

May 2019

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This Issue:

- [Announcements](#)
- [Meetings and Events](#)
- [Publications](#)
- [Partnerships and Promotions](#)
- [International](#)
- [Participation Opportunities](#)
- [News and Upcoming Events](#)

## 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.

A screenshot of the ASMI News and Updates Facebook page. The page header shows the ASMI logo (Alaska Seafood Marketing Institute) and the page name "ASMI News and Updates" with the handle "@ASMINewsAndUpdates". The main content area features a post from "ASMI News and Updates" dated January 17, with the text: "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". The page also shows a search bar, a "Send Message" button, and a "Community" section with "See All" link.

## Meetings and Events

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### ASMI Board of Directors Spring Budget Meeting

The Alaska Seafood Marketing Institute Board of Directors met April 23 in Juneau. The meeting covered an Alaska seafood industry market update by McDowell Group and ASMI program budget overviews. The ASMI board approved an FY2020 marketing spend plan of \$18,694,146. The ASMI budget comprises the .5% voluntary industry assessment and federal grants. The FY2020 spend plan is roughly \$2.6 million more than the previous fiscal year primarily due to the successful application of one-time Agricultural Trade Promotion federal funds that were made available to off-set the negative impacts created by ongoing international trade conflicts.

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### Seafood Expo Global

May 7-9 ASMI hosted 18 Alaska seafood companies as co-exhibitors in the Alaska pavilion at the Seafood Expo Global in Brussels, Belgium. Due to increased demand for booth space within the Alaska pavilion, ASMI constructed a second story in the booth and provided the industry with a private business lounge. The Alaska Food Truck drew attention to the pavilion and served over 1,000 portions of Alaska pollock, salmon, black cod, salmon roe and pollock roe, just on day one of the show. On site sales numbers from the show will be released in the coming weeks, but initial findings conclude that demand is strong and that the show has grown increasingly busy in the past years.



### NYC Event & Media Tour

ASMI hosted an event and media tour in New York City May 2-4 to build relationships and engage with top tier food media and registered dietitians. In the days leading up to the event, ASMI communications director Jeremy Woodrow led a salmon filleting tutorial with previous FAM attendee Farideh Sadeghin for VICE Munchies' "How-to" publication. Chef Carlyle Watt of Fire Island Rustic Bakeshop hosted a demonstration for their test kitchen and production staff. At Condé Nast, the team did a few demos in the Bon Appétit test kitchen. Carlyle demoed his crab biscuits and cracked Bairdi crab legs with some of the outlet's most popular test kitchen staffers, while communications director Jeremy Woodrow broke down both Alaska halibut and salmon with

impacted his culinary journey.

At the event itself, Chef Carlyle held a demonstration of his Alaska Halibut Olympia Danish. Guests also sampled an array of wild Alaska salmon, whitefish and shellfish. Thirty-nine guests attended the event representing Hallmark, Food52, TASTE Magazine, Washington Post, Bloomberg, Reader's Digest, Oprah Magazine, Food Network's Chopped, Martha Stewart Living, and more. The event resulted in significant real-time social coverage, with much more anticipated in the future.



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## Publications

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### **New Fact Sheet: Surimi Seafood**

ASMI produced a new technical fact sheet on surimi seafood derived from wild Alaska pollock (*Gadus chalcogrammus*, also *Theragra chalcogramma*) to educate and inform the industry, market, trade, and consumers on the technical aspects of Alaska's seafood products. The sheet is part of a series covering multiple species and products, meant to highlight the nutrition, sustainability, harvest procedures, utilization, biology, and culinary features of wild Alaska seafood. The fact sheet is available [online](#).

**ALASKA SEAFOOD**  
Wild, Natural & Sustainable

# Wild ALASKA SURIMI SEAFOOD

*Gadus chalcogrammus (Theragra chalcogramma)*  
also known as WILD ALASKA POLLOCK or WALLEYE POLLOCK or PACIFIC POLLOCK

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**DESCRIPTION**

**SURIMI SEAFOOD** made from wild Alaska pollock is a PREMIUM-QUALITY, FULLY-COOKED, ALL-NATURAL, REAL SEAFOOD PRODUCT. Though it looks and tastes like many shellfish, it can be shellfish allergen free and is available at a far lower price point.

Surimi seafood is a popular addition to salads, sandwiches, stuffings and toppings, and is used in a number of sushi bar items, including California rolls.




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**WILD ALASKA POLLOCK HARVEST PROFILE**

Genuine wild Alaska pollock is minced and processed into surimi, a fish protein paste, which is combined with other ingredients and flavorings to make surimi seafood.

- 1<sup>st</sup> Harvest wild Alaska pollock
- 2<sup>nd</sup> Process into fillets; mince fillets.
- 3<sup>rd</sup> Wash and refine
- 4<sup>th</sup> Add ingredients (like sugar) to protect protein during freezing
- 5<sup>th</sup> Freeze surimi block
- 6<sup>th</sup> Surimi can then be made into many varieties of surimi seafood

**HARVEST SEASON**  
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

**ECONOMY**  
Source: NOAA

- pollock jobs ~30 K
- pollock vessels ~250

**GEAR TYPE**  
pelagic trawl

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**SUSTAINABILITY**

In Alaska, PROTECTING THE FUTURE of both the wild Alaska pollock stocks used in surimi seafood and the environment takes priority over opportunities for commercial harvest. Populations of wild Alaska pollock in the Bering Sea, Aleutian Islands, and Gulf of Alaska are estimated separately using annual scientific research surveys. Managers use survey data to determine the "TOTAL AVAILABLE" population, identify the "ALLOWABLE CATCH" and set a lower "ACTUAL CATCH" limit to ensure that the wild population in Alaska's waters will always be sustainable.



The Alaska pollock fishery is the **LARGEST SUSTAINABLE FISHERY** in the United States.

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**PRODUCTS**

Popular surimi seafoods available year-round:

- CRAB-STYLE**  
LEGS OR STICKS  
FLAKES  
CHUNKS  
MINI-CUTS  
SHREDS
- LOBSTER-STYLE**  
CHUNKS  
SALAD-STYLE
- SCALLOPS**  
And Many More!

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**CERTIFIED**

The Alaska pollock fishery is certified under two independent certification standards for sustainable fisheries:

- ALASKA RESPONSIBLE FISHERIES MANAGEMENT (RFM)
- MARINE STEWARDSHIP COUNCIL (MSC)




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**ALASKA SEAFOOD MARKETING INSTITUTE | WWW.ALASKASEAFOOD.ORG**

## Partnerships and Promotions

### DeMoulas Lenten Promotion Wraps Up

Wild Alaska pollock was featured in a Lenten promotion by retailer DeMoulas Market Basket. The promotion featured frozen wild Alaska pollock and was presented at 78 stores in the northeastern United States. DeMoulas had strong sales of wild Alaska pollock, which was a new item for the retail chain. Additionally, DeMoulas executed 40 in-store demos to share wild Alaska pollock with customers.



### ASMI Partners with Chefs for Recipe Development

Working with four chefs from across the country, ASMI developed six new recipes featuring Alaska pollock, canned pink salmon and surimi. The recipes use on-trend flavor profiles such as Pacific Rim and Middle Eastern to demonstrate the versatility of Alaska seafood. The recipes will be used at trade shows and conferences as well as in advertising for foodservice operators to encourage them to incorporate Alaska seafood items on their menus.

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## New Photo Asset Collection Developed

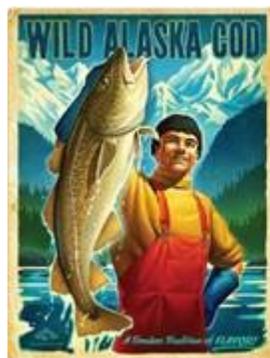
ASMI worked with a food photographer to create photo assets of six newly developed Alaska seafood recipes. Recipes like Braised Wild Alaska Pollock with Coconut Sweet Potato Curry and Wild Alaska Salmon Breakfast Burrito were photographed. The photos will be used for future foodservice projects as well as at conferences and tradeshow.



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## Meal Delivery Service Promotes Alaska Cod

ASMI worked with meal delivery service, Green Chef, to feature Alaska cod during a spring promotion in April. The promotion included a recipe card, promotional insert and Instagram post featuring the plated dish. The meal and recipe, Coconut-Crusted Alaska Cod, were received by 5,700 customers nationwide.



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## International

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### ASMI Supports Local Alaska Seafood Distributors at Trade Show in Madrid

ASMI supported two local Alaska seafood distributors at the Salon de Gourmets Fine Food and Beverages Fair in Madrid. Salon de Gourmets, which took place April 8-11, is the largest European event exclusively dedicated to delicatessen products, and attracts international visitors from the hotel, catering, and food distribution industries. ASMI worked with Spanish seafood distributors Disconfa and Wild Alaska Salmon to conduct wild Alaska keta salmon tastings and provide information about Alaska seafood to interested visitors.



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## ASMI Japan Showcases Alaska Seafood at Foodservice and Consumer Events

On April 24, ASMI Japan participated in the Toho A-Price showcase in Kobe, Japan. ASMI served breaded wild Alaska pollock and other recipe ideas to the more than 500 outlets – from white tablecloth to casual izakayas and cafes – at the event hosted by the foodservice wholesaler A-Price. The showcase provided a great opportunity to demonstrate the quality and versatility of Alaska seafood to the foodservice sector.

On April 26, ASMI Japan hosted a series of cooking demonstrations which showcased Alaska seafood, including Atka mackerel and Alaska pollock roe, at the [2019 Hobby Show and Cooking Fair](#). The 12th annual Cooking Fair was both a buyer-to-buyer and buyer-to-consumer event, with over 200,000 attendees there to experience new cuisines, products and recipes. ASMI chef ambassador Keita shared cooking tips as well as the natural, delicious and sustainable attributes of Alaska seafood during six cooking demonstrations and hands-on classes, featuring Meniere of Atka Mackerel with Sautéed Zucchini and Orange Sauce among other recipes.



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## Participation Opportunities

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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](#).

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## News and Upcoming Events

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[50 Hidden Gem Recipes from Every State](#), *Taste of Home*, May 1, 2019

[What I Tell My Patients to Eat to Balance Their Hormones](#), *MindBodyGreen*, April 29, 2019

[Taking a Deep Dive into Seattle's Spectacular Seafood Dishes](#), *Forbes*, April 19, 2019



[Outbound Trade Mission to Poland](#)  
- *Gdańsk*, May 13-14, 2019

[Bristol Bay Fish Expo](#) - *Naknek*,  
June 9-10, 2019

[International Food Blogger Conference](#) - *Juneau*, June 20-23, 2019

U.S. Media and Int'l Culinary Retreat  
- *Naknek*, June 23-27, 2019



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