

February 2019

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Announcements

ASMI News and Updates Facebook Page

ASMI invites you to like and share our new ASMI News and Updates Facebook page [@ASMINewsAndUpdates](#) for relevant news, videos, resources, and communication of our work.

ASMI News and Updates
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ASMI News and Updates January 17

This is a place for the Alaska commercial seafood industry, fleet and stakeholders to learn more about how Alaska Seafood Marketing Institute is promoting Alaska Seafood around the world! ASMI's mission

No Rating Yet

Community See All

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 use, and we ask that all meetings be kept within the 55-minute time frame.

SENA will be held March 17-19, 2019 at the Boston Convention and Exhibition Center in Boston. Please contact [Sarah Cannard](#) with your name and day/time preference to reserve your spot.

Publications and Presentations

New Species Fact Sheet: Alaska Sablefish

ASMI produced a new species fact sheet for Alaska sablefish. The sheet is the first in a series covering multiple species, meant to highlight the nutrition, sustainability, harvest procedures, utilization, biology, and culinary features of wild Alaska seafood. The fact sheet is available [online](#).

ASMI Seafood Technical Director Presents at IntraFish Women of Seafood

ASMI Seafood Technical Director, Michael Kohan presented at the IntraFish Women of Seafood event in San Diego, California on Jan. 16, 2019. Kohan highlighted the efforts within the Alaska seafood industry to promote diversity not only with women, but also opportunities to empower a new diverse workforce with youth and talent from other industries. Also presenting were women from Trident, American Seafoods, Thai Union and others to encourage leadership in the seafood industry. The Women of Seafood event coincided with the National Fisheries Institute Global Seafood Marketing Conference where she represented ASMI on the NFI board.

Hannah Lindoff, the International Program Director, presented on Alaska seafood in China at the 13th annual World Trade Center AK, for the Alaska-China Business Conference in Anchorage on Jan. 23, 2019. The conference is a unique annual event that focuses exclusively on trade, commerce and investment ties between Alaska and China. It provides a timely update on the Chinese economy and new, or expanded, business opportunities. The importance of China to Alaska, its economic future (and implications), and commercial (trade and investment) opportunities for Alaska and Chinese companies, were outlined and discussed.

ASMI Northern Europe leads fisheries panel at Arctic Encounter in London

ASMI Northern Europe presented at the Arctic Encounter Symposium in London, January 17 – 18, 2019. The Arctic Encounter is an annual event celebrating the relationship between the U.K. and the U.S. covering topics ranging from security and aerospace to fisheries. ASMI U.K. marketing representative Sarah Johnson lead the fisheries panel overview of Northern EU market consumption, Alaska fisheries, and sustainability.



ASMI Leads Sustainable Seafood Discussions in Japan

On Jan. 30, 2019 ASMI Japan representative, Akiko Yakata, gave presentations at two separate workshops in Tokyo focused on sustainable fisheries management and certification. For the first, Tokyo University invited ASMI to present on the “Development of Sustainable Fisheries and Eco-labels” to an audience of 35 professionals from major seafood companies, retailers, research organizations, and the university sector.

The second presentation was hosted by the NGO Seafood Legacy to educate 40 major Japanese retail, wholesale and other seafood industry participants on the world’s seafood certification schemes. Yakata presented on the RFM certification scheme and joined in a panel alongside representatives from MSC, ASC, BAP and Seafood Legacy. The audience was receptive to the choices offered by RFM and the potential for calling out certified Alaska seafood products.

In 2018 ASMI developed a sustainability strategy targeted for the Japan

ahead of the 2020 Olympics in Tokyo, these speaking opportunities provide an important platform for ASMI to remind industry leaders that Alaska seafood is the gold standard and demonstrate that the new strategy is working.

Alaska Seafood Chef featured in FSR Magazine

ASMI secured coverage in the February edition of FSR magazine featuring Chef Laura Cole. The article, "Making Herstory," featured Chef Cole of 229 Parks Restaurant and Tavern and highlighted her work with Alaska octopus. "At 229 Parks we strive to define and develop Alaskan cuisine. It is through letting the ingredients be the star that Alaska really shines," said Cole. The article ran both in print and digital editions.



Partnerships and Promotions

BBRSDA Finds Success with Tie-In Promotion with ASMI

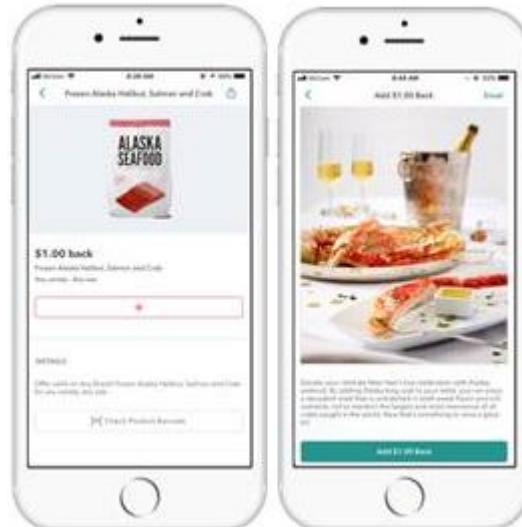
ASMI and the Bristol Bay Regional Seafood Development Association shared in marketing efforts at Pavilions stores in California during October's National Seafood Month, where Bristol Bay sockeye salmon was promoted directly alongside other Alaska whitefish and shellfish varieties in a dedicated Alaska seafood section of the fresh service case. The tie-in promotion resulted in an 81 percent sales increase in refreshed sockeye year-over-year. Read the press release [online](#). This is an example of how ASMI works with Regional Seafood Development Associations to promote the value of Alaska Seafood.



Successful Fall/Winter Ibotta Campaign Concludes

ASMI ran a digital Ibotta offer that began in October for National Seafood Month and ran through Jan. 8, 2019 (\$1 off Alaska salmon, halibut and crab, and up to \$3 off when combined with Villa Maria wine). The offer featured a different recipe and "offer unlock" photo each month with halibut featured in October, salmon in November and crab in December.

The campaign resulted in over 12M impressions, 233K engagements, and 32K redemptions (about 315 daily units moved). The offer gradually grew in engagement each month, with the largest spike around New Year's. Redemption rates increased from 8.3 percent in last year's highest Lent campaign to an impressive 13.3 percent in this campaign. ASMI's next Ibotta campaign will run during Lent featuring Alaska pollock.



Rouses Promotes Alaska Seafood

Rouses grocery stores in Louisiana, Mississippi and Alabama promoted Alaska seafood throughout December 2018. The promotion displayed and distributed Alaska seafood recipes, point-of-sale materials, packaging stickers and sustainability messaging in 60 Rouses stores, specifically promoting Alaska

Alaska seafood content across their social media platforms as well as printed ads. The promotion provided a 130 percent sales lift from last year's promotion, totaling over \$700K in seafood sales.



Los Angeles Media Event

In Los Angeles on Feb. 7, 2019 ASMI hosted 11LA-based food media and influencers for a dinner featuring an array of wild Alaska seafood species and a discussion of their wild, natural and sustainable qualities. Guests represented outlets including Brit + Co, Buzzfeed and Parade, as well as a selection of freelancers who contribute to outlets such as VICE, Thrillist, Well + Good and Men's Fitness.



ASMI Northern Europe Inbound Trade Mission, Alaska + Seattle – February 3-9, 2019

ASMI hosted a delegation of seafood buyers from Northern Europe to Alaska (Dutch Harbor and Anchorage) and Seattle, Feb. 3-9, 2019. The four participants from PickFisk, Jeka Fish, [Bidfood UK](#), and [Birds Eye](#) gained first-hand knowledge of the wild, natural and sustainable attributes of Alaska seafood and met with industry during their visits to Dutch Harbor, Anchorage and Seattle.

Their time in Dutch Harbor included an overview of wild Alaska pollock, a presentation from NOAA about the fishery's remarkable sustainability record, and tours of the catcher boats [F/V Bering Defender](#), F/V Alsea, the catcher processor F/V Ocean Rover and cod longliner F/V Frontier Spirit. The group also visited the Alaska seafood processing plants [UniSea Inc.](#) and Alyeska where they saw crab, pollock and cod being processed in addition to enjoying fresh Alaska seafood at local restaurants and taking in Amaknak Island's landscape and culture.

The delegation traveled to Seattle Feb. 7 - 8, where they met with Alaska seafood industry representatives and learned more about the sustainability of Alaska seafood.



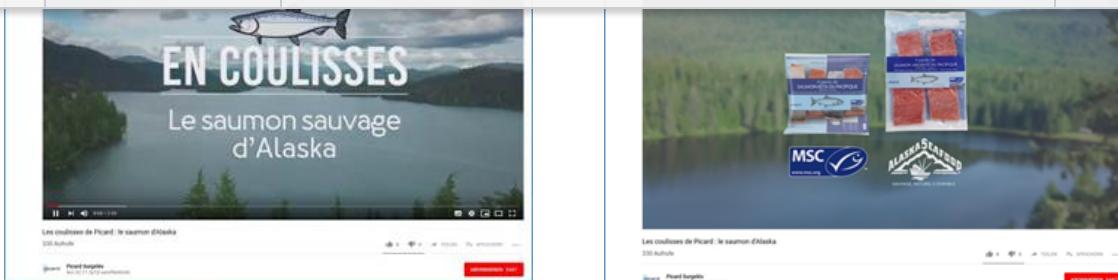
ASMI China Taps into Holiday Shopping Trends in End-of-year Promotion with JD.com

ASMI China partnered once again with JD.com, one of China's largest e-commerce platforms, to offer an online promotion Dec. 25, 2018 – Jan. 4, 2019, focusing on wild Alaska pollock, yellowfin sole, Pacific cod, sablefish, and sea cucumber. Offered through JD's Self-Shop, the holiday-themed promotion featured a lucky draw gift card for all purchases of Alaska seafood during the designated time-frame and all customers received an ASMI recipe booklet with their purchase. In addition to nationwide visibility for Alaska seafood, the



ASMI Western Europe Partners with Picard to Create Alaska Origin Video

ASMI Western Europe partnered with [Picard Surgelés](#), a French food company specializing in the manufacturing and distribution of frozen products, to create a promotional video focusing on the Alaska seafood origin story. A team led by Picard traveled to Ketchikan to create the video and ASMI contributed by sharing video footage, usage of the ASMI logo and providing marketing materials for in-store promotions. The [video](#) was completed in December and promoted across Picard social channels including YouTube. The video showcases the natural and sustainable aspects of Alaska seafood and is meant to influence customers at the point of sale to purchase Alaska products. Picard runs over 940 stores throughout France and offers wild salmon, Alaska pollock, flatfish and cod from FAO67. This is an example of a collaborative partnership that leverages the partner's strong social platforms to educate a wider consumer audience.



ASMI Brazil Wraps Up Holiday Promotional Season

ASMI Brazil conducted an in-store promotional campaign for the holidays Dec. 8-29, 2018. Alaska seafood promotions took place at 10 retailers in five Brazilian states for a total of 159 store-days. The promotions focused on Alaska cod, keta salmon and sockeye salmon.



ASMI Northern Europe Sponsors LACA's Host a School Chef Campaign

ASMI Northern Europe is excited to announce its sponsorship of the Lead Association for Catering in Education's "[Host a School Chef](#)" campaign for 2019. Now in its sixth year, the program offers school chefs opportunities to

demonstrating the breadth and depth of talent of education caterers. The Ritz Hotel London, Rick Stein's Marlborough Restaurant, the Chester Grosvenor, Fortnum and Mason, Alyn Williams at the Westbury in Mayfair, L'Enclume in the Lake District and The Walnut Tree in Abergavenny are a few of the establishments that took part last year.

ASMI U.K. marketing representative Sarah Johnson said "LACA's 'Host a School Chef' campaign has shown itself to be a great opportunity for Alaska Seafood to work with school caterers in their quest to provide nutritious meals to children. We know that seafood from Alaska is already being served in school kitchens up and down the country and hope that our sponsorship of this program will help school chefs with their day to day challenges to persuade children to eat more fish!"



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

[Subscribe](#)[Past Issues](#)[Translate ▾](#)[How to Cook Like an Alaska](#)[Fisherman, Food52, Jan. 14, 2019](#)[Chopped: Deadly Catch, Food Network,](#)

Jan. 22, 2019

[17 Make-Ahead Recipes That Are On the](#)[Mediterranean Diet, PureWow, Jan. 22,](#)

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



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