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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.
ASMI Exhibits at Seafood Expo North America

ASMI exhibited and held meeting space for industry members at Seafood Expo North America, March 17-19 in Boston. Staff representing domestic retail/foodservice, international and sustainability met with key industry representatives over the course of the three days, and Domestic Marketing Director Megan Rider spoke on a panel highlighting the recent FMI Power of Seafood report. ASMI also hosted its annual Go Wild reception featuring an assortment of wild Alaska seafood, including a new sushi bar addition to this year’s event.

ASMI Attends and Presents at Kodiak Comfish

ASMI held a booth at the Kodiak Comfish expo March 28-30, distributing recipes and materials to the hundreds of attendees. On March 27, ASMI sponsored a taco feed with Alaska Marine Conservation Council, which collected proceeds for the Kodiak Jig Association. On March 29, Communications Specialist Arianna Elnes and McDowell Group Economist Garrett Evridge gave a presentation on global marketing and economic updates.

New Salmon Quality Videos

ASMI produced a new series of videos providing guidelines for the handling of salmon in order to best preserve their quality. The five videos cover general
New Fact Sheet: Alaska Pollock

ASMI updated the species fact sheet for wild Alaska pollock (*Gadus chalcogrammus*, also *Theragra chalcogramma*). The new sheet is a part of a series covering multiple species, highlighting the nutrition, sustainability, harvest procedures, utilization, biology, and culinary features of wild Alaska seafood. The fact sheet is available online to educate and inform the industry, market, trade, and consumers on the technical aspects of Alaska’s seafood products.
ASMI developed outreach material to effectively communicate how Alaska hatcheries work as an enhancement program and are for the benefit of all Alaskans. This material is a resource for Alaska salmon buyers to communicate to an audience that knows very little about Alaska hatcheries. The PDF is available on the ASMI website.

Partnerships and Promotions

Costco Celebrates Refreshed Alaska Sockeye Salmon Nationwide

Costco promoted refreshed Alaska sockeye salmon Dec. 2018- Jan. 2019 at 400 clubs nationwide. Each refreshed item displayed the “Product of USA” on-pack labels in, resulting in over 1 million labels used and over 2 million pounds of sockeye salmon sold.

International
Representatives from ASMI traveled to Thailand and Japan in early April to hold business meetings with stakeholders, meet with contractors and conduct market visits. While in Thailand, ASMI International Program Director Hannah Lindoff, International Marketing Coordinator Ashley Heimbigner and ASMI International Committee Vice Chair Julie Yeasting interviewed finalist candidates for an Overseas Marketing Representative for the new Southeast Asia market program, toured an Alaska yellowfin sole processing facility, conducted retail visits and discussed market opportunities for Alaska seafood in the region with the Agricultural Trade Office at the U.S. Embassy in Bangkok.

The delegation next traveled to Tokyo to interview agency finalists for an enhanced consumer marketing program to expand the visibility of Alaska Seafood in this important market. In addition to the interviews, the group met with the regional offices of Alaska seafood partners, the Tokyo Agricultural Trade Office, and conducted retail visits. Several Japanese trade publications also interviewed the group about their visit to Japan, including Minato Shimbun, which published an article featuring ASMI International Program Director Hannah Lindoff on April 8. Further coverage of the interview is expected from the Suisan Times and Suisan Keizai Shim bun in the coming weeks.

Both the Southeast Asia and Japan consumer marketing activities will be funded through a supplemental grant from the FAS Agricultural Trade Promotion Program. The selected representatives for both markets will be announced in the coming weeks. For further information about either program, please contact Ashley Heimbigner.

ASMI Northern Europe Exhibits at The International Food & Drink Event in London

ASMI Northern Europe exhibited at The International Food & Drink Event, taking place at ExCeL, March 17-20 in London. The event is a celebration of 1,350 innovative, global and cutting-edge food and drink manufacturers and is attended by a mix of retailers, manufacturers, wholesalers, distributors and members of the foodservice industry. ASMI provided samples of wild Alaska sockeye and keta salmon to over 27,000 attendees representing 111 countries.
ASMI Southern Europe created a series of overhand-style stop-motion recipe videos for social media. The videos, which are posted every month, show Alaska seafood recipes that are healthy, delicious and simple to make. Recipes posted so far include Alaska salmon burgers, Alaska salmon with steamed bok choy and ginger, and Alaska smoked salmon potato cakes. Each video is translated into Spanish, Portuguese, Catalan and Italian.

ASMI Southern Europe Participates in Italy’s Premier Trade Show and Chef Congress

ASMI participated with an Alaska Seafood booth in Italy's premier HRI congress and trade show Identità Golose 2019 in Milan. The event featured a series of chef demonstrations and workshops conducted by many of Italy's and the world's top chefs. These workshops attract thousands of chefs and HRI professionals to the show, making it one of the best venues in Southern Europe for presenting Alaska seafood products to this sector. The Alaska Seafood booth featured a product display with Alaska salmon, cod, sablefish, crab, pollock, and herring roe. The focus was on the messages of wild Alaska seafood's superior flavor, healthiness and sustainability using video, printed materials and product tastings.
ASMI Hosts Alaska Seafood Industry Meeting with U.S. Ambassador to the European Union

On March 26 in Seattle, ASMI hosted a meeting between Alaska seafood industry and the U.S. Ambassador to the European Union, Gordon Sondland. Over 25 industry members joined Ambassador Sondland to discuss the U.S. - EU trade talks and tariffs, and give their view on the trade relationship as it relates to Alaska seafood.

ASMI Southern Europe Hosts Wild Sustainable Alaska Party with U.S. Ambassador to Portugal

On March 20, ASMI Southern Europe hosted a "Wild Sustainable Alaska" party at the residence of U.S. Ambassador to Portugal, Eduard Glass in Lisbon. This first-time event attracted over 100 people including top chefs, seafood distributors, gastronomic press and influencers. Three chef stations served Alaska seafood samples to guests and handed out informational brochures. Event attendees posted over 20 times on social media (Facebook, Instagram, Twitter), resulting in nearly 900 engagements.
In March, ASMI Southern Europe arranged sushi classes for professional chefs in Malaga and Madrid, Spain. Spanish sushi chef Carlos Navarro taught the classes. Attendees learned about Alaska seafood’s wild, natural and sustainable qualities and how to properly utilize Alaska sockeye salmon in sushi. Thirty chefs attended the classes and Chef Navarro posted recaps afterwards on Facebook, boosting the total reach of each event.

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
When Are Different Fish and Shellfish in Season?  Martha Stewart Online, April, 2019

Salmon Salad with Avocado and Sweet Grape Tomatoes, Prevention, March 27, 2019

Alaska Rockfish Tacos, The Mom 100, March 23, 2019

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

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

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