Announcements

**ASMI Seeks Candidates for Executive Director Position**

The Alaska Seafood Marketing Institute, a corporate entity of the State of Alaska, is seeking candidates for the Executive Director Position. This position is located in Juneau, AK and reports directly to ASMI’s Industry Board of Directors. This position requires a bachelor's degree and professional senior management experience. Fisheries, legislative/government, or marketing experience preferred. For a full job description, and to view instructions on how to apply, please visit [www.alaskaseafood.org/careers](http://www.alaskaseafood.org/careers).

**SENA Appointment Reservations**

Seafood Expo North America (SENA) is around the corner, and ASMI is now accepting reservations in 55-minute time slots for on-site meetings at our booth (#1633). There will be a six-top and eight-top table available for you to use, and we ask that you keep all meetings within the 55-minute time frame.

SENA will be held March 17-19, 2019 at the Boston Convention and Exhibition Center.
Partnerships and Promotions

Foodable Releases Final Two "Feeding the Future" Chef Demo Videos

Foodable has released the final two episodes of a four-part chef demo series called "Feeding the Future." The Foodable.io event, hosted by Foodable in partnership with ASMI, featured multiple stages including the chef demo stage where the episodes were filmed. The industry-sponsored stage hosted Chef Will Gordon, former Executive Chef of Westward, and Chef David Glass from Staple and Fancy Mercantile. Chef Will created a Matbucha Braised Wild Alaska Pollock dish while Chef David prepared a Lemon and Thyme Stuffed Wild Alaska Pollock dish.

Food Management features Wild Alaska Seafood at University of North Dakota

Food Management published an article, Check out these fresh ways to eat seafood at North Dakota, recapping the Alaska Seafood Sustainable Dinner at the University of North Dakota. The article featured an eight-page slide show highlighting the numerous event dishes and activities.
Ukrainian celebrity chef and ASMI culinary mission participant Volodymyr Yaroslavsky launched a video promotion with GoodWine, a premium retail and restaurant chain in Kiev, to promote wild Alaska salmon. In the video, which received nearly 70,000 views in five days on the GoodWine YouTube channel, Yaroslavsky discusses the quality of the product as well as his time in Alaska,  

“This summer I traveled to Alaska to see with my own eyes the place where the wild fish is harvested. Wild salmon is born at freshwater streams and rivers far away from civilization and swims thousands of kilometers (in) the cleanest waters of the world. It has special taste that (other) salmon doesn't have.”

In conjunction with the online promotion, ASMI and GoodWine are hosting an offline promotion with tastings, special menus, POS and media/VIP events at all GoodWine retail and restaurant locations in December and January.
Alaska Seafood Brazil Hosts Facebook Live Workshop on Wild Alaska Pollock

On Dec. 4, 2018 ASMI Brazil hosted a workshop on Genuine Alaska Pollock. The event included a presentation about Alaska seafood sustainability, seasons, harvesting methods and product formats, followed by a chef cooking demonstration of two recipes: Breaded Genuine Alaska Pollock and Alaska Pollock Confit. Fifty trade, retail and press members attended the event in person while another 790 people joined via Facebook live. The video was posted to the ASMI Brazil Facebook and YouTube pages and currently has over 17,000 views.

Participation Opportunities

Seeking Ideas for Northern Lights

ASMI submits a monthly article to be published in the Northern Lights section of National Fisherman Magazine. This is a great way to highlight helpful and interesting organizations, ideas, developments, resources, etc. in the Alaska seafood industry. If you have an idea of something ASMI can showcase, please contact Arianna Elnes.
News and Upcoming Events

The 50 Most Popular Recipes of 2018, The Daily Meal, Dec. 4, 2018

Food Storage Tips, Thrillist, Dec. 6, 2018

The Travel Knife: Don't Leave Home Without It, Serious Eats, Dec. 10, 2018

Madrid Fusion - Madrid, Jan. 28-30, 2019

H&T Malaga HRI Trade Show - Malaga, Feb. 4-6, 2019

2019 Seafood Expo Global Invitation - Boston, March 17-19, 2019

Comfish - Kodiak, March 27-30, 2019

Bristol Bay Fish Expo - Naknek, June 9-10, 2019