

February 2018

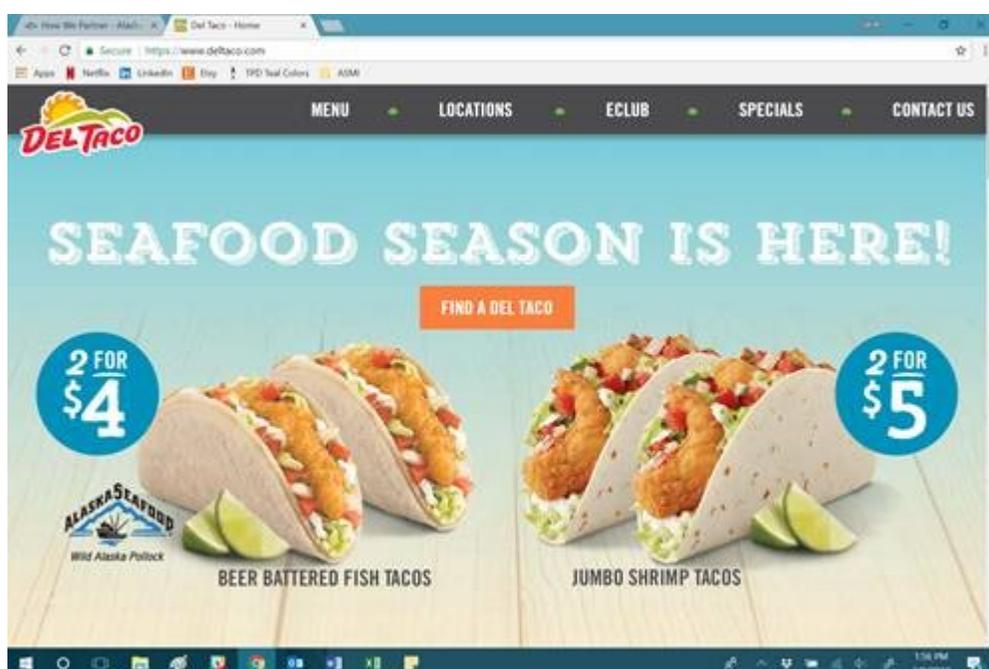
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ALASKA SEAFOOD MARKETING INSTITUTE *Marketing Update*



ASMI and Del Taco partner to promote Alaska Pollock

ASMI and Del Taco have again partnered, this time to promote Del Taco's new limited time offer of Beer Battered Fish Tacos featuring wild Alaska pollock. Promotion for this 2-for-\$4 deal spans more than 560 units in 16 states. The ASMI logo has visibility in Del Taco promotional collateral across print and digital platforms, including in-store signage, deltaco.com homepage, and social media channels.



ASMI partners with Jack in the Box

ASMI will once again partner with Jack in the Box to promote Alaska seafood

2018 Lenten season.

First-Ever Canadian Promotion with Save-On-Foods

To kick off 2018, ASMI began a first-ever Canadian partnership with Save-On-Foods in January, promoting frozen & refreshed wild Alaska sockeye salmon in 162 stores throughout western Canada. The promotion included custom signage and displays created by Save-On-Foods with multiple displays in each store, as well as social media posts featuring Alaska sockeye salmon. Employees wore ASMI-branded t-shirts and displays featured in-ice signs, danglers, clings, balloons, and even digital content.

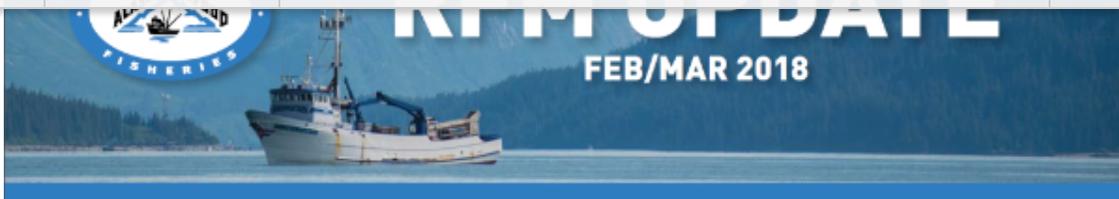


ASMI Presents to Top Walmart Executives at Sustainable Seafood Summit

ASMI presented to top Walmart executives at Walmart's first Sustainable Seafood Summit on February 1st. ASMI discussed the history and principles of Responsible Fisheries Management, and ASMI's current and future marketing partnerships with Walmart. Representatives from Trident, Marine Harvest, Blue Star Seafood and other suppliers attended along with Marine Stewardship Council, Aquaculture Stewardship Council, Global Sustainable Seafood Initiative, Best Aquaculture Practices, and Sustainable Fisheries Partnership.

RFM Newsletter Feb/Mar 2018

The latest edition of the [RFM Update Newsletter](#) can be found on the website [here](#). The newsletter outlines the recently re-certified Alaska seafood species, Quality System Management improvements, and the growing relevance of the Global Sustainable Seafood Initiative (GSSI). Susan Marks and Jeff Regnart will be at the Seafood Expo North America in Boston and will be available to meet with you if you have questions. They would be happy to support any meetings you have with customers where certification-related questions may come up. Please feel free to [contact](#) Susan Marks directly with any questions.



Greetings from RFM Committee Chair

The Alaska seafood industry views 2018 as a pivotal year for ASMI's Responsible Fisheries Management (RFM) Certification Program. Advances in the program in 2017 will form the foundation for greater market awareness and the program's long-term success. Re-certifications of salmon, halibut, sablefish, crab, Pacific cod, and pollock fisheries and the addition of a new fishery, Aleutian Islands golden king crab, have Alaska's major fisheries positioned to benefit from the program.

Work by the RFM Committee, at the direction of the Board, over the last year has set the stage for the program to come into its own. The Quality Management System, the overarching guide to the program, together with the program's procedures underwent substantial revisions to streamline the program and save on costs. These updates improve

transparency and predictability of the program and are critical to meeting the current fiscal challenges. The approval of DNV-GL as the second certification body for reviewing fisheries' for certification under the program shows that the program has fully matured.

Benchmarking of the program by GSSI (Global Sustainability Seafood Initiative) demonstrates its credibility as a certification scheme worthy of worldwide acceptance. In the coming year, we look to expand the use of our chain of custody and logo to reach more of the seafood marketplace. These steps should ensure a secure place in those markets for Alaska RFM certified seafood.

— MARK FINA
ASMI RFM Committee Chair



ASMI Hosts International Women of Seafood Mission to Dutch Harbor

January 30 - February 4th, ASMI hosted an International Women of Seafood mission in Dutch Harbor, Alaska. Seven female seafood executives and buyers from France, Germany, Spain, Portugal, Lithuania and the United Kingdom traveled to Dutch Harbor to experience the Alaska fishing industry during one of its busiest seasons. The group toured pollock and crab vessels, a pollock catcher-processor, and two processing plants where they watched fresh pollock and cod being offloaded and processed. Through conversations with boat captains, crew, and plant workers participants gained an in-depth understanding of the methods used to catch and process Alaska seafood. Additionally, participants learned about sustainable fishing practices through an educational seminar with NOAA. Every day, participants enjoyed delicious seafood caught in Alaska and processed right in Dutch Harbor.



Pacific Fisheries Technologists Conference

ASMI was an integral part of the planning and implementation of the 69th Pacific Fisheries Technologists (PFT) conference, held February 5-7th 2018 in Girdwood, Alaska at the Alyeska Resort. The PFT conference is an annual

technologies which aid today's seafood technologists. Camron Christoffersen, who worked with the ASMI seafood technical program last summer, won the student poster competition.

ASMI sponsors Careers through Culinary Arts Program Fundraiser

ASMI sponsored the Careers through Culinary Arts Program Full Circle Winter Benefit at Chef Neal Fraser's Redbird in Los Angeles on February 9, 2018. The event raised funds to support C-CAP's programs in the LA area that provide underserved high school students with education and career opportunities through the culinary arts. LA's top chefs from Michael Voltaggio and Ben Ford to Amar Santana worked with high school students to create culinary delights for guests. ASMI donated the salmon and crab for Chef Amar Santana's Alaska King Crab Crusted King Salmon with Crab Curry Broth and Charred Avocado. ASMI's newest Foodable TV episode about fresh-frozen Alaska seafood was featured between courses providing education to the 140 guests.

Northern Europe Video Highlights ASMI Ambassador Promoting Alaska Seafood

ASMI Northern Europe partnered with The Staff Canteen (a leading networking website for chefs) to raise awareness of Alaska seafood within the foodservice sector. To promote the partnership and generate a wide range of interest, the team created a film highlighting ASMI ambassador, Adam Reid, talking about his recent experience in Alaska for ASMI's Seafood School and preparing a wild Alaska halibut dish. The video is part of a larger promotion to launch ASMI's virtual reality 360 film of a fishing family in Cordova, Alaska and is being well-received throughout social channels.



ASMI China partners with Sam's Club in New Year's promotion

sole, sablefish, cod and king crab - at Sam's Club retail stores in Shanghai, Beijing, Shenzhen, Zhanzhou, Fuzhou and Wuhan. The promotion includes distribution of specialty brochures and a branded magnet to all those that purchase Alaska seafood between January 12 and February 11, 2018 at any of their 19 locations across China. The program launched with a consumer tasting event at the Shenzhen Sam's Club location on January 11 with Key Opinion Leaders (KOLs) boosting consumer exposure by posting photos and articles on Chinese social media.

ASMI Participates in Madrid Fusion

ASMI Southern Europe participated in Madrid Fusion, one of the most prestigious chef gatherings in Spain. The ASMI stand was situated in the tradeshow area and was visited by celebrity chefs, reality TV personalities, gastronomic press and bloggers from all over Spain, as well as being filmed by National Television TVE. ASMI was proud to host renowned Chef Joaquin Felipe (ambassador of Alaska Seafood in Spain) and his team from Florida Retiro who prepared an array of different tastings throughout the show. They put together exciting dishes combining Alaska seafood products such as: wild Alaska salmon (sockeye, coho and smoked king), ikura, cod, and sablefish with legumes and cress to promote the health benefits of eating wild fish, and sustainability. Chef Luis Baradas (ambassador of Alaska Seafood in Portugal) also participated in the ASMI stand and served delicious raw salmon.

ASMI Southern Europe Participates in Malaga H&T Hotel and Restaurant Trade Show

ASMI Southern Europe participated in the Malaga H&T hotel and restaurant trade show in Malaga, Spain. The ASMI booth featured chef demonstrations and tastings of Alaska seafood by Sergio Garrido, a participant in ASMI's 2017 culinary retreat in Seward.

ASMI Japan Collaborates with Wendy's/First Kitchen on Alaska Salmon Chowder

Wendy's/First Kitchen is a joint restaurant venture between Wendy's and Japanese fast-food restaurant First Kitchen with more than 120 outlets across Japan. ASMI Japan collaborated with the chefs of Wendy's/First Kitchen to develop an Alaska Salmon Cream Chowder served in a bread bowl, using Alaska pink salmon. The product launched with a press conference on January 10 and will be sold on Wendy's/First Kitchen menus nationwide from January 11 – March 31, 2018. The Alaska Seafood logo and Alaska origin will be featured in all Wendy's/First Kitchen printed materials including banners, posters and tray mats.



International Marketing Committee Meeting and Whitefish 101

The International Marketing Committee (IMC) held a meeting January 18, in Seattle, Washington. On January 19, the IMC hosted a Whitefish 101 training session for new ASMI staff at Puget Sound Quality Specialists where the staff was able to taste, feel, and learn about the whitefish market, globally and domestically. Additionally, Frank O'Hara III from O'Hara Corporation gave a tour of the newly built C/P *Araho*. The whitefish training session was a good opportunity for ASMI staff to gain insight into the industry's needs to incorporate into marketing strategies for ASMI worldwide.



[Cooking On Deadline](#), *Associated Press*,
January 23, 2018

[7 Healthy Grocery Items to Buy at Trader Joe's](#), *Real Simple*, January, 2018



[Seafood Expo North America](#) --
Boston, March 11-13

[Seafood Expo Global](#) -- *Brussels*,
Belgium, April 24-26

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King Cakes Recipe, Lily the
Wandering Gypsy, January 2018

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