

April 2018

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This Issue:

- [Announcements](#)
- [Publications](#)
- [Events and Sponsorships](#)
- [Partnerships and Promotions](#)
- [International](#)
- [News and Upcoming Events](#)

Announcements

Coming Soon: Alaska Seafood Commercial Fishing Photo Contest

Pack your camera! ASMI will once again be holding the Alaska Seafood Commercial Fishing Photo Contest. Snap photos of the beauty, hard work, friendships, and humor while you're on the water, and save them to enter this fall. More info coming soon.

Publications

Quick & Easy Recipe Collection – New Bilingual Halibut

ASMI has begun refreshing the Quick & Easy Recipe Collection, starting with the Alaska Halibut leaflet. The leaflet was narrowed down to four recipes, displays larger visuals which highlight the people and place behind the fish, and contains both English and Spanish messaging.

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Past Issues

BROCHETAS DE HALIBUT DE ALASKA CON CORTEZA DE PISTACHOS

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ALASKA HALIBUT

QUICK & EASY RECIPES



ALASKA SEAFOOD

Wild, Natural & Sustainable™

BROCHETAS DE HALIBUT DE ALASKA CON CORTEZA DE PISTACHOS



INGREDIENTES

1 taza de yogur griego natural
2 cts. de jugo de limón recién exprimido
¼ taza de menta picada
1 diente de ajo picado
½ cts. de sal
½ cts. de hojuelas de chiles
14 hojas de lechuga mantecosa
8 cts. de pistachos finamente picados
3 cts. de pan molido
1 lb. y 8 oz. de halibut de Alaska picado en tiras de 1 x 3 pulgadas
Rocador de aceite de oliva, según sea necesario
Sal y pimienta, según sea necesario
16 unidades de brocheta (de 4 a 6 pulgadas)

PREPARACIÓN

RACIONES: 8 PREP: 15 minutos COCCIÓN: 8 minutos
Mezcle el yogur, el jugo de limón, la menta, el ajo, la sal y las hojuelas de chiles; refrigere. Coloque una sartén grande de hierro fundido a precalentar en un horno a 425 °F durante 20 minutos.
En un tazón, mezcle los pistachos y el pan molido. Presione la mezcla de pistachos y pan sobre las tiras de halibut, ensarte el halibut con los palillos de brocheta. Rocíe el pescado con aceite de oliva, sazone con sal y pimienta y luego ase en el horno en la sartén precalentada, durante 8 minutos, dándole vuelta una vez. Para servir, coloque dos brochetas de halibut sobre una hoja de lechuga mantecosa. Sirva con la salsa de yogur y menta.

Nutrientes por ración: 302 calorías, 25 g de grasa total, 7 g de grasa saturada, 45% de calorías provenientes de la grasa, 324 mg de colesterol, 50 g de proteína, 23 g de carbohidratos, 5 g de fibra, 228 mg de sodio, 145 mg de calcio y 1180 mg de potasio (grasa omega-3).

Events and Sponsorships

ASMI Attends Seafood Expo North America

ASMI attended Seafood Expo North America held March 11-13, 2018 in Boston, MA. Staff representing domestic retail/foodservice, international and sustainability met with key industry representatives over the course of the three days.

"Get Ugly" Crab Campaign Launched

Seafood Source, host of SENA, sent out a daily email newsletter highlighting stories from the expo show floor. The ASMI booth was highlighted on the second day in the article, "ASMI shines light on 'ugly' crab problem at SENA." Multiple ASMI staff were quoted while discussing the campaign, aimed at raising awareness around the quality of “ugly” crab, which have all the same benefits of the bright orange shell consumers are more inclined to purchase.

NEWS ▼FEATURES PREMIUM CONTENT ▼E-RESOURCES ▼SUPPLIER DIRECTORY SEAFOOD HAND

ASMI shines light on “ugly” crab problem at SENA

By Christine Blank
March 12, 2018

SHARE f t i n



Alaskan crab suppliers and processors have long had an “ugly” problem, which they are now aiming to remedy with a marketing campaign launching at Seafood Expo North America in Boston, Massachusetts, taking place 11 to 13 March.

Consumers and retail buyers often shy away from crab sporting different-looking shells than the bright orange color they are used to. These dark, spotted, or barnacle-attached shells are even called “ugly.”

As a result of spotting, buyers are not willing to pay the same price for bairdi, opilio, and king crab, Tyson Fick, executive director of Alaska Bering Sea Crabbers, told SeafoodSource. Fick noted that the “ugly” shells can compose as much as 30 percent of the catch at certain times in the season, depending upon the stage of molting the crab is harvested.

ASMI was in Kodiak March 21-24, 2018 for Kodiak ComFish 2018. On March 21 ASMI co-sponsored a rockfish taco night along with the Alaska Marine Conservation Council and Kodiak Jig Seafoods. On March 22, as part of the ComFish forums, ASMI Communications Director Jeremy Woodrow partnered with Garret Evridge, McDowell Group Economist, to present an economic and marketing update of Alaska’s fisheries. ASMI also hosted a booth at the ComFish exhibit hall where ASMI staff interacted with members of the commercial fishing industry and residents of Kodiak.



Partnerships and Promotions

Earth Fare Highlights Alaska Sockeye Salmon for Spring

ASMI is supporting Earth Fare, an East Coast natural grocer, in an effort to feature Alaska sockeye salmon this spring. Earth Fare hosted 46 in-store demos in March, touting the benefits of Alaska seafood with detailed case displays. Demos will be held again in May. The promotions are further supported by organic content through Earth Fare’s social channels. Final sales lift data will be shared once the promotion has come to completion, but the March promotion has already shown excellent results.



University of Illinois Hosts Alaska Seafood Event

ASMI joined the dining staff at the University of Illinois at Urbana-Champaign to

Grant institution and calls out Alaska sockeye salmon as a regular menu item. Head chef Crystal Smith featured creole cod and hot smoked salmon for the event. ASMI sponsored a Snapchat filter for the event to engage students in conversation around sustainability and wild, natural Alaska seafood.



Bucknell University Hosts Alaska Seafood Event

ASMI joined the dining staff at Bucknell University to highlight the university's commitment to sustainably sourced foods cooked from scratch. Students were served popular poke bowls with the option of wild Alaska sockeye salmon or surimi seafood. ASMI handed out informative brochures on sustainable Alaska seafood and talked with students about the importance of adding seafood to a regular diet and asking for Alaska during the purchase process at both retail and foodservice.



International

Alaska Seafood Featured at the Gustuko Trade Show in Bilbao, Spain

ASMI Southern Europe collaborated with Spanish seafood distributor Gutierrez Angulo to promote Alaska seafood with a booth at the Gustuko Trade show in Bilbao, Spain March 2-3, 2018. The booth featured Alaska seafood products and gave the Gutierrez Angulo sales staff an excellent platform from which to promote these products to their retail customers visiting the show. Additionally, Gutierrez Angulo's sales manager was selected for an interview on the local TV station where he discussed the virtues of wild Alaska sockeye salmon.



ASMI Brazil participated in the Sirha 2018 trade show in São Paulo, Brazil from March 14 to 16, 2018. Internationally renowned in the HRI sector, this was the third edition of the show in Brazil and the first edition in São Paulo. The event targeted key professionals and influencers in the HRI field and exhibitors included suppliers, importers and distributors for foodservice and hospitality. Additionally, the show hosted the prestigious Bocuse D'or contest, a competition between four Brazilian chefs for the chance to win the title of Brazilian Representative at the Americas Selective in 2018. This year, the chefs competed with both meat and seafood-based dishes, and used Alaska wild sockeye salmon as the main ingredient for their seafood creations. ASMI's participation in the show included a 12 sqm booth to display product and hand-out materials, as well as a sponsorship of the Bocuse D'or contest, which

seafood.



ASMI Brazil Wraps Up Easter Promotions

ASMI Brazil conducted in-store promotions of Alaska seafood in 22 supermarkets throughout the country during the three weeks leading up to Easter. ASMI positioned sales professionals at each outlet who gave out samples of Alaska pollock, Alaska cod, and Alaska keta and sockeye salmon. Professionals were trained to speak to the wild, natural and sustainable aspects of Alaska seafood and distributed informative materials to customers. Preliminary sales results show a promising boost for Alaska seafood sales during the promotional period.



ASMI China, Japan Collaborate on Chef Seminars in Shanghai and Beijing

ASMI China recently hosted two chef seminars in conjunction with ASMI Japan highlighting Alaska seafood in Japanese cuisine. The seminars, which were conducted in Shanghai and Beijing on March 12 and 13, 2018 respectively, each yielded more than 80 attendees with the majority of participants representing Japanese restaurants and high-end hotels. Key Alaska seafood suppliers were also in attendance. The seminar showcased eight varieties of Alaska seafood including pollock, Pacific cod, rockfish, yellowfin sole, sockeye salmon, snow crab, pollock roe and herring roe. Eight special recipes were developed for each product in advance by guest chef and former Alaska Seafood School attendee Naoyuki Yanagihara, who then demonstrated the recipe preparation during the event.

This was the first time ASMI China featured Alaska seafood via Japanese cuisine in a chef seminar, making it very engaging and informative for the

high quality of Alaska seafood. A survey was performed after each seminar, with more than 50% of participants showing interest in working with ASMI China to launch Alaska seafood promotions in the future.



ASMI China Launches Alaska Seafood E-commerce Promotion with SFbest.com

SFbest.com, one of the largest e-commerce platforms in the world focusing on perishable products, once again partnered with ASMI China on an online promotion to expand the influence and stimulate sales of Alaska seafood. Alaska Pacific cod, black cod, yellowfin sole, and pollock in various product forms were featured during the promotion, which ran on the homepage of the website from March 13 to 19, 2018. Alaska seafood recipe leaflets were delivered to all consumers who ordered Alaska seafood and a lucky draw was arranged to inspire more purchases during the promotion. An estimated 20,000 kg of Alaska seafood were sold through the promotion.



News and Upcoming Events



[How to Cook Salmon](#), *Real Simple*,
March, 2018

[Where to Eat in Anchorage](#), *Forbes*,
March 1, 2018

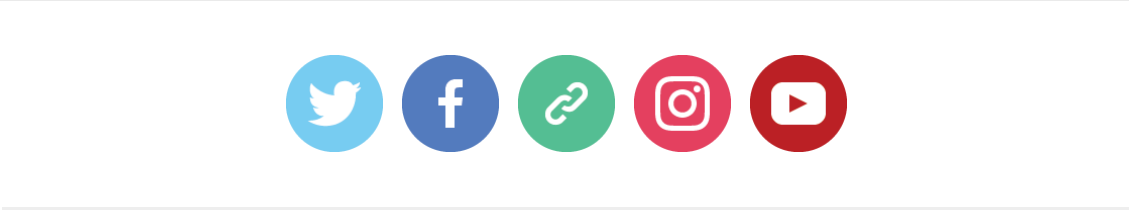
[Pan Seared Wild Alaska Halibut](#), WCCO-TV (CBS), March 23, 2018



Seafood Expo Global -- *Brussels, Belgium, April 24-26*

ASMI Board of Directors Meeting --
Juneau, AK, May 10

Bristol Bay Fish Expo -- *Naknek*,
AK, June 8 & 9



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