMI is directed by a Governor-appointed Board of Directors: five processors, two commercial harvesters; and 9 board-appointed Species and Operational Committees.

FY24 ASMI Revenues & Spend Plan



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

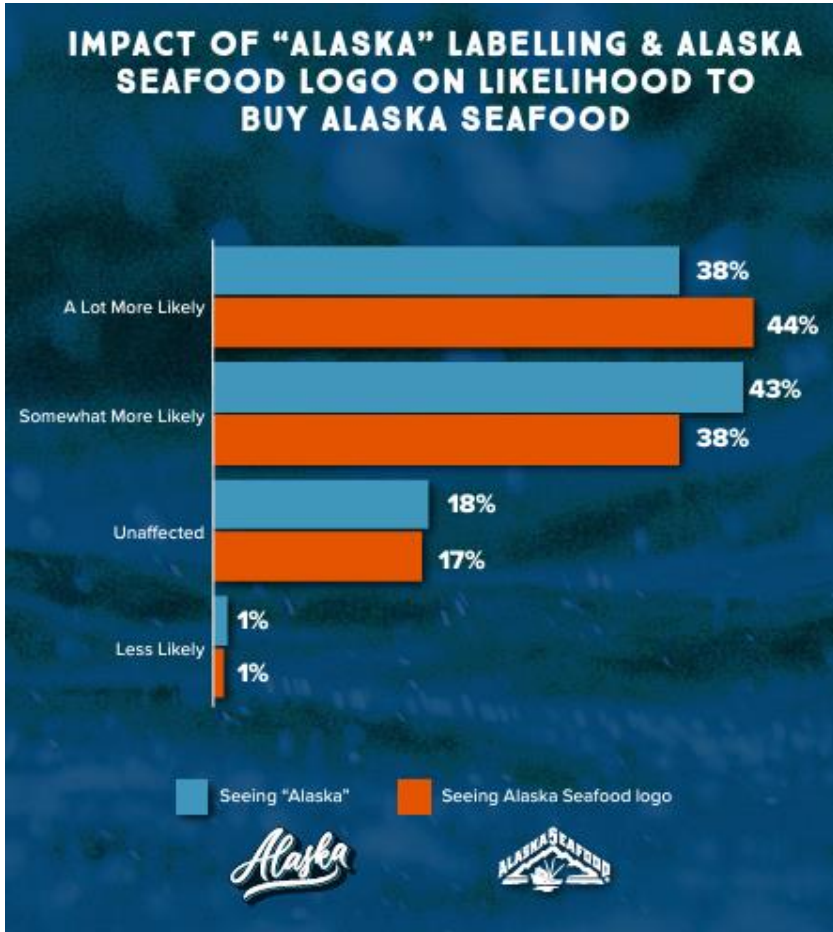
- Directly employs **48,800 workers** annually, who earn **\$1.8 billion** in labor income
  - 17,000 Alaskans from more than 140 communities employed in seafood industry
- **\$6.0 billion total economic impact to AK**
  - **\$15 billion nationally**
- **140 shore-based processors in 40+ communities**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

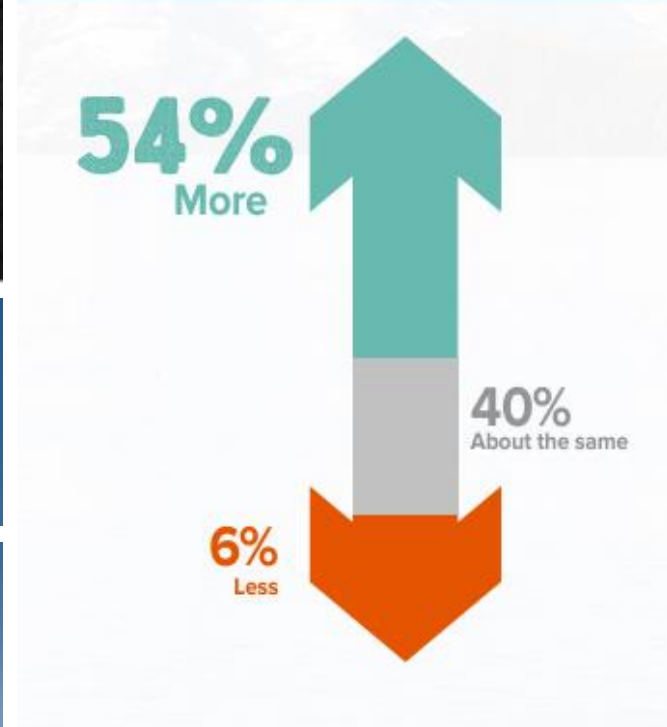


**#1** ALASKA SEAFOOD IS THE #1 MENUED ANIMAL PROTEIN BRAND by penetration

**61%** of diners say they would order more fish/seafood items if they **KNEW THE ORIGIN**

SEAFOOD from ALASKA is more appealing than any other SEAFOOD ORIGIN

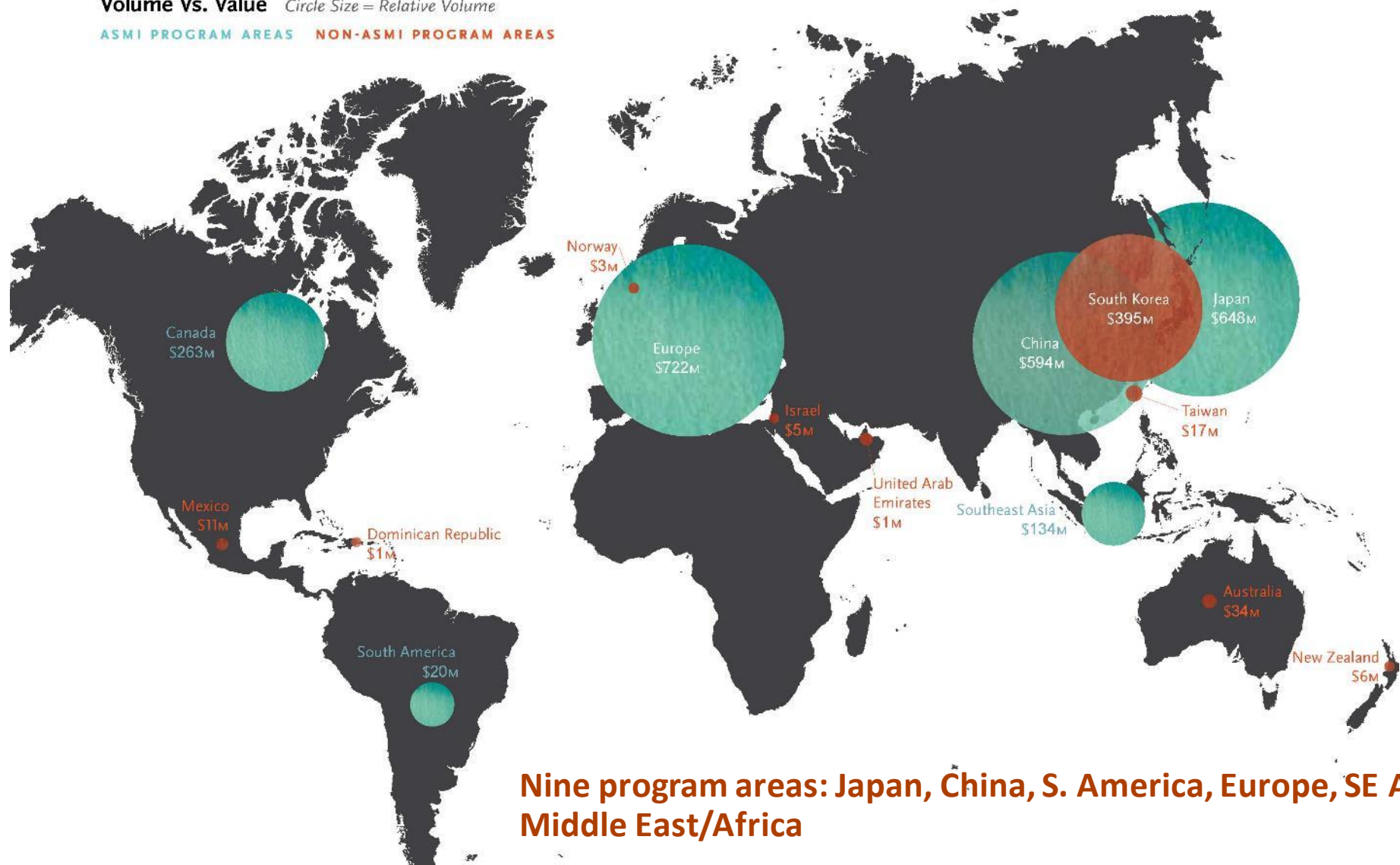
54% of consumers surveyed are eating more seafood compared to two years ago



# Global Market Diversification

Volume Vs. Value Circle Size = Relative Volume

ASMI PROGRAM AREAS NON-ASMI PROGRAM AREAS



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

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

