

**ALASKA STATE LEGISLATURE
HOUSE SPECIAL COMMITTEE ON FISHERIES**

March 21, 2023

10:00 a.m.

MEMBERS PRESENT

Representative Sarah Vance, Chair
Representative Kevin McCabe
Representative CJ McCormick
Representative Ben Carpenter
Representative Louise Stutes
Representative Rebecca Himschoot

MEMBERS ABSENT

Representative Craig Johnson

COMMITTEE CALENDAR

PRESENTATION(S): EXPORT MARKET DEVELOPMENT FOR ALASKA SEAFOOD

- HEARD

PREVIOUS COMMITTEE ACTION

No previous action to record

WITNESS REGISTER

HANNAH LINDOFF, Executive Director
Global Marketing and Strategy
Alaska Seafood Marketing Institute
Anchorage, Alaska

POSITION STATEMENT: Gave a PowerPoint presentation, titled "Export Market Development for Alaska Seafood."

ACTION NARRATIVE

[10:00:54 AM](#)

CHAIR SARAH VANCE called the House Special Committee on Fisheries meeting to order at 10:00 a.m. Representatives Stutes, McCormick, and Vance were present at the call to order. Representatives McCabe, Himschoot, and Carpenter arrived as the meeting was in progress.

PRESENTATION(S) : EXPORT MARKET DEVELOPMENT FOR ALASKA SEAFOOD

[10:01:38 AM](#)

CHAIR VANCE announced that the only order of business would be a presentation on the export market development for Alaska Seafood.

[10:02:20 AM](#)

HANNAH LINDOFF, Executive Director, Global Marketing and Strategy, Alaska Seafood Marketing Institute (ASMI), gave a PowerPoint presentation, titled "Export Market Development for Alaska Seafood" [hard copy included in the committee packet]. She began the presentation on slide 2 and stated that ASMI's goal is to raise the economic value of the Alaska seafood resource for the state and the commercial fishermen. She pointed out the chart on the slide that showed the value of seafood exports in the state over the last decade. She noted that the export value is coming back up after the COVID-19 pandemic. She moved to slide 3 and discussed ASMI's export funding through grants from the U.S. Department of Agriculture (USDA). She pointed out the funding from the Agricultural Trade Promotional Program (ATP) is for diversifying the market to compete with China, as this is the main focus of the presentation.

[10:05:29 AM](#)

MS. LINDOFF, in response to a committee question, stated that an emerging market is not based on the product but on the gross national product of the country. In other words, the emerging market is based on the location.

MS. LINDOFF, in response to a committee question concerning the effect of the trade war with China, stated that China was almost a billion-dollar market for the state. She remarked that for products that were mostly marketed to China, their value has decreased up to 50 percent. She added that from the ramped-up efforts in the U.S. market, there has been some recovery from this loss. In response to a follow-up question, she stated that ASMI's board has decided to continue this strategy, as the domestic market was strong during the pandemic and shipping has not been an issue. She added that in general the population in the U.S. does not eat very much seafood compared with the traditional diets in other countries; however, ASMI has been "teaching people."

[10:09:03 AM](#)

MS. LINDOFF moved to slide 4, which shows where Alaska falls in the export market. She pointed out that Alaska only has a fraction of the global market, and she asserted that Alaska needs to distinguish itself in the "high end of the global market." She moved to maps on slide 5 and slide 6 and pointed out where Alaska is in the global market. In relation to location, she stated that the Asian and European markets are well established, so these will not be discussed. She pointed to some of the emerging markets, such as Morocco. On slide 7, she discussed products that are close to 100 percent reliant on export markets, such as sea cucumbers, which have a very high market value in the Asian markets. On slide 8 she pointed out the differences in global flavor preferences.

[10:13:56 AM](#)

MS. LINDOFF discussed the barriers of overseas markets, as seen on slide 9. She explained that the big market in China cannot be replaced; therefore, ASMI has helped companies find new exports by providing resources, research, and ground work. Moving from slide 10 to slide 15, she discussed how ASMI has been helping companies move Alaska seafood into Southeast Asian markets since 2016. She pointed out that ASMI has received USDA grants to educate the companies and the markets in the region. She continued that ASMI has joined other U.S. seafood commodity promotion groups in this effort. Using an ATP grant, she said, ASMI was able to do marketing missions to Thailand, Vietnam, and Singapore. She stated that through the Cochran Mission, companies from these countries have been brought to Alaska for an introduction into its seafood resource.

[10:19:02 AM](#)

MS. LINDOFF continued to point out the marketing efforts in Southeast Asia, stating that Thailand has been taking in more high-end product, especially sockeye salmon. She stated that since the effort began in 2016, exports to Southeast Asia have doubled. She stressed that ASMI is not done with the marketing campaign in the area and pointed out on slide 19 a successful mission in Vietnam in 2019. She added that the Philippines and Malaysia are included in the grants, so there are more markets to target.

[10:21:06 AM](#)

MS. LINDOFF moved from slide 20 to slide 22 and discussed the Latin America markets. She stated that USDA funds have been used to open the Brazil market, which has turned into a "vibrant" program. She stated that this has helped open the markets in other countries in the area. She noted that seafood processing centers in Peru have been used to "feed" the South American market through the free-trade agreement among these countries. She described the problems with the trade agreements with Peru and its potential for processing, but this has been since resolved. She explained that now Peru is processing a large amount of Alaska seafood, and this product is being distributed to other countries there. She noted that while these markets are not as productive as Southeast Asia, there has been hard work to build this up.

MS. LINDOFF moved to slide 23 and pointed out the seafood donated to Ukraine during the war, as this effort was funded by the legislature. She discussed the market loss in Russia, and then in Ukraine, which had become the largest market in the region. She stated that now Eastern European markets have grown, including those in Moldova, Romania, Georgia, Estonia, Lithuania and more, as seen on slide 24. She noted that in Ukraine there is a high demand for inexpensive protein, which has highlighted the importance of pollock roe and other lower cost pollack products, as seen on slide 25.

[10:27:49 AM](#)

MS. LINDOFF moved to slide 26 and continued with the discussion of the high protein, low-cost meals for the people of Ukraine. She indicated the importance of the Eastern European market for pollack roe, but she added there needs to be diversification. She stated that this is why there has been diversification in the smaller markets across the area. She stressed the importance of having the premium spot in these smaller markets.

[10:29:59 AM](#)

MS. LINDOFF, in response to a question in regard to the Russian fish coming into the U.S. market via China, expressed the understanding that this is being addressed; however, it is proving to be complicated and difficult.

[10:32:56 AM](#)

ADJOURNMENT

There being no further business before the committee, the House Special Committee on Fisheries meeting was adjourned at 10:33 a.m.