

2/21/12

Presentation:

Alaska

Seafood

Marketing

Institute

<TARGET><BILL></BILL><SUBJECT>2-21-12 Presentation Alaska  
Seafood Marketing  
Institute</SUBJECT><COMM>HFSH27</COMM></TARGET>

# *Alaska Seafood Marketing Institute*



*Wild, Natural & Sustainable®*

*Celebrating 30+ years of successful partnership between the  
State of Alaska and the Alaska seafood industry!*

# The Codfish

*The codfish lays ten thousand eggs,  
The homely hen lays one.  
The codfish never cackles  
To tell you what she's done.  
And so we scorn the codfish,  
While the humble hen we prize,  
Which only goes to show you  
That it pays to advertise.*



Wild, Natural & Sustainable®

## Alaska's Seafood Industry



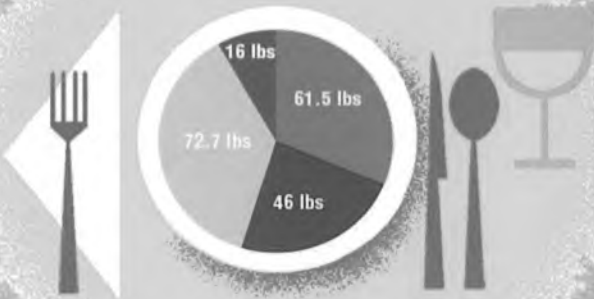
- *Generated about \$79 million in state taxes and fees, in addition to local fish taxes in fiscal year 2009*
- *Through direct, indirect and induced effects, contributed a total of \$4.6 billion to Alaska's economic output in 2009*
- *Generated more than 80,800 jobs and \$1.45 billion to labor and income*
- *Led all states in terms of both volume and ex-vessel value of commercial fisheries landings in 2010, with total of 1.91 million metric tons (MT) worth \$1.7 billion*
- *Had one of the best seasons on record in 2010 with almost 170 million fish harvested in Alaska, the 11<sup>th</sup> highest number since statehood*

*Source: Northern Economics, DOR, ADFG*



*Wild, Natural & Sustainable™*

# U.S. Per Capita Protein Consumption 2009



- Beef
- Pork
- Poultry
- Seafood

Source: USDA

Over 4.2 billion pounds of seafood were harvested from Alaskan waters in 2010.

## TOTAL SEAFOOD VOLUME



### Alaska Harvest vs. Domestic



### Alaska Harvest vs. Global



## SALMON PRODUCTION



### Alaska Salmon vs. Domestic

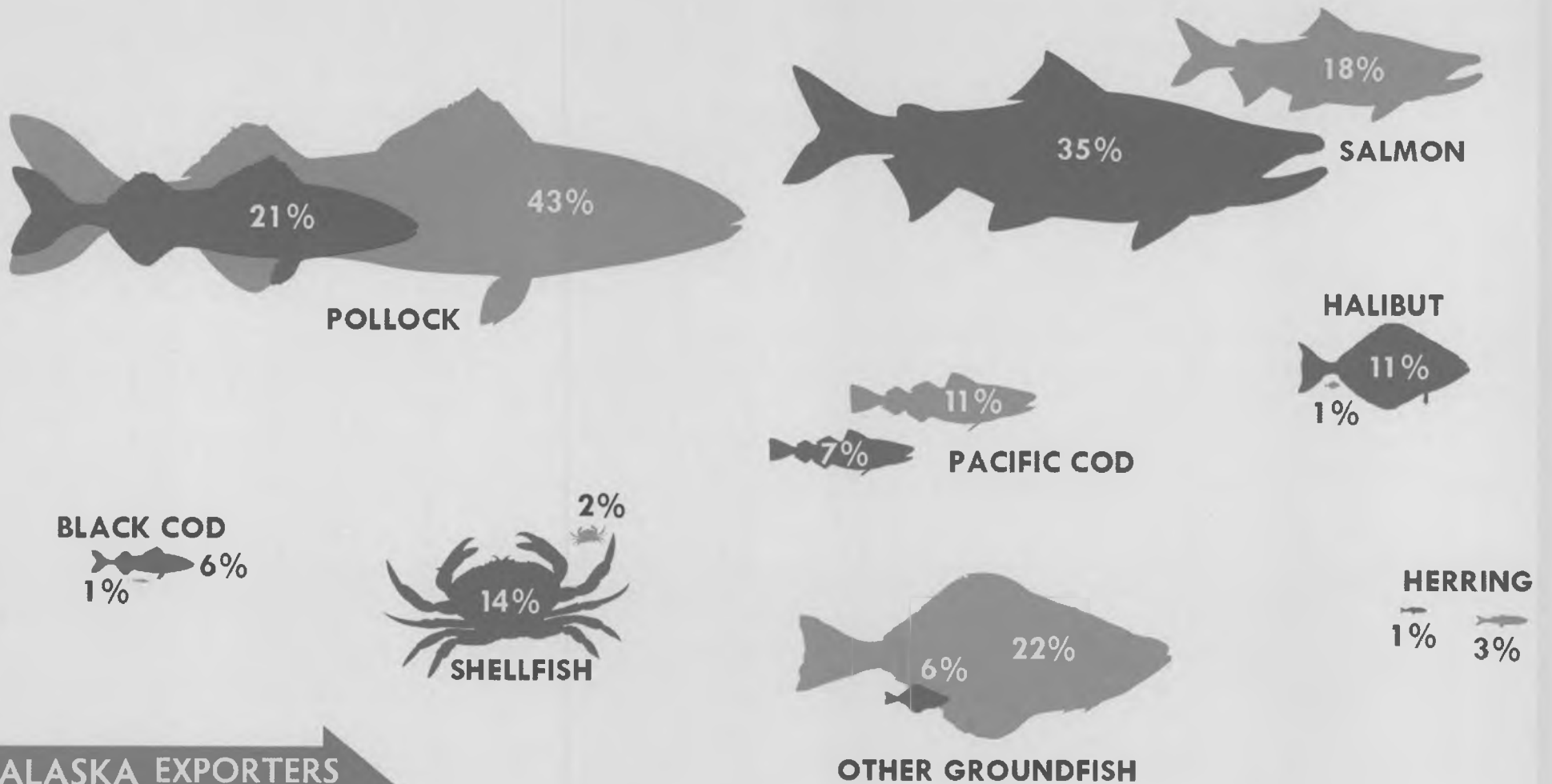
### Alaska Salmon vs. Global



Wild, Natural & Sustainable®

# ALASKA SEAFOOD PRODUCTION BY TYPE

BLUE = VALUE ORANGE = VOLUME



ALASKA EXPORTERS  
SEAFOOD TO THE WORLD

BASED ON DATA FROM 2010

# *Impact on Rural Communities*

*The seafood industry is a central piece of rural economies, providing:*

- Cash infusion to subsistence economies*
- Economies of scale that often dramatically reduce the cost of :  
Utilities  
Shipping  
Goods & Services*
- Infrastructure essential to non-road communities*



*Wild, Natural & Sustainable\**

What is the

# *Alaska Seafood Marketing Institute?*

- *A **Partnership** of public and private sectors*
- *A **Public corporation** that fosters effective alignment with industry marketing efforts*
- *A **Governor-appointed Board** of Directors: five processors, two commercial harvesters*
- *Alaska's official seafood promotion arm, supports Alaska seafood industry through promotion of Alaska seafood products, education and research*



Wild, Natural & Sustainable®

# ASMI Mission Statement

*The Alaska Seafood Marketing Institute is a marketing organization with the mission of increasing the economic value of the Alaska seafood resource through:*

- *Increasing positive awareness of the Alaska Seafood brand,*
- *Collaborative marketing programs that align ASMI and the industry marketing efforts for maximum impact within the food industry,*
- *Long-term proactive marketing planning,*
- *Quality assurance, technical industry analysis, education, advocacy and research,*
- *Prudent, efficient fiscal management.*



*Wild, Natural & Sustainable\**

# *Lead by Industry*

***Board of Directors - 7 members (5 processors, 2 harvesters)***

***Joe Bundrant, Chair, Trident Seafoods***

***Kevin Adams, Vice Chair, Commercial Harvester***

***Bruce Wallace, Commercial Harvester***

***Mark Palmer, Ocean Beauty Seafoods***

***Barry Collier, Peter Pan Seafoods, Inc***

***Dennis Guhlke, Icicle Seafoods, Inc.***

***Jack Schultheis, Kwik'Pak Fisheries***



*Board of Directors/Customer Advisory Panel  
Cordova, AK – May 2011*

- *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.”*



*ASMI Builds ‘Alaska’ Brand*



*Wild, Natural & Sustainable®*

*Consumers associate the following descriptors with "Alaska".*

**"Fresh Seafood"**

**"Tastes Great"**

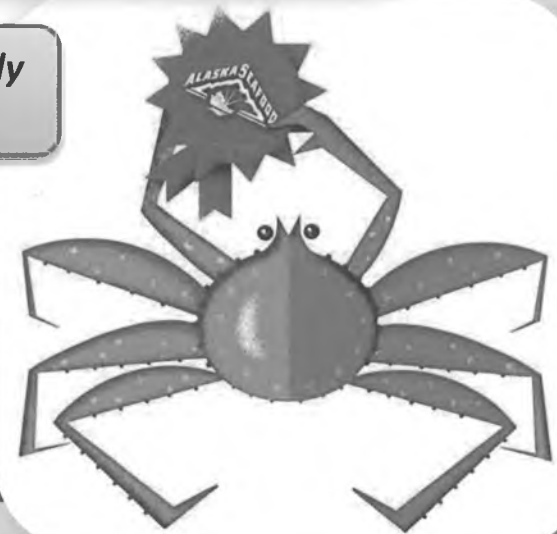
**"High Quality"**

**"Natural"**

*Alaska Seafood is the second most commonly specified brand on U.S. menus.*

*Source: TRD Frameworks, 2009*

## *The Alaska Brand*



*Wild, Natural & Sustainable*

# Alaska Seafood Audience

*FY11 marked a shift in target audience to address both the current Boomer target audience and next generation of best Alaska seafood consumer, Gen Y.*

## **Boomer**

*Consumer Research: 610 interviews, ages 45-54, college education, household income of \$100,000+*

- Eight in ten Boomers believe it is important to know the source or origin of the seafood they plan to purchase (81% somewhat + very important).*
- Seven in ten want to know the seafood is environmentally sustainable (73% somewhat + very important) and is naturally caught, or wild (71% somewhat + very important).*
- Boomers feel either a certifying or an environmental group would be the most likely types of organizations to give an accurate assessment of seafood sustainability.*

## **Gen Y**

*Consumer Research: 759 interviews, ages 25-30, college education, household income of \$50,000+*

- 65% prefer to eat wild fish or seafood vs. 8% who prefer to eat farmed fish or seafood.*
- The majority of Gen Y consumers believe it is important to know the source or origin of the seafood they plan to purchase (76%) and that the seafood is environmentally sustainable (74%).*
- Half of Gen Y consumers say they would prefer to purchase Alaska Salmon if given a choice – topping Atlantic Salmon by a nearly three to one margin.*

# ASMI Domestic & International Programs

**Retail Marketing**

**International Marketing**

**Consumer Public Relations**

**Foodservice Marketing**

**Seafood Technical**

**Global Food Aid**

*With hands-on guidance from its seafood industry board of directors and input from dozen of industry experts serving on operational and advisory committees, ASMI applies a range of strategies and tactics tailored to fit specific market segments in the United States and overseas.*



*Above: Tom Sunderland, ASMI Salmon & Retail Marketing Committees;  
Far left: Izzetta Chambers, ASMI Salmon Committee;  
Left: Chip Trinen, ASMI Seafood Technical Committee*



*Wild, Natural & Sustainable™*

# Domestic Retail Marketing

*Program works to align with the Alaska Seafood Industry and retailers across the US to support their sales and marketing programs through in-store promotions, consumer advertising, public relations, and trade advertising.*



*Left: Constellation Wines; Middle: Winn Dixie; Right: ASMI Plated Salmon Shot*



Wild, Natural & Sustainable®



# Domestic Foodservice Marketing

Program is designed to help commercial & non-commercial operators, including restaurants, chef networks, universities and culinary institutions, handle, menu and promote Wild Alaska Seafood products.



**Captain D's**  
WILD ALASKAN SALMON DINNER

**Limited Time Only**  
Wild Alaskan Salmon Dinner  
\$5.25

**4-PC Fish Dinners**  
\$4.95

**Take home a Gallon of Tea**  
\$2.50

Wild Caught

Health Benefits of Omega 3 Fatty Acids

Learn More About Alaskan Seafood

Wild, Natural & Sustainable

Our Salmon filet comes with your choice of Ginger Teriyaki, Sweet Chili or Scampi Butter Sauce over a bed of rice along with one of our scrumptious breadsticks and your choice of any two sides. Try it with broccoli, side salad, baked potato, corn on the cob or any of over 10 delicious home-style sides.

Click Here for a Printer Friendly

Captain D's

Alaska Seafood

THE FINAL CUT

McCormick & Schmick's

Indulge in Something Wild.

Wild Alaska Seafood...The Catch Is In.

McCormick & Schmick's

SEAFOOD RESTAURANTS

Celebrate Father's Day Weekend, June 18-20

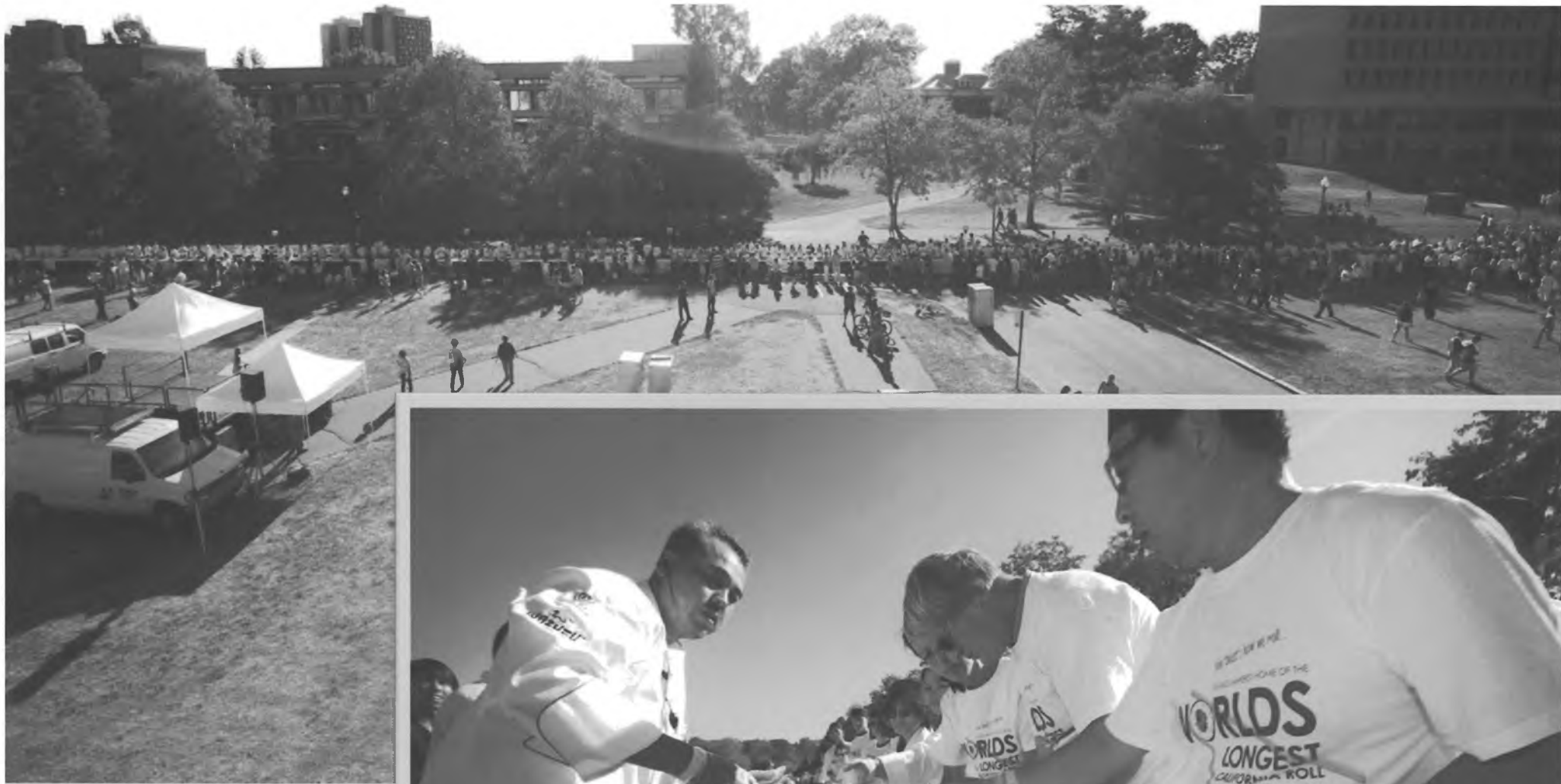
Reservations: [www.McCormickandSchmicks.com](http://www.McCormickandSchmicks.com)

Top: Yale University – Iron Chef  
Bottom: McCormick & Schmick's



Wild, Natural & Sustainable®





**UMass – Longest  
Sushi Roll**  
*300 volunteers  
330 feet of sushi!*

# International Marketing

*Program focuses on promotional efforts in key international markets: Japan, the European Union and China. The main activities include retail and foodservice promotions, technical seminars, chef and retail Alaska Seafood training, trade missions, advertising and public relations.*



**ALASKA SEAFOOD**

Wild, Natural & Sustainable®



# アラスカ天然 シーフード

**ALASKA SEAFOOD**

**ABORDO**<sup>®</sup> ESPECIALISTAS EN ALIMENTOS CONGELADOS División Hostelería

**Producido y envasado  
para la Hostelería más exigente**

**100% Calidad**  
*durante los 365 días al año.*

OFERTAS VÁLIDAS DEL 1 AL 29 DE AGOSTO DE 2004

**DELHAIZE**

Wilde gerookte rode zalm uit Alaska  
Saumon rouge sauvage fumé d'Alaska  
Wilder geräucher Rotlachs aus Alaska

Drooggezouten, gerookt op houtvuur  
Salé à sec, fumé au feu de bois  
Trocken gesalzen, geräucher auf Holzfeuer

**MSC** **Omega 3** **75g** **97%** **5% min** Netto gewicht  
Poids net **150g**

**4 x 6**

# Global Food Aid

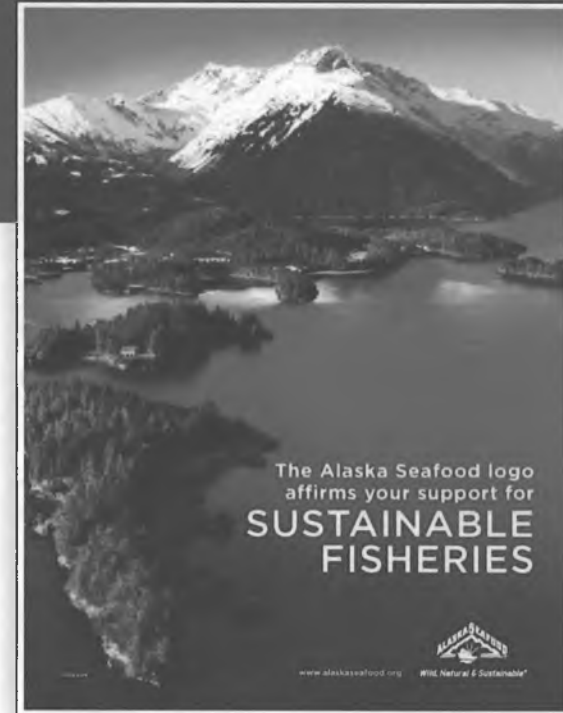
*The Alaska Canned Salmon Global Food Aid program was created in 2005 by the Alaska salmon fishing industry to foster the use of flavorful, nutritious and easy-to-prepare canned salmon in world food aid programs.*



Wild, Natural & Sustainable™

# Seafood Technical

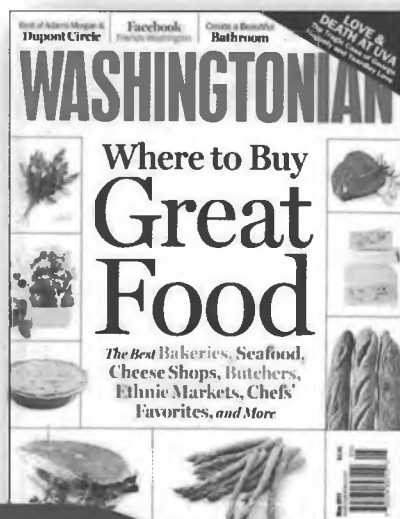
*The program works in collaboration with the Alaska seafood industry and the ASMI marketing staff to offer information on food safety, quality, nutrition, food labeling, environmental issues, fisheries sustainability and seafood purity.*



Wild, Natural & Sustainable®

# Communications

The communications program supports the marketing staff through media relations, press interviews, participation in seafood industry trade shows, and the preparation of reports and press releases.



COASTAL LIVING'S 14TH ANNUAL LIST!

# America's Favorite

# SEAFOOD DIVES

It's our annual guide to the top eateries where food is fried, broiled, grilled, or otherwise slapped on butcher paper for your finger-licking, crab-cracking, French fry-munching pleasure. This year, our winners (and finalists) were chosen by our readers!

**Alabama**  
LuLu's at Homeport Marina Gulf Shores  
You'll love the all-ages appeal of this sandy, tropical paradise operated by Lucy Buffett, singer Jimmy's sister. The Southern-style menu includes fried green tomatoes and a variety of seafood dishes, and musicians entertain every day. 251/967-5858 or lulusathomeport.com

**Tasty Contenders**  
• Doc's Seafood Shack & Oyster Bar, Orange Beach  
This is where the locals go. Readers adore the fresh oysters and make-your-own cocktail sauce. 251/981-6999

**ALASKA**  
251/973-1572.  
Sandbar and Grill Juneau  
...the full-hand crabs plate: 907/766-2800 or ndmba@juneau.net

**Tasty Contenders**  
• The Hangar on the Wharf Pub & Grill, Juneau  
...the eight-piece "Big Boy" slab: 907/789-8400  
...claws are full of... 907/949-6731 or 0100@thejobcookery.com

WRITER STEVE MILLBURG ILLUSTRATOR MATT CASERTA



Wild, Natural & Sustainable®

QUICK & EASY  
POACHED  
**ALASKA  
SEAFOOD  
RECIPES**

QUICK & EASY  
**ALASKA  
SEAFOOD  
RUBS &  
MARINADES**

ASK FOR ALASKA

*Northern  
NOSHES*

Seafood Recipe  
From Alaska Seafood

Alaska Seafood

**Go Fish!**

Little Bites  
For Little Tykes

Kids Recipes from Alaska Seafood

THE ALASKA SEAFOOD

**spice  
pantry**

With recipes developed by  
The Culinary Institute of America

With 100 Recipes

QUICK & EASY RECIPES  
**ALASKA Canned Salmon**  
ASK FOR ALASKA

QUICK & EASY RECIPES  
**ALASKA Crab**  
ASK FOR ALASKA

QUICK & EASY RECIPES  
**ALASKA Surlimi Seafood**  
ASK FOR ALASKA

QUICK & EASY RECIPES  
**ALASKA Smoked Salmon**  
ASK FOR ALASKA

The Elements of  
**style**

Creative Catering  
with  
Alaska Seafood

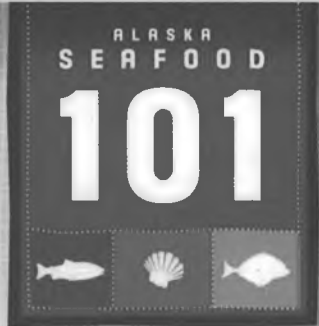
**wild bites**

APPETIZER RECIPES  
FROM  
ALASKA SEAFOOD



Wild, Natural & Sustainable

ASMI Material: Recipe Cards & Cookbooks



A comprehensive species guide and glossary for sourcing Alaska seafood.



Wild, Natural & Sustainable®



## WELCOME TO ALASKA SEAFOOD U

### Get Certified in 3 Easy Steps!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.

- 1 Create Account
  - 2 Take Quiz
  - 3 Get Certificate
- Start Now →

### ABOUT ALASKA

The ABOUT ALASKA Training Section includes 3 distinct topic areas. After completion of each of those topics, you'll be quizzed and then guided to the next training section.

- ALASKA CONSTITUTION
- FISHERIES MANAGEMENT
- FROZEN ALASKA SEAFOOD

Now Playing: Fisheries Management

Save



ASMI Training Material



*International Boston Seafood Show 2010*





## *European Seafood Exposition 2011*

***May 3-5, 2011  
Brussels, Belgium***

***\$50,156,000 in onsite sales  
\$634,800,000 in 12 month projected sales***

***This is a gain of roughly \$1 million more in onsite sales over 2010 and about a \$130 million gain in 12 month projected sales over 2010.***

**Comfish, Kodiak, AK**



**HOFEX, Hong Kong, China**



**Rewe, Hamburg, Germany**



**POLFISH, Gdansk, Poland**

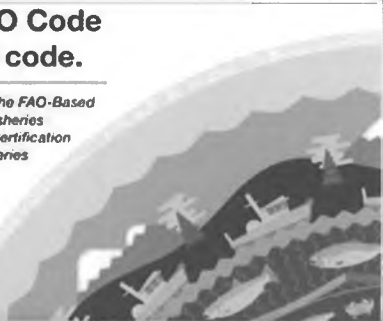


*Wild, Natural & Sustainable™*

**International & Domestic Events**

**The FAO Code is OUR code.**

Your Guide to the FAO-Based Responsible Fisheries Management Certification for Alaska Fisheries


 Search

Mary Rehfeld, Nick Orsi and 7,812 others like this.

NEW! ALASKA SALMON PROCESSORS PULL BACK MSC, FAO-BASED CERTIFICATION GETS A

NEW! Great Alaska Seafood Cook Off!

NEW! Sign up for ASMI Weekly Marketing Report!

NEW! The Great Alaska Fish Taco!



**Alaska Seafood Marketing Institute**

Non-Profit Organization · Juneau, Alaska



**Alaska Seafood Marketing Institute**

Did you know an Alaska halibut can weigh over 500 pounds and grow up to 9 feet! How wild is that? [http://www.nmfs.noaa.gov/fishwatch/species/pacific\\_halibut.htm](http://www.nmfs.noaa.gov/fishwatch/species/pacific_halibut.htm)



*Social Media*

Like · Comment · Reshare · Monday at 12:42pm ·

30 people like this.

View all 5 comments

7 shares

Write a comment...

January 31, 2012



Wild, Natural & Sustainable

Your Weekly Marketing Update!

**Big Miracle Premier Party and Sustainable Seafood Luncheon in Washington, DC**

Retail Director Larry Andrews represented ASMI at the Washington, DC Premier of the film *Big Miracle* on Wednesday, January 25. ASMI coordinated with Alaska Tourism to have Alaska Seafood Chief Alliance chef Robert Wiedmaler prepare wild Alaska sockeye salmon appetizers to the crowd. There was one downside to the event as *People Magazine* reported:

"The only downside to the night? Barrymore was so busy chatting with guests that she did not have a chance to sample the wild Alaskan sockeye salmon on DC chef Robert Wiedmaler's menu - selected as a nod to the film's Alaskan setting. Fortunately, the organizers made a special plate for her to enjoy afterwards. "She rubbed her hands and looked delighted," says the source."

ALASKA SEAFOOD  
Wild, Natural & Sustainable

...ries on a baguette and cured salmon with Astoria...  
...f Wiedmaler of the menu: "Being a hunter and fisher...  
...that I find, I have a strong appreciation of the beauty...  
...and especially, the purity of the fish found in Alaska."



# *Recent Challenges*



*Wild, Natural & Sustainable*

*Significant international and domestic attacks on Alaska  
have ensued after major Alaska salmon processors  
withdrew from the MSC certification process in  
January, 2012.*



*Wild, Natural & Sustainable™*



***“Alaskans are going to regret the path they are trying to go down”***

***“I think we’re in a transition period where we are going to see the demise of hatcheries...”***

***“...we wrote into that statute that any fishery that wants to bear a California sustainable seafood label has to get certified by the MSC first.”***

Mike Sutton  
Monterey Bay Aquarium  
MSC Founder  
As quoted in *Intrafish*

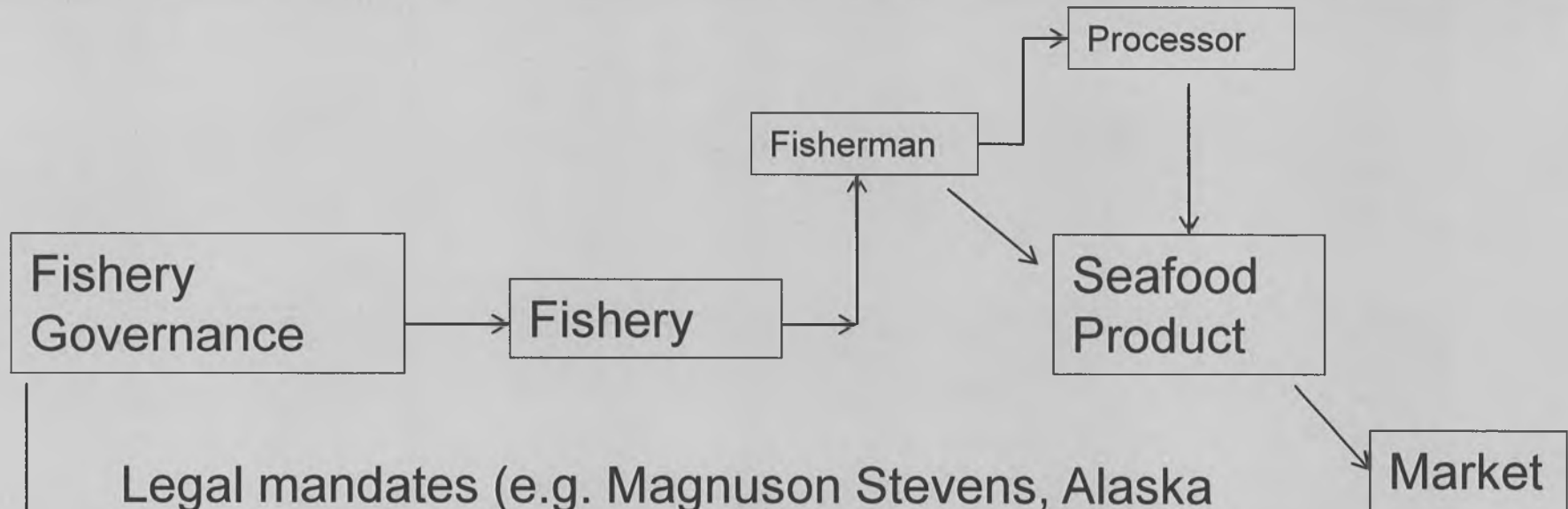
## *Why withdraw? Concerns over:*

- Maintaining market access*
- Potential NGO control of the fishery management process*
- Long-term devaluation of the Alaska Seafood brand*
- Ongoing and increasing costs of the MSC certification and pay-to-play eco-labeling*



*Wild, Natural & Sustainable*

# *What should be the role of the NGO?*



— Legal mandates (e.g. Magnuson Stevens, Alaska constitution, CFP, Australian National Legislation)

— FAO Guidance

— Competent Authority

— Stakeholders; Fishermen, Processors, Coastal Communities

— NGOs

# Bottom Line

- *Who should manage the Alaska salmon fishery?*
- *Regardless of what we think of the MSC, and without necessarily criticising the MSC, the fishing industry simply cannot, as a matter of principle and form, tolerate a situation where a single private entity, on the basis of a changeable private standard, has sole authority to decide who can sell seafood to the public and who cannot.*
- *Common sense tells us that choice drives opportunity. It is about fisheries and their supply chain partners and their right to decide how to demonstrate best practice. This cannot happen without the availability of credible options.*



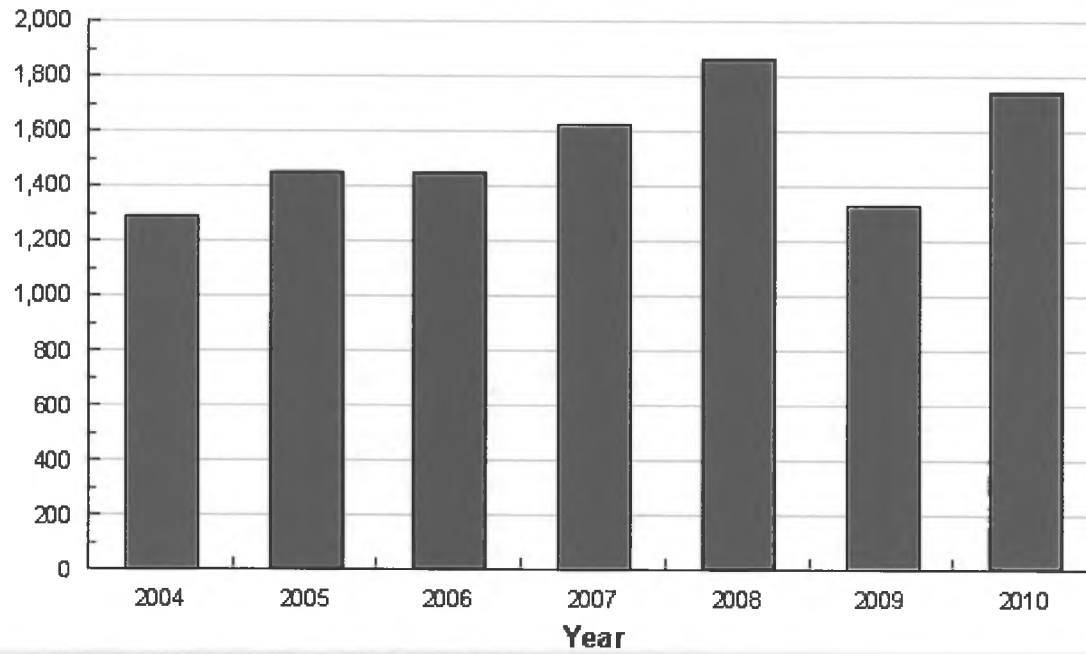
*Wild, Natural & Sustainable®*

# *Performance Details*

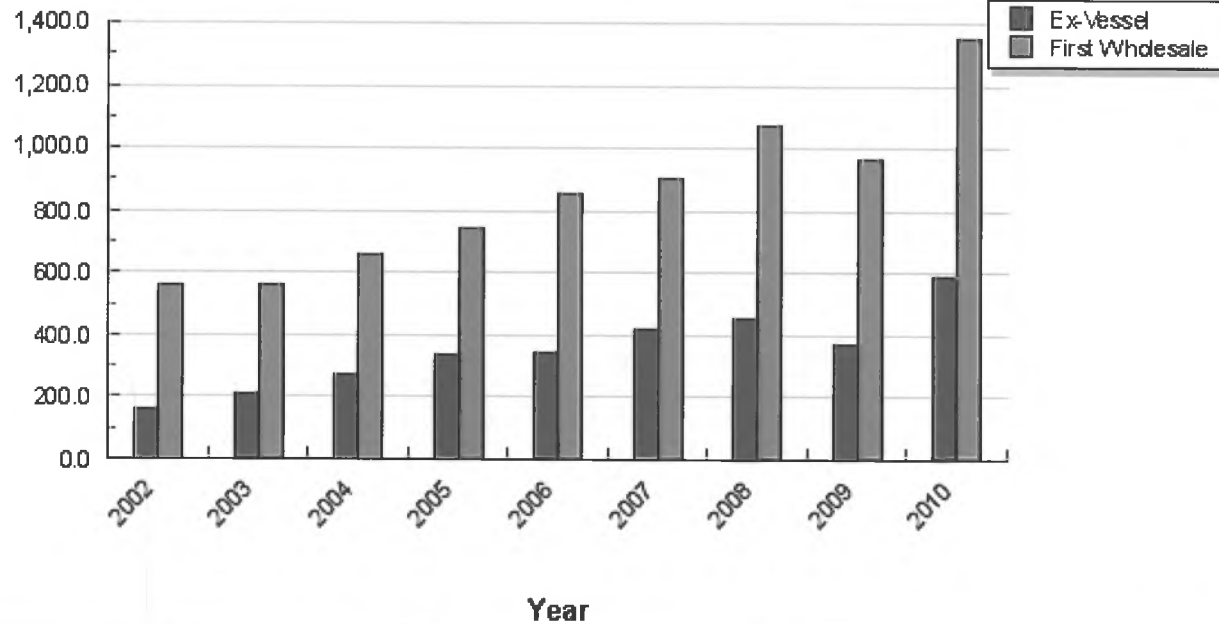


*Wild, Natural & Sustainable*

**Alaska Ex-vessel Value (millions of dollars), Key Commercial Species**

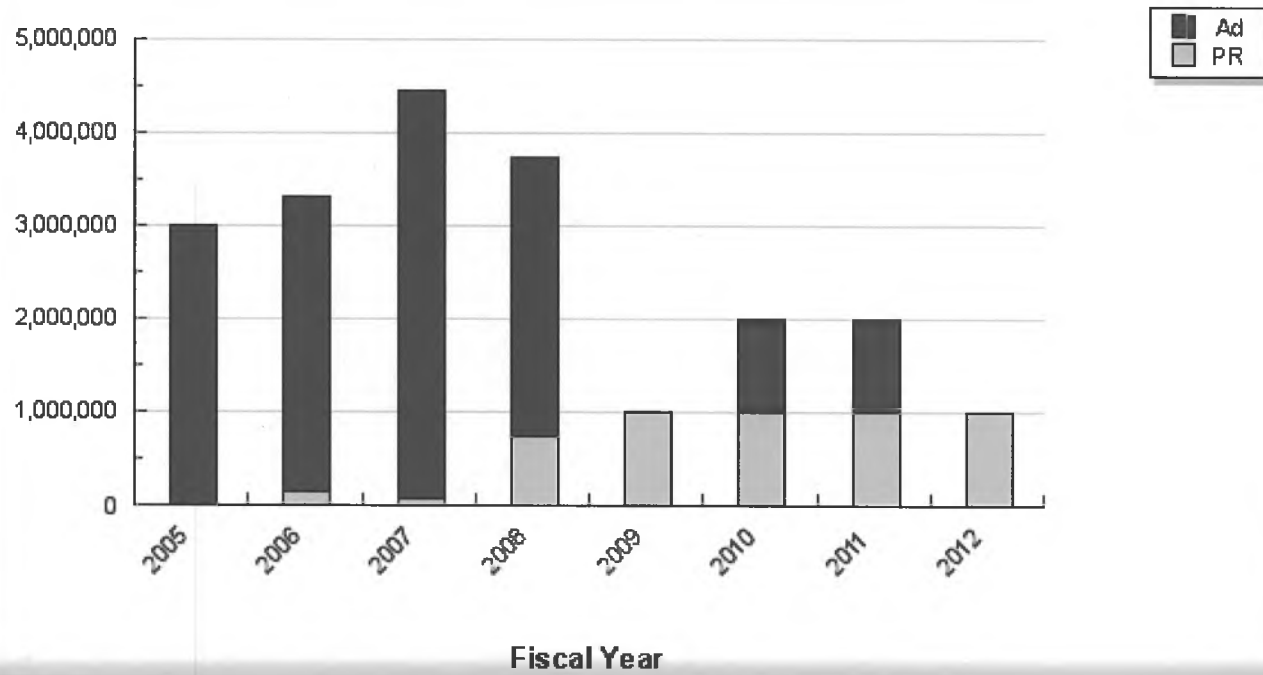


**Alaska Salmon Value Growth: Ex-Vessel and First Wholesale (millions of dollars)**

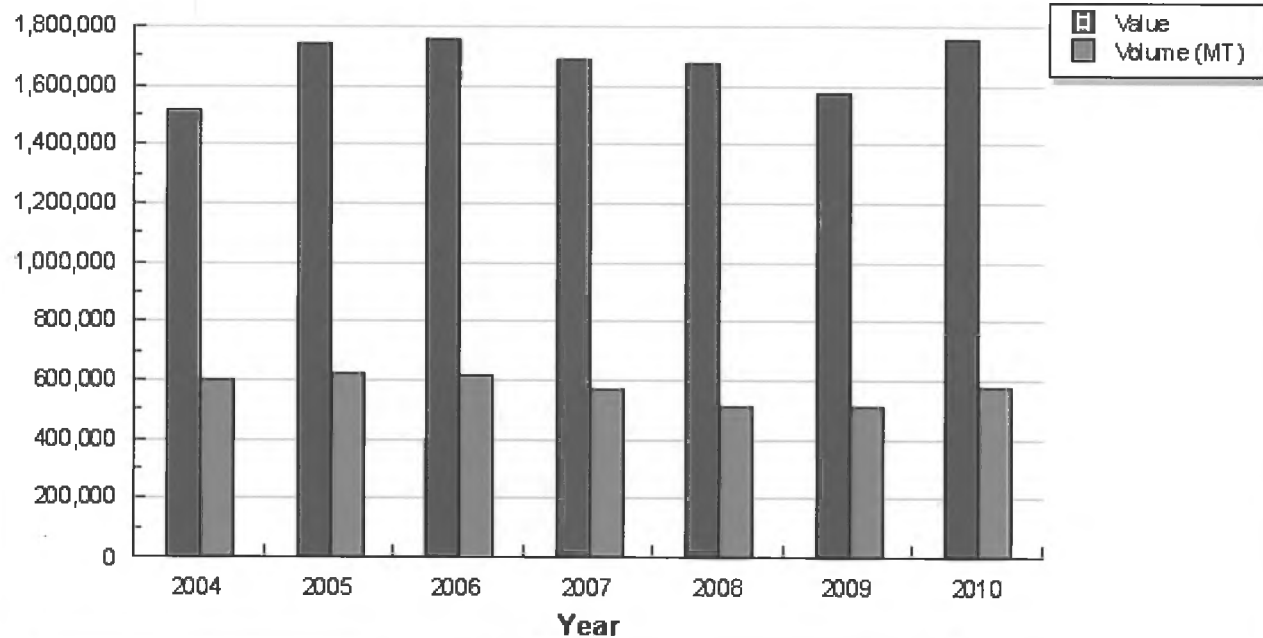


Wild, Natural & Sustainable®

### U.S. Consumer Advertising and Public Relations Campaign



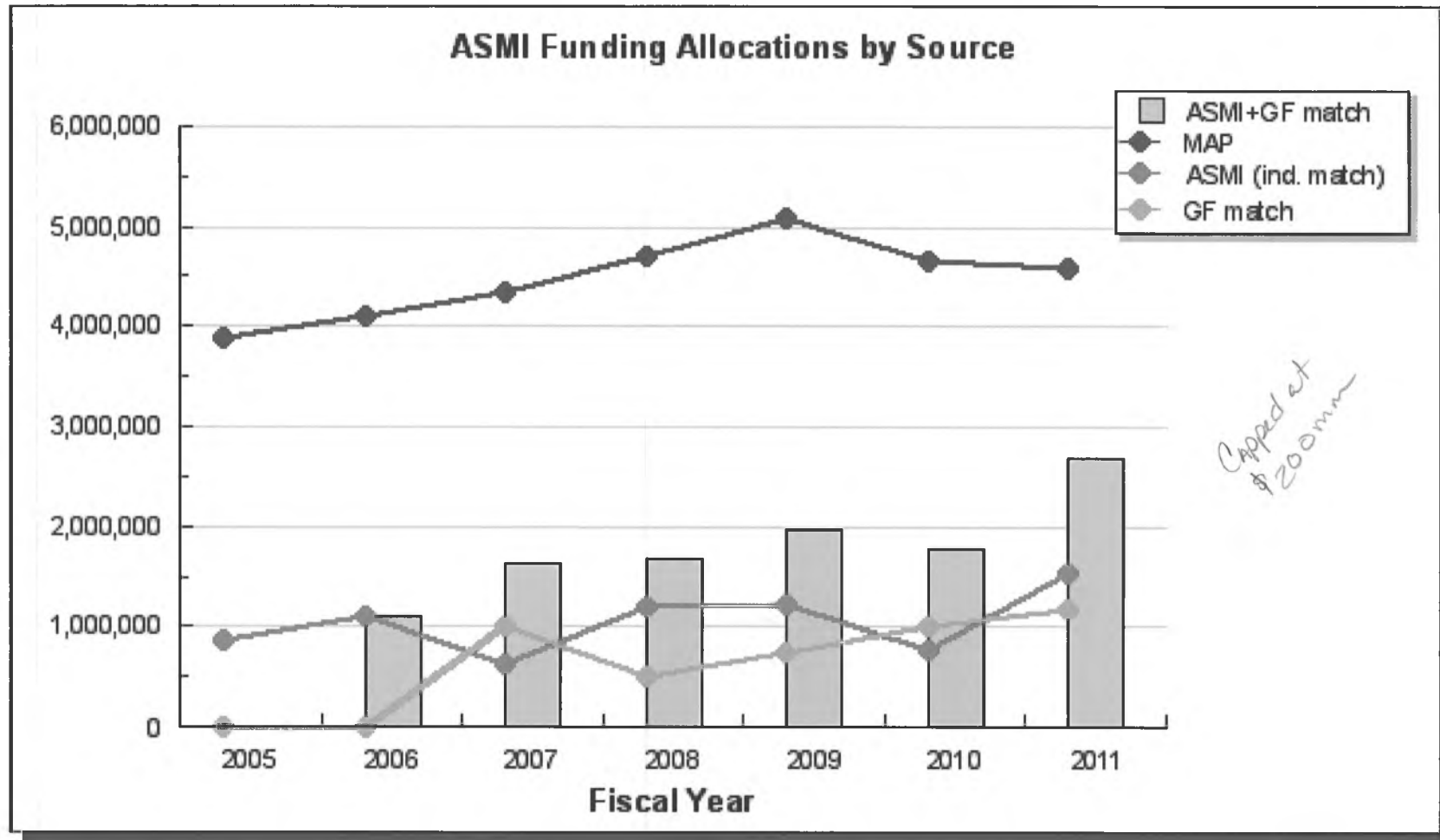
### Alaska Seafood Exports to ASMI Program Destinations (millions of dollars)



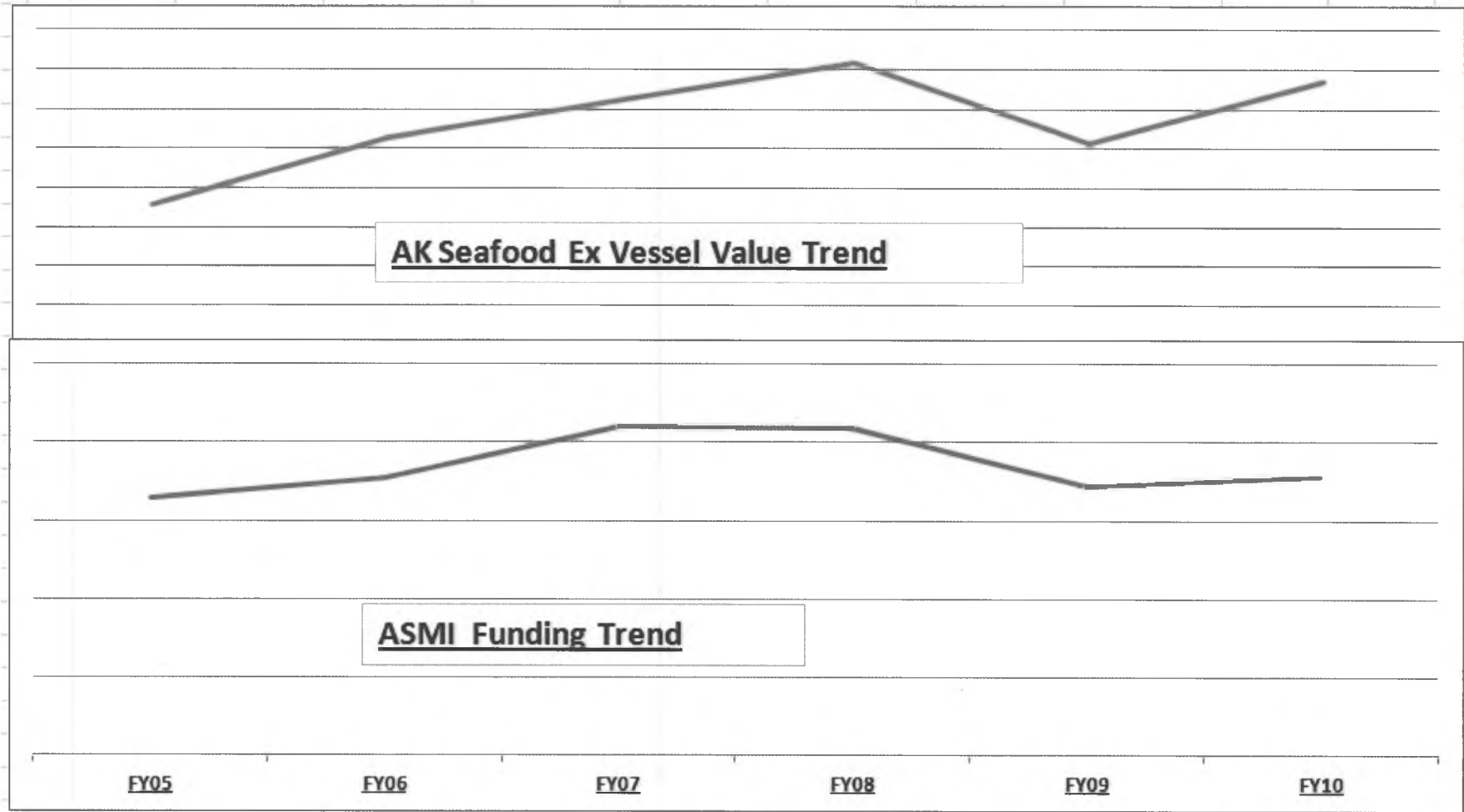
Wild, Natural & Sustainable™

# Alaska Seafood Marketing Institute Funding

Federal Market Access Program(MAP) • Seafood Assessment Tax (.5%) • State General Funds



# *Ex Vessel vs ASMI Funding*



*Alaska Seafood Marketing Institute  
Component Detail*

	<b>FY2012 Management Plan</b>	<b>FY2013 Governor</b>	<b>FY12 Management Plan vs FY13</b>
Fed Rcpts (MAP)	5,000.0	4,500.0	-500.0
Gen Fund	7,770.1	7,770.1	0.0
GF/Prgm (Industry)	7,054.0	7,612.2	558.2

## Alaska Seafood Marketing Institute FY13 Governor's Operating Budget

	FY12 Management Plan	FY13 Governor	FY12 to FY13
Personal Services	2272	2405.2	133.2
Travel	390.3	390.3	0
Services	16973.3	16898.3	-75
Commodities	180	180	0
Capital Outlay	8.5	8.5	0
Grants			
<b>Total</b>	<b>19824.1</b>	<b>19882.3</b>	<b>58.2</b>

**Changes:** FY12 to FY13 budget details:

Salary Adjustment

Increased Industry Receipts

Increased General Fund



Wild, Natural & Sustainable™

***Thank You!***



*Wild, Natural & Sustainable®*

*311 North Franklin Street*

*Juneau, AK 99801*

*Phone: (907) 465-5560*

*Fax: (907) 465-5572*

*Website: [www.alaskaseafood.org](http://www.alaskaseafood.org)*