ASMI Announces Jeremy Woodrow as Executive Director

The ASMI Board of Directors has selected Jeremy Woodrow as the new executive director. Woodrow has served as ASMI’s interim executive director since December 2018, and as communications director since 2017. "The ASMI board is proud to have a life-long Alaskan with close ties to Alaska fishing industry lead Alaska seafood’s global marketing efforts. The Alaska Seafood brand is as strong as ever and we are confident that Jeremy’s leadership will advance the direction and mission of the agency," said Jack Schultheis, chairman of the ASMI board of directors. As executive director, Woodrow will administer all ASMI programs and operations out of its global headquarters, located in Juneau. Read the full press release online.
FDA Adds Emphasis on Nutritional Benefits Found in Seafood to Dietary Guidelines for Americans

The US Food and Drug Administration (FDA) and Environmental Protection Agency (EPA) announced July 2 that they have released updated advice regarding the intake of seafood by pregnant/breastfeeding women and young children. Due to a convincing body of evidence on the health benefits offered by more regular seafood consumption, the FDA has added an emphasis on the nutritional benefits found in seafood and omega-3s as outlined in the 2015 Dietary Guidelines for Americans. It is recommended that Americans eat at least 8 ounces of seafood (less for young children) per week based on a 2,000 calorie diet. Women who are pregnant or breastfeeding are advised to consume between 8 and 12 ounces of a variety of seafood per week, from choices that are lower in mercury. ASMI is encouraged to see the FDA advice reflect the benefits of eating seafood. It is a good step towards recognizing the importance of seafood in the American diet. All Alaska seafood is low in mercury, please see the FDA advice for specific species of concern.

Meetings and Events

International Food Blogger Conference

ASMI was an elite sponsor of the International Food Blogger Conference June 20-22 in Juneau. ASMI hosted the opening reception at the Alaska State Library and Museum, with seafood prepared for the hundreds of attendees by local Great American Seafood Cookoff Winners Chef Lionel Uddipa (2017) and Chef Beau Schooler (2015). ASMI also hosted a table throughout the conference to connect with bloggers, and hand out materials and information for future Alaska seafood write-ups.
The Alaska Seafood Marketing Institute hosted a group of twelve international chefs, top-tier domestic media and registered dieticians June 23-27 in Naknek, AK. After gathering in Anchorage, the group flew to the Bristol Bay region June 24. The guests were welcomed by Mayor Dan O’Hara, and given an introduction to sustainability by Alaska Department of Fish & Game Division Operations Manager Forrest Bowers. All five species of Alaska salmon were available for the chefs to cook and taste. On June 25, guests had an opportunity to view a commercial set-net site and talk to fisherman Melanie Brown, tour a processing facility at Copper River Seafoods, and view a fish-counting tower. That night focused on the attributes and flavor profiles of Alaska halibut, sablefish, pacific cod, pollock, and pollock roe, as well as Alaska king and snow crab and Alaska scallops. Before flying back to Anchorage on the 26th, guests experienced a glimpse of Alaska seafood’s wild and abundant nature at Katmai National Park. We have already seen many resulting call-outs of Alaska seafood, and we are looking forward to more coverage in the future.

Sustainability

SeaWeb Seafood Summit

The week of June 10-14, ASMI Sustainability Advisor Susan Marks moderated a panel at the SeaWeb Global Sustainability Summit in Bangkok, Thailand.

The panel, ‘Ingraining Sustainability in the USA Brand - Working Together For Shared Market Success in Southeast Asia’, was a collaboration between ASMI’s International Program and Food Export USA to highlight the Southeast Asia trade missions and activities conducted through the Foreign Agriculture Service’s Global Broad-Based Initiative that the Alaska industry has participated in for the last several years.

The SeaWeb Seafood Summit brings together global representatives from the seafood industry with leaders from the conservation community, academia,
Publications

New Fact Sheets: Alaska Coho & Sockeye Salmon

ASMI produced two new technical fact sheets on wild Alaska sockeye salmon and wild Alaska coho salmon, as part of a series covering multiple species and products meant to highlight the nutrition, sustainability, harvest methods, utilization, biology, and culinary features of wild Alaska seafood. The fact sheets are available online.

Alaska Seafood Nutrition White Papers and Postcards

ASMI produced three new white papers on Alaska seafood nutrition, and a series of nutrition ‘postcards’ to educate and inform the industry, market, trade, and consumers on the technical aspects of Alaska’s seafood products. Both the white papers and the postcards were produced through collaboration with registered dietitian Kari Natwick to highlight the state of research on Alaska seafood-related health topics and known nutritional benefits.
Partnerships and Promotions

**Flip2Fish Concludes as ASMI’s Best Performing Fexy Campaign**

In partnership with Fexy Media, ASMI launched a new “Flip2Fish” campaign in March for Lent. This featured six top-performing chicken recipes from Serious Eats which were then “flipped” to feature fish in the same recipe using Alaska pollock, sole and surimi.

The recipes were featured on a new Hub/Collection page on Serious Eats, which also included the 8 recent wild Alaska pollock fall recipes with Columbia Crest H3 and Kona for National Seafood Month. Both brands promoted the recipes in-store for Lent, which offered an additional push online.

The campaign resulted in over 27,000 page views, 7 minutes 46 seconds of average user time spent on the page, and 526 print views. Top performing recipes were the Alaska Sole Piccata and Wild Alaska Pollock Enchiladas. This was a very successful campaign, achieving the same or higher results as previous Fexy campaigns in a shorter time frame.

**Hy-Vee Celebrates More Wild Alaska Pollock Over Lent**
Hy-Vee promoted wild Alaska pollock at 185 stores in the Midwest over Lent. 370 demos were executed, featuring breaded and IQF Alaska pollock. The promotion resulted in an impressive amount of product sold, proving that the Midwest is a fan of Alaska pollock.

Alaska Cod Promotion with Green Chef Concludes

Meal delivery service Green Chef partnered with ASMI during May and June to promote Alaska cod with three different recipes. The three meal kits were sent to over 10,000 households over the course of the promotion and each kit included Alaska seafood-branded recipe cards and an Alaska seafood-branded insert. Green Chef promoted the recipes over Instagram, with photos of each.

ASMI Sponsors West Coast Culinary Conference

ASMI attended the West Coast Culinary Conference at USC June 20-22\textsuperscript{nd}. The conference brought together chefs from high volume non-commercial organizations including college and university campuses, hotel groups and hospitals for training, mentoring and culinary inspiration. At the event’s vendor showcase, ASMI brought Chef Neil Fraser to prepare a wild Alaska pollock dish to serve to attendees. ASMI also provided wild Alaska keta salmon and king crab for an American Culinary Federation market basket competition. Attendees prepared a four-course meal using the ingredients provided. Attendees were also treated to Alaska king crab and scallops during the event’s receptions.
How to Fillet a Fish on VICE Munchies

As a result of ASMI’s spring test kitchen visit in New York City, VICE Munchies released a video of ASMI Executive Director Jeremy Woodrow demonstrating how to properly fillet and break down an Alaska sockeye salmon, providing viewers with a call-to-action to visit wildalaskaseafood.com. The video has been picked up by multiple media outlets and has over 670,000 views to date on YouTube.

International

ASMI NEU Celebrates Salmon Season with Influencers in Amsterdam

ASMI NEU hosted a consumer event in Amsterdam with 29 journalists from 23 media outlets. Held at a contemporary venue, the event featured an Instagram-able flower wall showcasing the range of Alaska salmon colors. A chef served wild Alaska salmon samples along with U.S. wine and beer pairings. The event was geared toward consumers to encourage sales of Alaska salmon in the market. Attendees reported phones were out all night, and ASMI has tracked 83 Instagram stories/posts with a total reach of 1,195,358 views.
**ASMI Northern Europe Presents the Sustainable Business Award at The Catey’s**

ASMI Northern Europe sponsored the Sustainable Business Award ceremony for The Catey’s – also known as the ‘Oscars’ of the hospitality industry – in London with close to 1,000 people in attendance, hosted by *The Caterer*. Over the past year, ASMI has partnered with *The Caterer* on the ‘Sustainable Futures’ campaign featuring high profile articles on women across the fishing and hospitality industry. The night featured full ASMI branding online and in the winners’ issues of the magazine. ASMI was invited to announce the winner of the award and former ASMI Executive Director Alexa Tonkovich stepped in to present it. It was a great opportunity to showcase the Alaska Seafood brand and continue to build a successful relationship in the hospitality industry in the region.

**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
News and Upcoming Events

Here's What to Look for When Buying Scallops, Martha Stewart Living, July 1, 2019

How to Buy and Cook Sockeye Salmon, The Spruce Eats, June 27, 2019

Parmesan-Crusted Halibut on Phyllo, The Washington Post, June 20, 2019

Brazillian Inbound Chefs Mission, July 20 - Aug. 3, 2019

Great American Seafood Cook-off, Aug. 3, 2019 – New Orleans, LA

Customer Advisory Panel, Aug. 6, 2019 – Sitka, AK

Thai Processors Inbound Mission, Aug. 11 - 23, 2019

Georgia Inbound Buyers Mission, Aug. 17 - 29, 2019

CONXEMAR, Oct. 1 - 3, 2019 – Vigo, Spain

All Hands On Deck, Oct. 8 - 10, 2019 – Anchorage, AK