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ALASKA SEAFOOD MARKETING INSTITUTE

Marketing Update



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Announcements

All Hands on Deck

ASMI would like to thank all who attended the annual All Hands on Deck meeting Oct. 8 -10 in Anchorage at the Hotel Captain Cook. The meeting, which is [open to the public](#), brought together all programs of the Alaska Seafood Marketing Institute to present and discuss current marketing efforts, strategies and challenges facing the industry with the ASMI Board of Directors and the ASMI species and operational committees representing all aspects of the Alaska Seafood industry. In addition to productive and engaging meetings, All Hands on Deck provides an opportunity for ASMI partners and stakeholders to come together off the water and out of the office. The meeting agenda, presentations and documents are now available at alaskaseafood.org.



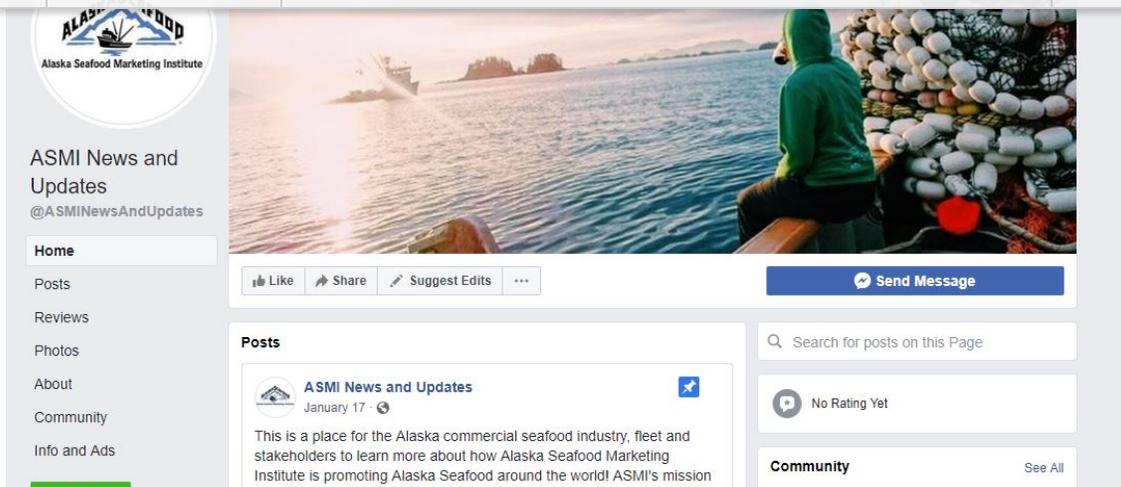
Symphony of Seafood Call for Products

The Alaska Fisheries Development Foundation (AFDF) announced the [Call for Products](#) for the 27th annual Alaska Symphony of Seafood which culminates in 2020. The Alaska Symphony of Seafood is a competition for new value-added products made from Alaska seafood. The overall goal is to inspire innovative ways to fully utilize and increase the value of Alaska's seafood. The [Call for Products](#) is now available. **Entry forms and fees are due by Oct. 15, 2019.** All information is available at AFDF's [website](#).



ASMI News and Updates Facebook Page

ASMI reminds you to like and share our new industry-focused Facebook page [@ASMINewsAndUpdates](#) for relevant news, videos, resources, and communication.



Publications and Presentations

Alaska Business Forum at Seattle Chamber

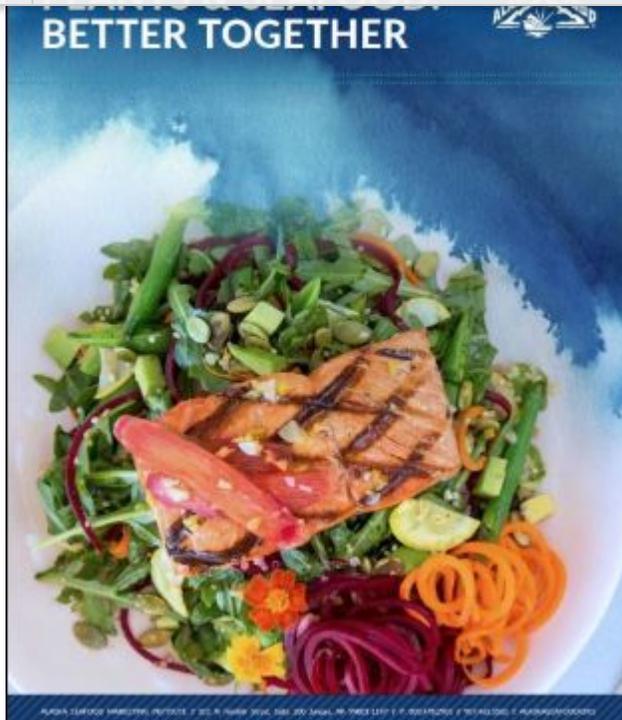
ASMI Executive Director Jeremy Woodrow presented an Alaska seafood industry market overview to the Seattle Metropolitan Chamber of Commerce Alaska Business Forum on Sept. 12. Woodrow was one of three panelists who presented to the forum. Other panelists included Marcos Sheer, CEO of Premium Aquatics, and Seattle Chef & Restaurateur Tom Douglas. Following the three presentations, the panelists answered questions from the audience of roughly 100 Seattle-based business executives.

ASMI Launches New Digital Asset Library

ASMI is pleased to announce the launch of NetX, our new Digital Asset Library, at <https://netx.alaskaseafood.org>. All photography, video and sales materials are now available on NetX. The new system replaces media.alaskaseafood.org, and allows for easier searching, grouping and sharing of assets, and a more intuitive, “shopping cart” experience. The ASMI Digital Asset Library is a resource provided to the Alaska seafood industry to promote the sale of Alaska seafood. For more details, and to create a login, visit www.alaskaseafood.org.

New White Paper: Plant Based Diets and Alaska Seafood

ASMI produced a new white paper on synthesizing plant-based diets with Alaska seafood. The white paper was produced through collaboration with registered dietitian Kari Natwick to highlight the state of research on common nutrition gaps in plant-heavy diets and how wild and sustainable Alaska seafood is the perfect protein to fill them. This paper supports the technical program’s objectives of educating and informing the industry, market, trade, and consumers on the technical aspects of Alaska’s seafood products. The paper can be read [online](#).



New Fact Sheet: Pink Salmon

ASMI produced a new technical fact sheet on wild Alaska pink salmon (*Oncorhynchus gorbuscha*, also called Humpback salmon). The sheet is a 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](#).

Partnerships and Promotions

Alaska Seafood Featured at Flavor, Quality and American Menus

ASMI sponsored the Flavor, Quality and American Menus conference Sept. 10-12 at the Culinary Institute of America Copia campus. Staff leveraged multiple event sponsorship activations to engage with attendees representing large-

competition, where attendees were split into teams and given different challenges incorporating Alaska seafood. ASMI also provided Alaska sablefish and sockeye salmon for meals and breaks during the conference. Jann Dickerson, of ASMI National Accounts, presented on the culinary possibilities of Alaska pollock during the second day of the program. Her presentation was accompanied by three variations of Alaska pollock for attendees to sample.



Alaska Seafood Featured at Feast Portland

ASMI took part in [Feast Portland](#) for the first time Sept. 12-13, sponsoring chef stations at The Big Feast hosted by New Seasons Market. This two-day event held more than 6,000 guests and featured a trade/retail buyer hour. Dishes at the chef station were prepared by well-known Portland chefs and featured Alaska halibut, sablefish, and full utilization of Alaska salmon.

ASMI also provided halibut for Chef Nite Yun of Nyum Bai restaurant to prepare a beautiful halibut dish as the main course at Bon Appetit's Hot 10 Dinner, an exclusive event hosted each year by the Bon Appetit editorial team.



Successful Costco Canada Promotion Wraps Up

Frozen Alaska sockeye salmon was featured in 100 Costco stores across Canada during a July - August promotion. Additionally, ASMI coordinated in-store demos to take place at 60 club locations for customers to taste the Kirkland Signature brand Alaska sockeye salmon. Alaska Seafood branded



Earth Fare Features Alaska Sockeye and Cod

ASMI partnered with [Earth Fare Supermarkets](#) to promote Alaska sockeye salmon and cod during a sales event that ran throughout July and August. The retailer saw a 65% sales lift in units sold in 53 stores across the Southeast and Midwest. Over 100 in store demos were executed, allowing customers to sample the Alaska seafood.



Record Breaking Central Market Promotion Concludes

Texas retailer [Central Market](#) wrapped up a record breaking promotion event that included a unit sales increase of 22.2%. Many species were featured at the 10 Texas locations, including Alaska sockeye & coho salmon, king, snow and Dungeness crab, halibut, scallops, prawns, rockfish and sablefish. A focus on merchandising and displays contributed to the sales lift.



International

Conxemar

The Conxemar trade show was held Oct. 1-3 in Vigo, Spain. The Alaska pavilion had a record-breaking number of co-exhibitors this year and demand is high in the region for Alaska cod, pollock and salmon. Conxemar, the Spanish Association of wholesalers, importers, manufacturers, and exporters of fish products, is the second largest frozen food sector show in Europe. There are over 222 companies which comprise the association. Participation in the trade show presents opportunities to meet new trade members, potential customers, maintain relationships with current customers and expand the presence of Alaska seafood in the market.



Hong Kong Restaurant and Bar Show

ASMI joined the Hong Kong Restaurant and Bar Show after Seafood Expo Asia was abruptly cancelled due to ongoing political tensions in Hong Kong. The show still attracted key seafood buyers and ASMI staff and industry members met new trade members, potential customers, maintained relationships with current customers and expanded the presence of Alaska seafood in Hong Kong, at a time when the Hong Kong market has become more vital for certain products. ASMI's International Program Director, Hannah Lindoff, also used the opportunity to meet with the Hong Kong ATO director, as well as each of ASMI's Asia programs, conduct an Asia strategy session, and meet with WUSATA and American Indian Foods to discuss alignment throughout the year. Kazunoko, herring roe on kelp, mentaiko on protein noodles and smoked sockeye were sampled at the booth and a cooking demo featuring Alaska cod took place on the show floor.

ASMI Japan Promotes Pollock Roe at Rugby World Cup Fan Zone

ASMI Japan conducted an Alaska mentaiko sampling at the Rugby World Cup fan zone on Sept. 30 and Oct. 1 in collaboration with Hakata Karashi Mentaiko Association and the US Agricultural Trade Office. Attendees and fans could try

were provided for tasting.



ASMI Showcases at Anuga Food Fair – Cologne, Germany

ASMI participated at the Anuga Food Fair last week, the world's largest trade fair for food and beverages, with over 7,590 exhibitors and 170,000 visitors. This year ASMI sponsored the popular culinary event, "Chef of the Year." ASMI's logo was prominently featured on all materials, signage and on the chef jackets of the contestants for the event reaching over 600 professionals and journalists. Additionally, longstanding partners Die Räucherei, Wechsler and Friedrichs partnered with ASMI to beautifully showcase their Alaska salmon products. Anuga is a strong show with high visibility for both retail as well as the gastronomy market and 2019 marked another outstanding success for Alaska Seafood.



Participation Opportunities

Seeking Ideas for Northern Lights

ASMI submits a monthly article to be published in the [Northern Lights](#) section of *National Fisherman*. 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



[There's No Need to Avoid All Seafood During Pregnancy](#), *PopSugar*, Sept. 24, 2019

[Power Couples: Commodity Boards and Restaurants Join Forces for Menu Magic](#), *Flavor & The Menu*, Oct. 1, 2019

[50 Cold Lunch Ideas that go Beyond PB&J](#), *PureWow*, Oct. 10, 2019



[Alaska Federation of Natives Convention](#), Oct. 17-19, 2019 – *Fairbanks, AK*

[China Seafood & Fisheries Expo](#), Oct. 30 - Nov. 1, 2019 – *Qingdao, China*

[Pacific Marine Expo](#), Nov. 21-23, 2019 - *Seattle, WA*

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