

Alaska Seafood Marketing Institute

February 9, 2023
House Fisheries Committee

Jeremy Woodrow, Executive Director
Alaska Seafood Marketing Institute



- **ASMI Overview**
- **Economic Update**
- **Global Market & Strategy**
- **ASMI Marketing Examples**
- **ASMI Resources**



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 10 board-appointed Species and Operational Committees.



ASMI Funding

FY23 Budget Authority

- **Seafood Marketing Assessment**
 - \$15,932,800 (0.5% of ex-vessel value)
- **Federal Funds**
 - \$5,603,500
 - Market Access Program (MAP)
 - Agricultural Trade Promotion Program (ATP)
 - Saltonstall-Kennedy Grant (SK)
 - Cochran Fellowship
 - Emerging Markets Program (EMP)
 - Quality Samples Program (QSP)
- **\$0 General Funds***

FY23 Spend Plan: \$21,250,000

FY24 Governor's Budget

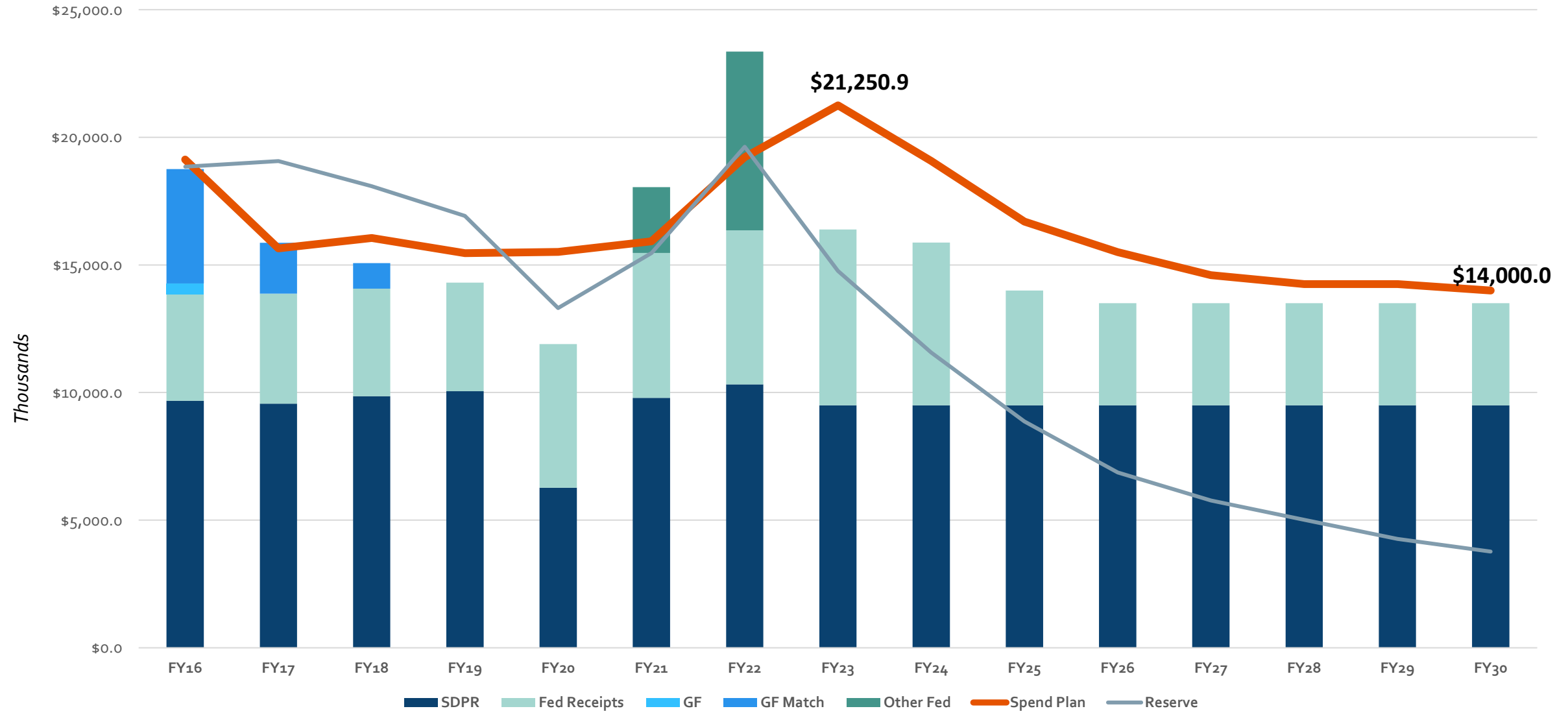
- **Seafood Marketing Assessment**
 - \$16,067,300 (0.5% of ex-vessel value)
- **Federal Funds**
 - \$5,640,500
 - Market Access Program (MAP)
 - Agricultural Trade Promotion Program (ATP)
 - Saltonstall-Kennedy Grant (SK)
 - Cochran Fellowship
 - Emerging Markets Program (EMP)
 - Quality Samples Program (QSP)
- **\$0 General Funds**

FY24 Spend Plan: *Set by ASMI Board in May*

**FY23 Capital Funds: \$300,000 UGF for Alaska canned salmon food aid to Ukraine.*



ASMI Budget History & Forecast





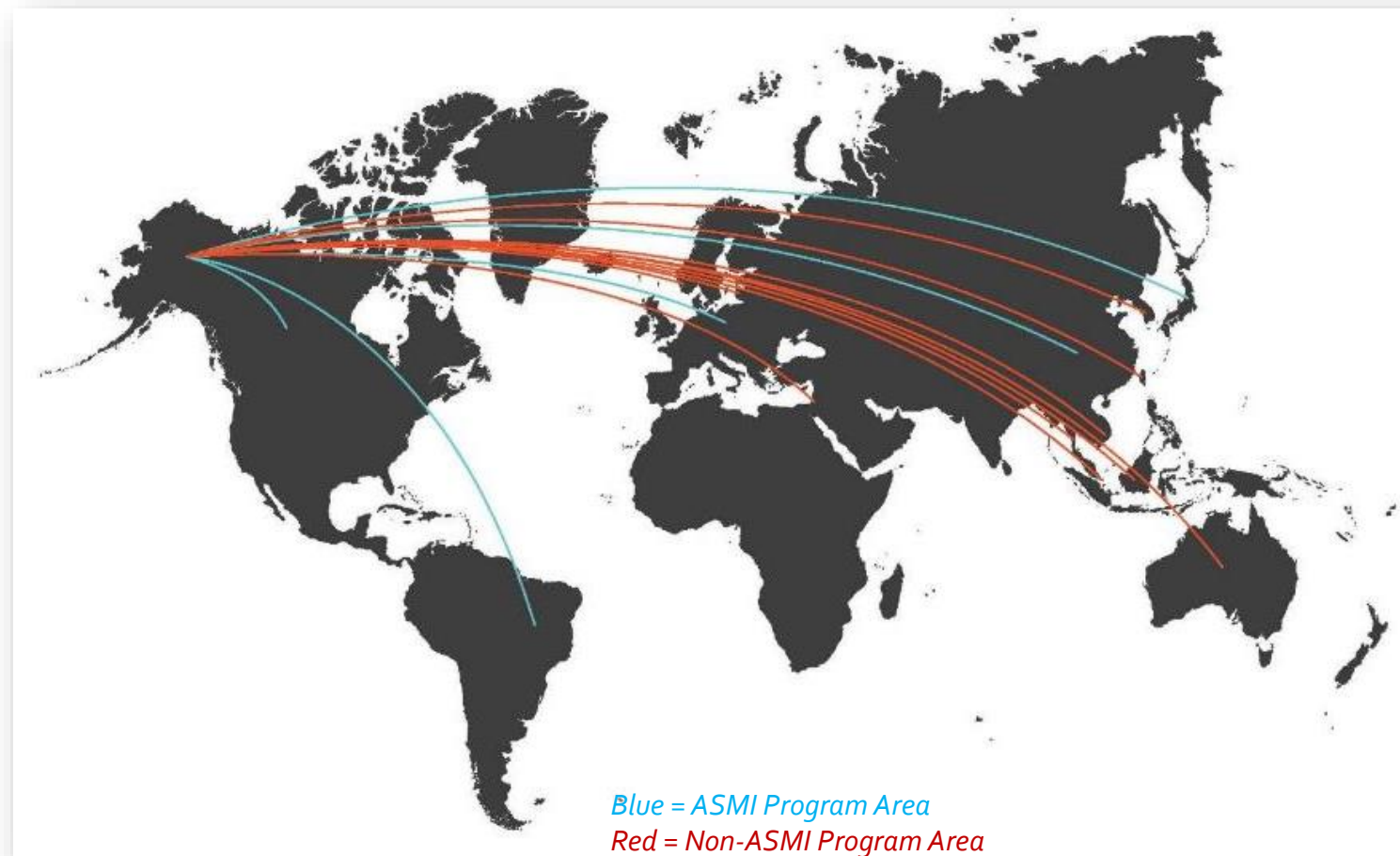
ASMI Programs



Nine Program Areas in over 42 Countries:

- Japan
- China
- South America
- Northern Europe
- Central Europe
- Southern Europe
- Western Europe
- Eastern Europe
- Southeast Asia
- Africa (Emerging Market)

INTERNATIONAL MARKETING



Domestic Marketing

United States and Canada

- Foodservice + Retail

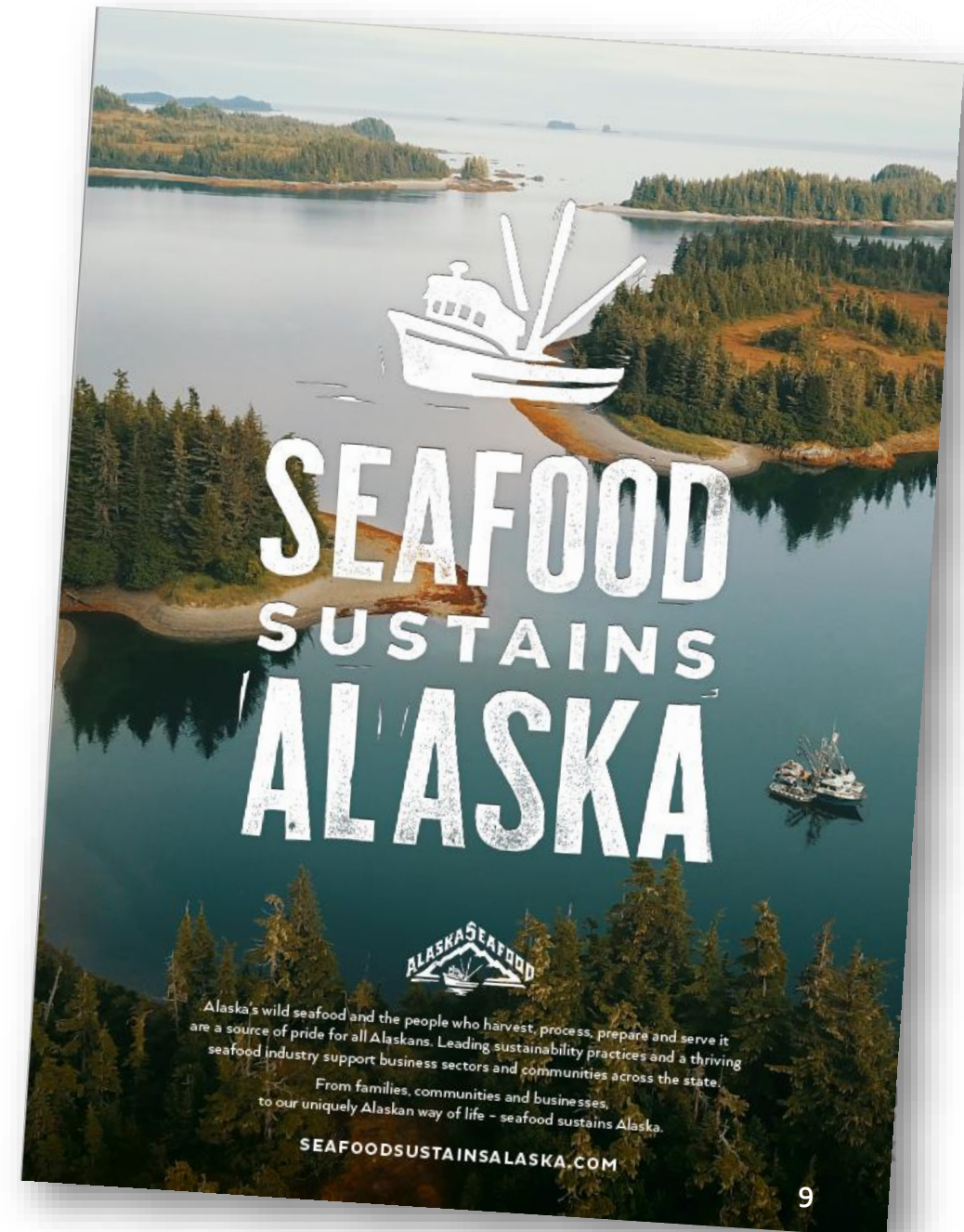


FY22/23 Promotions:

- 35,000 retail and e-commerce stores
- 18,000+ foodservice establishments

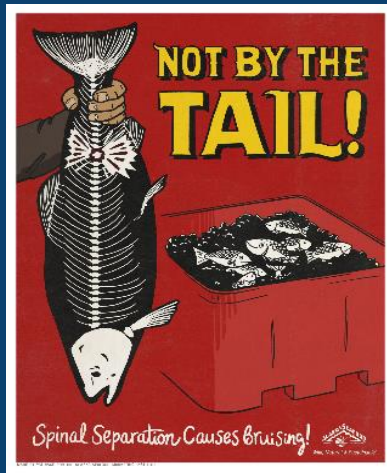


COMMUNICATIONS & PR



SEAFOOD TECHNICAL

- Outreach and Resource Development
- Trade Education
- Applied Research




GLOBAL FOOD AID



Seeks Alaska seafood inclusion in domestic and international food aid programs:

- USDA
- Women's Infants and Children's (WIC)
- Supplemental Nutrition Program (SNP)
- School Lunch Program
- USAID, and more...



Alaska Canned Salmon to Ukraine

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)

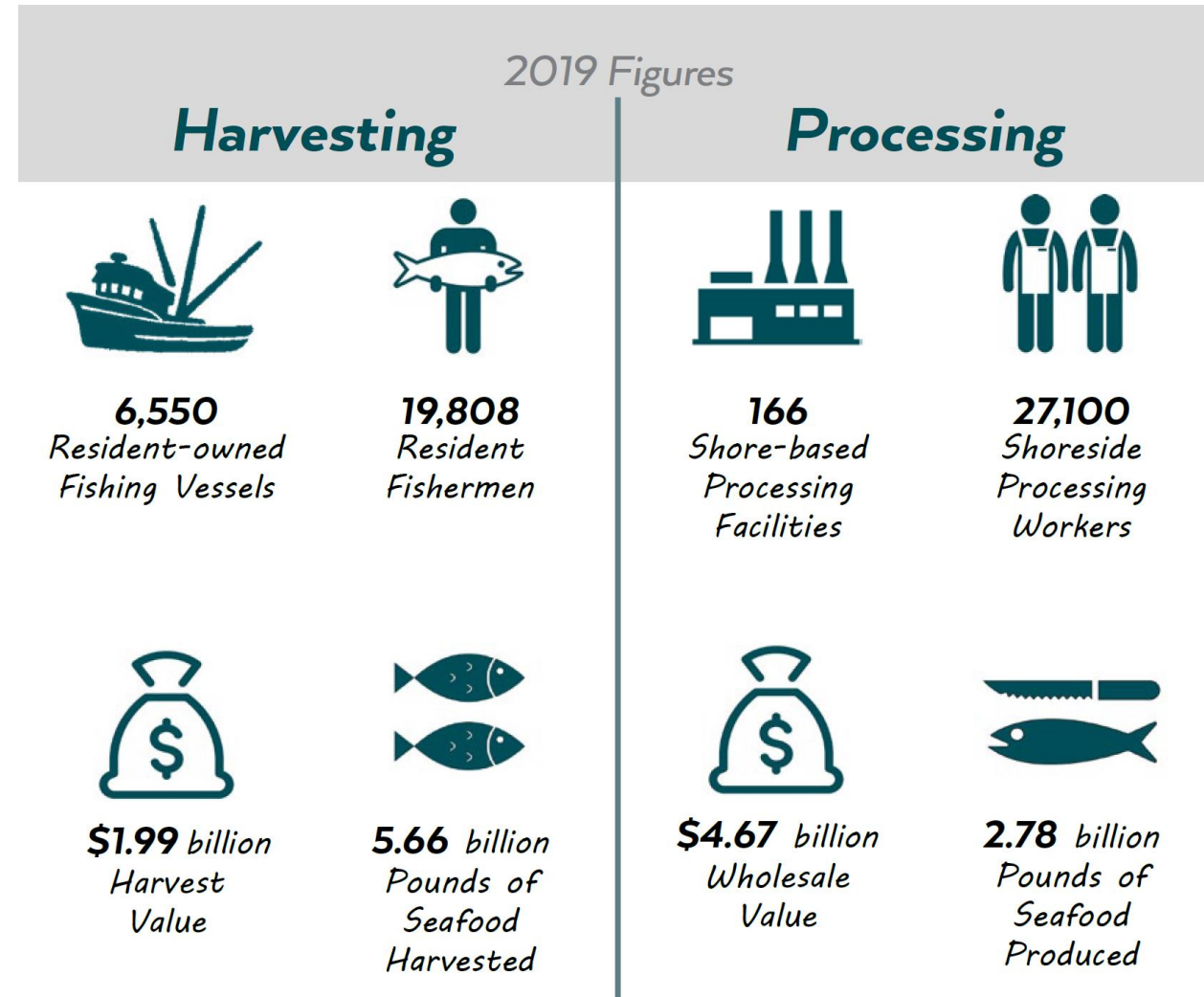
	One can 418 g	Serving 60 g
Calories, kcal	539	77
Protein, g	82	12
Total Fat, g	21	3
Saturated, g	4	0.5
Monounsaturated, g	5	0.7
Polyunsaturated, g	6	0.9
Trans Fat, g	0	0
Total Omega-3, mg	5,000	700
Cholesterol, mg	230	33
Carbohydrates, g	0	0
Sodium, mg	1,684	241
Potassium, mg	1,438	205
Phosphorus, mg	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)

A Cornerstone of Alaska's Economy



- Directly employs **62,000 workers** annually, more than any other industry in Alaska - largest manufacturing sector in Alaska
- **\$1.75B** in direct earnings
- Industry operates over **8,900 Vessels & over 160 shore based processors** in **40+ communities**
- Alaska holds six of the nation's top ten ports by value



Value for Alaska

Seafood provides economic activity and tax revenue the state.

\$163 million

in annual state, municipal, and federal taxes, fees, and assessments paid by Alaska seafood industry

\$5.7 billion

directly benefits and contributes to Alaska's economy; \$2.2 billion in labor income



SEAFOOD / ALASKA SUSTAINS

—AND ALASKANS SUPPORT ALASKA'S SEAFOOD INDUSTRY



Alaskans are proud of Alaska's seafood industry

87%

feel proud when they see
Alaska seafood in grocery
stores and restaurants

88%

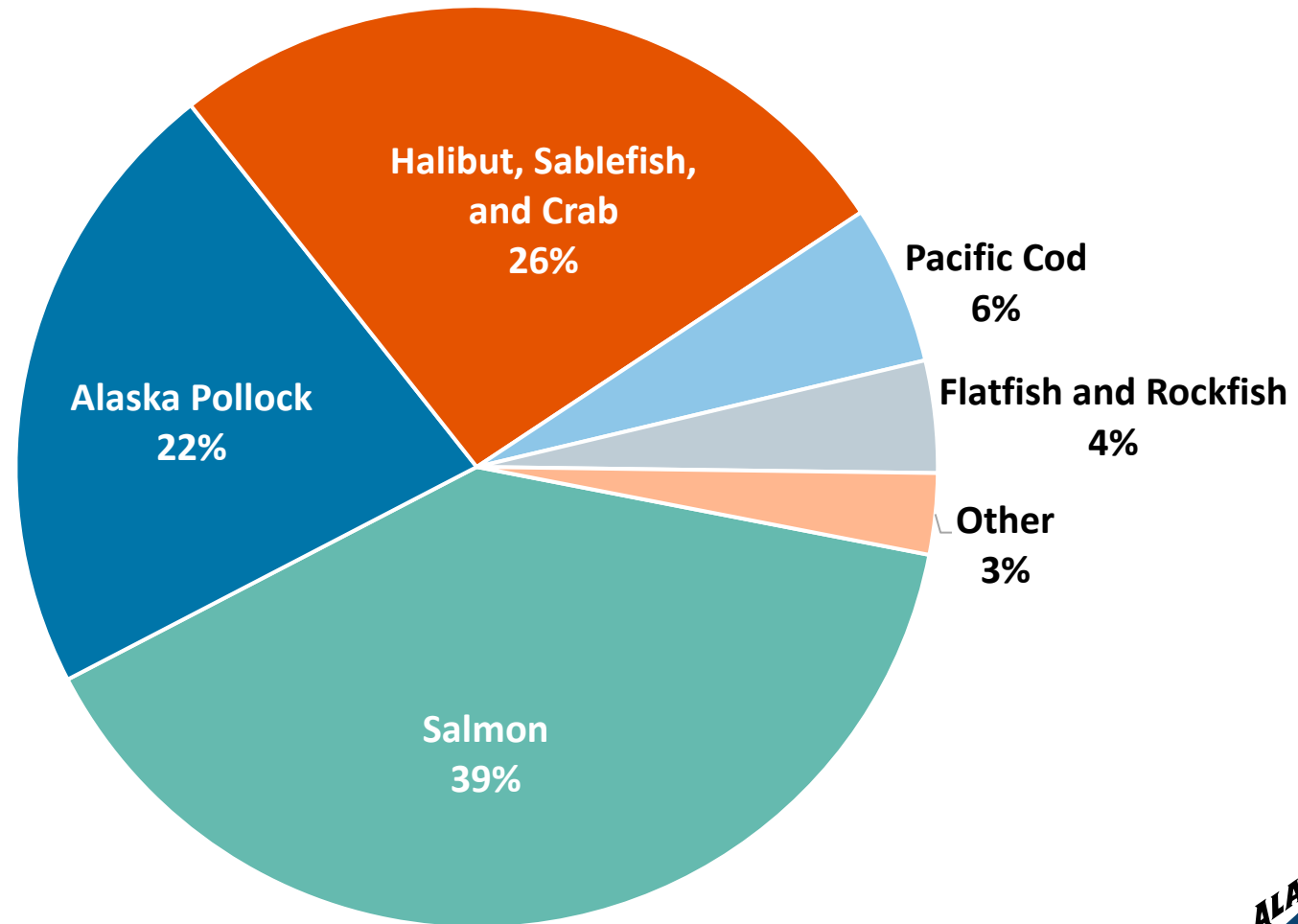
view commercially-caught
Alaska seafood as enhancing
Alaska's reputation around
the world



Alaska's Fisheries' Ex-Vessel Values

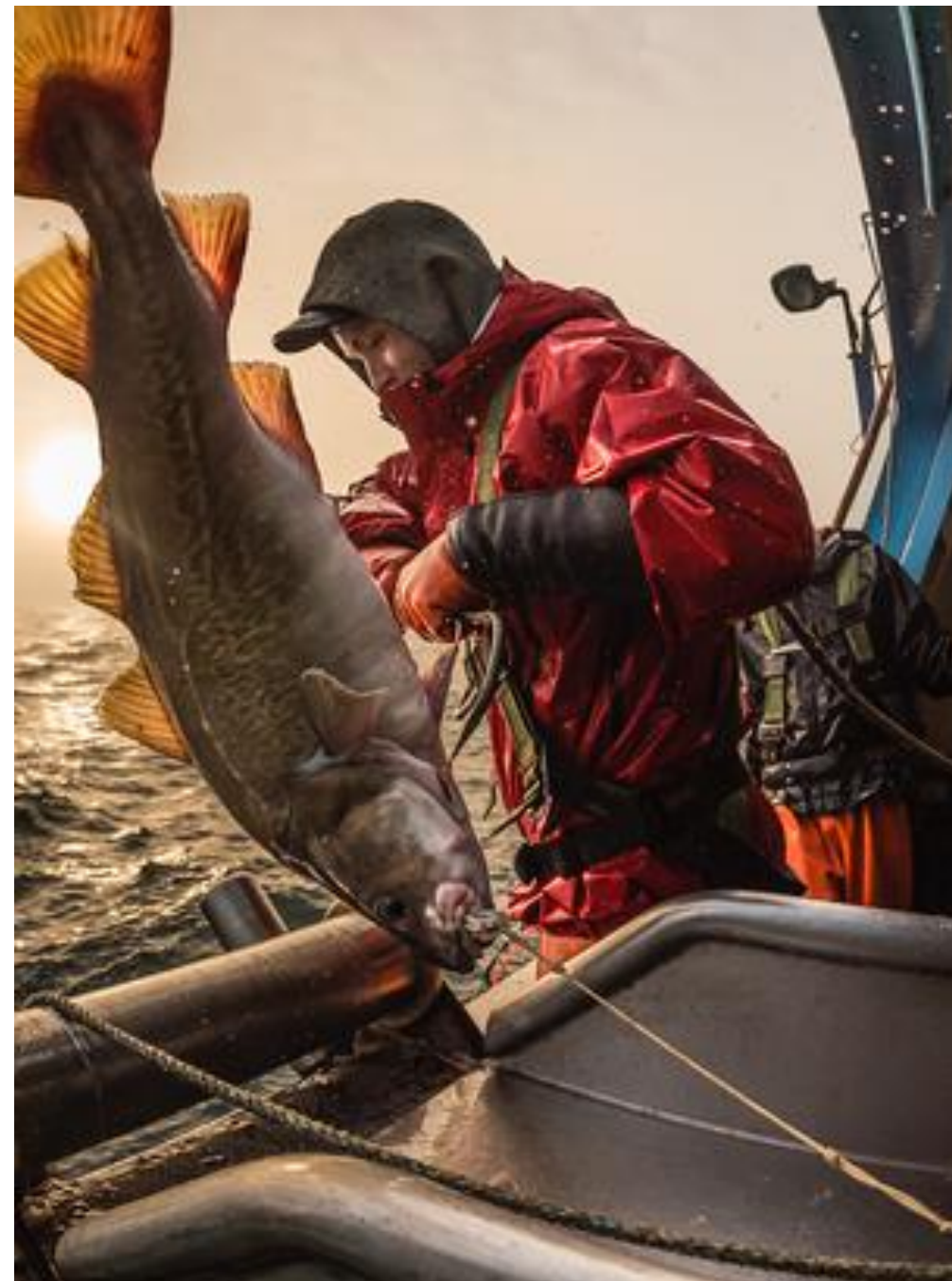
2021 Ex-Vessel Value,
% by Species Group

Total \$2.0 billion



2022 – Groundfish Harvest

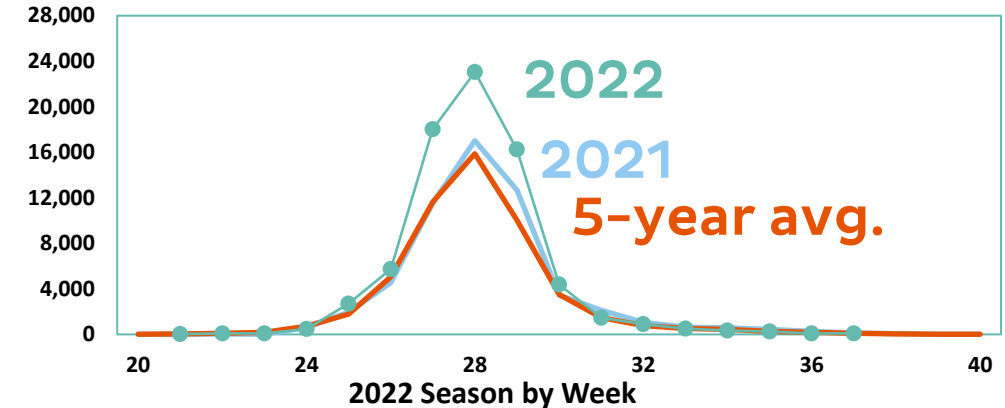
- Pollock quota decreased by >15%
 - Record prices and continuing strong
- Flatfish – economics appear to be recovering after disruptions (China/COVID)
- Pacific cod – quotas growing after years of decreased abundance



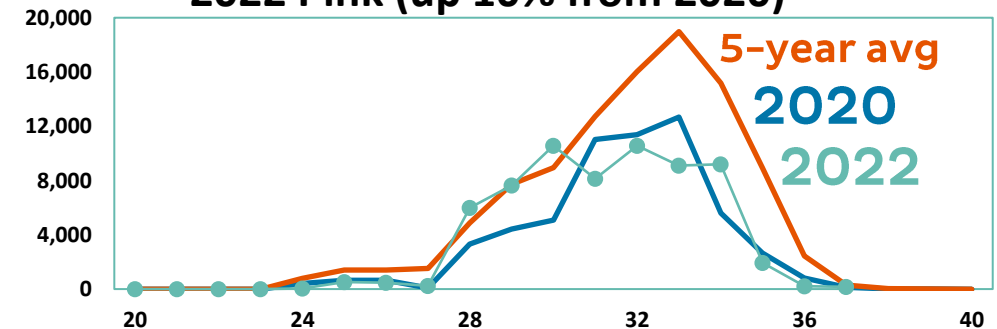
2022 – Salmon Harvest

- Record breaking Bristol Bay harvests
- Pink well below average, but up from 2020
- Keta historically low, but harvest volume up from 2021
- Strong prices
- Some regional harvests down
- Sockeye would be down if not for Bristol Bay

2022 Sockeye (up 30% from 2021)

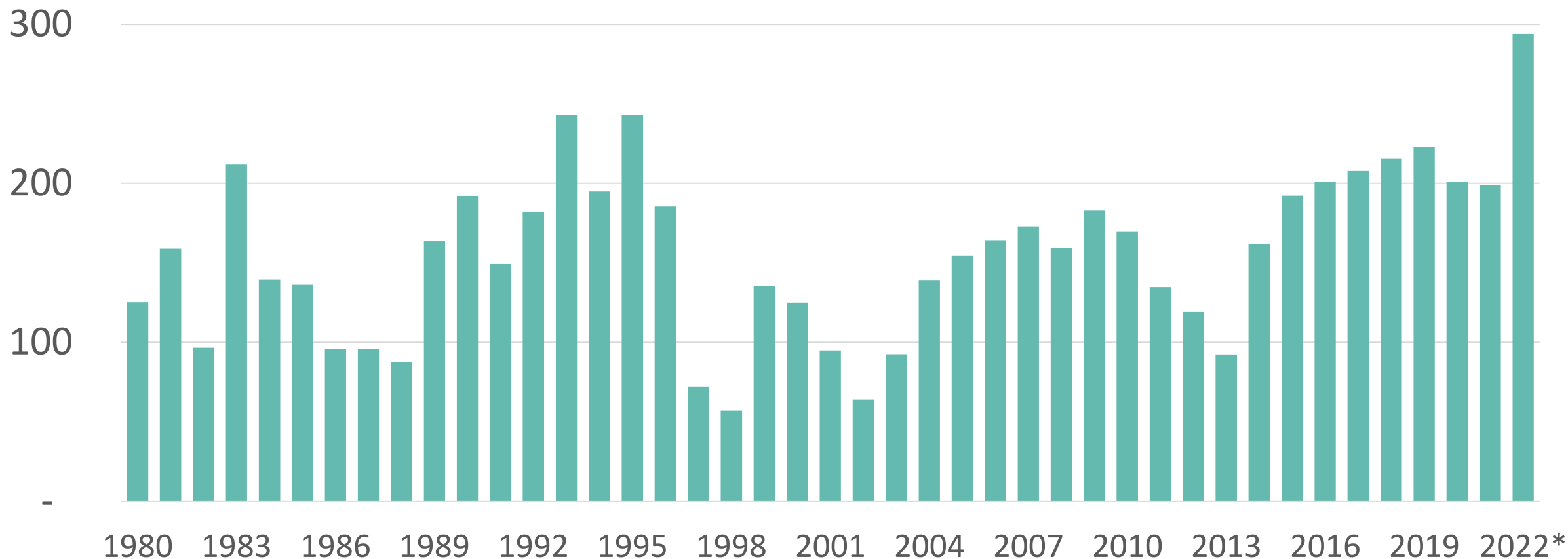


2022 Pink (up 10% from 2020)



Bristol Bay Sockeye Salmon Harvest

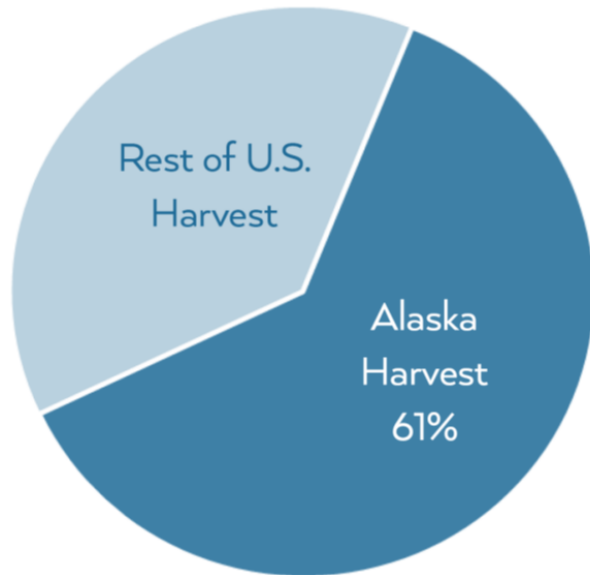
(millions of pounds) 1980-2022



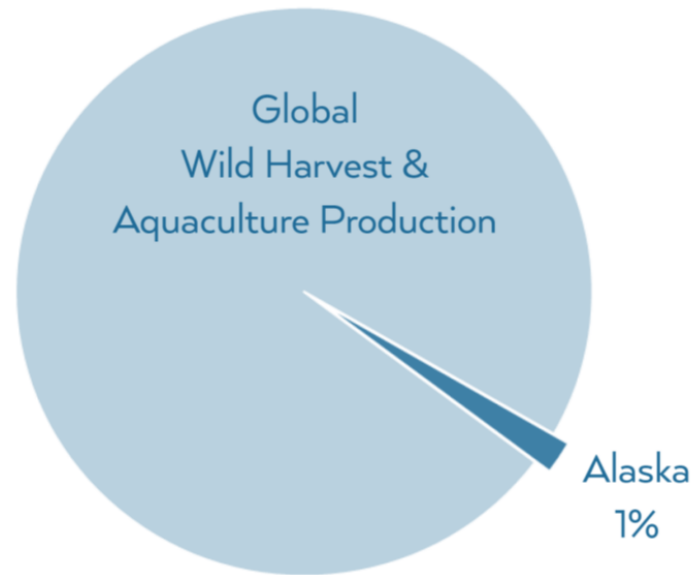
*2022 is preliminary estimate



Alaska Seafood in U.S. & Global Context



2020 Data by volume



Alaska contributes to the global supply:

- 41% of Alaska pollock
- 30-40% of wild salmon
- 66% of sablefish
- 61% of Pacific halibut
- 21% of flatfish
- 10% of cod

What is the U.S. blocking from Russia?

Product	2021 Import Value (\$millions)	2021 Import Volume (mt)
Snow Crab	\$509	18,799
Red King Crab	\$420	8,486
Blue King Crab	\$86	2,795
Golden King Crab	\$80	1,625
Frozen Cod Fillets	\$33	4,037
Minced Groundfish	\$9	3,687
Frozen Sockeye Salmon	\$8	880
Frozen Halibut	\$8	639
Frozen Cod	\$6	1,827
Frozen Salmon Fillets	\$6	799
All Other	\$39	6,324
All Direct U.S. Imports from Russia	\$1,203	49,898



Top U.S.-imported Seafood Products
from Russia, 2021

Source: NMFS OST Import Database



GLOBAL COMPETITION

- Opportunities & Challenges not unique to Alaska Seafood
- Norwegian Seafood Council global budget 3x larger than ASMI
- Russia investing \$7 Billion into its fisheries
 - Processing, New Vessels, Cold Storage & Promotion
 - “New Alaska”



HEADWINDS

A person wearing a cap and jacket is seen from behind, looking out over the ocean at sunset. The sun is low on the horizon, creating a golden glow and reflecting on the water. The ship's structure, including a railing and some equipment, is visible in the foreground.

INFLATION

STRONG US DOLLAR

INVENTORY

TRADE BARRIERS

OPPORTUNITY

BRAND RECOGNITION

FULL UTILIZATION



MARKET DIVERSIFICATION

INNOVATION



Global Strategy

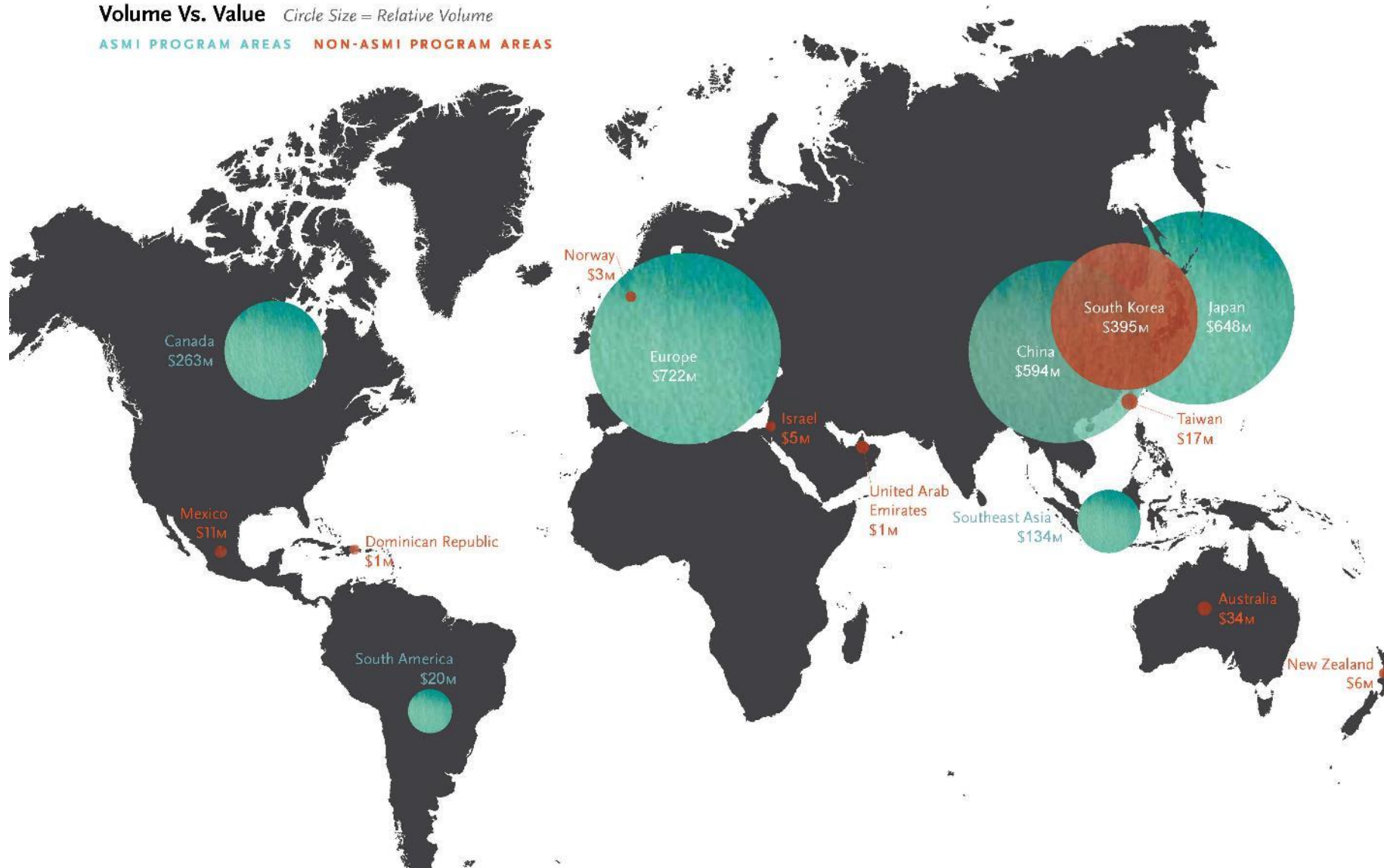
Connecting with Home Cooks - Wild - Sustainability
- Diversification - Premiumization



Global Marketplace

Volume Vs. Value Circle Size = Relative Volume

ASMI PROGRAM AREAS NON-ASMI PROGRAM AREAS



About 65-70% 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

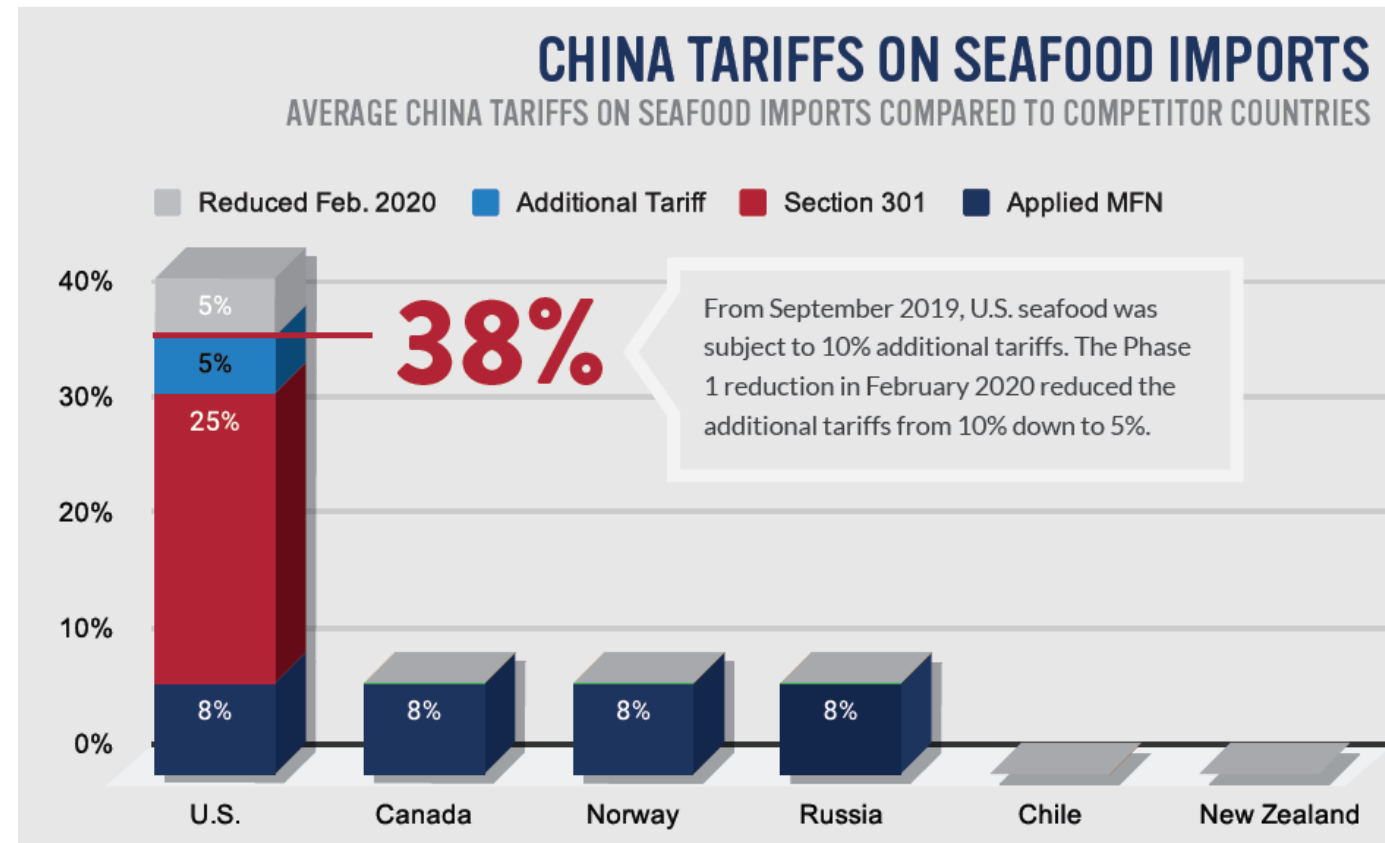
Japan/Europe largest direct foreign markets

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

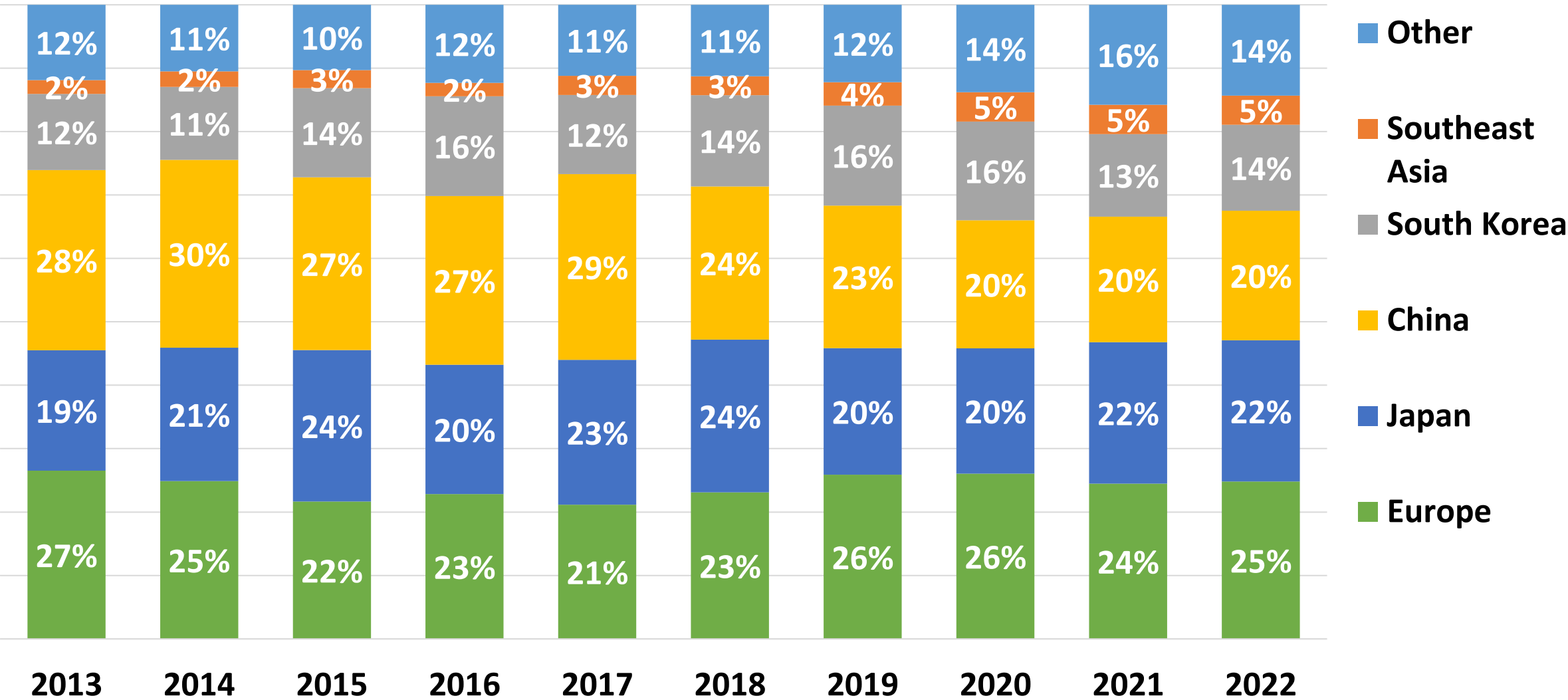
Alaska Seafood Needs Diversification

- Exports to China dropped \$450M from 2017 to 2020
 - Was #1 Export Market Prior to 2017
 - A 20-year investment by Alaska Seafood Industry & ASMI
- Growing Southeast Asia
- Expanding South America
- Eastern Europe?
- Africa?

Alaska Seafood Needs Global Market Diversification Now More Than Ever



Alaska Seafood Export Value by Region



Source: NOAA, compiled by McKinley Research.





WHAT WE'RE
Loving

Fresh, Wild-Caught Alaska Sockeye Salmon

In season now! Known for its vibrant red colour and content of omega-3 fatty acids, Alaska sockeye salmon is great for grilling.

All wild-caught fish in our Seafood department is sustainable wild-caught.



SEVEN&I

サステイナブル
シーフード

ALASKA SEAFOOD

天然のおいしさを、
アラスカから。

熟成 紅すじこ

じゅくせい
べに

温めずにお召し
上がりください

155円(税167.40円) イメージ写真

Salmon Roe Marinated in Soy Sauce

国産米使用 栄養成分表示(1包装当り) 熱量178kcal
蛋白質 4.8g 脂質 0.7g 炭水化物 38.4g(糖質 37.7g
食物繊維 0.7g)食塩相当量 0.98g(推定値)



新発売

海苔が変わった!

炭火の香ばしさ

炭火焼 紅しゃけ

¥165* (税込¥178.20)

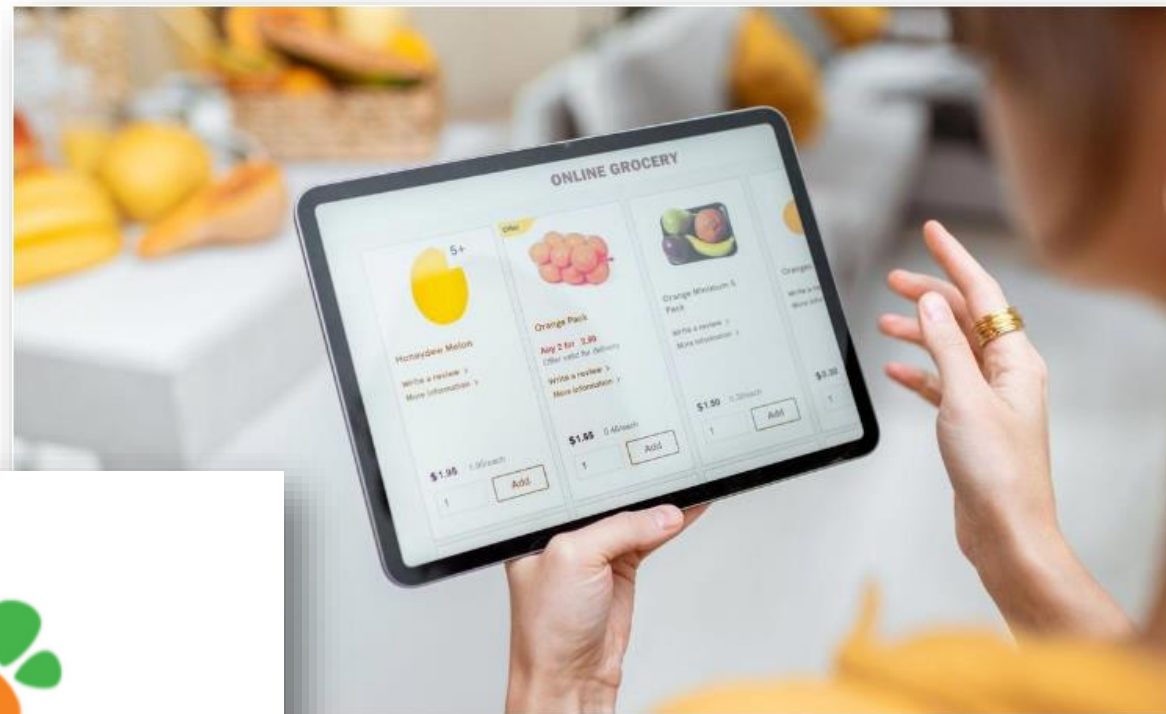
ALASKA SEAFOOD

天然のおいしさを、アラスカから。
サステイナブルシーフード

※写真はイメージです。 22年0月0日

Ecommerce to account for 21.5% of grocery market by 2025.

*Mercatus



91% of consumers expect they will prepare a meal at home from scratch as much or more often as last year.

**According to IRI 2022*

Still Cooking at Home...



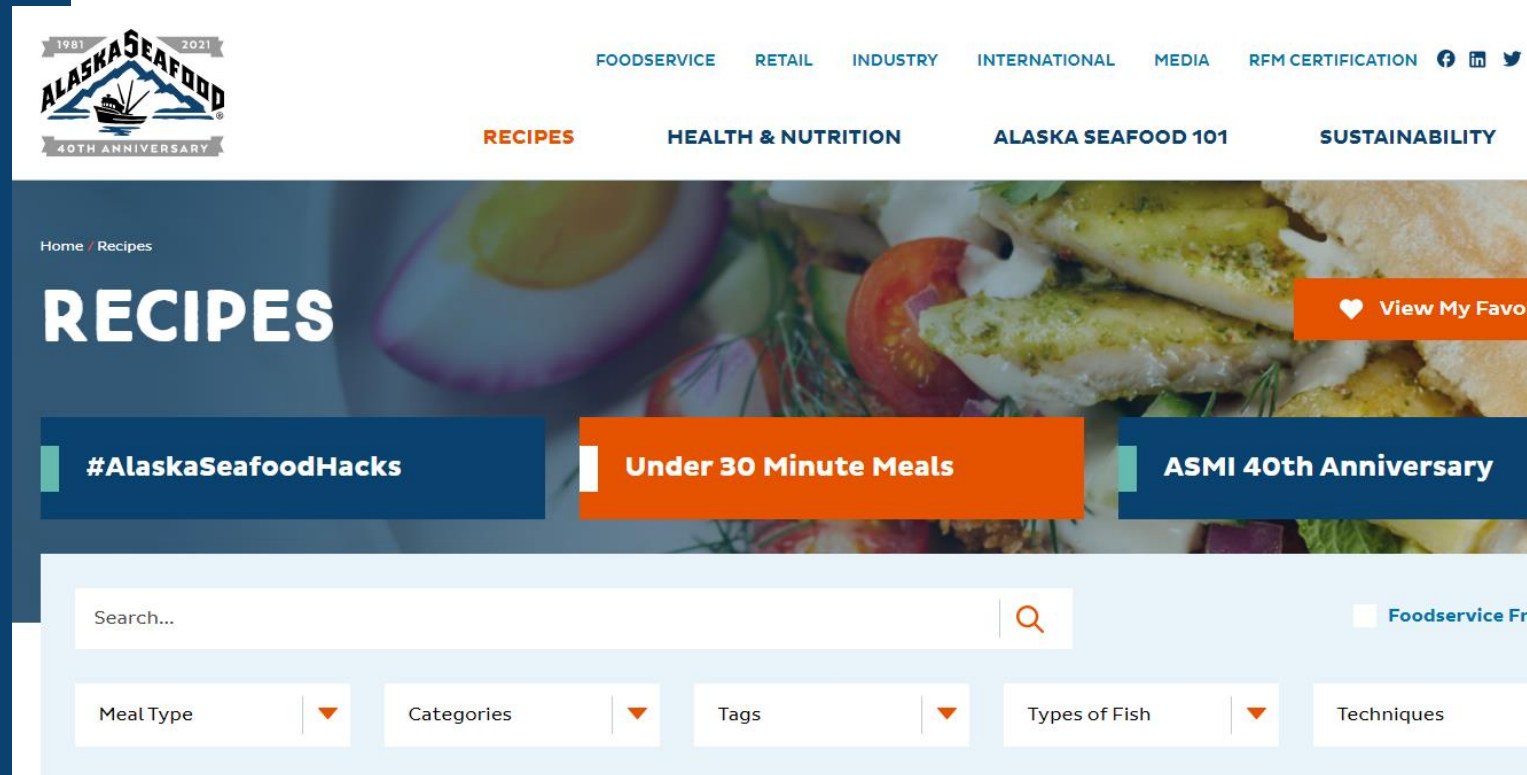
“Most consumers could be enticed to eat more seafood especially if they were provided recipe ideas.”

*Datassential 2022

“Most seafood consumers want to know more about how to cook, prepare or flavor seafood (80%) and new and different ways to cook seafood (83%)”

*FMI 2022

Relevant recipes are key to keeping new consumers.



Senator Dan Sullivan
18h · 6

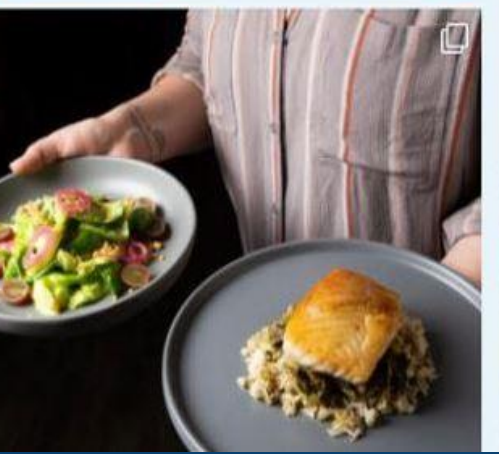
As I often like to say, Alaska is the unquestioned superpower of seafood, offering the most delicious, fresh and sustainable protein you can find.

In celebration of our world-class seafood industry, the Alaska Seafood Marketing Institute has launched a new initiative with some great tips and tricks from skilled chefs and experts on how best to prepare the seafood we all love. ASMI is also looking for recipes and "hacks" from those who know Alaska seafood better than anyone e... See more



#ALASKASEAFOODHACKS

7.3 Billion Impressions





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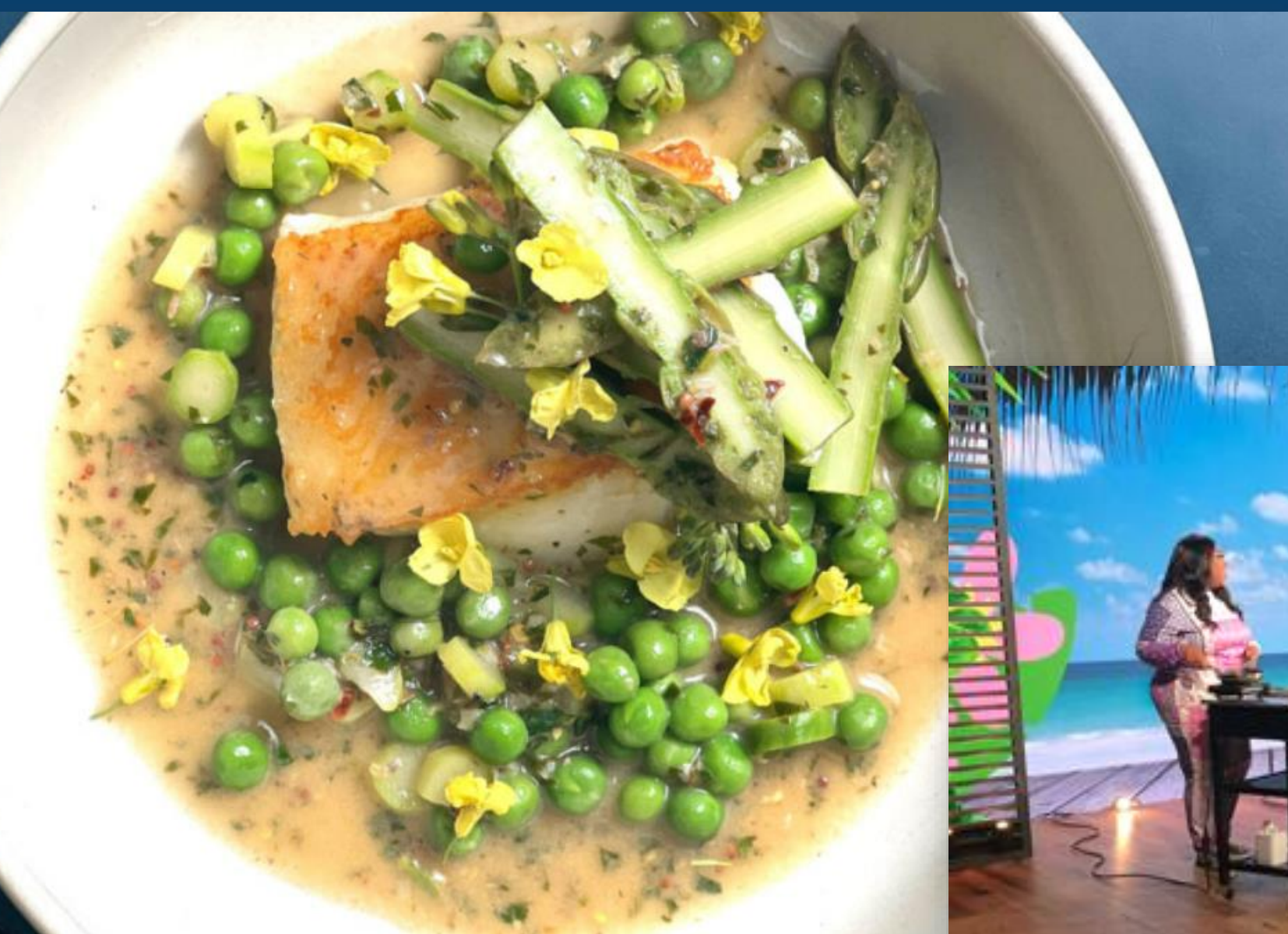
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Quick & Easy: Honey Lime
Grilled Salmon





98% of
fine-dining
restaurants
menu
seafood.

*According to Datassential 2022



LOGO POWER

76%

of consumers believe when a store features the Alaska Seafood logo that store supports **SUSTAINABLE FISHERIES**



72%

OF GENERAL consumers are more likely to purchase seafood when they see the Alaska Seafood logo



73%

of consumers would **PAY MORE** for seafood displaying the Alaska Seafood **LOGO**



Wild, Natural & Sustainable[®]

82%

of consumers believe a store that displays the Alaska Seafood logo means the store sells **HIGH QUALITY SEAFOOD**

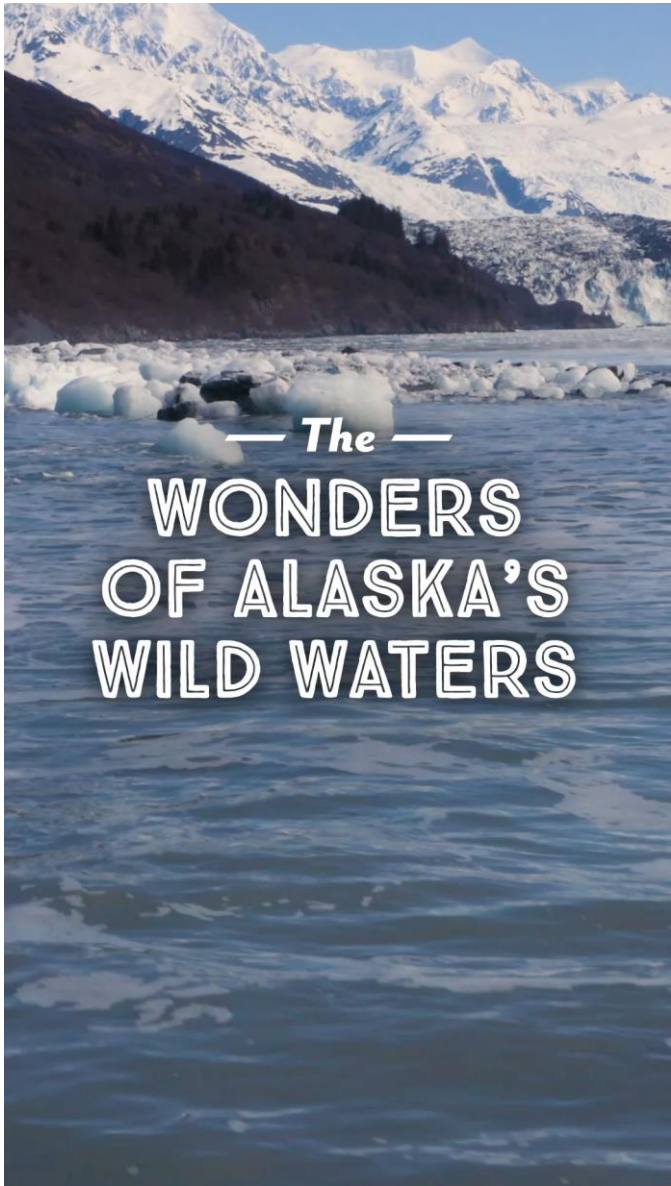


Wild-Caught
messaging
resonates more
with consumers
than, “Sourced
from the USA or
Alaska” alone.

*According to IRI 2022



Make the Wild Choice





ALASKA SEAFOOD
Wild, Natural & Sustainable®

TACO 'BOUT WILD!



GET THE BUFFALO COD TACO RECIPE



ALASKA SEAFOOD

**WILDLY DELICIOUS.
ASK FOR ALASKA.**

LEARN MORE

TRADER JOE'S®



TACO 'BOUT WILD RECIPES

ALASKA SEAFOOD
Wild, Natural & Sustainable®



SCAN FOR RECIPES



WILD ALASKA SEAFOOD. IN A BOWL.

Eating healthy
never tasted so good.
alaskaseafood.org



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Wild, Natural & Sustainable®

WANT OR ALASKA



Consumers
across *all*
generations—
from Baby
Boomers to Gen
Z—are now
**willing to spend
more for
sustainable
products.**

—Forbes, March 2022



Cruise Line Partnerships



#medallionclass #princesscruises #oceantreks

Ocean Treks Conservation Connections - Sustainable Alaskan Seafood | Princess Cruises

Princess Cruises 84.6K subscribers

Subscribe

48 Likes

Share

Save

Destinations & Excursions

Wed, Sep 21 9:24pm

Holland America Line®

- Back
- Port Profiles
- Book Shore Excursions
- Staying Safe Ashore
- Future Cruises
- Shopping Ashore
- Alaska Seafood: Natural, ...





SUPPORTING THE GREAT LAND

Supporting the Great Land

Cooking with Ethan Stowell: Cod Sandwich

Cooking with Ethan Stowell: Salmon Chop Salad

Cooking with Ethan Stowell: Fennel Encrusted Halibut



Japan

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



いくらや鰯子は、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

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 日本事務局 ASMJJapan@xpd-inc.co.jp



19:54 5G

アラスカシーフードマーケティング協会 Sponsored



♪ アラスカ sustentable

広くクリーンなアラスカの海でのびのびと育ったシーフードは、100%天然でサステナブル。

未来の環境にも配慮した、おいしいアラスカシーフードの魅力をもっと知ろう！

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Resource Type



Audience



Alaska
Seafood
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Institute

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Marketing Updates
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IMC Secure Portal Login
Suppliers Directory
RFM Certification

NEWS

EVENTS

CONTACT

ASMI staff are currently working remotely but readily available to connect with you by phone or email. Find the ASMI staff directory list here.

Connect With Us



Easy
Access in
the Footer



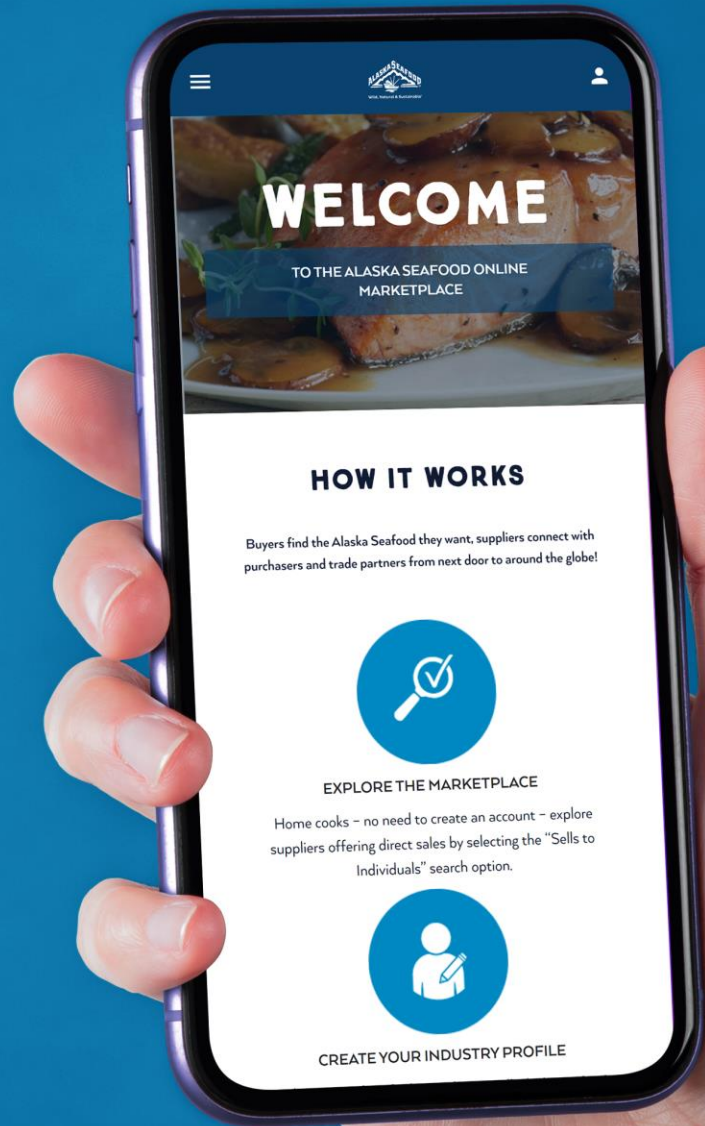
ALASKA SEAFOOD U

Take the course!

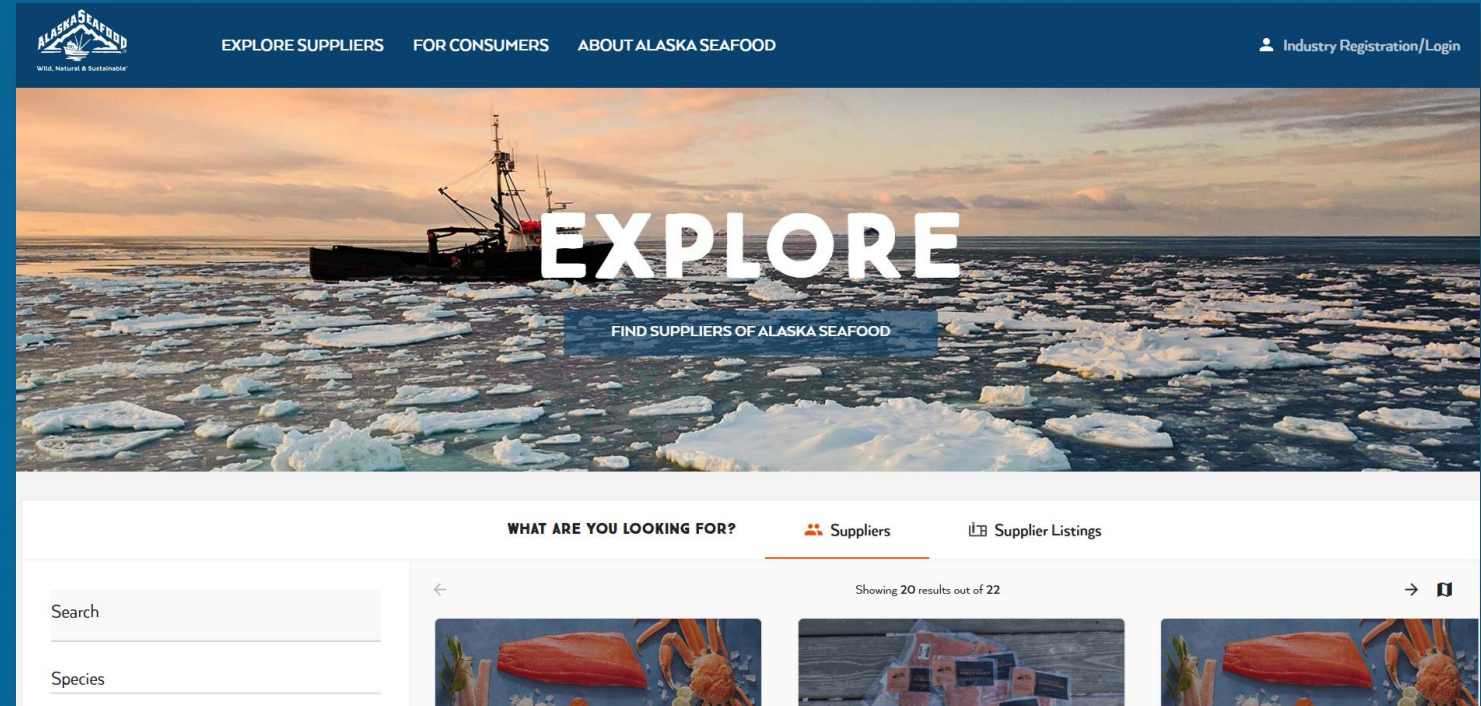
Discover how Alaska's long-term fisheries management practices ensure that this unmatched, delicious seafood resource can be enjoyed for generations to come.

Get Started

suppliers.alaskaseafood.org



Actively recruiting buyers and suppliers





Wild, Natural & Sustainable®

Thank You