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ALASKA SEAFOOD MARKETING INSTITUTE

Marketing Update

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Announcements

ASMI Connects Governor Dunleavy to Alaska Seafood in Japan

Alaska Governor Michael J. Dunleavy and First Lady Rose Dunleavy traveled to Japan Nov. 3 – 7 on an official trade mission to promote Alaska's natural resources. ASMI staff worked closely with the governor's office in planning the trip to incorporate Alaska seafood into the itinerary, including an Alaska seafood industry reception and three interviews with seafood trade press. The reception connected Governor Dunleavy with key members of the Alaska seafood industry in Japan. During his remarks, the governor highlighted Alaska's exceptional fisheries management standards and expressed his support for Alaska seafood's close trade relationship with Japan. "The Alaska seafood Industry and the State of Alaska wish to reaffirm our commitment to the Japanese market and look forward to continuing this long partnership," Dunleavy said.

The governor's office issued a press release following the mission that deemed the trip a success and said the governor "looks forward to continued good relations between Alaskans and the people of Japan." The governor also stated his intent to work with Alaska's congressional delegation to "ensure that Alaska



Come See ASMI at Pacific Marine Expo

ASMI invites you to stop by our booth at the upcoming [Pacific Marine Expo](#) in Seattle, Nov. 21-23. Visit us at booth #4218 in the Alaska Hall or join us for the [Alaska Seafood Update](#) with the McDowell group on November 22.



pacific marine expo

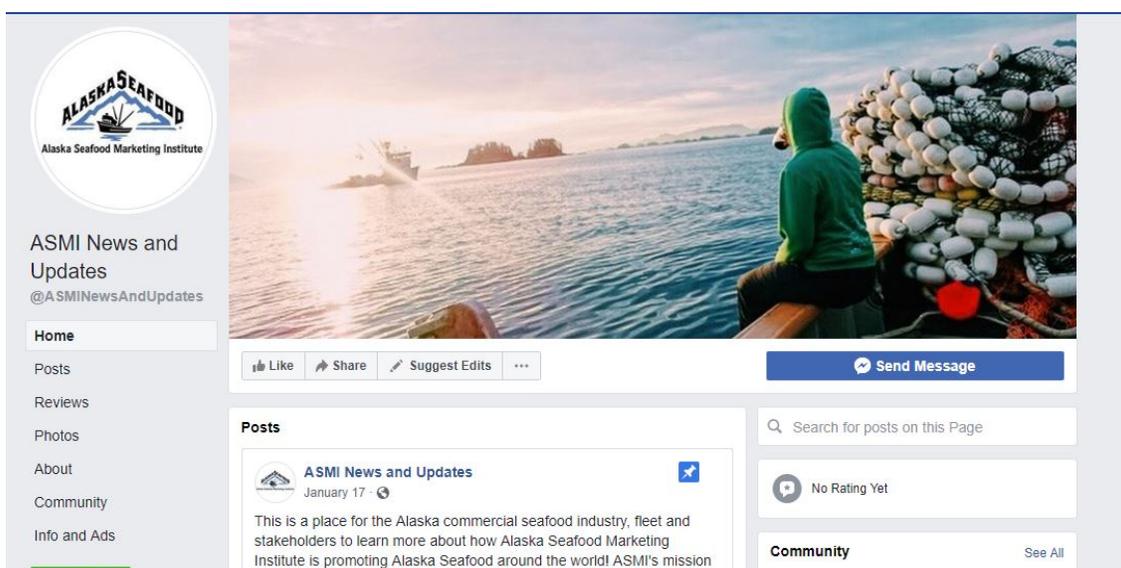
ASMI Outbound Trade Mission to Peru

ASMI invites the Alaska seafood industry members to participate in an outbound trade mission to Peru in March of 2020. The mission will take place March 1-6 and includes three days in Piura and two in Lima. ASMI will coordinate visits to seafood processing facilities and meetings with qualified buyers. For more information about this outbound mission, please contact [Nicole Stangeland](#). Seafood enters Peru duty free due to the U.S.-Peru Trade Promotion Agreement established in 2009. For more information about Peru and its seafood processing industry, visit our [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 Seafood Participates in Smart Catch Webinar

In the latest Smart Catch webinar Oct. 1 hosted by the James Beard Foundation, ASMI was invited to participate on the topic Fresh, Frozen, Flavor. Technical Program Director Michael Kohan represented Alaska Seafood to weigh in on the technology and processes that the industry is using to support frozen fresh seafood in the market. The [Smart Catch](#) program was developed



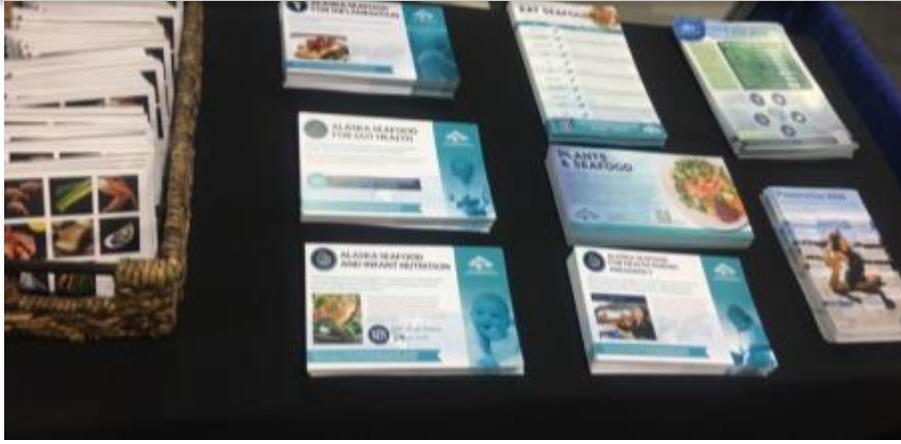
ASMI Pitches Editors at International Foodservice Editorial Council (IFEC)

Alaska Seafood Marketing Institute attended the IFEC conference in Madison, WI this Oct. 29-30 to continue building relationships with foodservice and retail media, further driving coverage for Alaska seafood among influential trade audiences. Staff enticed media the first night by serving a miso-glazed wild Alaska sablefish with Japanese black rice, seaweed salad and a mirin-infused poached egg. They then held meetings with nine editors representing twelve of ASMI's target publications.



ASMI Attends 2019 Food Nutrition Conference and Expo

ASMI attended this year's Food Nutrition Conference and Expo in Philadelphia. It was a well-attended show that allowed for multiple productive meetings and connections. ASMI provided smoke salmon jerky at its booth for show attendees to sample, which was well received by the many guests who stopped by to learn more about Alaska Seafood.



New Keta Salmon and Pollock Block Recipe Images

The ASMI South America program recently produced new plated recipe images. The [two new collections](#) can be viewed and downloaded from [ASMI's digital asset library, NetX](#). Keta salmon and Alaska pollock block (common in the Brazil market) recipes are highlighted. All images are available to members of the Alaska seafood industry for use in promotion and sale of Alaska seafood products.

As a reminder, ASMI's previous media library will no longer be available as of Dec. 1, 2019, so be sure to create your new account with [NetX](#) to avoid uninterrupted access to the ASMI media library.



Partnerships and Promotions

PCC Community Markets Reports Highest Seafood Sales Week

Seattle area retailer PCC Community Markets organized a Buy One, Get One

during the sales event, which was the top seafood sales week by 14%. The number of redeemed coupons totaled almost 13,000. PCC created social media posts on Instagram, Facebook and Pinterest and also showcased the event in an email newsletter sent to over 28,000 recipients.



International

ASMI China Exhibits at China Fisheries Seafood Show

ASMI China attended the China Fisheries Seafood Trade Show in Qingdao, China from Oct. 30 – Nov. 1, 2019. This annual event connects seafood suppliers from around the world to the Chinese market. More than 10 Alaska seafood companies attended the show and were supported by the ASMI booth, which supplied educational materials, Alaska seafood samples, meeting tables and display cases of Alaska products. ASMI further connected the Alaska industry with Chinese buyers through an Alaska Seafood reception that was attended by approximately 110 people. ASMI staff collected over 40 qualified trade leads during the show, which will be sent to all interested Alaska companies, expanding the overall reach of the event even further.



Alaska Seafood Showcased at 30th Anniversary of Pudlo Gourmet

attracts journalists, chefs and food lovers to taste and celebrate new trends, products and cuisines. As a sponsor, ASMI materials were presented at the event along with a special Alaska buffet section featuring Alaska seafood. In total, 950 guests attended while 59 chefs presented products and cooking styles. For ASMI, chef Julia Sedefdijan of the restaurant Baieta prepared Alaska salmon, salmon roe and cod for the event. ASMI staff attended the event as well as the popular food blogger Olivier Moulin, who works as a social media spokesperson for the ASMI program.



ASMI Japan Incentivizes Coop Sapporo Buyers at 108 Stores

On Oct. 16, ASMI Japan conducted an Alaska seafood luncheon for 50 lucky couples who had purchased Alaska seafood during an ASMI sponsored Alaska seafood fair at Coop Sapporo retail stores in August. The retail promotions were held at 108 Coop Sapporo locations, and any person who purchased over ¥1000 (appx \$9.20) in Alaska seafood was entered to win an invitation to the luncheon with one guest. The four course lunch included Atka mackerel al ajillo (pictured), sockeye salmon salad, thornyhead rockfish (kinki) consommé soup, and Alaska Pacific cod poire and was followed by an educational seminar on Alaska seafood. Select Japanese seafood buyers and members of the press also attended the event, which, in total, hosted 120 guests.



ASMI Exhibits at Busan International Seafood & Fisheries Expo

ASMI participated in the U.S. pavilion at the Busan International Seafood and Fisheries Expo in Busan, South Korea, Nov. 5-8. The Busan Seafood show is the third largest seafood show in Asia and featured 420 exhibitors from 27 countries. The U.S. Agricultural Trade Office (ATO) for Korea sponsored the

and English informational materials, answered questions about Alaska seafood products and met with the ATO representatives to learn more about the market and discuss potential partnerships between the two organizations. ASMI does not have an overseas marketing office in Korea, so partnerships with government organizations are central to progress in the region. ATO Korea and ASMI are currently working together to get the ASMI logo and tagline approved by Korea's FDA so companies can use them in the market to call out Alaska seafood products.



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



[Celebrating National Seafood Month at Headwaters](#), KOIN 6 News, Oct. 17, 2019

[Communications Committee Meeting](#), Nov. 19, 2019 - Seattle, WA

[State of the Seafood Industry](#), National Provisioner, Oct. 24, 2019

[Board of Directors Meeting](#), Nov. 21, 2019 - Pacific Marine Expo

[Cooking with Wild Alaska Seafood](#), Q13 FOX, Oct. 27, 2019

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

[Chef Jason Wilson is Crab King of the Northwest](#), Seattle Refined, Nov. 7, 2019

[RFM Committee Meeting](#), Nov. 23, 2019 - Pacific Marine Expo



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