

DATE: **October 27, 2016**

TO: **ASMI Board of Directors**

FROM: **Hannah Lindoff, International Marketing Program Director**

RE: **International Program Report**

This report covers activities occurring in the fourth quarter of FY16 and the beginning of the first quarter of FY17, and provides a general update of International Program progress, in addition to cumulative data for FY 15.

ASMI International has received its U.S. Department of Agriculture (USDA) Market Access Program (MAP) allocation of \$4.363 million. ASMI International is participating in several USDA Global Based Initiatives (GBIs) with other cooperator groups, notably a collaborative U.S. seafood initiative in China and a GBI focused on sustainability outreach in the EU.

ASMI won a \$51,000 Emerging Markets Program (EMP) grant from the Foreign Agricultural Service (FAS) and together with eight industry members traveled to Indonesia, Thailand and Vietnam in February of 2016. In each country ASMI held one on one business consultations, met with FAS, held Alaska seafood seminars and undertook a total of eight retail and plant tours. More than one-hundred trade members in SE Asia were educated about Alaska seafood and thus far there have been \$760,000 in Alaska seafood sales reported as a result.

Both the November 2015 terrorist attack in Paris and the March 22, 2016 bombing of the Brussels airport, which killed 32 civilians and wounded more than 300 others, caused great sadness and indignation. The attack at the Zaventem airport prompted nine of the Alaska co-exhibitors to withdrawal from the Brussels Seafood show, held roughly one month following the terrorist attack. ASMI chose to attend the show, in order to maintain ASMI's booth space and to support the thirteen Alaska seafood companies and their customers who were also in attendance. Onsite sales at the show were down nearly 50%, falling from roughly \$50 million to \$27.5 million, with a similar near 50% decline in projected sales, falling from \$500,000,000 to \$249,200,000, reflecting the smaller Alaska attendance at the show. ASMI maintained a busy pavilion with the presence of the Alaska Seafood Truck driven from Germany and used as a catering center and major draw for the pavilion. Approximately 103 trade leads were collected at the show from 37 countries.

ASMI partnered with FAS to host a Cochran in-bound mission from Brazil to Alaska. ASMI International Program Specialist Megan Rider hosted the group and her travel and expenses, along with those of the group, were paid for by FAS. The Brazil trade members also attended an Alaska roe workshop in Seattle and were joined by two Brazilian chefs on their way to the ASMI Culinary Retreat in Ketchikan. Sales from the Cochran mission have been reported at more than \$800,000.

The ASMI international team added Nicole Stangeland to their ranks as the new International Program Coordinator. In February Nicole hosted a Brazilian delegation in Dutch Harbor and in July led a group of buyers from Northern Europe through Seattle and Southeast Alaska.

The International Program and the Technical Program partnered to apply for a Quality Samples Program grant and was awarded \$15,000 to send samples of Alaska cod and flatfish to Indonesia in order to teach better techniques for reprocessing in winter 2016/17.

TRADE SHOWS/TRADE MISSIONS:

SIAL Show, Shanghai

May 5-7, 2016

- ASMI China successfully participated SIAL show, Asia's largest food innovation exhibition. Over 2,900 exhibitors and more than 66,000 visitors participated in the event in 2016. As usual, ASMI China had an exhibitor booth. Diverse varieties of Alaska seafood products from high-end to price-point products were displayed at the show, including three species of salmon, three varieties of crab, halibut, cod, black cod, Pacific cod, sole, and pollock roe. Alaska seafood was sampled during the show, including snow crab, salmon roe, and pollock roe. Alaska Seafood marketing materials were distributed to the visitors.
- Forty-three qualified trade leads for direct imports were gathered at the show.
- Encouraged three traders to import Alaska seafood on a long-term basis after the show.
- Four retail and three food service promotions have resulted from contacts made during the show
- Four U.S. suppliers took part in the show.

APAS, Sao Paulo, Brazil

May 2-5, 2016

- ASMI Brazil hosted a 42 sq m booth at APAS 2016, a supermarket business show.
- APAS is Latin America's leading supermarket and retail trade show.
- The generic Alaska Seafood booth focused on the messages of wild Alaska seafood's superior flavor, healthiness and sustainability using videos, printed materials, banners, posters, display, pamphlets and chef demonstrations. ASMI coordinated with Alaska seafood exporting companies and local trade to promote Alaska products.
- Three recipe videos (Alaska wild pink and king salmon, Alaska cod) were recorded during the show, which were posted on all ASMI Brazil social media channels. Fifty-nine new qualified leads were generated.

NEU Trade Mission, Seattle, WA, Ketchikan, Sitka, Juneau, Excursion Inlet, AK

July 18-24, 2016

- ASMI coordinated a buyers mission for five trade reps from the UK and Netherlands to Seattle and Southeast Alaska. Trade reps met with industry members and experienced Alaska fisheries firsthand through plant tours, management presentations and seafood tastings.

Brazil Cochran Mission, Anchorage, Cordova, Whittier, Valdez, Seattle

August 9-16, 2016

- ASMI hosted an in-bound mission of seven Brazilian buyers, touring plants, meeting with ADF&G and learning about salmon and pollock roe at a workshop in Seattle.

Culinary Retreat, Ketchikan, Alaska

August 17-21, 2016

- ASMI International sponsored six chefs to participate in a joint Domestic-International Culinary Retreat in Ketchikan and Noyes Island. The chefs learned about Alaska seafood through cooking demonstrations and fisheries management presentations.

CONXEMAR, Vigo, Spain

October 4-6, 2016

- ASMI SEU participated in the CONXEMAR trade show alongside seven U.S. exporters and two Spanish distributors who exhibited from the ASMI booth.

CHINA:

Market Update: According to the latest statistics from the China Customs, the amount of the imported seafood products amounted to 1.08 million metric tons (MT) with a value of U.S. \$2.7 billion in the first five months of 2016. Among them, the amount of imported frozen products was 0.82 million MT valued at U.S. \$1.236 million. China's second largest e-commerce platform JD.com partnered with global retail giant Wal-Mart with the latter trading its China online unit for JD.com's stakes, a strategic step expected to expand Wal-Mart's reach to more Chinese customers. Under the deal, JD will take ownership of the Yihaodian brand from Wal-Mart Stores including the website and app while giving roughly five percent equity stake to Wal-Mart. This deal is worth approximately 1.5 billion U.S. dollars at JD's current valuation. The deal is expected to give Wal-Mart access to JD's online traffic and bolster its presence in the extraordinarily lucrative, but increasingly competitive, online marketplace. Wal-Mart Sam Club China will open a flagship section on JD.com, and both companies will leverage their supply chains and broaden the range of imported goods to meet the growing demands from increasingly affluent and quality-oriented Chinese consumers.

Summary of Activities/Results

Consumer Public Relations/Advertising: ASMI China's press coverage campaigns have served as an effective and economical method for telling the Alaska Seafood story to ASMI China's target audience. Alaska seafood recipes, as well as the health benefits of seafood, are advertised to consumers through regional magazines and newspapers.

Press Coverage Campaign: 142 pieces of coverage has been generated in the first round with an estimated value of U.S. \$165,000.

Advertorials and Advertisements: Five adverts were placed in life-style and food & beverage magazines. Total readership of over 3,250,000 was achieved.

Retail Merchandising: ASMI China is dedicated to directing trade partners from re-export to focusing on the domestic sales market. Retail promotions are an effective tool for this and an efficient way to boost sales of Alaska seafood in China. POS materials with the Alaska Seafood logo will be prepared for site decoration and activity promotions, and product sampling will be offered.

Quarter 4 Results:

- Five promotions were carried out both in Mainland China and Hong Kong achieving 2,150 promotional days.
- Consumer awareness was surveyed during these events.
- Distributed 40,800 seafood samples.

- Established 19 new retail partners.
- All the retail promotional partners have carried Alaska seafood on a consistent, long-term basis.

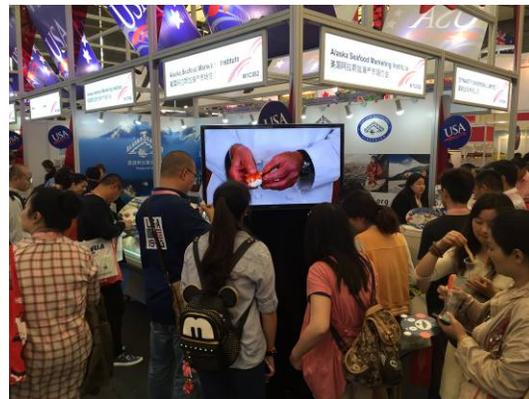
Cumulative Fiscal Year Results:

- Seventeen promotions were carried out both in Mainland China and Hong Kong achieving 4,496 promotional days.
- Consumer awareness was surveyed during these events.
- Distributed 113,600 seafood samples.
- Established 33 new retail partners.
- All the retail promotional partners have carried Alaska seafood on a consistent, long-term basis.

Trade Shows/Trade Public Relations: ASMI China participates in select trade shows across China each year and leads U.S. trade missions abroad. ASMI China participated in trade shows and public relations events which included:

SIAL Show in Shanghai, May 5-7, 2016: SIAL CHINA, an annual trade event, is the leading and largest Asian meeting point for the food and beverage industry. Major market players from retail, catering, hotel/restaurant/catering, food services, the import/export trade and manufacturing came to this show. ASMI utilized two booths within the U.S. Pavilion. Alaska snow crab, smoked salmon, pollock roe and salmon roe were served for sampling. This year, ASMI not only met new trade members, but also met new players from the retail and foodservice sector, which will be helpful for the promotion of Alaska seafood in the Chinese market in the future.

- A total of over 100 trade leads were collected and 20% had actual sales requests through the show.
- Gathered 43 qualified trade leads for direct imports at the show.
- Encouraged three traders to import Alaska seafood on a long-term basis after the show.
- Four retail and three food service promotions have resulted from contacts made during the shows.
- Four U.S. suppliers took part in the show.



Trade Seminars/Gatherings: ASMI will invite Chinese seafood trade members, including importers, retailers, wholesalers and distributors to the activities to inform them of the latest information about Alaska seafood. Sustainability, purity, and nutrition of Alaska seafood will be highlighted to increase trade awareness of the value of the Alaska seafood brand.

Cumulative Fiscal Year Results:

- Five trade gatherings and receptions were well attended with a total of more than 410 seafood trade professionals.
- Encouraged 18 traders to carry Alaska seafood for local consumption.
- Two retail and five foodservice promotions have been conducted after five events.

Newsletter: The newsletter covers a wide variety of ASMI activities including seminars, promotions, information about ASMI, and other activities. The newsletter will be distributed quarterly to seafood importers, retailers, distributors, and a selection of chefs and purchasing managers in the HRI sector to create more trade leads and stronger business ties. In addition to providing an update on ASMI's activities in Mainland China and Hong Kong, news on the harvest in Alaska and market information on new products will be included.

Cumulative Fiscal Year Results:

- ASMI China produces quarterly newsletter as a productive way to maintain healthy relationships between ASMI and China's seafood traders. The 4th Issue has been released and distributed in this quarter.
- Expected to receive 70 trade leads.



New Media Promotion and Website Development: ASMI China plans to continue with the efforts of online sales promotion so that Alaska seafood is to be sold in multiple platforms – both online and offline. ASMI China will partner with the leading B2C websites in China, like Tmall and JD.com, to present quality Alaska seafood products to more Chinese consumers. For the online Alaska Seafood Festival, ASMI China will develop special POS materials such as recipes, banner advertisement, and videos to attract the eyes of web users.

Online sales promotion at womai.com, April 15-25, 2016: Womai.com funded by COFCO in 2009 is B2C e-commerce website. It has become one of the leading shopping channels among white collar workers, the young generation and households. An Alaska seafood festival was launched and products including snow crab, halibut, sea cucumber, black cod, yellowfin sole, shrimp, pollock, and Dungeness crab were featured during the online promotion. ASMI branded insulated bags and recipe books were distributed

to those who buy Alaska seafood in order to drive the sales. 33,000 kgs of Alaska seafood were sold through the promotion.

Online sales promotion at sfbest.com, April 19-26, 2016: ASMI China cooperated with sfbest.com to launch an online promotion of Alaska seafood from April 19 to April 26, 2016. Alaska seafood such as cod, black cod, chum salmon, sockeye, halibut, sea cucumber, king crab, and snow crab were highlighted. A special website page was designed for highlighting the products on www.sfbest.com during the promotion. There was a lucky draw at the end of the online promotion and small gifts and recipe books were also distributed to those who had ordered Alaska seafood. This promotion created an increase in sales of Alaska seafood, which made sfbest.com confident in Alaska seafood. Additionally, a media event was hosted on April 19 - the first day of the promotion - to expose the activity and attract consumers to purchase Alaska seafood. Over 20 journalists from local media were invited to the event. Each attendee had six dishes of Alaska seafood including Alaska black cod, sea cucumber, cod, king crab, halibut, and sockeye. As a result of the promotion, over 40,000 kgs Alaska seafood was sold.

Online sales at Chunbo.com, April 22-May 8, 2016: Chunbo.com is another online platform which focuses on health food and is also an emerging online platform for natural and healthy food sales. It is committed to offering packaged shelf-stable food as well as fresh and frozen food items that contain no artificial coloring and preservatives. ASMI worked with chunbo.com to launch an online promotion from April 22 to May 8, 2016 to expand the exposure of Alaska seafood. Alaska seafood including sea cucumber, cod, snow crab, yellowfin sole, pollock, and black cod were featured during the promotion. 32,000 kgs Alaska seafood were sold as a result.

Cumulative Fiscal Year Results:

- Five online sales promotions were conducted.
- Around 160,000kgs Alaska seafood were sold out as a result.

New Social Media Promotion: Social media has been recognized as a highly efficient marketing tool. In the past two years, ASMI China has attracted over 12,000 followers and has proved to be a very effective communication channel targeting Chinese consumers. The weekly maintenance of ASMI China's Weibo (micro blog) will be continued. WeChat has become another popular social media site for Chinese consumers and it has developed a new platform for people to network as well as to share information. It is proposed to register an official account for ASMI China at WeChat similar to what has been done at Weibo. Through this official account, ASMI China will be able to interact with millions of WeChat users.

Cumulative Fiscal Year Results:

- Attracted over 25,000 followers of ASMI China's WeChat account.
- WeChat updated weekly with 49 posts.
- Over 230 consumers were involved in the lucky draw at ASMI China WeChat.

Foodservice Promotions:

Menu promotion with Asia International Hotel in Guangzhou, May 1-31, 2016: From May 1 to 31, 2016, ASMI and Asia International Hotel jointly launched an Alaska Seafood Festival. Alaska seafood like black cod, Pacific cod and snow crab were featured during the promotion. Special POS materials like table mats, flyers, posters, and KT foam boards were developed and placed at the venue.



Menu promotion with Seafood Stand in Hong Kong (3 outlets), June 27–July 20, 2016: Based on the last successful cooperation, ASMI China launched a menu promotion with Seafood Stand in its three outlets in Hong Kong from June 1 to 30, 2016. Alaska king crab and black cod were highlighted for the promotion. In conjunction with the promotion, special POS materials including paper bags, napkins, menu card, and posters were produced, and an advert was placed in Weekend Weekly to highlight the promotion as well as Alaska seafood.

Menu promotion with Vertical City Hotel in Guangzhou, June 15–July 15, 2016: From June 15 to July 15, 2016, ASMI, in cooperation with Vertical City Hotel, launched an Alaska Seafood Festival in Guangzhou. Alaska seafood including black cod, snow crab, cod, pollock, and yellowfin sole were featured. Special POS materials like flyers, table mats, KT boards and extra large posters were produced and placed at the hotel. Lightbox ADs were also placed in the Metro station to promote the activity as well.

Menu promotion with Haoweijia in Jiangsu (11 outlets), June 10–July 10, 2016: An Alaska seafood promotion launched at Haoweijia in Jiangsu from June 10 – July 10, 2016. Alaska Pacific cod and black cod were the highlights of the promotion. Special POS materials like table mats, table cards, hanging, posters, small gifts etc. were developed. In conjunction with the promotion, an advertisement was developed and placed in the local newspaper Wuxi Business Newspaper.

Current Quarter Results:

- Seven foodservice promotions were carried out in Mainland China.
- Over 150,000 consumers have been reached and 58,850 kgs of Alaska seafood sold.
- Alaska seafood continued to be used after the promotion.

Cumulative Fiscal Year Results:

- Eighteen foodservice promotions were carried out in China. Over 280,000 consumers have been reached and 109,339 kgs of Alaska seafood sold.
- Alaska seafood continued to be used after the promotion.

Chef Seminars: ASMI provides a platform for chefs to share experiences, hone skills, and increase awareness of using Alaska seafood to create appealing recipes. Through Chef Seminars, ASMI will introduce a wide range of Alaska seafood, discuss its nutritional value, explore using seafood in different cuisines, and instruct on how to handle and prepare Alaska seafood products.

Chef Seminar in Beijing, June 30, 2016: ASMI hosted a chef seminar in Beijing to educate chefs and purchasing staffs from HRI industry about Alaska seafood. Sixty chefs and purchasing staff from high end hotels and restaurants were invited to attend. A six-course cooking demonstration using six varieties of Alaska seafood were performed by the invited chef. The featured products included Alaska cod, black cod, yellowfin sole, pollock roe, sockeye salmon, and snow crab. Special recipe leaflets including six-courses demo dishes were produced and distributed to all the participants with additional Alaska seafood collateral materials.



Quarter 4 Results:

- Sixty chefs and purchasing managers were invited to the chef seminar.
- Two hotels have started carrying Alaska Seafood after the seminar.
- Four promotions are being negotiated after the seminar.

Cumulative Fiscal Year Results:

- A total of 270 chefs and purchasing managers were invited to the chef seminars.
- At least four hotels/restaurants have started carrying Alaska Seafood after the chef seminars.
- One foodservice promotion has kicked off and seven more are being negotiated.

Chef Competitions: Chef Competitions are a good channel to promote new Alaska seafood products such as flatfish and roe. ASMI will collaborate with a local cuisine association to launch a chef competition in FY15/16. Each participant will be requested to develop two recipes highlighting the new products. Over 50 chefs will be chosen to participate in the chef competition. An awards ceremony will follow the competition and will attract additional press attention. To extend the influence of the chef competitions among consumers, one in-store promotion and one menu promotion will be scheduled after the contest.

Current Quarter Results:

- 70 highly talented Chinese chefs attended the competition
- 140 new recipes were developed as a result
- Chef Competition took place online.
- To generate 140 menu and catering/foodservice recipes and one foodservice promotion has been negotiated.
- Four new hotels have started to carry Alaska seafood after the event.

Cumulative Fiscal Year Results:

- Over 370 highly talented Chinese chefs attended the competition
- 200 new recipes were developed as a result

JAPAN:

Market Update: According to statistics, the Japanese market consumed about 391,600 mt of various kinds of salmon between May 2015 and April 2016. The algae bloom in Chile had an impact on the Japanese salmon market too, causing prices for each category of salmon species/item to increase. The supply of farmed salmon items has been hampered, so wild sockeye salmon (Alaska-origin and Russia-origin) is selling very well.

According to research conducted by a seafood media company, 60% of surimi final product makers are not going to raise the prices for their existing final products. 35% are considering increasing the value of their final products, and 25% answered that they should develop new products which can be enjoyed as side dishes. Japan-origin surimi, such as pollock and atka mackerel supply has been low, however the southeast surimi supply seems to have increased a little.

Japan has not been known to be a “sustainability-conscious” market for seafood. However, more retailers seem to be interested in, or at least, starting to raise “sourcing policy and seafood sustainability” issues for their CSR activities recently. One of the biggest retailers in Japan, Aeon, which has been almost the only major retailer to work closely with MSC, started selling ASC-certified Chilean coho by sourcing directly from Chilean farms. The hosting of the 2020 Tokyo Olympic Games is also raising issues related to seafood sustainability.

Summary of Activities/Results

Promotion, PR, and Advertsing: ASMI targets consumers through magazines and other traditional media as well as online, and activities include interviews with ASMI headquarters and ASMI Japan staff, press releases and press visits to Alaska (both independently as well as in cooperation with the State of Alaska Tourism Office).

Collaboration with ELLE A Table Magazine, April 28th to June 28th, 2016: ASMI Japan collaborated with ELLE A Table to do a joint promotion for Alaska Seafood. The promotion was made up of an editorial in the Spring issue (four pages/four color) and an “Alaska Smoked Salmon Salad” promotion at 90 outlets of the Afternoon Tea restaurant chain (Sazaby League. Ltd.) - a fashionable café-style nationwide restaurant chain. URL:<http://www.afternoon-tea.net>. During the restaurant promotion, four pages featuring the Alaska seafood recipes were published in ELLE A Table magazine.



Results:

- 4-page Tie-Up in ELLE A Table: Circulation: 60,000/bi-monthly
- Ad value: US\$34,992

Herring roe promotion on Instagram, April 27 to May 30, 2016: ASMI Japan conducted a herring roe promotion on Instagram. Thirty "ambassadors", who have large numbers of followers and are also cooking enthusiasts, were invited to join the contest to post at least one photo of herring roe made into non-traditional, original recipes, and other suggestions for enjoying herring roe, using the hashtags #Alaska #AlaskaHerringRoe #NotOnlyNewYear #HerringRoe #May5thisHerringRoeDay and #May5th. ASMI Japan and the Hokkaido Seafood Processing Association selected five winners from among the ambassadors' creations to win assorted Alaska Seafood gifts.

Results:

- Total posts featuring herring roe dishes: 65
- Total reach: 829,381 PVs (as a comparison, this is four times more than PVs for major Japanese mayonnaise brand Kewpie)
- Total likes: 40,331
- Total comments: 875
- Engagement rate: 4.86%
- Increased recognition of Alaska herring roe and a new style of eating in daily life



Collaboration with the State of Alaska Tourism Office, April 19 to 22, 2016: ASMI Japan cooperated with the State of Alaska Tourism Office to support its Japan Sales Mission for 2016. ASMI previously played an active role in the same activity in FY14 and FY15. The purpose of ASMI's support was to promote and educate the Japanese travel industry (as consumers) and media about Alaska seafood and present them with opportunities to taste real Alaska seafood. ASMI Japan provided a buffet featuring various kinds of Alaska seafood including sockeye salmon, snow crab, rockfish, Pacific cod, and asked each chef to develop and prepare their own original recipes. The chefs attended the seminars to educate participants about the delicious taste, quality, safety and sustainability of natural Alaska seafood as guests dined.



Results:

- A total of approx. 230 people including media attended the receptions in Osaka, Nagoya and Tokyo. All attendees enjoyed tasting various natural and sustainable Alaska seafood.

Retail Merchandising: ASMI will continue to support the supply chain for Alaska seafood in Japan by encouraging origin identifications. The ultimate goal is for vendors to label their Alaska sourced products as from Alaska, with Alaska imagery and the Alaska Seafood logo and Japanese tagline if possible.

Point of Sales Materials, July 15, 2015 to March 16, 2016: Production and distribution of point of sales materials with Alaska Seafood logo for: Alaska seafood, rockfish, salmon roe, herring roe, crab, surimi seafood, Pacific cod, pollock roe, salmon, atka mackerel.

Results Update:

- Increased awareness of Alaska as a reliable source of high-quality seafood products
- Boosted sales of various Alaska origin products through attractive merchandising tools
- Encouraged industry people (mainly processing and retail categories) to switch their product origin from other to Alaska, by providing POS materials



Sujiko Salmon Roe Product, support for market development, July 11 and 12, 2016: “Sujiko” salmon roe (salted or seasoned salmon roe in sack) is a traditional Alaska Seafood product which has been supplied to the Japanese market for a long time, and is a popular food to eat with rice, especially in East and North areas of Japan. Traditionally it was said among seafood industry people that it is impossible to sell sujiko salmon roe in the markets of West Japan, so very few companies have tried to promote sujiko salmon roe products there. However, in February 2015, ASMI Japan conducted sampling of sujiko salmon roe at the Osaka Seafood Show, which is the largest seafood trade show in West Japan, and

most of the non-seafood industry people answered that 1) they had never tried sujiko before, 2) but they really liked the sample, and 3) they hadn't known how to prepare/eat sujiko before. After exchanging opinions with one retailer - Aeon - they decided that they are going to try and develop the sujiko market in West Japan through in-store promotions. ASMI Japan supported this challenge by sending demonstrators to 45 of Aeon's larger stores in West Japan (including major cities Nagoya, Osaka and Hiroshima) in June. Demonstrations were planned to take place on days when stores receive greater than average foot traffic.

Results:

- Developed West Japan as a new market for sujiko salmon roe consumption.
- Increased recognition of "Alaska origin" Sujiko salmon roe products among consumers in West Japan by using the Alaska Seafood logo package with Japanese tagline "Wild natural taste from Alaska."
- Increased understanding among consumers in West Japan about what Alaska-origin sujiko salmon roe is, and how to enjoy consuming it.
- Sujiko salmon roe sold: Tokai Area - 198% in amount, 160.5% in volume; Kinki Area - 873.3% in amount, 727.7% in volume; Chugoku/Shikoku Area - 877.4% in amount, 647.9% in volume during the week when ASMI Japan conducted demonstration sales vs. the same week in 2015.
- The weekly area sales of sujiko salmon roe were around JPY 600,000 in the Tokai, Kinki and Chugoku/Shikoku areas before the demonstration sales. However the weekly sales of sujiko salmon roe increased to around JPY 800,000 – 1,000,000 in each of the above areas of west Japan area after the demonstration sales.

Canned Alaska salmon of Suto Canning Co., Ltd., Spring 2016: Suto Canning Co., Ltd., established in 1923 in Hakodate, is one of the biggest canning companies in Japan, and owns "Suto" and "Eliza" among various other popular canned product brands. The Suto sales network stretches all over Japan, including food supermarkets and wholesale companies, which includes hospital dietary wholesalers. Suto Canning Co., Ltd. had been using Canada-origin salmon as its long-selling canned sockeye product; however they're now trying to change this because of the unstable condition of Canada salmon resources, because they are responsible for supplying their canned products for long-time users and they need to find a "stable" origin (i.e. Alaska).

Suto Canning Co., Ltd. secured 59,040 cans of pink salmon and 9,600 cans of sockeye salmon from the 2015 harvest of Alaska. The canned pink salmon will be distributed to hospital dietary suppliers, and the canned sockeye salmon will be mostly sold in gift assortments of premium canned seafoods, which is a typical gift item in Japan. In both cases, the traceability of products is an essential condition and it is also one of the reasons why Suto shifted to Alaska.

ASMI Japan supported their shift to Alaska by contributing part of the label printing costs (which feature the Alaska seafood logo).

Results:

- Increased awareness of Alaska as a reliable source of high-quality canned salmon
- Boost sales of Suto Alaska canned salmon products
- Encourage Suto's shift to Alaska-origin seafood

Sockeye promotion in retail stores, February 12, March 18 - 28, June 10 - 11, 2016: Promotional support for salted sockeye salmon product in retail stores including:

- 1) Maruto supermarket: Maruto Co., Ltd is one of the most well-known regional retail brands in east Japan, running 36 food supermarkets and numbers of drugstores and liquor shops. ASMI Japan team sent demonstration staff to 12 designated Maruto stores on Feb 28 to conduct demonstration sales of the sockeye product, as well as give a sales pitch about the key messages of Alaska and Alaska sockeye salmon.
- 2) Ito-Yokado: Ito Yokado is the hypermarket brand of Seven & i Holdings Co., the second largest retailer in Japan, and with 56,000 stores in approximately 17 countries and regions, one of the ten largest retailers in the world. The ASMI Japan team sent demonstration staff to 20 designated stores of Ito Yokado on March 18 and March 28 (total 40 store-days) when more shoppers were expected to visit stores for an eight-day special sales, to conduct demonstration sales of the sockeye product as well as give a sales pitch about the key messages of Alaska and Alaska sockeye salmon.
- 3) Aeon: Aeon is the largest retailer in Asia with a retail network comprising of more than 250 consolidated subsidiaries and 26 equity-method affiliated companies ranging from convenience stores (Ministop) and supermarkets to shopping malls and specialty stores. AEON is also Japan's single-largest shopping mall developer and operator. The ASMI Japan team sent demonstration staff to designated Aeon group stores on June 11 and 12 (total 30 store-days), to conduct demonstration sales of the sockeye product as well as give a sales pitch about the key messages of Alaska and Alaska sockeye salmon.
- 4) Consumers' Cooperative Miyagi stores: Consumers' Cooperative Miyagi (Coop Miyagi) is one of the most important Alaska seafood retailers, running a home delivery catalogue shopping network and 48 real stores in Miyagi prefecture in north-east Japan. The ASMI Japan team sent demonstration staff to 20 designated Coop Miyagi stores on May 24 to conduct demonstration sales of the sockeye product as well as give a sales pitch about the key messages of Alaska and Alaska sockeye salmon.
- 5) Fresco Kikuchi supermarket stores: Fresco Kikuchi is a popular regional grocery retail company in the Tohoku area, where many kinds of salted-processed Alaska seafood products have been loved traditionally. Fresco Kikuchi runs 12 supermarkets in Fukushima and Miyagi prefectures. The ASMI Japan team sent demonstration staffs to 12 Fresco Kikuchi stores on May 28 to conduct demonstration sales of the sockeye product as well as give a sales pitch about the key messages of Alaska and Alaska sockeye salmon.

Results:

- Secured space for Alaska-origin sockeye products in each retail store
- Boosted sales of Alaska-origin sockeye products at each retail store
- Increased awareness of Alaska among shoppers as a reliable source of high-quality sockeye salmon and other seafood products

Trade PR & Advertisement: ASMI Japan continues to collaborate with Japanese seafood trade groups, trade press and industry associations to facilitate informational exchanges within different trade sectors and regions. Efforts are enhanced by ASMI's newsletters, press releases, interviews, Japanese-language collaterals and ad creative. ASMI also works closely with the U.S. Embassy and the Alaska State Office in Japan to host trade-targeted PR events.

Winter Media Fam trip to Dutch Harbor, February 14 – 21, 2016: ASMI Japan conducted a Winter Media tour to Dutch Harbor with the following journalists:

- Mr. Honda, general newspaper Hokkaido Shimbun (circulation 1,055,523)
- Mr. Araki, wire-press media Jiji Press (a Japanese newswire press. Their news reaches around 50 million people thorough each connected media).
- Ms. Ukisu, seafood newspaper Suisan Keizai Shimbun (circulation 59,000)
- Mr. Matsuda, seafood newspaper Suisan Times (circulation 8,500)
- Ms. Iwaki, seafood newspaper Minato Shimbun (circulation 58,000)

Results:

- Total Circulation: 137,004,194
- Total Ad Value: JPY 237,291,548 (US \$2,087,695)

Trade Shows: Trade shows offer an opportunity to improve and build new relations with the Japanese seafood trade and educate them about Alaska seafood products and attributes.

To increase Alaska seafood exposure to retail and HRI trade, ASMI will participate in the Supermarket Trade Show and/or Foodex with the ATO Japan, and target seafood trade through the Seafood Shows in Tokyo, Osaka and regional wholesale shows nationwide.

- Business Matching Shows at local seafood markets; Dates: September 9 and 24, October 3rd 2016; Distributed approx. 200 brochures
- Supermarket Trade Show 2016; Dates: February 10 – 12, 2016; distributed 200 sets of Alaska seafood brochures
- Osaka Seafood Show 2016; Dates: February 18 and 19, 2016

Foodservice Promotions: ASMI Japan regularly conducts Alaska Seafood Fairs at HRI establishments (from high-end to fast food), encouraging them to place Alaska origin identification on the menus and in-store POS. ASMI also works with chefs and chef associations to educate them about cooking with Alaska seafood, with additional focus on Japanese style chefs to overcome the perception that Japanese style recipes must use Japanese ingredients.

In addition to promoting Alaska seafood items already popular among chefs (salmon, crab, sablefish and roe) ASMI develops new activities for underutilized species (such as flatfish and new preparations of herring roe) and relatively new-to-market products to be introduced and experimented with by HRI users.

Collaboration with Sazaby League, April 28 – June 28, 2016: ASMI Japan collaborated with The Sazaby League, a retail management company that operates several retail brands for clothing/household goods and food/restaurant services. ASMI Japan organized an Alaska Seafood Fair with The Sazaby League's major restaurant chains Afternoon Tea Room and Le Sun Palm for the period April 28 to June 28, 2016. The Sazaby League's team of chefs developed special recipes using Alaska sockeye salmon and launched them on their regular menus. Although the Alaska Seafood logo was not printed on Afternoon Tea Room's menu due to company policy, the origin of Alaska was clearly indicated inside the menu. For Le Sun Palm, the Alaska Seafood logo was featured on their special menu. ASMI Japan supported by providing POS materials and Alaska seafood samples as well as publicizing this activity with an advertorial in Elle A Table magazine's April 2016 issue.

Results:

- The fair was conducted at approximately 90 outlets of Afternoon Tea Room, and some 4,500 kilograms of Alaska sockeye salmon was purchased and consumed during these three months.

ASMI's support for Japan Chef Association (JCA), April 25, 2016: The Japan Chef Association (JCA) has approximately 10,000 members and associated members nationwide. The members are mostly chefs and they conduct seminars/meetings regularly. There was a big event (a gathering of chefs) on April 25, 2016, at Westin Hotel Tokyo. Westin's Executive Chef Mr. Numajiri was in charge of developing recipes according to three different styles (Western, Chinese and Japanese) using several ingredients including Alaska seafood. ASMI Japan recommended to Chef Numajiri that he use herring and herring roe for these special recipes. It was a great opportunity for the chefs to recognize the origin of Alaska for herring and herring roe, as well as the quality and taste of Alaska seafood.

Results:

- Approximately 200 chefs attended the seminar to experience Alaska herring roe made in three different styles.

Collaboration with "Wine-What!?" (food and wine magazine), June, 2016: ASMI Japan conducted a tie-up starting in June 2016 with Wine-What!? Magazine (published by Luft Media Communication) to conduct foodservice promotions. The magazine's target readers are women in their 20s to 40s who are interested in food and wine. Wine-What!? has good connections with many restaurants which are mostly white table cloth. Special recipes using Alaska seafood were developed by each chef for this collaboration. This collaboration was introduced in Wine-What!? Magazine, June, 2016 issue and included a two page advertorial.

Results:

- Ad value: Two pages in Wine-What!? Magazine, valued at USD 5,000 each, monthly circulation: 40,000 Publishing date: June 5, 2016
- Alaska seafood restaurant fair was conducted through June 2016, and still continues. The sales volume will be reported later.

A pairing seminar with Alaska seafood and Japanese sake, June 25, 2016: ASMI Japan conducted a pairing seminar with Alaska seafood, Japanese cuisine and Japanese sake (pure rice wine) on June 25, 2016. Japanese sake is enjoying a boom in popularity these days, and therefore it is an appropriate and interesting choice for pairing with Alaska seafood. We collaborated with lifestyle magazine President Woman, whose core readers are mid-thirties working women. Most of them are quite in touch with trends and fashions, and are interested in high quality goods. Many of them use SNS as part of their daily lives. 85% of readers are employed permanently and 60% of them have annual household incomes that exceed JPY 10,000,000 (approx. \$91,000) and therefore fit ASMI's target. The chef at Sui Sui developed a special menu using Alaska seafood including herring roe and black cod, and the restaurant continued the special menu for the weeks following the seminar.

Results:

- Thirty one readers participated in the seminar.
- PVs for President Woman Online: 2.3 million monthly
- President Woman created and delivered the mail magazine (special issue focused on this pairing seminar with Alaska seafood and Japanese sake) to some 6,000 readers

WESTERN EU (FRANCE AND BELGIUM)

Market Update: Social unrest has not slowed down in France. Demonstrations turned to riots against the police in the streets of Paris and strikes in the transportation and bin collection services were the scenery many tourists discovered when arriving in France for the kick-off of the European soccer championship. Before this, in early June, most of the country was hit by major floods during the rainiest spring in decades.

Brexit becomes a major concern for continental Europe's economy. The results of the referendum leading to the United Kingdom leaving Europe came as a shock to the French media and stakeholders. Although it is still too soon to know the consequences for the European and French economies, many experts are discussing the risk of an economic crisis. Bad news, as the French economy has been slightly recovering since the beginning of the year.

Retail: Amazon and Carrefour fight over express delivery

Amazon launched its Prime Now delivery service on June 16th for Paris and its suburbs, including frozen and delicatessen products. Almost immediately, French retail giant Carrefour announced the launch of Carrefour Now which also makes an hour delivery promise. The news inspired a negative statement from the mayor of Paris who sees these offers as a potential threat to small independent neighborhood shops. This could lead to a legislative fight between the council and the retailers, in the same style as the ones still taking place with Uber and AirBnB.

Monoprix has been experimenting with a new regional offer which is called "Made not far from here." Showcasing exclusive products sourced from a maximum of 100 km around the shop, this offer is now rolling out to eight major French regions. This comes after Intermarché launched a new campaign focusing on the links between the retailer and small producers, a value proposition which is also heavily used by leader Leclerc.

Salmon still leads France's imports

In June France Agrimer published its 2015 market report for France's exports and imports. Salmon imports grew slightly in 2015 and as a consequence, Norway (France's main provider of salmon and cod) remains France's main seafood provider. Imports from the US are slightly up with pollock and salmon accounting for most of the value.

Summary of Activities/Results

Consumer Advertising/Public Relations: ASMI is in touch with the professional and consumer press year round. When possible, ASMI also assists TV producers who want to go to Alaska to film the fisheries. Food journalists have changed the way they are working; bloggers are becoming more influential and are more interested in learning about the products. ASMI is always ready to participate in seminars with chefs, cooking magazines, and other functions where we can get exposure such as seminars, workshops with schools or consumer associations.

Press kit and chef partnership: ASMI created a partnership with two young chefs who were awarded the title "Meilleur Ouvrier de France" (MOF / France's Best Craftsman) in 2015. We agreed on a long-term partnership, starting in June 2016 with the creation of four recipes for summer-time, focusing on king crab, salmon and black cod. We let the two MOFs develop four recipes in line with the seasonality of products. The only guidelines were to fit with the lifestyle of the season, for example, summer is more about small quantities and appetizers, and to develop "easy to make" recipes as this is key to interest journalists and bloggers. The journalists want to present recipes which the reader will be able to do and bloggers want to publish pictures and comments on their own home-test of the recipe.

ASMI organized a photo shoot, engaging a culinary stylist to enhance the look of the dishes. ASMI negotiated the rights for the photos to be able to use them on the Facebook page and also to send them to media in order to get free coverage presenting the recipes and the products.

Trade Advertising/Public Relations: Under trade advertising, ASMI now conducts different types of activities including:

- Trade PR through newsletters to keep in touch with existing contacts year round
- Twice a year ASMI sends a newsletter to 300 members of the trade: buyers, marketing managers, and sustainability managers in France and Belgium. This helps spread ASMI's key messages and facilitates good relationships with the trade.
- Insertions placed in trade (seafood and retail) publications such Gondola, Le Monde du Surgelé, LSA, Linéaires and Produits de la Mer. Buyers often find the ASMI phone number from these insertions.
- All our actions use the same look and feel (since we have launched an advertising campaign in consumer magazines), while delivering a global message, in order to support our retail actions between December and March.
- Trade missions and visits which lend credibility to the program and help explain the FAO-Based Responsible Fisheries Management Certification
- Event at the US embassies in both Paris and Bruxelles for the Independence day

Bringing Forever Wild to the trade, April to June: After the general public advertising campaign, the trade campaign was launched in February. In Q4 we followed the objectives established by the previous media plan. This campaign aims to install the better quality of Alaska seafood products as entire category “boosters.” ASMI France worked with a specialized agency in order to have a powerful presence in the top trade media with special issues and magazines in line with seafood consumption, or with seafood thematic topics.



A cumulative audience of 26 million of people reached via the mainstream press and the high-audience regional press
A digital campaign and a presence on social networks with the launching of a new French Facebook page – www.facebook.com/AlaskaSeafoodFrance
Results:

- Cumulative Fiscal Year Results: 320,000 readers

Independence Day Celebrations, June 27 and June 29, 2016: ASMI participated in the Independence Day celebrations at the US Embassy both in Paris and Brussels, supplying salmon, black cod and king crab to the participating chefs. Each year, the embassies celebrate Independence Day by organizing a big party, inviting influencers from several universes to join and celebrate together. This year, the event took place on June 27th in Paris and June 29th in Brussels. For the event in Brussels, ASMI WEU delivered the products they needed (salmon).

For the event in Paris, we delivered products (salmon, king crab and black-cod) to the top VIP chefs and restaurants: Crêperie La Goelette, Restaurant Kura, Julien Binz, and Pierre-Sang Boyer. The two ASMI chefs presented recipes to the guests.

Trade Shows: Seafood Exposition Global is the biggest worldwide seafood trade shows where suppliers, distributors, traders and buyers meet once a year. Alaska seafood companies also exhibit at the show. Each country or region has its own booth and ASMI has its own umbrella booth to accommodate Alaska companies who want to display their products and meet with their clients. ASMI staff and overseas marketing representatives take advantage of the show to meet with buyers to talk about opportunities, possible activities and to connect buyers with Alaska suppliers. ASMI also distributes POS material and brochures to companies marketing Alaska seafood at the show.

Seafood Expo Global, April 26 -28, 2016: ASMI sent a press release to professional media announcing the participation of ASMI at SEG. ASMI France led management of the booth installation, the display, foodtruck, and products. Show traffic overall was down this year, due to the terrorism threat in Brussels. The Alaska pavilion lost some co-exhibitors who chose to visit customers one on one rather than attend the show. ASMI hosted 13 companies in the Alaska pavilion, 6 booths and 7 tables. ASMI also parked the ASMI CEU food truck in the pavilion and served different Alaska seafood offerings for lunch and also at the reception. The food truck gathered a lot of attention and was featured in the Show Daily. \$27.5 million in onsite sales were recorded with \$250 million in projected sales. More than 100 trade leads were gathered.



Results:

- Due to the terrorists attacks in Brussels, (60%) of co-exhibitors cancelled. Nevertheless, we were able to restructure the pavilion in order to give more space to the confirmed co-exhibitors and created an extra attraction by bringing the CEU Food Truck inside the ASMI pavilion. This proved very successful. In WEU, ASMI was able to meet with all the major trade contacts. We also met people from Labeyrie (smoker), which resulted in an opportunity to build a partnership for next year.
- This year, ASMI’s pavilion hosted 13 Alaska seafood companies. Seven Alaska seafood companies were part of the ASMI SEG “table exhibitor” program and six companies reserved booth space. ASMI provided full booth space, tables, as well as a conference room in the Business Lounge which was used by Alaska seafood companies and other U.S. entities.
- Approximately 103 trade leads were collected at the show from 37 countries.
- Onsite Sales for ASMI Pavilion Exhibitors (booth and table): \$27,505,000.
- Projected Sales for ASMI Pavilion Exhibitors (booth and table): \$249,200,000.

Retail Merchandising: Retail merchandising is an excellent incentive for retailers to carry and promote Alaska seafood. Through retail merchandising, ASMI is able to reach the consumer at the point of sale. Through the years, ASMI has cooperated with most of the retail chains, mainly in the frozen and smoked sections. ASMI can offer the trade tailor-made promotional options and beautiful scenic photography for ads and video footage for in-store TVs.

Partnership with Delpierre (processor), April to June: Seventy weekends of animations ran in the three main French retail chains in partnership with Delpierre (processor) in order to promote refreshed ready to bake salmon and cod.

- 30 weekends beginning at the end of March at Leclerc supermarkets (#1 retailer in France)
- 30 weekends beginning at the end of March at Carrefour supermarkets (#3 retailer in France)
- 17 weekends beginning at the end of March at Monoprix supermarkets (city center specialist and premium retailer). Thanks to this animation, Delpierre started to work with this retailer for the first time.

Animations were run by demonstrators who were trained to deliver the ASMI message while organizing tastings. The POS materials were developed around the Forever Wild concept including leaflets on every species, shelf barkers, mobiles and a booth. All the animations will be monitored by our specialist partner agency La Prod Par 3 who manages relationships with the partners, sending of kits to retailers, deliveries, training of demonstrators and follow up through a dedicated extranet. We got excellent feedback from consumers. All of the animation weekends generated extra sales.

Current Quarter Results:

- 34 tons of pollock through Davigel
- 5,607 leaflets distributed
- 4,400 tastings
- 3,868 sales of products directly generated by the in-store animations

Cumulative Fiscal Year Results:

- 9.759 tons of coho through Argel
- 64 tons of pollock through Davigel
- 45 tons of cod loins and cod filets through Geant Casino Hyper
- 20 tons of cod loins through Carrefour Hyper
- 20 tons of cod loins through Carrefour Market
- 5,607 leaflets distributed
- 4,400 tastings of products
- 3,868 sales of products directly generated by the in-store animations

Website Development: Providing consumers and trade contacts with news and content about Alaska Seafood. ASMI Western Europe's website is a tool trade members use to order educational materials (skin color guides, buyer's guides, etc.). Consumers are looking for information about the products and recipes. The two questions most often asked are: "I want to get information about Alaska seafood" and "I want to know where to find black cod or fresh salmon." The audience of the website is broad. Consumers are looking for recipes and information about the species, chefs are looking for recipes and places to buy Alaska seafood and importers/food processors are looking for information about the species, sustainability and the certification, and finally how to use the Alaska Seafood logo.

Results:

- 2,781 visitors; 8,703 pages read
- New visitors: 88, 47%; returning visitors: 11, 5%

Foodservice Promotions: ASMI has two target markets for foodservice: white-tablecloth restaurants for high-end species and industrial restaurants for higher volume species. ASMI has cooperated with the major national



foodservice distributors Pomona, Metro, Davigel, Brake, and Transgourmet to promote wild Alaska salmon mainly by advertising in their catalogues. ASMI also cooperated with Delpierre to promote salted cod in Metro Cash and Carry. ASMI will continue to encourage processors who sell to foodservice suppliers and foodservice distributors to promote Alaska seafood and conduct promotions with their key accounts and catering companies.

- Promotion with Flunch restaurants (3rd group in the commercial food service market) for their digital menuboard and flyers for the Christmas and Easter season. The group represents 250 restaurants in France and sells 140 tons of Alaska salmon per year. Salmon identified with the Alaska Seafood logo featured on the menuboard and flyers.

Cumulative Fiscal Year Results:

- 40 tons of pink salmon for Flunch
- 25 tons of cod filets for Metro

CENTRAL EU (AUSTRIA, SWITZERLAND, CZECH REPUBLIC & POLAND)

Market Update: In the last quarter of the marketing year 2015 / 2016, ASMI continued working with CEU industry and trade representatives to conduct promotions at the retail and wholesale level, as well as, in the food service sector. Additionally, ASMI took advantage of recent market trends to implement consumer activities with long lasting impact.

After ten months of marketing representation for the Alaska Seafood Marketing Institute, mk² met with several trade and industry members to get their feedback on new ASMI activities in Central Europe. Keeping up with the industry partners is mandatory to maintain a beneficial and successful program customized to needs and demands in the market. Highlights of the past quarter were the POS promotions with Youkon and Friedrichs and the Alaska seafood workshops during Food Blog Days 2016, with the popular chef Heiko Antoniewicz.

Consumer Advertising: ASMI places ads in media (print and online) based on collaboration with the industry, to maximize advertising dollars, as ad space in German publications is notoriously expensive. ASMI seeks large circulation magazines that address its target group (educated women 30 to 55 years). If possible, ASMI will run a consumer contest. ASMI will emphasize the key attributes: wild, natural and sustainable, as well as ease of preparation.

Finesse magazine, April to June, 2016: ASMI continued advertising the Forever Wild campaign as well as Alaska seafood in general in CEU consumer press. Since most of the budget in EUCC1 has already been used in the previous quarters, only one more ad could be placed. It was published in the popular German magazine "Finesse".

"Finesse" always portrays four famous chefs and their culinary carriers. Also it features travel and lifestyle tips, recipes and restaurant recommendations.

Results:

- With a circulation of 20.000, the magazine has a consistent readership of more than 60.000 per issue. The value of this ad can be stated as USD 7.000 with costs for ASMI of USD 600.

Consumer Public Relations: Through the years, ASMI has been able to build up a database of journalists through press events, press trips and trade shows, like Internorga. ASMI assists journalists and TV crews who want to visit Alaska. ASMI also creates POS and uses it to capture consumer interest. ASMI POS material is very popular with the trade who use it at different food shows. Press kits are sent to the German press twice a year. The spring 2013 press kits were about sustainability and were sent to a targeted group of journalists. A press release with recipes will be sent to the regular mailing list. In 2015/2016 and 2016/2017 ASMI will continue to develop recipes, send out press kits and assist journalists.

Alaska Seafood Cooking Workshops, April/May 2016: ASMI conducted Alaska seafood cooking workshops in Hamburg and Dusseldorf in frame of the German Food Blog Days 2016. The Food Blog Days are one of the largest events for food bloggers in Germany, taking place in five larger cities and attracting around 600 attendees. Food bloggers are the new influencers in the EU food landscape. As opinion leaders, they communicate directly with consumers. By customers, they are recognized as “one of them” and therefore rely on a different kind of trust than regular journalists. By using bloggers as tool to spread news about Alaska seafood, ASMI enlarges its communication network to reach new potential consumers. The informative demonstrations were led by the famous chef Heiko Antoniewicz and featured Alaska salmon (smoked and frozen) and Alaska pollock. In Hamburg, he also did a show cooking at the evening reception where all guests of the Food Blog Days could experience his culinary creations with Alaska seafood. During the presentation, Heiko explained about Alaska, the principle of sustainability, Alaska’s high quality standards and of course how to cook with wild Alaska seafood.

Results:

- Feedback received from bloggers was very good. Some mentioned that the ASMI workshops were the best events of the whole Food Blog Days.
- Alaska seafood and the workshops were already featured several times in food blogs of attendees from Hamburg and Dusseldorf.
- With the seminars, ASMI reached more than 60 bloggers and further increased its network in this growing segment.

Trade Advertising/Public Relations: Under trade advertising, ASMI now conducts different types of activities including: trade PR through newsletters to keep in touch with existing contacts year round, insertions are placed in trade (seafood and retail) publications, and insertions are placed in annual diaries and the seafood catalogues of distributors. The purpose of the newsletter is to give an update on the forecasts and harvests, provide education on the different species and encourage the trade to cooperate and communicate with ASMI. ASMI will continue to meet with key customers to explain the FAO Based Responsible Fisheries Management Certification for Alaska fisheries and, if possible, conduct a trade mission. In Poland, ASMI will work to maintain the relationship with trade members met through the years at GSE and Polfish.

Polish recipe book, April 2016: In cooperation with other MAP funded U.S. organizations such as the Cranberry Marketing Committee and the North Carolina Sweet Potato Commission, a Polish recipe book has been produced. The title of the book was #foodporn, which is one of the most popular hashtags among Polish foodies. The cookbook was part of the magazine Glamour and available in Polish stores. Six Alaska seafood recipes were adapted for the Polish market and published in #foodporn. Additionally, budget has been used to put out ASMI ads in trade press publications. Alaska seafood was part of the U.S. country report of Lebensmittel Praxis. The topic of the article was “Germany’s favorite fish” talking about Alaska pollock and wild Alaska salmon.

Results:

- 12.000 copies of the Polish recipe book have been published. Thanks to the synergies with other U.S. cooperators, the cost was less than USD 1.000.
- The report in Lebensmittel Praxis had a circulation of 60,500 and an estimated readership of more than 180,000.

Trade Shows: The Bremen Seafood Show takes place every other year after Anuga the previous October. These shows feature conferences on frozen food and sustainability, and consequently, are of high interest to ASMI. ASMI encourages trade members to promote Alaska seafood and provides POS and videos for their booths. ASMI uses importers or distributors booths to meet with retailers and discuss promotions. When visiting the show, ASMI also meets with the German trade press.

Seafood Expo Global, April 26-28, 2-16: The ASMI CEU team attended the Brussels Seafood Expo 2016 to support the Alaska seafood booth. CEU was responsible for the catering. For that purpose the Alaska food truck was brought to the show and placed on the ASMI booth space. Additional to the regular truck team, we had Christian Binder, chef at the two Michelin star restaurant Steinheuers, run the truck in Brussels. For the show and the ASMI reception a special menu has been developed featuring various Alaska seafood species such as wild salmon, Alaska pollock, cod, king crab or scallops. All dishes were served as small finger food portions to guests of the Alaska seafood companies exhibiting at the fair.

Results:

- The feedback received for the truck and the food served was highly positive. Bringing the truck to the fair can be considered a success.
- 1,570 portions were served to guests of the ASMI booth.
- The truck was photographed and featured in the trade show magazine. Through the show, two TV teams from Belgium also visited the truck.

Retail Merchandising: Retail merchandising is a very effective way to reach the consumer at the point of sale. Through retail merchandising ASMI has been contributing to smoked salmon and salmon roe promotions with the major manufacturers in this region: Friedrichs, Stührk and Youkon, a company based in Austria. Year after year, those smokers have been able to have their products listed by the retail chains in Germany and in Switzerland. ASMI will continue to support manufacturers and retailers who are committed to the Alaska brand. ASMI will keep working with smokers, food processors and retailers to have Alaska seafood identified and featured in the promotional catalogues. ASMI will also continue to stay in touch with the trade and have promotions in Poland and possibly in Czech Republic.

Street Food Markets, April – June, 2016: With the street food season starting in early April, the Alaska food truck was almost constantly on the road. Attending food festivals, supporting the seafood trade at industry events, representing Alaska at U.S. embassy celebrations or serving food at street food markets, the truck worked as mobile marketing vehicle for ASMI.

ASMI attended street food weekends in Cologne, Giessen or Koblenz and a culinary festival in Dusseldorf. In cooperation with Deutsche See, we attended a networking event of the Institute of Culinary Arts in Bremerhaven. The event attracted more than 400 guests who were served with wild Alaska salmon and, as a specialty, Alaska black cod. The team of the Alaska seafood truck was also invited to the ambassador's residence to cater the Flavor of America event on June 15th, 2016 in Berlin. The crew prepared wild salmon burgers with burger patties from Die Räucherei Kunkel as well as fish & sweet potato chips and crostini with smoked salmon, which were kindly provided by Friedrichs.

Results:

- The food truck served between 350 to 600 Alaska seafood dishes at each event.

Perfetto Retail Promotion, March 2016: Around Easter, ASMI conducted a POS retail promotion in collaboration with the German smoker Gottfried Friedrichs. The event took place in 20 Karstadt Perfetto affiliates which are the premium / gourmet stores of the large German department store chain Karstadt. In all stores, tastings of smoked wild Alaska salmon were offered to consumers. ASMI supported the event with roll-ups, pillars, posters, recipe cards as well as giveaways such as key chains or pins. Additionally, information materials like the sustainability brochure or our latest press mailing were handed out to consumers.

Results:

- During 41 days of promotion, more than 16,000 packages of their Kodiak brand have been sold which sums up to almost 3 metric tons with a value of close to \$ 200,000.
- Sales increase of 20 % compared to the same period in the previous year. With an ASMI share of \$ 25,000 that is a solid return on investment.

Foodservice Promotions /Product Showcases: Alaska seafood products have been distributed in the foodservice sectors by Cash and Carry's like Metro, Felgros and Selgros and through major distributors like Deutsche See and Transgourmet. The smokers, Friedrichs in particular, were the first to get organized to have smoked wild Alaska salmon promoted in these outlets. ASMI will continue to work closely with the foodservice distributors and their clients.

Wholesale POS Promotion with Youkon, April 2016: In April, ASMI finalized the wholesale POS promotion in cooperation with Youkon. The event took place in C& C markets in Austria and Germany. Main target was to introduce the new "Forever Wild" campaign to HRI consumers and strengthen the position of Alaska seafood in the food service and gastronomy sector. During the tasting, both smoked salmon as well as frozen packages were offered to visitors. Additionally, ASMI promotion material was handed out.

Results:

- The Youkon HRI promotion took place in 13 Metro affiliates in Germany as well as 8 Pfeiffer C & C stores in Austria and ran for 77 days.
- Around 5,000 kg of frozen salmon have been sold as well as roughly 11,000 kg of smoked product from Alaska wild salmon.
- With an ASMI investment of around \$15,000, sales results reached almost \$ 710,000.

Chef Education: German white-tablecloth restaurants are interested in discovering new species. Frozen is not an issue for them and they like the idea of sustainable seafood. ASMI received several requests from chefs associations and cash and carry's selling upscale seafood products.

Culinary Retreat, July 2016: The CEU ASMI team sent the popular German chef Heiko Antoniewicz to Alaska to take part in the Culinary Retreat 2016. Heiko already worked for ASMI when leading the Alaska seafood workshops during the Food Blog Days 2016. He is a well-known chef and cookbook author and searching for good products, new experience and preparation techniques.

NORTHERN EU (UK, IRELAND, THE NETHERLANDS, FINLAND, DENMARK, SWEDEN)

Market Update: The main forecast models for GDP and monetary performance have been confounded by the unexpected referendum (Brexit) result in the UK in June. Prior to this event there appeared to be general weakening of performance throughout the NEU, and weak but steady growth in Europe as whole. The Brexit outcome has resulted in a weaker pound against the dollar and the Euro. The UK has responded by cutting corporation tax and improving money supply. These are short term measures whilst there is an attempt to assemble a cohesive strategy to leaving the EU when there is a political vacuum in the UK. It is likely that negotiations to leave the EU and establish new trading terms with outside countries will take at least two years. In the meantime a weak pound is good for UK imports but bad for Alaska exports.

Summary of Activities/Results

Consumer Public Relations & Advertising: A full-scale public relations campaign will be developed to gain positive coverage for Alaska seafood in the UK and Northern Europe. The key messages throughout all communications will be sustainable, wild, healthy, great flavour and versatile. At the same time, media with a particular focus on target audiences of mums, foodies and sports participants will be a priority. ASMI will continue its consumer advertising schedule to promote Alaska seafood’s key facets in particular providing recipe ideas for canned salmon, a sector requiring support in the NEU market.

Taste of London & Taste of Dublin, June 2016: Taste festivals take place around the world. They are consumer events that bring together the best chefs and restaurants at a food festival for consumers to sample the most cutting edge dishes. ASMI NEU partnered with Celebrity Cruises at Taste of London (15-19th June 2016) and Taste of Dublin (16-19th June). As part of the partnership, ASMI provided a salmon tasting to all VIPs in Dublin and to the London wine lover. The tasting consisted of three canapes served similar to a flight of wine. Each canape had a different type of salmon to highlight the differences between salmons and their uses to this foodie audience. Promotion of the partnership included press releases, social media and e-newsletters.

Results:

Taste of London

- 216 platters of canapés were served during the four days of the festival.
- Ahead of the event, Celebrity sent out a press release and a newsletter with information about the partnership.
- ASMI also sent a release and the newsletter to our consumer database.

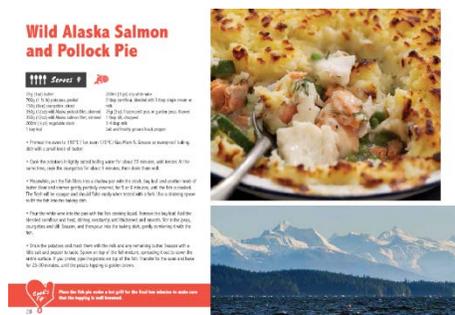
Taste of Dublin

- 3,330 canapés were distributed along the four days of the festival.

Recipe books, June 2016: ASMI produced a new recipe book to be used as prizes for competitions, to hand out at ASMI events, etc. This recipe book features salmon (canned, fresh and frozen), pollock, cook from frozen and black cod recipes as these are the products widely available in the UK. ASMI has 32 recipes in this new book.

Results:

- 4,000 copies have been printed.



Jan Van As online + brochures and workshop, May - June 2016: Jan van As has renovated their website and put the focus on fish, season and inspiration. For this activity we promoted Alaska Seafood through several of Jan Van As's platforms including the website and one-page brochure. Every month, Jan van As offers a demonstration from a top chef in their demo kitchen and includes a different species of fish/shellfish. ASMI NEU organized an Alaska Seafood workshop in the demo kitchen in May 2016.

Results:

- Alaska Seafood content is available on the Jan Van website, here: <http://www.janvanas.nl/asmi/>
- Maarten Mens did a short presentation and informed the chefs about sustainability and the seasonality of Alaska seafood.
- 20 people attended and learned how to prepare different types of Alaska seafood.
- Jan van As produced a flyer to send as the invitation for the Alaska seafood workshop and distributed Alaska seafood recipe books to give away to the participants.

Visculinair Magazine, June 2016: ASMI ran a one page advertorial in Visculinair, a magazine published by Netherlands Visbureau. Netherlands Visbureau is the promotion company for the Dutch fish sector which aims for a better image for fish. Their target group is consumers interested in fish. ASMI had a one page advertorial in the edition of June-August.

Results:

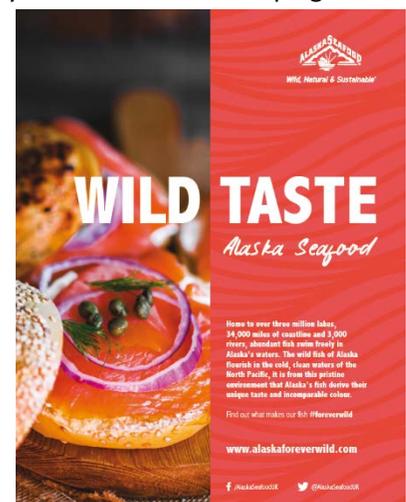
- Circulation of 30,000.

Seafood Connection, April – December, 2016: In cooperation with Seafood Connection, ASMI is doing several activities to promote Alaska pollock. Seafood Connection is an importer and distributor of frozen fish. The following activities will take place until the end of 2016:

- 3x 1/2 page publications in Vis SpecialMagazine
- 2x advertisements where the Genuine Alaska Pollock Producers (GAPP) logo and the Alaska Seafood logo will be shown.
- 1x advertorial/editorial publication with both logos.
- Pollock promotion in Seafood Connection brochures
- An ASMI and Genuine Alaska Pollock Producers spread with both logos in the Seafood
- Pollock promotion on Seafood Connection home page.
- A logo/claim from GAPP and the Alaska Seafood logo at the packages of Kibbeling.

We are wild, June – July, 2016: ASMI NEU developed a campaign that promotes health benefits and taste to the final consumer. Evolving from the 'We are Wild' branding that was developed recently, the campaign will be online and will be divided into two target markets: Healthy and Foodie. The campaign is timed to take place in June with the focus on health and outdoor eating. It also fits in nicely with new season salmon run. The campaign includes:

- Development of banners and MPUs targeted at both markets.
- A microsite themed around 'We are Wild' to educate the customer about the variety of seafood and inspire them with recipes. The microsite will remain live for use going forward into 2016/17.
- An online advertising campaign to run across titles including Runner's World, Mens Health, Women's Health, Delicious, Eat



Healthy, BBC Good Food, Healthy Food Guide. Print advertisements will run in Eat Healthy, Women's Health, Olive Magazine and Restaurant Magazine.

Results:

- 784,799 impressions and a total circulation of 215,737.

Trade Advertising/Public Relations:

Trade Visit to Alaska, July 18-23, 2016: ASMI NEU ran a trade mission for buyers in July 2016. Five trade members visited Alaska to see the systems and processes of the fishing industry enabling them to inform their companies buying decisions.

Retail Merchandising: Retail merchandising remains of great importance for increasing penetration of Alaska seafood into the NEU market. Consumers are strongly influenced at the point of purchase especially if twinned with a price promotion. ASMI will work with the top five retailers in partnership with key brands like Youngs, Princes and John West and wholesalers such as New England Seafood to promote Alaska products to the end consumer. Messages will center on sustainability, versatility (especially of canned salmon), and health benefits.



Princes Easter campaign, March 2016: ASMI ran a campaign over the Easter period in collaboration with Princes to promote canned salmon in Tesco online and in-store with ASDA. Princes Tesco banners appeared in the Favourites Interrupts in the Tinned Fish & Seafood section and in the Special Offers Homepage sections of the site.

Results

Tesco online:

- 867% in value sales and +1446% in customer numbers
- This activity resulted on a total sales value of £9,048/USD \$10,908.

ASDA in-store:

- Trolley (shopping cart) panels in 74 stores for four weeks over the Easter period.
- Stores with trolley media increased by 14.3x vs. 9.7x in control stores
- Sales reached £50,212 in four weeks.

Youngs Free Swim Promotion, March – June, 2016: The Youngs Free Swim campaign included the Alaska call out on six million packs of Alaska pollock fish fingers, as well as, the Alaska Seafood logo. The campaign entitles the consumer to a free swim for each pack of fish fingers purchased. A microsite has been developed which includes ASMI name checks and a section on the health benefits of Alaska pollock as well as some background on provenance.

Results:

- 500 voucher redemptions to date

- Announcement email to database of over 7,500 consumers
- Social media posts reaching circa 60,000 consumers

John West campaign, March – April, 2016: Two retail campaigns targeting sales of canned red in the run up to Easter. Tesco campaign includes shelf barkers in 400 stores. The ASDA campaign will run online promoting canned red through placement of banners in various departments including Tins and Cans, Search Bundle, Tinned Fish and Seafood, Tinned Salmon. Additional cross sell banners will appear in white bread. Current sales at ASDA are 630 cases per week, with expected uplift to 1,700 cases per week.

Results:

Tesco – Shelf Barkers:

- Average monthly sales of John West skinless and boneless red cans is 11,500 units / 958 cases. During the promotional period there was total of 41,897 units/ 3,491 cases sold.
- Sales saw a 264% uplift.
- This campaign resulted of an incremental value of 123% which represents an increase of USD \$89,644.

ASDA – Online Activation:

- Average monthly sales via asda.com of John West skinless and boneless red cans is 7,314 units/ 1,219 cases. ASMI ran a previous £1.75 /USD \$2.54 promotion with no online support where monthly sales increased to 33,846 units / 5,641 cases.
- During the online £1.75 /USD \$2.54 promotion period supported by an ASMI-funded online campaign, sales increased to 47,880 units / 7,980 cases.
- Saw a 554.6% uplift compared to the average monthly sales.
- The campaign resulted on an incremental value of +USD \$91,551.

CKS Dunnes, June, 2016: ASMI NEU worked with CKS in Dublin to promote canned salmon in Dunnes stores across Ireland. The promotional activity consisted of a ladder rack in 95 Dunnes stores which will be twinned with a CKS funded price promotion.

Results:

- Because the campaign took place in June the results have not been received. ASMI NEU will update the results as we receive them.

Embassy Event, June 16, 2016: The US Embassy in Helsinki did an event to celebrate Independence Day which was “Arctic” themed and took place on June 16. ASMI supported the event by providing product and having marketing materials at the event such as banners, leaflets and goody bags.

Results:

- The event had a total attendance of 1,361 people, an increase of 152 more compared to previous year.
- ASMI supplied product for the canapes and marketing collateral for the goody bags including recipe books, bags, aprons and tea towels.
- A potential lead for a new buyer of Alaska salmon was identified.

Website pages/social media: New content development will be a priority for the development of ASMI in NEU region. Trade promotions should also engage with ASMI social media promotions to increase the

reach of ASMI messaging. These channels will continue to be used to test consumer feedback and as a point of engagement with customers. ASMI invested in Facebook advertising to increase the engagement and number of followers on our NEU Facebook page. The number are expected to increase a 20%.

Results

Facebook:

- 5,607 likes compared to 5,102 likes in March.
- Paid advertising had a total reach of 100,116,762 people.

Twitter:

- Alaska seafood twitter account has 1,085 followers, increased from 1,056 followers in December.

Foodservice Promotion: ASMI activity in this sector will continue to promote the merits of buying Alaska Seafood to feature in menus across the food service sector. The chefs of tomorrow are of importance to ASMI, providing the perfect platform for introducing Alaska seafood during their training and development, looking to encourage loyalty throughout their future careers. ASMI will continue to work with the catering colleges up and down the country, continuing to train and develop these chefs and lecture on sustainability. Materials will be provided to the colleges for the students to use in hands-on demonstrations as part of their courses.

Salmon Sommerlier, August 2016: ASMI NEU is extending its educational activity in the trade that informs trade and HRI staff about the differences in different types of salmon. This activity is called 'Salmon Sommelier.' On August 6th ASMI ran the event which brought together 50-60 chefs and trade contacts to taste the different salmon species. Attendees had the opportunity to taste the salmon simply poached and make tasting notes.

Youngs Food Service campaign, April – August: Working with Youngs Food Service division, ASMI is running a multi-channel campaign to promote the consumption of Alaska salmon and pollock in schools. The campaign involves an advertising campaign in a series of trade magazine, a case study at a school using the Fish Pie Mix, eshots to the LACA database, LACA Website banner ads, a two sided bound-in insert in Cost Sector and School Caterer as well as an ASMI section in the Young's for School microsite.

SOUTHERN EU (SPAIN, PORTUGAL, ITALY):

Market Update:

Cod - Sales of light-salted cod fillets and portions continue to grow in Spain and Italy. The Portuguese market is resistant to this un-cured product, but there is good potential for light-salted cod in Portugal mostly because of the price advantage over cured cod. ASMI SEU is promoting light-salted Alaska cod in Spain and Italy and is looking for opportunities to promote light-salted Alaska cod in Portugal as well.

Alaska pollock - Angulas Aguinaga has begun to use Alaska origin identification on its flagship Krissia brand surimi products.

Salmon - High farmed salmon prices have led to significantly lower imports in Spain (-30%) and Portugal (-40%) while the Italian market shows little sign of decline. Wild Alaska sockeye and coho salmon sales in Spain are increasing as restaurants gear up for a record-breaking tourist season.

King Crab - With a fairly regular supply from Norway or Russia, numerous distributors in Spain now carry king crab and it is gaining popularity in restaurants. Alaska king crab has a good reputation for high

quality and commands a slight premium. However, many top SEU restaurants require raw frozen king crab and therefore buy Norwegian product, since there is currently no Alaska supplier of this product in the market.

Trade Shows:

CONXEMAR, October 4-6, 2016: ASMI participated in CONXEMAR 2016 with an Alaska Seafood booth at the seafood trade show. CONXEMAR is Europe's n°2 seafood trade show, held yearly in Vigo, Spain and has proven to be an excellent venue for Alaska exporters, especially whitefish exporters, to meet with major current and potential customers.

Results:

- US and local industry participants: Seven Alaska exporters + three local importer/distributors

Trade Advertising: ASMI's Southern Europe office will place Alaska salmon, cod and pollock ads in leading trade journals in Spain, Portugal and Italy, concentrating on the pre-Christmas, pre-Easter and early-summer periods of strongest seafood sales.

Periódico de Catalunya, April – June, 2016: Ads placed in the Periódico de Catalunya newspaper during Alimentaria, and in the Alimarket food trade journal.

Results:

- Achieve over 22 reader impacts per dollar invested on trade journal advertising.

Retail Merchandising: ASMI's Southern Europe office will conduct generic in-store promotions of origin-identified Alaska seafood to help introduce and develop demand for Alaska seafood products. These in-store promotions will typically include labeling design assistance, in-store product tastings, generic advertisements in-store flyers, and generic POS materials such as in-ice signs, posters, recipe brochures and shelf talkers.

Chef Demo/Training Sessions with Makro-Spain, May – June, 2016: ASMI SEU organized with the Spanish cash and carry chain Makro an additional ten chef demonstrations and training sessions for Makro seafood sales staff and customers in ten or more Makro-Spain stores. Chefs Gerard Ninot and Joaquín Felipe presented product information, cooking concepts, sales arguments and a tasting session at each demonstration for the three Alaska products currently referenced with Makro-Spain: wild Alaska sockeye salmon (H&G), Alaska black cod (H&G) and Alaska cod (light-salted loins).

Results:

- Makro's sales of sockeye salmon have increased 150 percent since the beginning of the demonstrations
- Black cod sales have increased 100 percent since demonstrations.
- ASMI's ten chef demonstration/training sessions with Makro-Spain helped assure that Makro sales staff can correctly present and promote wild Alaska salmon, black cod and Pacific cod in their stores.
- ASMI's chef demo/training sessions helped convince Makro-Spain to reference previously frozen, light-salted Alaska cod for the first time ever.
- Alaska's now-prominent presence in Makro is certain to be noticed by its competitors.

- 88,002 days of in-store promotions conducted with 1,349 stores and supermarkets generating a 19% growth in sales volume and a 0% growth in sales value (due to a 19% decline in the euro/dollar exchange value).
- ASMI SEU promotions have been essential to the introduction of origin-identified Alaska cod in Italy and Spain retail stores.
- Three Italian store chains have begun to sell wild Alaska salmon and while three others have introduced origin-identified Alaska cod products.

Trade Public Relations: ASMI SEU will work to generate mention and discussion of Alaska seafood in traditional HRI and seafood trade press as well as in HRI and food blogs and social media using press releases, product tastings, contests, chef demonstrations, as well as regular postings and promotions on ASMI SEU's Facebook pages. ASMI's Southern Europe office will send at least three newsletters to over 1,000 seafood trade members in Portugal, Spain and Italy. These newsletters will communicate current Alaska seafood promotional activities, Alaska seafood production figures and projections, and other topics of current interest relating to wild Alaska salmon and Alaska Seafood.

Alaska Seafood Reception, June 7, 2016: ASMI hosted 150 seafood distributors and retailers, chefs, restaurateurs and representatives of the gastronomic press in Madrid for a tasting of Alaska seafood products at the Madrid Embassy's Deputy Chief of Mission residence on June 7, 2016. A selection of Alaska seafood products available in Spain: sockeye, coho and king salmon, Alaska cod, black cod, ikura and smoked Alaska sockeye salmon were served to guests.

Results:

- Conducted this 185-person reception for \$9,102

SEU Social Media Activities: ASMI's social media campaign communicates to HRI professionals in Spain, Portugal and Italy the advantages of working with wild Alaska seafood and the value of calling out the Alaska origin on their menus.

Results:

- The SEU websites generated 44 requests for offers during FY16.
- The SEU websites received an average of 3,785 visits per month during the FY16.

HRI Trade Shows: ASMI SEU will lend support to local HRI distributors that exhibit Alaska seafood products in HRI trade shows in order to actively promote distributor participation in HRI trade shows. At trade shows in which few or no local distributors of Alaska seafood products plan to exhibit, ASMI SEU will organize generic Alaska Seafood booths. Both ASMI and private distributor booths will display product and present product information materials to communicate the advantages that Alaska Seafood offer the professional chef.

Salón de Gourmets 2016 trade show, April 4-7 in Madrid, Spain: Salón de Gourmets is Spain's leading gourmet food trade show, held every spring in Madrid, Spain. Although ASMI did not have a booth at the Gourmets show this year, Alaska seafood was present with the Wild Alaska Food Truck, as well as figuring prominently in the booth of local distributor Wild Alaska Salmon.

Alimentaria 2016 Trade Show, April 25-28 in Barcelona, Spain: Alimentaria is Spain's leading food trade show, held every other year in Barcelona, Spain. ASMI had a good presence at this year's Alimentaria,

with the Wild Alaska Food Truck in the food truck zone, and with Alaska seafood products prominently promoted in the booths of local distributors Cominport, Garmiko, Wild Alaska Salmon and Oriental House.

CIBUS 2016 Trade Show, May 9-12 in Parma, Italy: CIBUS is Italy's leading food trade show, held every other year in Parma, the hub of the food processing industry of Italy. Italy's leading wild salmon smoker, COAM, gave wild Alaska salmon good exposition at the CIBUS show this year in its spectacular 72 m2 stainless steel booth. COAM is Italy's leading producer of smoked wild salmon. COAM currently sources almost all of its king, coho and sockeye salmon from Alaska, though in the past was tightly bound to Canadian origin product. As supply from Canada has dwindled, and thanks to promotional support from ASMI, COAM is now promoting its smoked wild salmon as "wild Alaska salmon."

Quarter 4 Results:

- Actual Output Salón de Gourmets: Total HRI trade contacts generated: 80. Total press contacts generated: five
- Actual Output Alimentaria: Total HRI trade contacts generated: 150. Total press contacts generated: ten
- Actual Output CIBUS: Total HRI trade contacts generated: 45. Total press contacts generate: five
- Actual Output: Canned and jarred wild Alaska coho salmon along with salted wild Alaska sockeye salmon mojama were introduced to buyers at Salón de Gourmets and Alimentaria 2016.

Cumulative Fiscal Year Results:

- Actual Output: Total HRI trade contacts generated at seven HRI trade shows during FY2016: 550
- Actual Output: Three canned Alaska salmon products and a salted wild Alaska sockeye salmon mojama were introduced to buyers via ASMI SEU HRI shows in FY 2016.

Foodservice Promotions: ASMI's Southern Europe office will conduct HRI-directed promotional activities to increase distribution and awareness of Alaska seafood products including provide promotional support (product sheets, sales training seminars, customer product demonstrations, catalog advertisements) to HRI and foodservice distributors of Alaska seafood products and conduct Alaska seafood promotions with restaurants and hotels.

Wild Alaska Salmon Chef Video Contest, August 2016: ASMI SEU finalized the Wild Alaska Salmon Chef Video Contest 2016, with a first prize of participation in the August 18 – 21, 2016 ASMI Culinary Retreat at Steamboat Bay near Ketchikan. The contest was launched in April and the winner was announced at the Alaska Seafood trade reception on June 14th at the US Consulate in Barcelona, Spain.

Quarter 4 Results:

- The Alaska Seafood Chef Video Contest was conducted in close coordination with the six local Spanish HRI distributors of Alaska seafood and introduced or reinforced the wild, natural and sustainable aspects of wild Alaska salmon to hundreds of professional chefs in Spain.
- New origin-identified Alaska seafood products sold to HRI in SEU in the 4th quarter
- SEU HRI distributors report rising sales of wild Alaska salmon and black cod, and strong demand for Alaska king crab.
- During FY2016, four additional HRI distributors started selling Alaska seafood products in SEU.

Cumulative Fiscal Year Results:

- ASMI SEU surveys are contacting approximately 750 top restaurants in the SEU region.
- During FY16, a net total of three new origin-identified Alaska seafood products were sold to HRI
- SEU HRI distributors report rising sales of wild Alaska salmon and black cod
- During FY2016, four additional HRI distributors started selling Alaska seafood products in SEU.

Chef/Trade Training Seminar: In FY 2015-16, ASMI SEU will organize between three to six Alaska Seafood training seminars for professional chefs, as well as, seafood processors, importers, distributors and food journalists. The objective of these seminars is to introduce and educate these end-users about the varieties of Alaska seafood available and their advantages.

Inauguration of the Kyushu restaurant of Julián Mármol in the Hotel NH Amalfi, April 28, 2016: During 2016, ASMI will contribute 5,000€ towards the promotion of Alaska seafood products in two restaurants of chef Julián Mármol in Spain (Yugo the Bunker and Okasan) and in the new chain of Kyushu restaurants launching under Mármol's guidance this year with NH Hotels. These restaurants will promote Alaska seafood on their menus and in the numerous promotional activities conducted by the group. Below is a scene from a TV program about gastronomy last year in which Chef Mármol focused on wild Alaska salmon to underline the unique, high-quality raw material he uses in his restaurants.

Chef demonstration at the Leioa Chef Academy, May 13, 2016: Angel Rubio was invited by the Chef Academy of Leioa to lead a cooking class using salted and light-salted Alaska cod as well as wild Alaska sockeye salmon. The Leioa academy is one of the top chef academies in the Bilbao area. We plan to organize more chef school presentations of this type in this very influential culinary capital of Spain.

Salamanca Street Food, May 13-15, 2016: ASMI sponsored the participation of Angel Rubio and his Wild Alaska Food Truck in the food truck festival in Salamanca, Spain. ASMI paid the inscription fee of 500€ + 21% VAT = 605€ to support Rubio's presence at the event. Rubio served tapas using wild Alaska salmon and cod and promoted the quality of wild Alaska seafood to the thousands of visitors that attend this three-day festival.

Chef demonstration at the Nord King production plant, May 18, 2016: Angel Rubio was invited by the Nord King processing plant to prepare Alaska cod for five important restaurant customers in the region. Nord King is currently the sole producer of light-salted Alaska cod loins in Spain, working with long-line Alaska cod purchased in association with SOFRESAL. Nord King is seeing good growth in its sales of light-salted Alaska cod loins, but mostly in France. It is now looking to develop sales in Spain via distributors and retail chains. The company is also considering adding wild Alaska salmon and black cod to their product line in order to offer a full line of Alaska seafood products to customers.

Van Sobre Ruedas food truck festival, June 3-5, 2016: ASMI sponsored the participation of Angel Rubio and his Wild Alaska Food Truck in the Van Sobre Ruedas food truck festival in Mungia, Spain. Rubio served tapas using wild Alaska salmon and cod and promoted the quality of wild Alaska seafood to the thousands of visitors that attend this three-day festival.

Food truck festiva, June 10 – 12, 2016: ASMI sponsored the participation of Angel Rubio and his Wild Alaska Food Truck in the food truck festival in San Sebastian de los Reyes (Madrid) Spain. Rubio served tapas using wild Alaska salmon and cod and promoted the quality of wild Alaska seafood to the thousands of visitors that attend this three-day festival.

Quarter 4 Results:

- ASMI SEU's work with local distributors and their HRI customers, presenting Alaska seafood to chefs, media and consumers helps build awareness and solidify distribution of high-profile Alaska seafood products such as wild Alaska sockeye and coho salmon, black cod and king crab. These numerous, small, low-cost, labor intensive activities are necessary groundwork to assure stable and expanding distribution of these Alaska seafood products upon which we are building the Alaska brand in the SEU markets.

Cumulative Fiscal Year Results:

- Local HRI distributors of Alaska seafood products report growing sales of Alaska seafood, especially wild Alaska salmon and black cod, as chefs and consumers discover the qualities of these products.
- The number of origin-identified Alaska seafood products sold at retail in SEU markets increased by 23% in FY2016.

EASTERN EUROPE (RUSSIA, UKRAINE & CIS):

Market Update:

Russia - Based on data from the Russian Federal Customs Committee, 2015 supplies of chilled fish to Russia decreased by 300% to 30,000 mt (in 2014 - 86,000 mt). Russian retailers show more interest in domestic chum, sockeye, and coho salmon, as Chilean supplies are becoming shorter and grow in price. After reaching its historical maximums at the end of January (on January 22, USD was worth 83.59 rubles, euro – 91.18 rubles), in February the ruble began to strengthen, and this trend continued into April. In June, the exchange rate was 63 rubles to a dollar and 69 to euro. With the introduction of sanctions, trade and economic relations between Russia and the United States decreased by 27.9 percent to \$21 billion (2015/2014 year-to-year). In the end of May, Dmitry Medvedev, Prime-Minister of the Russian Federation, ordered that the food ban on food products from the EU and the USA would be prolonged until the end of 2017.

Ukraine - Global Trade Atlas statistics on imports of fish and seafood to Ukraine between 2014 and 2015 showed a volume decrease of 33% to 226,000 tons. Norway remained the leading supplier (60,000 mt), followed by Estonia (38,000 mt), Iceland (22,000 mt) and the U.S. (17,000 mt). In the political arena, the Parliament approved a key judicial reform bill, the first major reform since the new government took office in April. The vote unlocked the third USD 1.0 billion loan from the United States and paved the way for a disbursement of IMF funds in July.

Romania - Romanian domestic fish production has been on an upward trend over the past five years, but demand remains largely met by imports. Global Trade Atlas published statistics on imports of fish and seafood to Romania in CY2015. If compared with 2014, volume decreased 8% to 91,000 tons.

Demand is mainly met by European suppliers. The U.S. is a niche supplier of fish and seafood to Romania. In 2015, business was worth \$1.1 million with 1/4 of the import being Pacific salmon. The Romanian economy accelerated to a seven-year high in 2015 thanks to a strong fiscal stimulus.

Georgia - In 2015, 20,000 MT of frozen fish were imported into Georgia, worth \$36 million. In 2015, total amount of imports from Alaska to Georgia was 959 MT, worth \$2,213,000, that is 55% less than in 2014. Pink, chinook, chum, coho, pink, sockeye, salmon roe, and flatfish were imported from Alaska to Georgia. Considerable amount of fish and seafood, brought to seaport Poti, is re-exported from Georgia to other countries such as Armenia, Kazakhstan, Azerbaijan.

According to the forecast, in 2016, real GDP will grow by 3.4%. At the same time, Georgia's economy remains volatile as it depends on the Russian economic recession.

Moldova - Total volume of imported of fish and seafood in 2014 was 23,800 MT. In 2014, total amount of imports from the U.S. to Moldova was 2,200 MT, while in 2015, imports dropped 20%. The average fish consumption is about 9 kg per person. In retail, fish, seafood, crustaceans, mollusks have the share of 1.6% of total product sales – for example, meat and meat products have 5.1%. There is a social gap between population in Moldova, that is why both premium and table fish species are in demand. Thus, the market presents potential for all kinds of Alaska seafood.

Azerbaijan - Azerbaijan’s oil-exporting economy is still suffering the consequences of the collapse in oil prices. According to the Central Bank, in the first quarter of 2016, GDP contracted heavily and foreign direct investment recorded a double-digit fall. Since oil revenues account for the lion’s share of public revenues, the government is planning severe cuts in public expenditures, especially infrastructure spending. The government is also trying to improve the country’s attractiveness to foreign tourists. In June, Parliament approved a reform that will exempt tourists from paying VAT on products purchased in Azerbaijan.

Summary of Activities/Results:

Trade servicing: In order to maintain a presence in the EEU, ASMI will continue trade servicing with the seafood trade in both Russia and the Ukraine. Introductory activities will also take place in new markets, including Kazakhstan, Azerbaijan, Georgia, Armenia, and Romania. Trade visits to each country will be conducted by the ASMI Marketing Representative for the region, to meet with targeted trade members. A regular interface with the ATO offices in the EEU region will continue to be an essential part of all trade visits to the region. Trade visits also provide an opportunity to distribute the range of ASMI materials that are available in the local language, such as buyer’s guides for both salmon and whitefish together with the full range of ASMI’s species product information brochures.

Romanian language materials: Romania is an emerging market for Alaska seafood. There are already some seafood industry members carrying Alaska seafood, while other companies show interest in future cooperation. ASMI materials were translated into Romanian, re-designed, and printed for distribution. List of materials included: two brochures (salmon and whitefish), 10 leaflets (sole, scallops, salmon, pollock, cod, halibut, salmon roe, Dungeness crab, King crab, Snow crab), two leaflets with general ASMI information and two recipe books on salmon roe and black cod.

Ukrainian POS Materials: ASMI POS materials in the Ukrainian language that were most demanded during promotional activities were reprinted. The black cod recipe book was translated, redesigned and printed for future usage during season FY16/17.



Retail Merchandising: ASMI will work with retailers and distributors to conduct retail merchandising promotions with major retail groups to promote Alaska seafood products at the point of sale within the region. The largest metropolitan areas of Ukraine (and Russia, if market is reopened) will be the initial focus of these retail merchandising promotions, however, promotional activities may extend beyond Russia and Ukraine, following exports from Alaska into other countries of the EEU region if the Alaska seafood industry supports this tactic.

Ocean Fish Retail Promotion, June – July, 2016: Ocean Fish is the leading fish importer in Romania. Total annual turnover of the company is 40 million euro. Imports from Alaska includes keta, ikura and salmon (green) roe. The company started to buy salmon roe a year ago (2 containers) and managers plan to increase volumes and process salmon (green) roe instead of buying ikura. In 2015, Ocean Fish launched the new project “Ocean Fish Alaska.” The project’s goal is to promote wild fish and seafood from Alaska. Project includes branded packaging of portioned, frozen pink and keta salmon, and salmon roe. ASMI supported the promotion.

Silpo Tastings, August 2016: Joint activity with ATO, Kiev. Activity included chum and pink salmon roe tastings in five Silpo supermarkets in Kiev. Acting FAS Deputy Secretary - Michael Scuse - was invited to the promotion’s kick off ceremony. The activity became part of FAS trade mission to Ukraine. Participation included a store tour and sampling of Alaska salmon roe.

Trade Shows/Trade Advertisements:

- Modern Buyer – <http://modernbuyer.ro/advertoriale/42-advertoriale/5193-alaska-seafood-vizeaza-piata-romaneasca-un-prim-pas-participarea-la-targul-international-indagra>. “Modern Buyer and Food and Bar” web-site targets major retail chains, distribution companies, and HRI sector.
- Armenia Expo 2015, the leading trade shows of the food sector in Armenia. Although the show is small compared to other events in the EEU region, it is an important meeting place of Armenian importers and retailers. ASMI made the decision to place an advertisement in the Official Armenia Expo 2015 catalogue in order to reach out to representatives of the Armenian food sector. Advertisement contained list of Alaska seafood species, highlighted high quality of the supplied products and provided contact information for ASMI. Total circulation 3,000
- World Food Kazakhstan Official Catalogue, World Food Kazakhstan 2015 is one of the leading events of the CIS food sector. ASMI first participated in the World Food show in 2014 by participating in the show with USMEF and USAPEEC. In 2015-16, ASMI placed advertisement in show’s official catalogue in order to reach out to ASMI’s target audience in the region. Total circulation 5,000
- Gastronomic Guide, the magazine published by “Restaurant critics of Kazakhstan” that is distributed in cafes and restaurants across Kazakhstan. Information is also published on Critics’ Facebook page which has 50,000 followers. Total circulation 10,000

Foodservice promotions: ASMI will continue to target the main HRI sector to test the extent of the opportunities for wild Alaska seafood. Activities will focus on increasing awareness of the availability of wild Alaska seafood with HRI sector personnel with the aim of increasing purchase. ASMI will continue with recipe development to cater to the needs of the market, taste preferences, and ingredients available.

Memorial Day Ambassadors Barbecue, May, 2016: The America Days festival took place in Lviv, in Western Ukraine. The program highlighted American culture, food, education, innovation, and

entrepreneurship. The program included concerts, street fairs, and exhibitions. The audience included key political, business, cultural, and media contacts. ASMI rollups were placed in several areas of the event. Educational materials were handed to interested guests. The Alaska Seafood logo was placed on the event's printed materials, including banners and Alaska fish was donated for the barbecue.

Results:

- 300 guests at the event received ASMI educational materials in Ukrainian and tasted Alaska fish. During Ambassador Pyatt's speech he highlighted ASMI's participation in the BBQ.
- ASMI representative also met with Western Ukraine Chef Culinary Association and discussed future HRI events.

HRI Representational Event in Baku, Azerbaijan, Summer 2016: ASMI hosted a representational event in Baku, Azerbaijan. The event welcomed local chefs, importers, distributors, and press. The event was moderated by ASMI representatives. The audience was able to learn Alaska seafood cooking techniques from Moscow Chef Nikolay Chernyshov. Nine Alaska Seafood species were presented, including keta and pink salmon roe, pollock, cod, keta, sockeye, coho, pink salmon, and king salmon.

Results:

- 65 Azerbaijani chefs, importers, distributors, and press attended the event, which allowed ASMI to reach out to over 100 institutions.
- The audience showed interest in the seafood presented in the master class and was provided information on its availability and quality. Trade leads are in process.

BRAZIL:

Market Update: Political movements, specifically President Rousseff's impeachment, have brought a slight economic relief to the country, increasing business confidence and making the Brazilian currency, the Real, stronger. Brazilian currency appreciated 22.8% from January to June 2016. It hit a low mark January 20, when the exchange rate was 4.16 BRL to 1 USD; by June 30 it was 3.21 BRL to 1 USD. The increasing interest for alternative supplies due to Chile's farmed salmon industry crisis has encouraged importers to work with other species such as Alaska salmon. The farmed Chilean salmon price has increased 60% from January to April 2016 in Brazil.

Retail Merchandising: An effective way to raise the profile of Alaska seafood in the Brazil market and provide additional motivation for retailers to carry Alaska seafood species and to identify product origin. ASMI will target major retailers to negotiate in-store promotions. Initially, ASMI will provide training to retail store staff and promoters to increase their knowledge of Alaska seafood and to ensure proper handling and storage of Alaska products.

In store promotion SP, April – May, 2016: ASMI Brazil conducted promotions for 60 days at GPA, Extra and Atacadão supermarkets in São Paulo, state of São Paulo, to promote Alaska seafood species. ASMI had two sales professionals properly trained to educate consumers on Alaska seafood's wild, natural and sustainable aspects. Professionals wore uniforms and used ASMI branded material and the Alaska Nanook bear was also positioned at the demo spot. Samples of Alaska pink and Alaska keta salmon and ASMI informative materials were distributed to consumers.

In store promotion BH, May 2016: ASMI Brazil conducted a one-month promotion at Extra supermarkets in Belo Horizonte, state of Minas Gerais, to promote Alaska seafood species. ASMI had one professional

from mid-May to mid-June properly trained to educate consumers on Alaska seafood's wild, natural and sustainable aspects. This professional was uniformed and used ASMI branded material. Samples of Alaska keta salmon and ASMI informative materials were distributed to consumers.

In store promotion SP, June 2016: ASMI Brazil conducted promotions for 30 days at GPA, Extra and Atacadão supermarkets in São Paulo, state of São Paulo, to promote Alaska seafood species. ASMI had three professionals properly trained to educate consumers on Alaska seafood's wild, natural and sustainable aspects. Professionals wore uniforms and used ASMI branded material and the Alaska Nanook bear was also positioned at the demo spot. Samples of Alaska pink and keta salmon and ASMI informative materials were distributed to consumers.

Whitefish promotion, April – June, 2016: After the Alaska cod promotion developed among journalists during Easter 2016, ASMI completed an Alaska whitefish promotion developing and printing Alaska pollock materials for retail merchandising, with a special focus on the salted pollock market developing in the Northeast region of Brazil. Materials will be used in the upcoming promotions.



Quarter 4 Results:

- Sales of 3,530 kg of Alaska keta and pink salmon valued at \$28,951 were reported during the campaign.
- Increased consumer awareness about seafood from Alaska and its characteristics.

Cumulative Fiscal Year Results:

- Sales of 14.81 tons of Alaska products (Alaska keta and pink salmon) were reported during promotions.
- Increased consumer awareness about seafood from Alaska and its characteristics.

Trade Public Relations/ Trade Show and Seminars: Trade shows are an effective way to meet potential buyers and network with trade and retail partners, increasing overall awareness of Alaska seafood.

APAS 2016, May 2 – May 5, 2016: ASMI Brazil participated with an Alaska Seafood pavilion in the APAS 2016 supermarket business show on May 2-5, 2016 in Sao Paulo, Brazil. ASMI Brazil Office secured a 42 sqm booth. APAS is Latin America's leading supermarket and retail trade show. The generic Alaska Seafood booth focused on the messages of wild Alaska seafood's superior flavor, healthiness and sustainability using videos, printed materials, banners, posters, display, pamphlets and chef demonstrations. ASMI coordinated with Alaska seafood exporting companies and local trade to promote Alaska products. Three recipe videos (Alaska wild pink and king salmon, Alaska cod) were recorded during the show, which were posted on all ASMI Brazil social media channels. Fifty-nine new qualified leads were generated.

Seafood Brasil magazine, May 2016: Seafood Brasil is a quarterly seafood magazine with circulation of about 4,000, which launched in May 2013. The magazine capitalizes on Brazil's growing seafood market. The publication is aimed at the supply chain for seafood, including trade, retail and foodservice. It includes five back cover ads (four editions + one annual directory edition), twelve months website banner and suppliers guide sponsorships, twelve months newsletter bottom banner and Facebook posting newsletter from July 2015 - June 2016.

Quarter 4 Results:

- ASMI participated in APAS 2016 with two Alaska companies and four Brazilian distributor partners.
- Placed five full page Alaska seafood ads, sponsored website, banner newsletter and suppliers guide at Seafood Brasil Magazine and website.
- Peixes do Alasca Facebook gained over 100K new likes on its fan page.
- Bacalhau do Alasca Facebook gained over 42K new likes on its fan page.

Cumulative Fiscal Year Results:

- Participated with a 42 sqm booth in APAS 2016.
- Participation in the Japan Food Show.
- Placed six full page Alaska seafood ads, sponsored website, banner newsletter and suppliers guide at Seafood Brasil Magazine and website.
- Peixes do Alasca Facebook topped over 590K likes on its fan page.
- Bacalhau do Alasca Facebook topped over 180K likes on its fan page.
- Total Facebook pages topped over 777K likes.

Foodservice Promotions: ASMI foodservice promotions expand the use and identification of Alaska seafood in the HRI sector and are an effective platform to introduce consumers to new products. Given Brazil's diversified cuisine including Japanese, Italian, French, Mediterranean and Spanish; Alaska seafood is a natural fit for those cuisines. During the promotional period restaurant partners featured Alaska seafood on their menus, possibly tying into a larger theme (Alaska Seafood Festival, Alaska Seafood Week, etc.).

Restaurant week in Recife, May, 2016: ASMI Brazil participated in the 2016 Restaurant Week in Recife, in the state of Pernambuco, from May 9 - 29. Participating restaurants served three-course dinner featuring Alaska keta salmon with clear identification of Alaska origin. 3,000 table tents were distributed to 14 restaurant participants such as Chicama, Fabbrique, Chiwake, Mingus, Tokiomaki, Mura Orora, Dalli, Pantagruel. 10 restaurants had Alaska keta salmon as a main course of the festival menu, and four restaurants had the specie as a starter. 5,852 Alaska chum salmon dishes (including both starters and main dishes) were reported sold by the participant restaurants during the three-week-festival.

Walk with Us, January – May, 2016: ASMI participated at Walk with Us, a gastronomy event held on April 30 (pre-event) and May 1 in São Paulo. Walk with Us is organized by Gelinaz, an international group of chefs created by the journalist Andrea Petrini. Walk with Us was held in Lima in 2014 and in 2016 took place in São Paulo and will also happen in London. Walk with Us event gathered 14 well-known chefs together, including such as Alex Atala, Rodolfo Guzman, Mitsuharu Tsumura and Thomas Troisgros; it is a conceptual event and it was a great opportunity for ASMI to be closer to famous chefs, have Alaska species featured in the pre-event menu and increase awareness of such strong opinion makers. The pre-event counted with an opening reception with Alaska Wild Sockeye Salmon and Alaska cod in its menu, prepared by Chefs Janaina and Jefferson Rueda on May 30. The main event was held on May 1 at Dalva e Dito Restaurant, owned by Chef Alex Atala. ASMI had a great opportunity to talk to all participant chefs, address questions on the wild, natural and sustainable aspect of Alaska seafood and provide them with technical material on the products. Walk With Us website <http://www.gelinaz.com/project/sao-paulo>.

Chef Ambassador, March - June, 2016: ASMI made a partnership with Chef Carla Elage, an experienced chef that recently launched the project “Comer Bem Para Viver Melhor” (Eat Better for Living Better); Chef Elage is known for the promotion of the benefits of a healthy diet based on natural and sustainable products and has been one of ASMI consultant chefs and brand ambassadors, giving culinary classes, demonstrating recipes on television shows, and participating in gastronomy and lifestyle events. The partnership resulted in the promotion of Alaska pollock, cod, sockeye, keta and pink salmon, earned media in blogs and foodservice publications, development of customized recipes, and posts on her social media channels.

Go Where Gastronomia Magazine Ad, June 2016: ASMI placed a one-page ad in Go Where Gastronomia Magazine, edition 91. Go Where Magazine has more than 40,000 copies and is distributed to newsstands and magazine subscribers.

Seafood Brasil online campaign, June, 2016: ASMI Brazil ran an on-line campaign in Seafood Brasil Magazine on Alaska fisheries and species, including three Alaska videos on Seafood TV and Facebook, three infographs (in Portuguese and in Spanish), three times, to over 8,000 trade, retail and food service segments in Brazil and other South American countries. Seafood Brasil is a communication platform designed to promote the consumption of fish and seafood in Brazil.

Culinary Retreat 2016, August 2016: ASMI Brazil recruited two Brazilian chefs to participate in the Culinary Retreat 2016, held in Steamboat Bay, August 2016. Chefs Guga Rocha and Carla Elage were the participants. Guga is a well-known chef and popular amongst the Brazilian media; he has over 140,000 followers on his social media channels, participates in TV shows and also writes a monthly article for one of the main Brazilian gastronomy magazines, Prazeres da Mesa. Carla is an experienced chef, former owner of a catering company and now acts a consultant.

Quarter 4 Results:

- Placed three one-page-ads in three foodservice/gastronomy magazines.
- Partnered with chef Carla Elage for acting as Alaska Seafood brand ambassador
- Developed a trade and foodservice targeted campaign in partnership with Seafood Brasil Magazine, reaching over 8,000 contacts in the food/seafood industry in Brazil and other South American countries.
- Participated in three events for celebrating the U.S. Independency at U.S. Consulates in São Paulo, Belo Horizonte and the U.S. Embassy in Brasilia for over 1,000 participants.
- Participated for the third time in the Emiliano Market Day, which had 3,000 visitors.
- Recruited two chefs to attend the Culinary Retreat 2016.

Cumulative Fiscal Year Results:

- Participated in 11 foodservice events, creating awareness among more than 6,000 people, including chefs, restaurant owners, media, distributors, importers and consumers.
- Placed six Alaska seafood ads and one editorial in foodservice publications.
- Partnered with one Japanese restaurant, one French restaurant and a fast food chain to call out Alaska on a new menu.
- Conducted foodservice promotions in 16 mall food courts.
- Promoted Alaska cod loins creating an Easter Kit delivered to 11 journalists in São Paulo.
- Partnered with chef Carla Elage for acting as Alaska Seafood brand ambassador

- Participated in a master's program class at Senac to introduce and explain the Alaska Seafood Marketing Institute, Alaska seafood industry as well its species and food service partnerships.