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ALASKA SEAFOOD MARKETING INSTITUTE

Marketing Update



Feed Your Fitness® with Alaska Seafood

In August, ASMI took advantage of the 2016 Summer Olympics to push additional exposure for the FEED YOUR FITNESS® with Alaska Seafood program:



- New digital ads featuring Ryan and Sara Hall have been produced and are currently running on foodnetwork.com, Competitor Group (competitor.com, womensrunning.com, triathlete.com) and Advertising.com.
- 15-second radio ads are running in 200+ markets across the country.
- The FEED YOUR FITNESS national recipe release was given an additional push as part of Olympic-themed content. Total impressions (print and online) currently exceed 300 million, with over 250,000 video views!
- The landing page and wildalaskaseafood.com website were updated to include an offer for a free copy of the FEED YOUR FITNESS nutrition/recipe brochure, and Ryan and Sara Hall have posted the offer to their social channels. Additional social media postings and public relations efforts are planned.

Ste. Michelle Wines and Alaska Seafood in Publix Stores

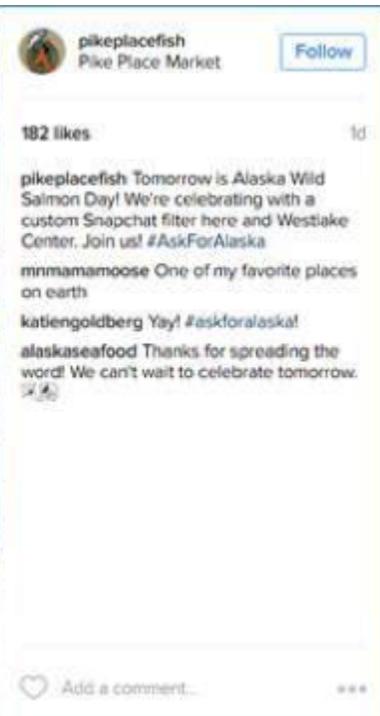
ASMI and Ste. Michelle Wine Estates have teamed up again this summer,

(Bairdi) Crab were featured at Publix Aprons Cooking Schools, in support of Publix's Summertime Fresh Alaska Salmon promotion in over 1,100 locations throughout the Southeast United States.



Alaska Wild Salmon Day

August 10th was the first annual Alaska Wild Salmon Day! It was busy and filled with excitement. ASMI encouraged celebration of the special day through a customized Alaska Wild Salmon Day Snapchat geofilter, Facebook cover photo and profile photo, and video slideshow. The holiday also received attention through over 200 mentions in national media outlets!





ASMI Releases New Menu Alaska Research Brochure

ASMI completed new research (Datassential, January 2016) to help foodservice operators understand consumer preferences for seafood at chain restaurants. The research demonstrates that consumers are looking for more seafood on menus, particularly wild-caught seafood, for taste and health reasons.

Key highlights from the research show that 62 percent of consumers are eating fish/seafood at casual-dining restaurants in any given month; 72 percent of consumers who eat more seafood than two years ago do so for health reasons. More than half of consumers surveyed would like to see more seafood variety in restaurants and the percentage was even higher for Millennials.

The brochure can be ordered by contacting the ASMI Marketing Office at 800-806-2497 or you may download a PDF here: http://www.alaskaseafood.org/wp-content/uploads/2016/06/Menu-Alaska_final_LR_rev2.pdf.

Discovering the Wild Side of Alaska Seafood at Lotus' Salmon Sommelier Event

On August 15th Lotus arranged an expert tasting session at London's Ice Tank, to raise the profile of wild Alaska salmon amongst chefs and industry professionals on behalf of ASMI.

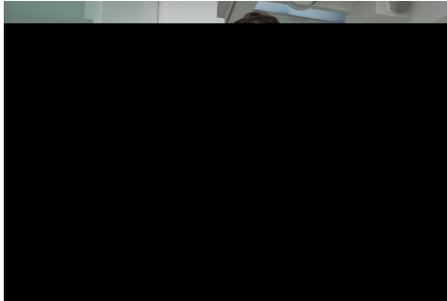
The objective of the Salmon Sommelier event was to educate chefs about the different species of salmon and to inform them about different cooking techniques that will utilize the unique qualities each species has to offer.



The event was opened by Dr Jon Harman - ASMI's industry expert with over 35 years of experience in seafood – who provided an introduction into ASMI and the importance of salmon before handing over to the taste experts who led the flavor exploration.

Winner 2010). This provided guests an opportunity to develop tasting notes for each species while learning about the different flavors, textures and usage opportunities to add variety and complexity to their menus in the future.

Expert sommelier Kiki Evans - founder of 'A Grape Night In' - was tasked with pairing wines with each Alaska salmon species to further distinguish their distinctive tastes. Dhruv Baker hand crafted a selection of recipes to show off each species, and play on their unique assets. His recipes varied in cooking technique and built in intensity of flavor.



As the day progressed drinks were poured and tasters were enjoyed. As the guests left they were given Alaska Seafood notebooks with information on each species and creative potential recipe ideas with their new found salmon knowledge.

Salmon Sustainability Field Trip

For the second year in a row the State of Alaska (ADFG & ASMI), Pacific Seafood Processors Association and the Prince William Sound Private Non-Profit Hatcheries have sponsored a Salmon Sustainability field trip. The emphasis behind this effort is to provide a salmon centric educational experience to the attendees and a behind the scenes look into the Alaska hatchery program; including the ongoing historic Hatchery/Wild Salmon interaction study. This year's attendees included people from the Marine Stewardship Council, Monterey Bay Aquarium and Ocean Outcomes.

Alaska Seafood Meets Brazilian Flavor During Salmon and Pollock Roe Workshop

The workshop was designed to showcase the use of Alaska seafood in Japanese cuisine. Brazil has the largest population of Japanese ex-pats in the world, and thus was held at a sushi restaurant, Sushi Kappo Tamura. Six Brazil industry members concluding a tour of Alaska processing plants and two Brazilian chefs on their way to the



culinary retreat met in Seattle. After presentations by Alaska seafood industry members on pollock roe and salmon roe, participants from seven different AK seafood companies, three US chefs, WA State Dept. of Agriculture and the Brazilian trade members, all got to taste recipes by the Seattle sushi chef. The two Brazilian chefs made a dish with cod and pollock roe and traditional Brazilian ingredients like tapioca and yucca.

New Alaska Ocean Acidification Network Launches Website

The [Alaska Ocean Acidification Network](#) launched a new website this week with resources for both scientists and the public. The website includes background on ocean acidification, descriptions of monitoring projects around the state, research on impacts to marine species, a list of experts and their expertise, links to data, and more. The Alaska Ocean Acidification Network was formed to expand the understanding of ocean acidification processes and consequences in Alaska, as well as potential adaptation and mitigations actions. As a stakeholder representing the Alaska fishing industry, the ASMI technical director will serve on the steering committee. The network is the fourth regional ocean acidification network in the US, and will help connect scientists and stakeholder communities, recommend regional priorities, share data, and determine best practices for monitoring. [Join the list serve](#) on the website for monthly updates. Please contact Network Coordinator Darcy Dugan, dugan@aoos.org with questions.



[For healthy, forgiving cooking, try a foil pack in the oven](#) *Yahoo News, August 10th, 2016, Published in 20+ outlets*

[Cook this: Herbed salmon over a green, herby salad](#) *The Hamilton Spectator, August 15, 2016, Published in 20+ outlets*

[Mark Your Calendars: Inaugural Wild Alaska Salmon Day is Aug. 10th](#) *The Daily Meal, August 8, 2016*

[Pan-Seared Lemon Pepper Cod over Fresh Mint Pea Puree](#) *Go Dairy Free, August 12, 2016*



[National Association of Farmers Market Nutrition Programs Conference](#) September 7-10, 2016, Juneau

[Kodiak Seafood and Marine Science Center Smoked Seafood School](#) October 12-14, 2016, Kodiak

[Alaska Federation of Natives Convention](#), October 20-22, 2016, Fairbanks

ASMI All Hands Meeting, October 25-27, 2016, Anchorage

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