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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.
Publications and Presentations

House Fisheries: ASMI and Alaska Seafood Economic Value Overview and Update

On Feb. 26, ASMI Interim Executive Director Jeremy Woodrow presented an update and overview about ASMI and the economic value of the Alaska seafood industry. The hour-long presentation highlighted ASMI programs and global marketing efforts, compared harvest volume to ex-vessel value of key Alaska seafood species, spoke to international competition, and covered the current impacts created by the U.S.-China trade war. The full presentation may be found [online].

ASMI Presents Seafood Innovation Overview to SWAMC

Jeremy Woodrow was the luncheon speaker for the Southwest Alaska Municipal Conference Feb. 27 at the Hotel Captain Cook in Anchorage. Woodrow presented a brief overview of how the Alaska seafood resource can gain value through full utilization and innovation of value-added production. To highlight the benefit of value-added Alaska seafood products, ASMI sponsored the luncheon by serving Alaska Symphony of Seafood products to the attendees.

FY2018 ASMI Annual Report

The FY2018 ASMI Annual Report is now available for viewing online. The report covers challenges and opportunities facing ASMI and the Alaska seafood industry, highlights ASMI marketing activities, and provides a year-end review of ASMI finances. Print copies are available at the ASMI Juneau office and can be mailed upon request.
Six New Videos Now Live at the Anchorage Airport

ASMI debuted six promotional videos at the Anchorage International Airport the week of Feb. 25. The videos highlight six different facts about the Alaska seafood industry including sustainability, worldwide ranking, size of the fleet, and economic impact across Alaska. The videos rotate every three minutes and are shown on monitors stationed throughout the passenger concourses.

Partnerships and Promotions

ASMI Partners with Long John Silver’s and Dairy Queen to Promote Alaska Pollock for Lent

ASMI has partnered with Long John Silver’s and Dairy Queen to support their Lenten promotions of Alaska Pollock. Long John Silver’s 850 participating locations will feature Alaska Seafood in point-of-purchase kits and provided visibility across all of their social media channels, website and eblasts. 2,500 Dairy Queen locations will feature Alaska Seafood through in-store point-of-purchase kits with clings and posters in addition to visibility on their social media channels and their DQ app.
Schnuck’s Promotes Alaska Sockeye and Alaska Cod During January Promotion

Retailer Schnuck’s partnered with ASMI to promote Alaska sockeye salmon and cod during their “Eat Good to Feel Great” campaign during January. A total of 105 stores participated in the promotion and stores provided visibility across the social media channels, in-store signage and printed ads. Schnuck’s reported a 51 percent year-over-year sales lift and sold a total of 29,890 pounds of Alaska sockeye and Alaska cod during the promotion.

Successful National Seafood Month Co-Op Promotion with Kona & Villa Maria Concludes

ASMI and Craft Brew Alliance members Kona and Villa Maria successfully ran a co-op promotion from September - December, 2018. The “Raise a Glass to Wild” promotion was timed for National Seafood Month and included a consumer sweepstakes, consumer offers (rebates and coupons) as well as co-branded point-of-sale materials. The sweepstakes had 636 consumer entries and a higher than average mail-in rebate redemption rate of .13 percent. Additionally, social media impressions for the promotion totaled 77.7k and had a 2 percent engagement rate.

Alaska Seafood Highlighted on Samuels and Son Website

Philadelphia-based seafood distributor Samuels and Son Seafood hosted an Alaska Seafood banner on their website during the entire year of 2018 which drew 936,000 views. Samuels and Son distributes 40 million pounds of seafood a year along the East Coast, Orlando and Las Vegas area.
Kroger Atlanta Promotes Alaska Seafood in 200 Stores

Wild Alaska salmon and cod were promoted in 200 Kroger stores in the Atlanta area in January. The successful promotion featured 30 chef demos with partner Bread and Butter wines. Kroger reported a 127 percent year-over-year sales lift in dollars and a 103 percent year-over-year lift in units sold.

Alaska Seafood featured in National Provisioner

The February issue of National Provisioner featured Chef Bill Ranniger from Seattle-based Duke's Seafood & Chowder talking about why Duke's uses Alaska seafood. “The first (reason) is Alaska’s commitment to sustainability,” Ranniger said. “We at Duke’s go to Alaska often, meeting the best fishermen in the world. We buy from the best of the best, from people that take exceptional care of the fish and the environment.” Duke’s seven restaurants use only Alaska products for all of its fin fish: Alaska salmon, halibut, cod, rockfish and pollock.

Spartan Nash Promotion Highlights Alaska Sockeye Salmon

Retailer Spartan Nash promoted Alaska sockeye salmon in 90 locations between Dec. 30, 2018 and Jan. 26, 2019. The stores used signage calling out Alaska sockeye which were displayed at their seafood cases. Digital ad inserts, emails and blog posts were created to amplify sales. Spartan Nash saw a 195 percent year-over-year sales lift during the successful promotion.
In January Save-on-Foods promoted frozen and refreshed Alaska sockeye salmon and Alaska pollock throughout 162 stores in Canada. The retailer executed multiple custom signs and displays in each store as well as printed ads. Additionally, Save-on-Foods provided visibility on their Facebook and Twitter feeds for Alaska sockeye salmon. The promotion provided a 34 percent year-over-year sales lift on Alaska sockeye salmon. Alaska pollock was a new featured item and sold 10,000 pounds during the promotion.

International

**ASMI Northern Europe Sponsors The Staff Canteen’s Live College Tour**

As part of the “Sustainable Careers” campaign, ASMI Northern Europe sponsored The Staff Canteen’s Live College Tour. The sponsorship includes a panel debate at four of the top catering colleges in the U.K. throughout 2019, plus a pilot event at Westminster Kingsway College that took place in December 2018. The week of Feb. 25, ASMI exhibited to over 100 catering students in Bournemouth. With the support of sponsors, a panel of four chefs promoted the benefits of working in the hospitality sector to the next generation of chefs. Alaska seafood was showcased and samples were provided to participants along with providing educational information touting the wild, natural and sustainable benefits Alaska seafood.

**ASMI Participates in Madrid Fusion International Gastronomy Summit**

ASMI Southern Europe participated at the Madrid Fusion Chef Congress and
Trade Show with an Alaska Seafood table Jan. 28 – 30. The three-day program included workshops, contests, auctions, tastings and presentations from 122 gastronomic professionals. More than 2,000 delegates and 13,000 visitors attended the show. The Alaska Seafood booth featured a display and tastings of Alaska salmon, whitefish, crab and roe products available in Spain, as well as video and printed materials communicating wild Alaska seafood’s superior flavor, healthiness and sustainability.

ASMI China Online Promotion with SFbest.com

The week of Jan. 28, wild Alaska cod, sablefish, pollock and sole were highlighted on SFbest.com, a platform garnering high brand recognition and trust from consumers due to its logistics operations. Over 43,000 kgs of Alaska seafood sold out as a result of the promotion, which was timed to lead up to the 2019 Lunar New Year holidays.

ASMI China Trade Gathering in Hong Kong

ASMI China held a trade gathering on Jan. 30, in Hong Kong. Over 50 trade professionals attended, receiving a detailed overview of ASMI programs and partnership opportunities, as well as recent events and promotions. Fact sheets and buyer guides were also available for attendees. This is the fifth in a series of successful trade gatherings this fiscal year, with earlier events held in the second tier cities of Nanjing (Dec.18), Ningbo (Dec. 21), Xiamen (Dec. 27) and Wuhan (Dec. 28) in 2018. ASMI China will make one final stop in Guangzhou in March to complete the last trade gathering for FY19.
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

What You Need to Know About Halibut, Taste of Home, March 6, 2019

Quinoa Salmon Burger Patty, Lively Table, March 6, 2019

Food and Beverages That Are Having a Moment, Daily Mail, Feb. 27, 2019

Seafood Expo North America - Boston, March 17-19, 2019

Comfish - Kodiak, March 27-30, 2019

Seafood Expo Global Invite - Brussels, May 7-9, 2019

Outbound Trade Mission to Poland - Gdańsk, May 13-14, 2019

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