

02/06/14  
Overview:  
Alaska  
Seafood  
Marketing  
Institute

<TARGET><BILL></BILL><SUBJECT>02-06-14 Overview Alaska  
Seafood Marketing  
Institute</SUBJECT><COMM>HFSH28</COMM></TARGET>

An overview of the  
*Alaska Seafood Marketing Institute*

February 6th, 2014

Alaska State Legislature

House Fisheries Committee



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# Summary

- Alaska Seafood Industry
- ASMI Budget
- ASMI Organization  
-industry involvement
- ASMI Programs - Video
- Opportunities & Challenges



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# Impact of Alaska Seafood Industry

Alaska seafood directly employs 62,650 workers in Alaska, over 28,200 are Alaska residents .

Including multiplier effects, accounts for 81,000 jobs, \$6.7 billion in economic output, and \$2.1 billion in labor income within AK .

Accounts for 10 percent of all civilian labor income in AK, and 7 percent of all resident labor income.

Southcentral is home to most participants but participation rate highest in western Alaska, Kodiak, and Southeast.

*Source: McDowell Group*



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# Alaska is Top U.S. Seafood Producer, By a Wide Margin



Alaska produced 5.4 Billion pounds of seafood in 2012, accounting for 57 percent of total U.S. commercial fisheries production.

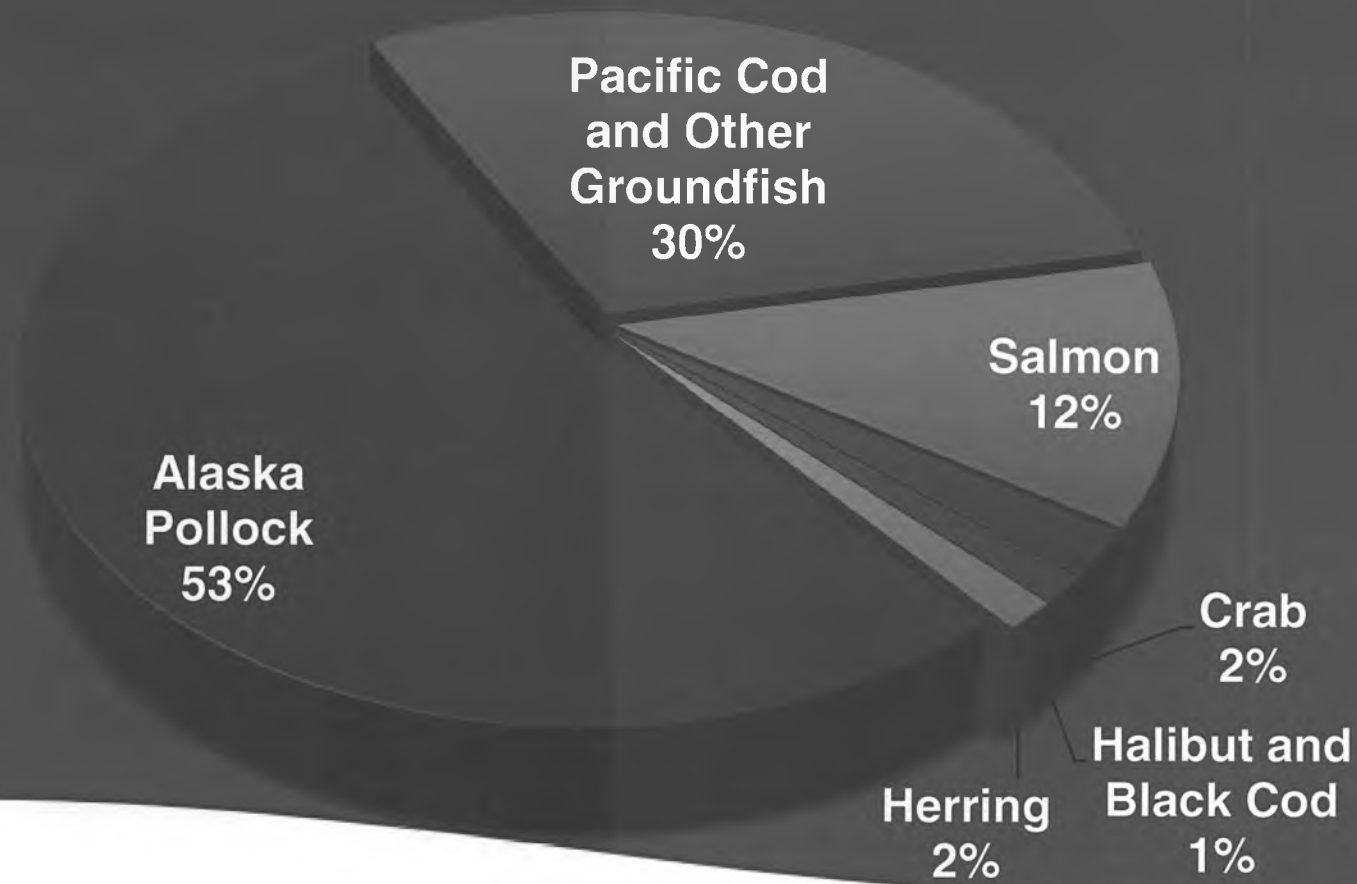
Source: NMFS and ADFG.



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# Alaska Seafood: Composition by Volume

Total 2012 Harvest: 5.4 Billion lbs.



Source: NMFS, ADFG.



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# Alaska Seafood: Composition by Ex-Vessel Value

Total 2012 Ex-Vessel Value: \$2.1 Billion

**Halibut and  
Black Cod  
13%**

**Alaska  
Pollock  
25%**

**Salmon  
29%**

**Crab  
16%**

**Pacific Cod  
and Other  
Groundfish  
16%**

**Herring  
1%**

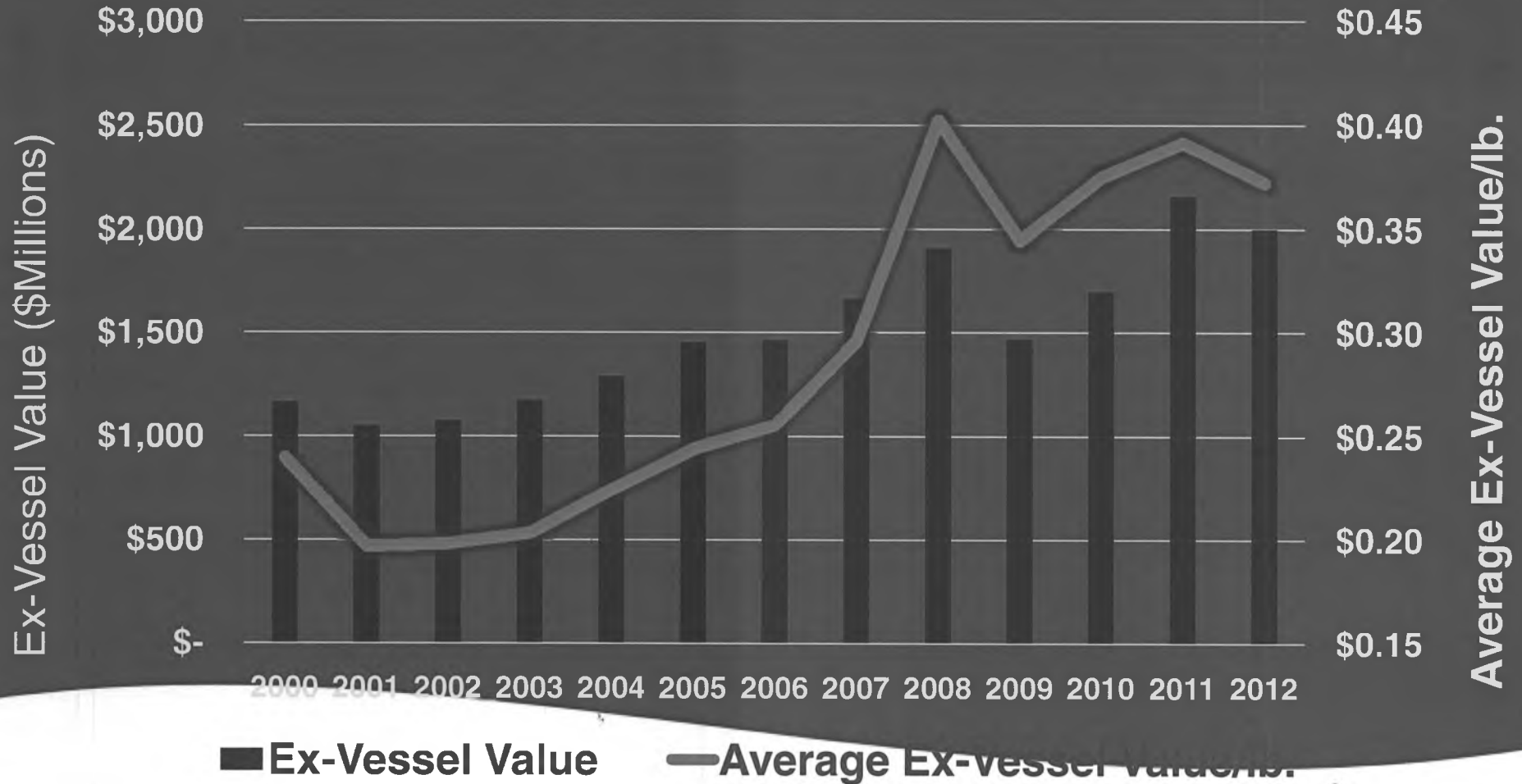
*Source: NMFS, ADFG, and ASMI*



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# Ex-Vessel Value of AK Seafood

Alaska Seafood was worth over \$2.0 billion in 2012



Source: ADFG, NMFS, ADOR, and McDowell Group estimates.



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# EXPORTED VALUE OF ALASKA SEAFOOD

ORANGE ARROWS=VALUE OF SEAFOOD EXPORTED GREEN = ESTIMATED RE-EXPORTS TO MAJOR RE-PROCESSORS



ALASKA EXPORTERS  
SEAFOOD TO THE WORLD

TOTAL WHOLESALE EXPORT VOLUME: 1,030,378 METRIC TONS  
TOTAL WHOLESALE EXPORT VALUE: \$3,870,544,000

# Alaska is the 6<sup>th</sup> Largest Seafood Exporter

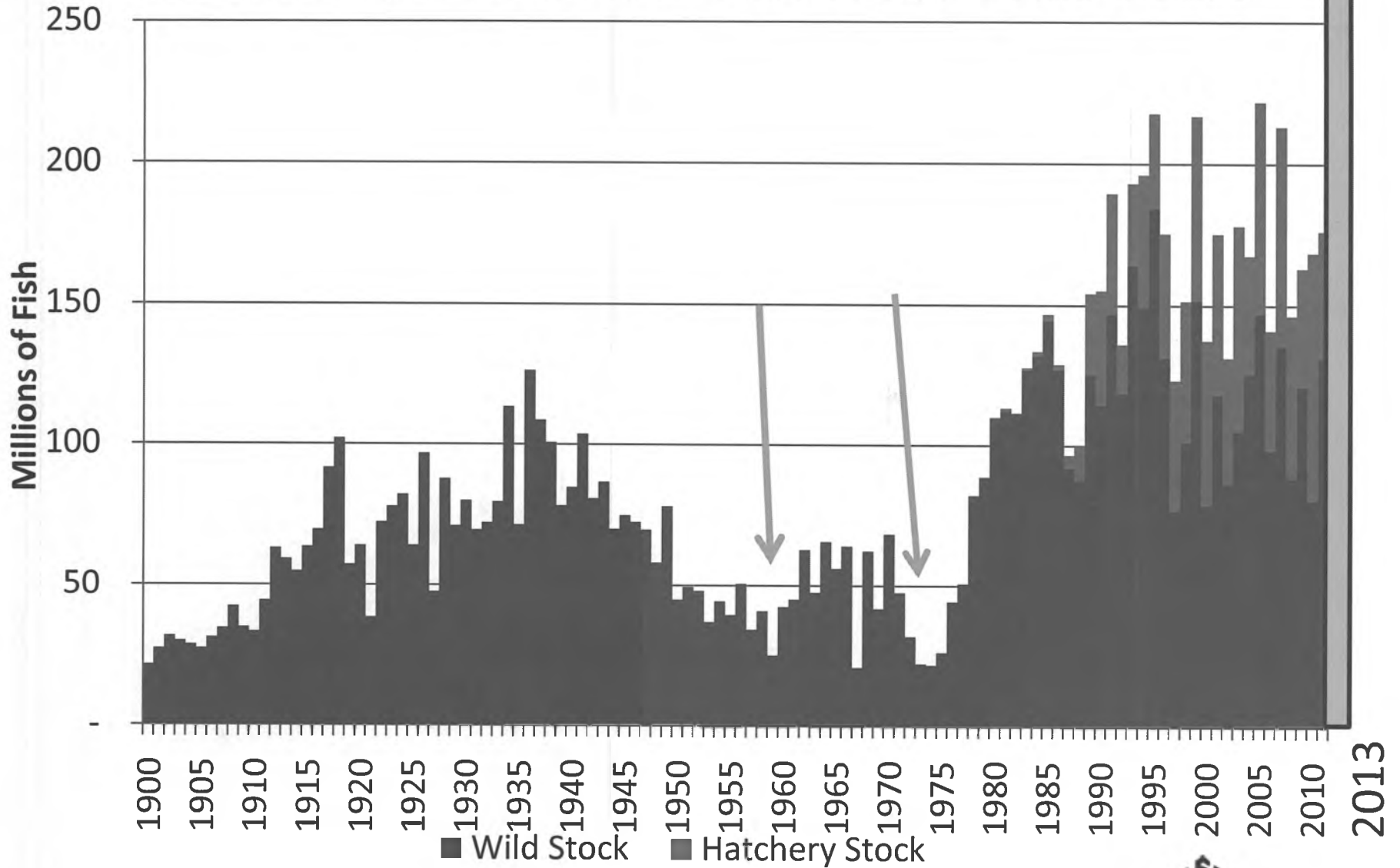
2012 Rank	Country (Primary Exporters)	Seafood Exports in Billions of \$US (2012)
1	Norway	\$9.5
2	Russia	4.5
3	Vietnam	4.2
4	Chile	3.9
5	Canada	3.7
6	<b>ALASKA</b>	<b>3.2</b>

Source: NMFS and Global Trade Atlas.



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# Historical Alaska Salmon Harvest



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# Alaska Salmon by Species - 2013

<u>Species</u>	<u>Ex-Vessel Value</u>	<u>Pct.</u>	<u>Volume (lbs)</u>	<u>Pct.</u>
Chinook	\$19,208,000	3%	281,000	<1%
Keta	\$74,067,000	11%	143,556,000	14%
Coho	\$35,757,000	5%	33,007,000	3%
Pink	\$277,160,000	40%	691,806,000	66%
Sockeye	\$284,951,000	41%	177,720,000	17%
<b>Total</b>	<b>\$691,143,000</b>	<b>-</b>	<b>1,049,705,000</b>	<b>-</b>

- First time over 1 billion pounds
- Record pink harvest and near record coho harvest
- Sockeye missed projections in Bristol Bay
- Keta below projections but still large harvest

Note: Data is preliminary and does not include bonuses or retro-payments.

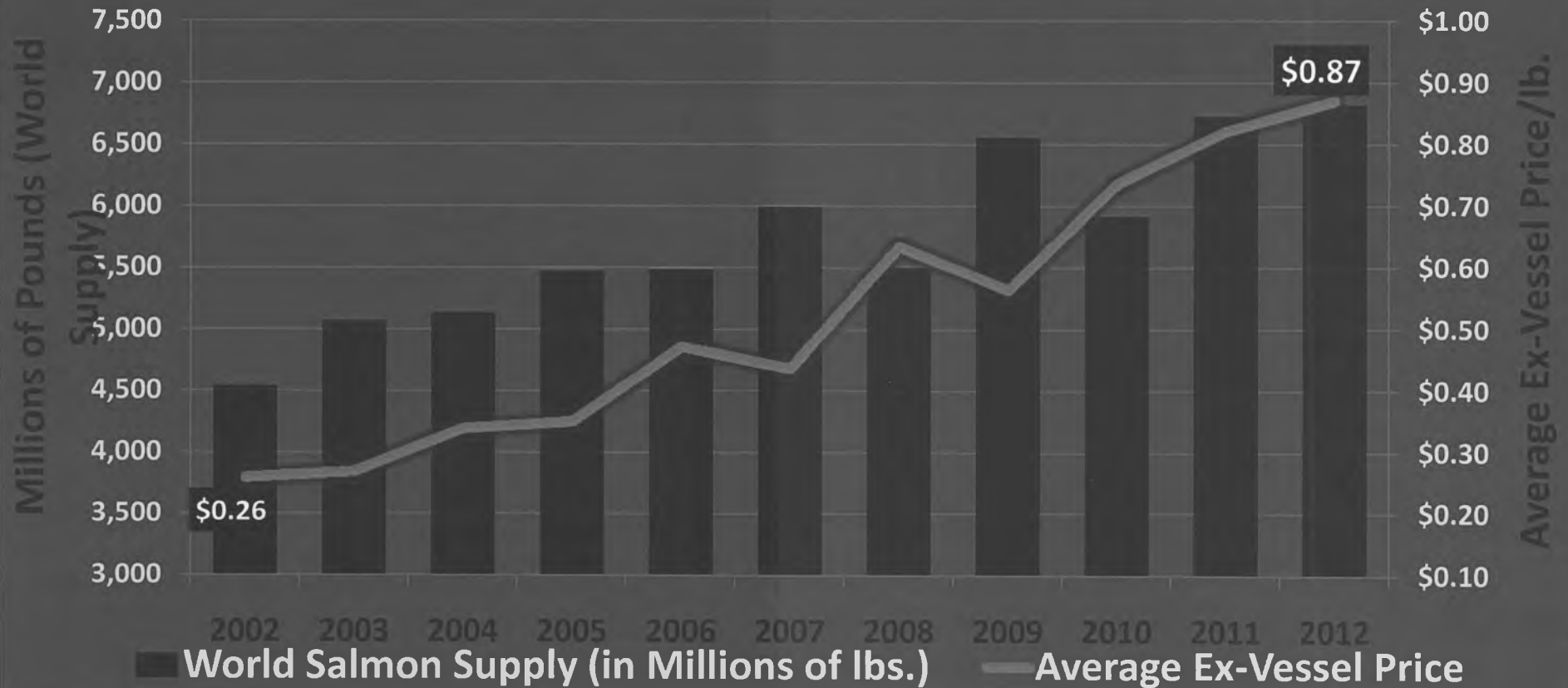
Source: ADFG



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# Alaska Salmon Ex-Vessel Price

Rising Value for Wild Alaska Salmon Despite Increased Supply



Note: 2012 supply data is preliminary.

Source: ADFG, FAO, Groundfish Forum, Salmon of the Americas, and Russian Federal Fisheries Agency.



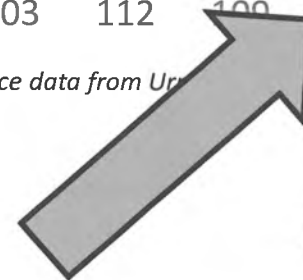
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# Successful Salmon Marketing

Every Major Alaska Salmon Product Has Outperformed Farmed Salmon Since 2007

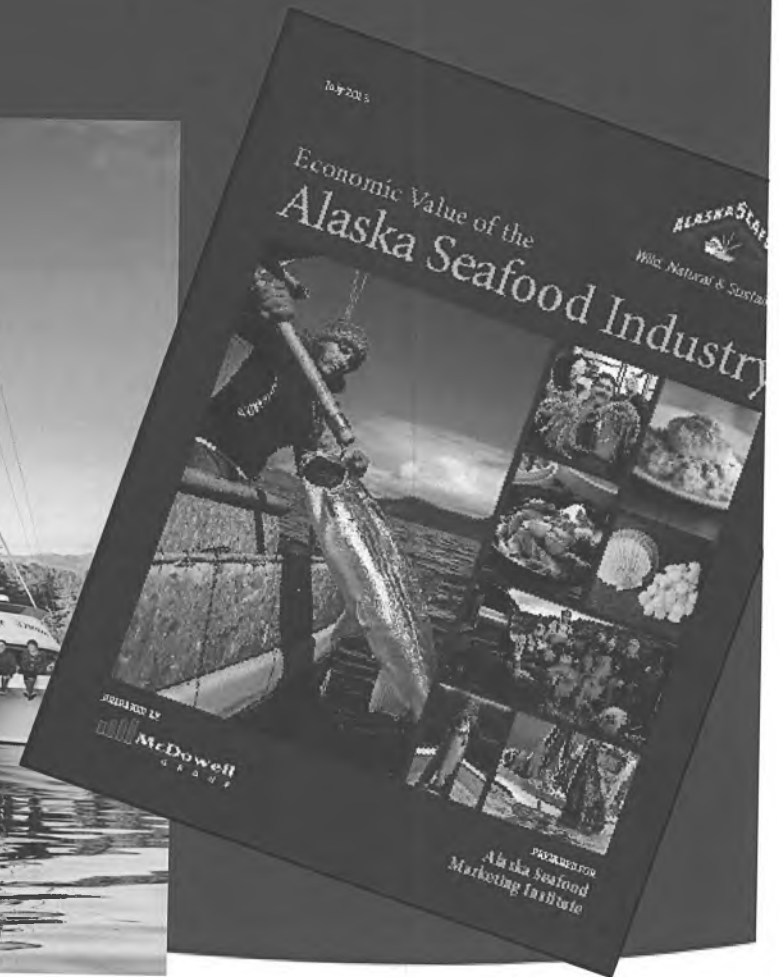
	Price in <u>2007</u>	-----Price Index-----						Price in <u>2012</u>
		<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	
Avg. Ex-Vessel Price of AK Salmon	\$0.44	100	145	129	169	188	208	\$0.91
First Wholesale Price of AK Salmon	\$1.75	100	133	123	140	151	149	\$2.61
Frozen H/G Sockeye	\$2.05	100	113	125	146	156	141	\$2.89
Canned Sockeye (\$/case)	\$97.29	100	111	122	126	172	198	\$192.60
Frozen H/G Pink	\$0.77	100	121	120	168	188	166	\$1.28
Canned Pink (\$/case)	\$56.48	100	106	134	140	144	177	\$99.73
Frozen H/G Keta	\$0.92	100	122	133	174	198	150	\$1.38
Keta Roe	\$7.93	100	194	116	116	165	211	\$16.72
Frozen H/G Coho	\$2.38	100	114	97	113	109	120	\$2.85
Fresh H/G Chinook	\$3.42	100	134	94	103	120	113	\$3.86
<hr/>								
Farmed Salmon (Norwegian Wholefish)	\$3.43	100	106	103	112	100	92	\$3.15

Alaska salmon prices from Alaska Salmon Price Report and ADFG, farmed salmon price data from U.S. Department of Commerce (annual average).



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# Seafood Economic Information



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# ASMI'S WEEK AT A GLANCE...FEBRUARY, 2014

## International

- China, Alaska Seafood Festival Ole Retail Chain
- China, Promo w/130 restaurant chain
- Spain, Madrid Fusion booth
- Italy, Identita Golose Milan Int'l cooking convention
- Germany, exhibitor Fish Int'l Seafood Show
- Japan, Alaska seafood class-Asahi Culture Center
- UK, 20pg Alaska Seafood feature, trade magazine
- EU, Retail, Foodservice, Online promos
- Last week...presented at WTC Alaska's Alaska-China Business Conference "China Business – Seafood Perspective"

## Domestic

- Retail, Kansas City Food Show
- Retail, Canned salmon marketing campaign
- Communications, Symphony of Seafood
- Communications, Launch photo contest
- Foodservice, Landry's Corp Annual Meeting
- Foodservice, Sodexo school lunch program
- Technical, Sustainable Fisheries Partnership
- Food Aid, Working with USDA programs



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# ASMI Budget

\$22.5 million spend plan

Revenue Sources -

- 1/2% industry tax (\$8 to \$12 million)
- State of Alaska General Funds (\$7.8 million)
- Federal Market Access Program (\$4.5 million)

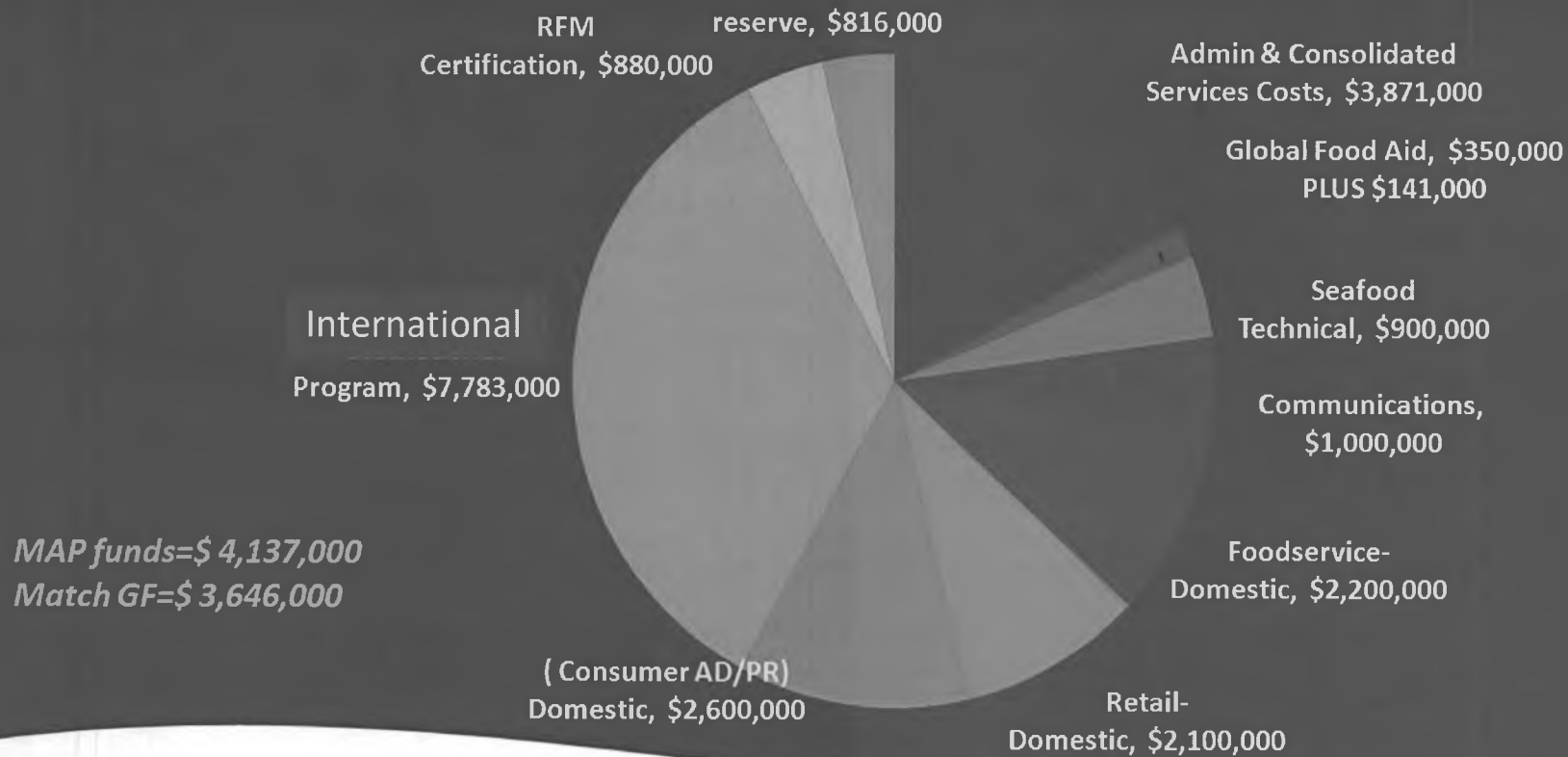


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# FY14 ASMI Program Budget

Operating Budget spend planned= \$ 22,500,000.00

Capital Budget spend planned = \$ 141,000.00



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# LEAD BY INDUSTRY



- **A partnership** of public and private sectors to foster economic development
- **Guided by Governor-appointed Board of Directors:** five processors, two commercial harvesters

## Species Committees

- Salmon
- Halibut-Sablefish
- Shellfish
- Whitefish

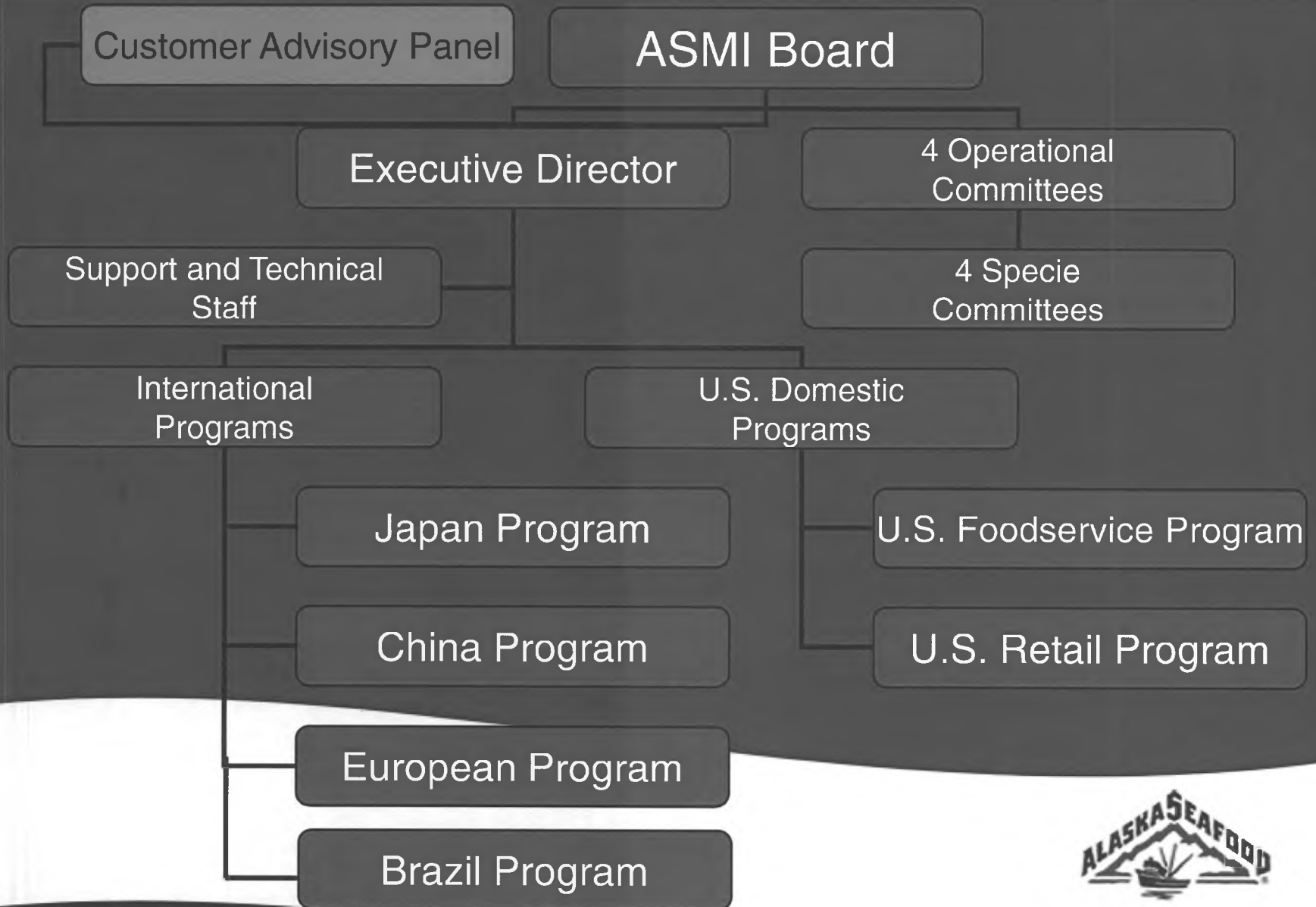
## Operational Committees

- International Marketing
- Seafood Technical
- Foodservice Marketing
- Retail Marketing



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# ASMI ORGANIZATION



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# ASMI Mission: increase the economic value of Alaska seafood resource through:

- Increasing positive awareness of the Alaska Seafood brand
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry
- Championing the sustainability of Alaska seafood harvests resulting from existing Alaska fisheries management imperatives. (State of Alaska Constitution and Magnuson-Stevens Fishery Management and Conservation Act.)
- Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to a changing environment and economy
- Quality assurance, technical industry analysis, education, advocacy and research
- Prudent, efficient fiscal management



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# ASMI BUILDS 'ALASKA' BRAND

## Alaska Seafood remains the second most commonly specified brand on U.S. Menus!

Source: Datassential 2012 – largest menu  
database in the U.S.



- 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.”*



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# The Alaska Brand

**CONSUMERS ARE MORE LIKELY TO RECOMMEND ALASKA SEAFOOD THAN ANY OTHER PROTEIN TESTED**

Alaska seafood	45%
Alaska salmon	43%
USDA Prime sirloin	38%
Angus beef	37%
New England seafood	33%
USDA Organic chicken	32%
Atlantic salmon	31%
Louisiana/gulf seafood	28%
Kobe beef	26%
Farm-to-table pork	24%
Farmed seafood	20%
Asian seafood	18%

**How likely are you to recommend the following to a friend, family member or colleague?**

Source: Datassential 2013

**UNAIDED, CONSUMERS CITE ALASKA AS THE #1 SOURCE OF GREAT SEAFOOD**

Alaska	45%
Maine	35%
Florida	19%
Louisiana/New Orleans	16%
California/Los Angeles	10%
Massachusetts/Boston	8%
Washington	7%
Japan	6%
Maryland	5%
Hawaii	4%
Canada	2%
Oregon	2%
China	2%
New England	2%
Mississippi	2%
Texas	2%
New York	2%

**OTHER SOURCES CITED, 1% EACH:**

Alabama, South Carolina, Virginia, New Jersey, North Carolina, USA, Gulf Coast, Spain, Rhode Island, Mexico, Chile, East Coast, Australia, Connecticut, Iceland, Michigan, Norway

**Which US states or countries come to mind when you think of sources of great seafood?**

Source: Datassential 2013

# ASMI Programs

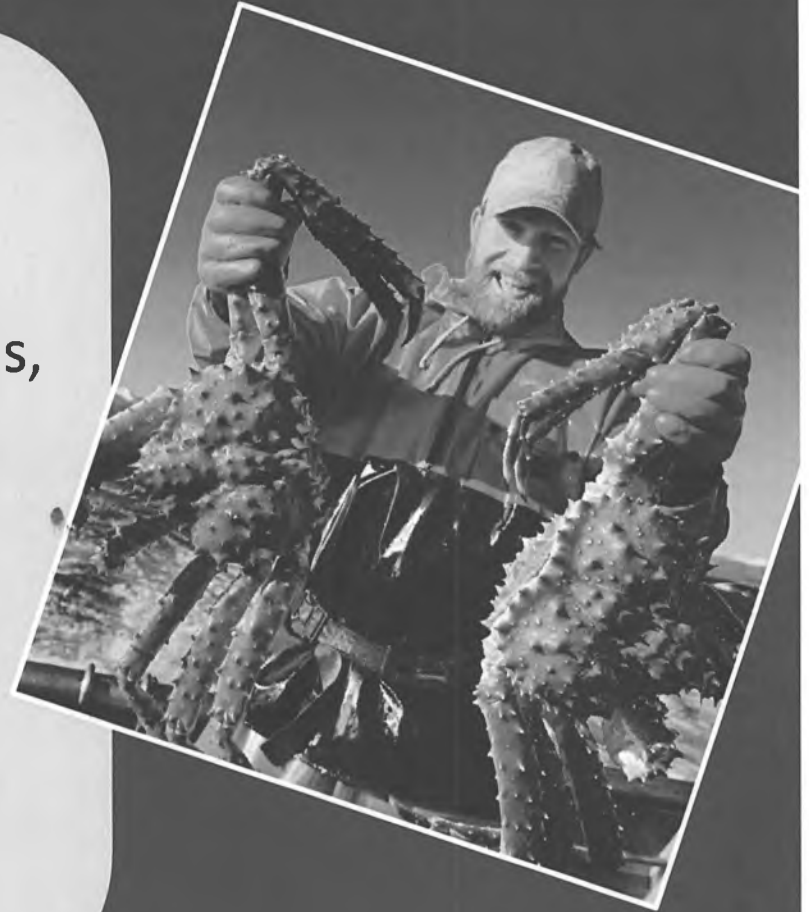
Through communications, public relations and advertising activities, millions of people around the world are exposed to positive message about Alaska Seafood.

US Retail Marketing  
Communications  
International Marketing  
US Foodservice Marketing  
Seafood Technical  
Global Food Aid



# ASMI International Programs

- Japan
- China
- Northern EU (Ireland, The Netherlands, U.K., Sweden, Denmark, Finland )
- Western EU (France, Belgium)
- Central EU (Germany, Austria, Switzerland, Poland, Czech Republic)
- Southern EU (Spain, Italy, Portugal)
- Eastern Europe (Russia, Ukraine)
- Brazil



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# International Activities

- Consumer PR/Advertising
- Retail Promotions
- Trade Shows
- Business Development
- Trade PR/Advertising
- Hotel and Restaurant Promotions
- Chef Training
- Web and Social Media

## Time Out Hong Kong

Time Out - Full Page Ad  
Size: 265 mm Height x 265 mm Width

**Catch the Tastiest  
USA Alaskan Seafood**



*Wild, Natural & Sustainable  
Product of USA*

**Wild, Natural &  
Sustainable**



at these fine restaurants

**Grand Central  
Bar & Grill**

Elements Mall, Kln  
2734 4888

**TAKU**

Soho, Central  
2542 1144

**Café Slam**

1/F, Central  
2851 4803

**Lil Siam**

Soho, Central  
2868 4445

Alaska Seafood Marketing Institute (ASMI):  
www.alaskaseafood.org  
www.alaskaseafood-china.com



**Eclipse**  
www.pacificfishsource.com www.eclipse.com.hk



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株式会社ジュピターテレコム

J:COM

# J:COM Japan



天然のおいしさを、アラスカから。



- Japan's largest cable channel (9.2 million homes) filmed a 5 part series on Alaska
- Juneau, Sitka, Kodiak, Dutch Harbor, and Nome
- Each episode aired 3 x generating ad value of nearly \$2 million dollars
- ASMI owns all HD Footage generated by the trip

# ESE 2013: April 23-25



- 22 companies had booth or table space in the Alaska Seafood Pavilion
- Sustainability booth to educate buyers about the RFM
- **On-site sales of \$35 million and projected annual sales of \$544 million**
- 70 trade leads from 24 countries



*Sauvage, Naturel & Durable*

# U.S. Domestic Retail Merchandising

## ALASKA SEAFOOD



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**100% WILD  
100% AMERICAN**

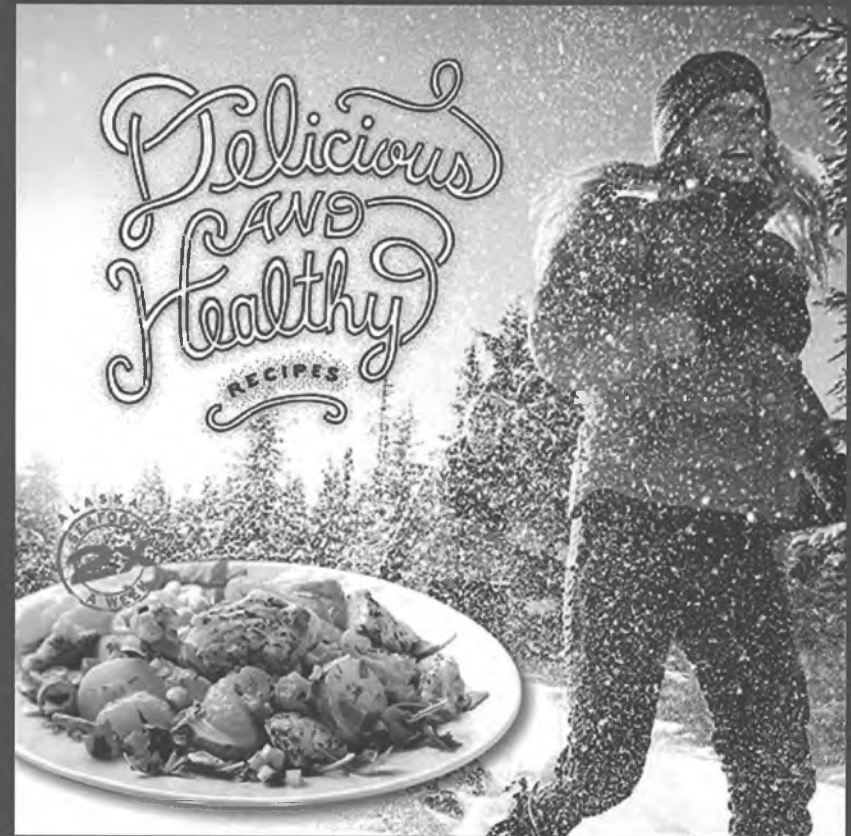
WHEN YOU PURCHASE WILD  
ALASKA SEAFOOD, YOU SUSTAIN  
OVER 165,000 AMERICAN JOBS.



Alaska's hard-working fishermen are proud to provide their country with delicious wild seafood, and they appreciate your support. Display a full set of American themed Alaska Seafood POS to help boost sales in your seafood department while supporting American jobs.

Contact Mark Jones at [mjones@alaskaseafood.org](mailto:mjones@alaskaseafood.org)  
or toll-free at 1-855-288-8841 to place your order today.

To see the full set of POS and more: <http://www.alaskaseafood.org/retailers/>



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# Retail Training

## ABOUT ALASKA

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

ALASKA CONSTITUTION

FISHERIES MANAGEMENT

FROZEN ALASKA SEAFOOD

About Alaska Seafood U

About Alaska

Species & Catch Methods

Preparation Techniques

Bookstore



## 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 enim ad minim veniam, quis nostrud exerci tation ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

1 Create Account

2 Take Quiz

3 Get Certificate



### ALREADY A MEMBER?

Please enter your user name and password to activate your account, edit your account or resume testing.

Member Name:

Password:

[Forget your ID or Password?](#)

### HEADLINE H

Duis autem vel eum iure volutpat. Ut enim ad minim veniam, quis nostrud exerci tation ex ea commodo consequat. Duis autem vel eum iure volutpat. Ut enim ad minim veniam, quis nostrud exerci tation ex ea commodo consequat.



Now Playing:  
Fisheries Management

Save

[About Alaska](#) / [Species & Catch Methods](#) / [Preparation Techniques](#) / [Bookstore](#)

© 2007 Alaska Seafood Marketing Institute



# CELEBRATE ALASKA SEAFOOD

MARKETPLACE &  
SEVEN ON STATE



the magic of  
★ macy's  
.com

アラスカのおいしさを

# COOK IT FROZEN!

冷凍のままカンタン調理

SMART, SUSTAINABLE, SIMPLE  
*summer meal solutions*



Estancia Winery is partnering with Alaska Seafood Marketing Institute to deliver smart, sustainable, and simple meal solutions.

**KEY SELLING POINTS:**

- Estancia - A proven Ultra-Premium brand!
- 84 overall brand, 83 Seven Stars, 6 different medals with top 1% rankings
- Estancia Pinot Noir is Consumer Reports Recommended\*\*
- Estancia Chardonnay and Sauvignon Blanc chosen as "Top Pick" by Wine Spectator\*\*\*
- Salmon is the #1 selling fish in the U.S.
- 90% of consumers prefer wild seafood over farm-raised!
- 80% of consumers say the Alaska Seafood logo increases their likelihood to purchase.
- Average basket size with seafood included is \$76.00!



Estancia

## Joint Promotions

# GO FISH



Alaska Pollock

**Fish Sandwich**



Add Cheese\*



**TRY IT AS A COMBO\***

Combo
plus tax

Sandwich
plus tax

\*For an additional charge. Add-Ons and Add-Ins cost extra.  
For a limited time only at participating SONIC® Drive-Ins.  
TM & ©2013 Fish America's Drive-In Brand Enterprises LLC

## Sonic Drive-In

# Jason's Deli

**Jason's deli**

Order Online | Our Food | Catering | Blog

## Pick up a Wild Salmon-wich

featuring grilled wild Alaskan Sockeye Salmon



**NEW!**

Add grilled Salmon to your Salad Bar Order



Wild, Natural & Sustainable\*

**ORDER HERE!**

FORWARD TO A FRIEND

[jasonsdeli.com](http://jasonsdeli.com)

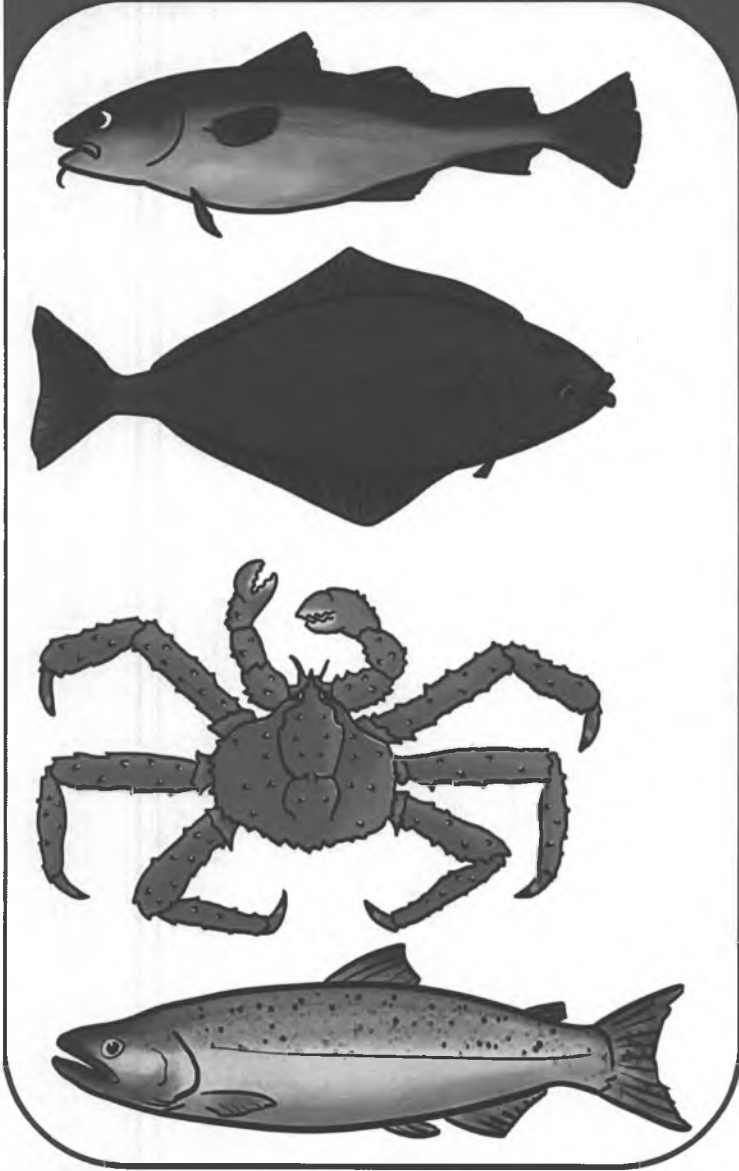


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UMass –  
Longest Sushi Roll

# ASMI Consumer PR Program



Goal: The Consumer PR program is designed to **maintain the highest possible value perception for Alaska Seafood** among consumers.

Objective: Continue to brand and effectively **link** Alaska's unique position: **wild, natural** and **sustainable** seafood with **superior taste** and **texture**.

Core Principle: ASMI conducts marketing activities that provide the **largest economic benefit** for its industry members.



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# Cooking Light

**25 Healthy Dishes**  
for a Perfect Summer

Our light & breezy cookbook:  
New twists on  
classic favorites

**20-MINUTE  
SUCCESS**  
Sloppy Joes,  
Chowders,  
Salads...

**salt!**  
Hot  
cut  
right



Wild-caught Alaskan halibut is the best option. If not available, opt for other U.S. or Canadian wild-caught Pacific halibut, or substitute striped bass or U.S. line-caught cod.

**CALORIES** 266; **FAT** 10.4g (sat 1.3g, mono 5.8g, poly 2g);  
**PROTEIN** 24.6g; **CARB** 19.8g; **FIBER** 2.6g; **CHOL** 34mg;  
**IRON** 1.0mg; **SODIUM** 394mg; **CALC** 93mg

Juliana Grimes is senior food editor at *Cooking Light*.

# The New York Times

## It's Wild-Salmon Season

By MARK BITTMAN



RAW	GRILLED	POACHED	BURGER
Cucumbers, Soy and Ginger	Lemon & Herb	Soy, Sweetener & Chili	Mustard and Shallots
Dill Fraiche and Caviar	Harissa	Coconut, Curry and Lemon Grass	Curried With Yogurt Sauce
Chili, Potato and Aronika	Apricot, Mustard and Soy	Tarragon Mayonnaise	Wild Salsa

5 DINNERS, 1 BAG GROCERIES • FOODS THAT FIGHT BELLY FAT pg 20

# EatingWell

WHERE GOOD TASTE MEETS GOOD HEALTH

The Best of Spring

RECIPES for 20 Great Greens • Amazing, Healthy Salmon Dishes • Easy, Natural Homemade Cookies

41  
Fresh



**Why Wild-Catching Is the Answer?**

Wild-caught Alaskan halibut is a sustainable choice because it's harvested from a healthy, well-managed fishery. The fish are caught using hook-and-line methods, which are less destructive to the environment than other fishing practices. This ensures that the fish are fresh, healthy, and free from contaminants.

Wild-caught Alaskan halibut is also a good source of protein and omega-3 fatty acids, which are essential for heart health. It's a versatile ingredient that can be prepared in many ways, from raw to grilled to poached.

When you choose wild-caught Alaskan halibut, you're supporting a sustainable fishing industry and ensuring that you're getting the freshest, most nutritious fish possible.



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## Consumer & Trade Events

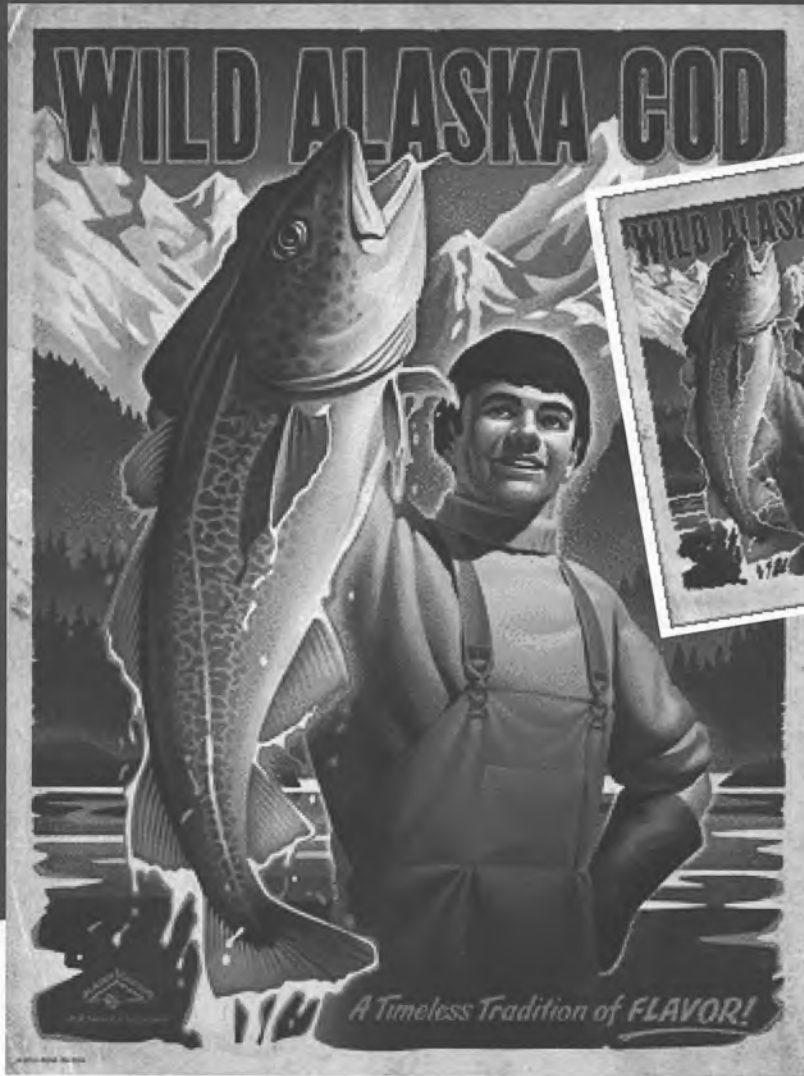


# FAO-Based Responsible Fisheries Management Certification



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# Alaska Cod



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# Coordinated Marketing



Give someone you love  
fresh Alaska Grown  
oysters for dinner tonight.



Closer. Fresher.  
Better.



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## Opportunities

- Emerging Markets
- School Lunch Program
- Chef Alliance
- Kikkan Randall

## Challenges

- Social Media
- Fukushima
- IUU
- Certification
- Pinks!



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# Buyers Mission to Alaska Brazil



- 3 Retail Buyers (Pao de Acucar, Zaffari, Cencosud) and one importer (Noronha Pescados)
- Company meetings, visits to fishing grounds, plant and vessel tours in Seattle, Juneau, Excursion Inlet, and Cordova
- Noronha Pescados is launching an Alaska series of products this year



*Série Alaska*



*Selvagem, Natural & Sustentável*

# Online Promotion with TMALL.COM China

- Asia's leading online retailer
- November 11<sup>th</sup> is the equivalent of "Cyber Monday" **but 2 x the sales!**
- Homepage pre-sale advertisement from October 14 – 20, 2013
- Special Alaska seafood webpage selling 12 species and featuring 2 Alaska seafood videos

天猫 TMALL.COM



天猫 TMALL.COM

极地海鲜

低于超市价  
5折

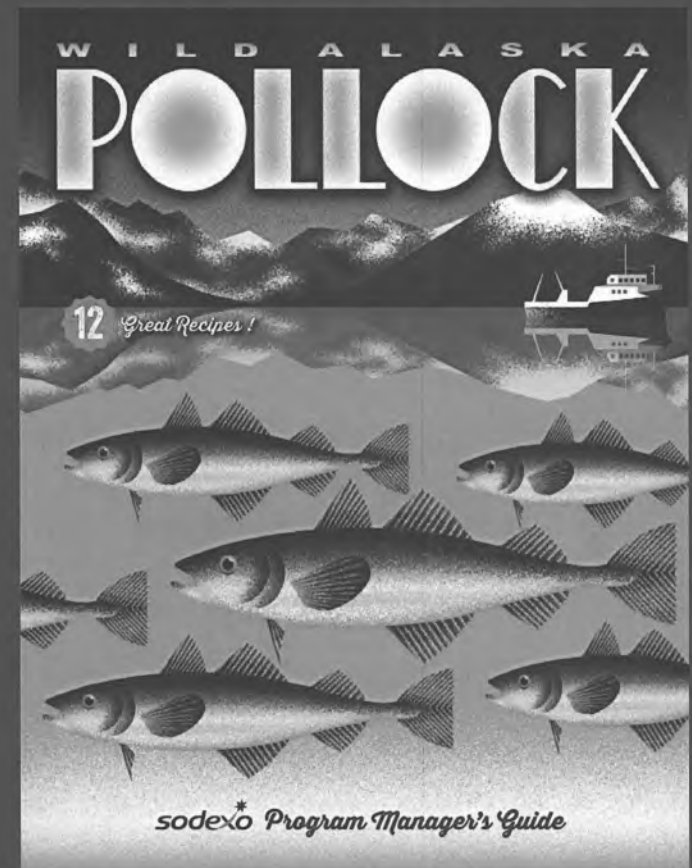
美国阿拉斯加渔民献礼双11  
此时最鲜美



野生·天然·持续

# Sodexo: K-12 School Project

- Leading foodservice management company.
- Provides K-12 foodservice in 500 schools districts throughout the U.S.
- Provides 2 ½ million meals per day in 3,000 schools.
- In 2012, ASMI and GAPP worked on a pilot program with Alaska pollock.
- The program was a success and resulted in a national program



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# Alaska Seafood Chef Alliance

The Alaska Seafood Chef Alliance develops partnerships between Alaska seafood and the culinary world. The chefs make a vital connection in the media and at events, serving as well-versed brand ambassadors for Alaska Seafood.

Increased from 18 to 26 chefs in FY13 by adding:

- Hugh Acheson, Atlanta
- Anita Lo, New York
- Tony Maws, Boston
- Giuseppe Tentori, Chicago
- Erik Slater, Seward
- Jason Porter, Girdwood
- Rick Moonen, Las Vegas
- Roy Yamaguchi, National



Who, Natural & Sustainable

@Kikkanimal



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# ASMI Social Media Campaigns

## Facebook, Twitter, Pinterest, Instagram & YouTube

Alaska Seafood Marketing Institute

**Alaska Seafood Marketing Institute**  
57,587 likes · 3,685 talking about this · 355 were here

Business Services · Add A Category  
Alaska Seafood Marketing Institute is a partnership of the State of Alaska and the Alaska seafood industry, promoting Alaska Seafood in the U.S. and key overseas markets.

About · Suggest an Edit

Photos Media Networks Social Media Policy Email Signup

**INVITE WILD TO DINNER** Alaska Seafood  
Alaska Seafood Marketing Institute (ASMI) is a partnership of the State of Alaska and the Alaska seafood industry, promoting Alaska Seafood around the world.  
Alaska - www.wildalaskafavor.com

Repins from  
Jaime Gendron Schultz  
Judeh Courtney  
Sheraton Anchorage

22 Boards 554 Pins 66 Likes Unfollow All 211 Followers 453 Following

<p>Alaska Seafood Grilling Rec...</p> <p>Unfollow</p>	<p>Gluten Free Alaska Seafood...</p> <p>Unfollow</p>	<p>Eat Alaska. Support America.</p> <p>Unfollow</p>	<p>Delicious &amp; Healthy Recipes</p> <p>Unfollow</p>	<p>It's All Good</p> <p>Unfollow</p>
<p>Sides we love to pair with</p> <p>Unfollow</p>	<p>Our Chef Alliance (ASCA CH...</p> <p>Unfollow</p>	<p>Chefs that cook Alaska</p> <p>Unfollow</p>	<p>Pins we like...</p> <p>Unfollow</p>	<p>The Great Alaska Fish Taco</p> <p>Unfollow</p>

Alaska Seafood  
@ASMIakSeafood

ASMI is a partnership of the State of Alaska and the Alaska seafood industry, promoting Alaska Seafood & offering seafood education.  
alaskaseafood.org

269 TWEETS 145 FOLLOWING 564 FOLLOWERS

Following

**alaskaseafood ·**  
Alaska Seafood Our first Instagram contest! Post a pic of Alaska seafood, and tag #Alaskaseafood. Win Alaska seafood and a GoPro HERO3 camera! <http://www.wildalaskafavor.com>

13 posts 80 followers 109 following

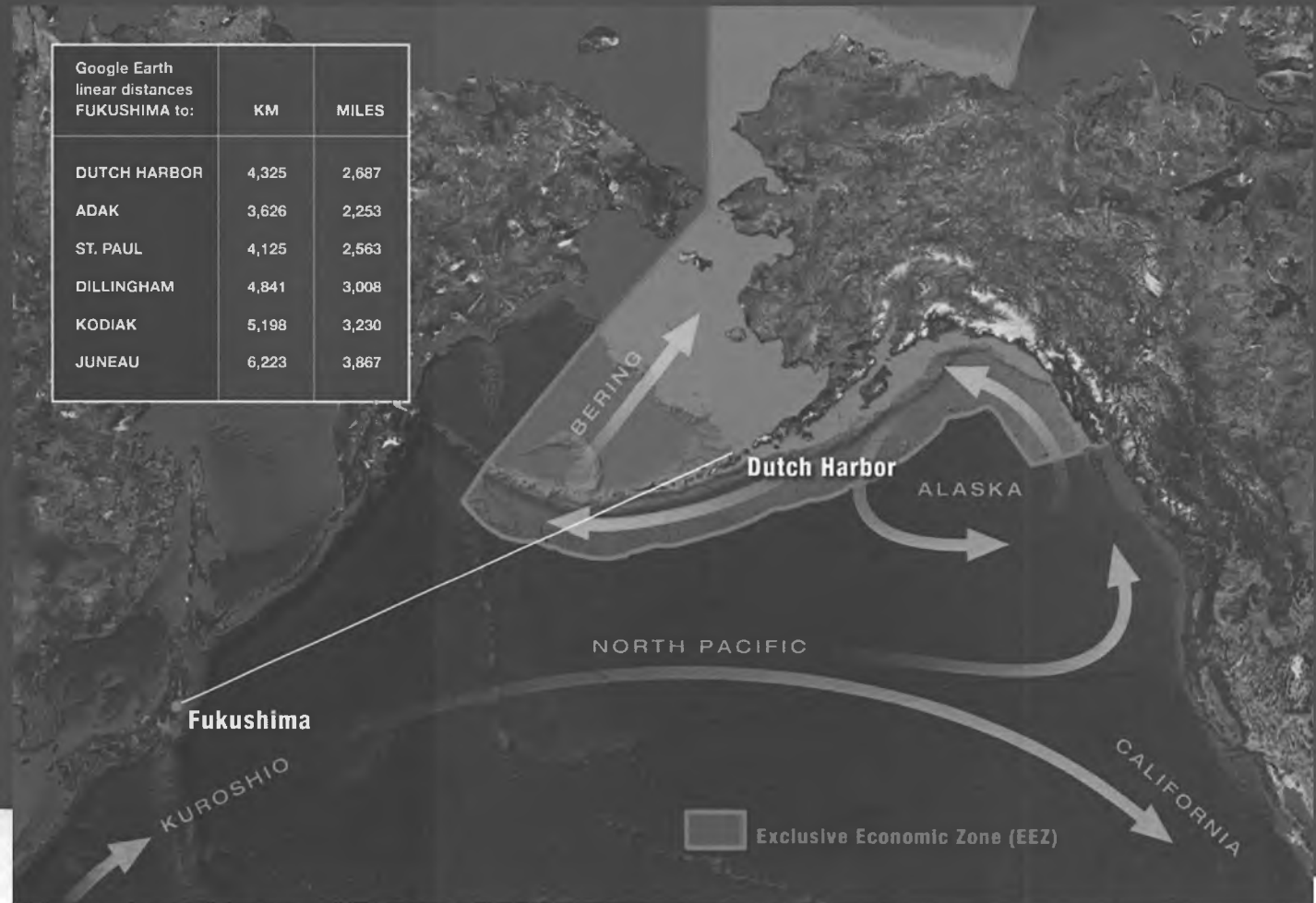
October 2013 September 2013

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# Fukushima Radiation

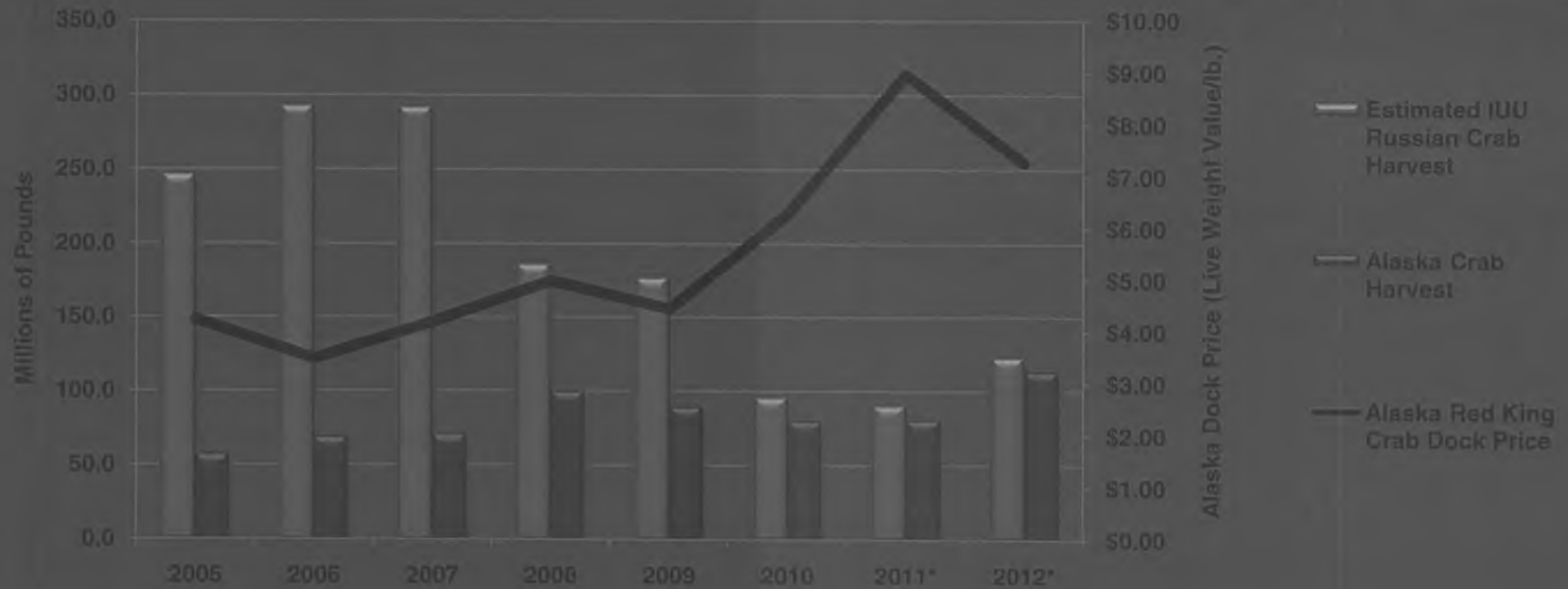
- March 2011 Tsunami
- Increase in bombastic “press”
- Social Media chatter
- Informing constituents
- Testing?

Google Earth linear distances FUKUSHIMA to:	KM	MILES
DUTCH HARBOR	4,325	2,687
ADAK	3,626	2,253
ST. PAUL	4,125	2,563
DILLINGHAM	4,841	3,008
KODIAK	5,198	3,230
JUNEAU	6,223	3,867



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# IUU Crab Fishing



\* Indicated preliminary data.

Sources: National Marine Fisheries Service, Alaska Department of Fish and Game, and McDowell Group Estimates, based on FAO, Global Trade Atlas, and



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**WAL★MART®**



- June Letter to Seafood Suppliers
- Bentonville Visit in September
- The Sustainability Consortium Discussion
- Walmart Executives Visit Alaska
- Announcement Last week

adn.com  
**Anchorage Daily News**

**New Wal-Mart policy will allow Alaska salmon**



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# Pinks!

- 216 million fish harvested
- Canned pink salmon marketing plan
- US Food Aid



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# Legislative Visit: Spain, Portugal & France



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# Thank you



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