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Announcements

Happy Holidays from ASMI!

The ASMI team wishes you a warm and festive holiday season!

Publications and Presentations

2020 US Food Trends at Foodservice Point Toward Sustainable Seafood

A Datassentials study on 2020 food trends at foodservice shows an encouraging shift toward seafood. With domestic consumers' higher focus on health and sustainability, they are shifting away from meat and replacing it with seafood. The research also shows that seafood from Alaska is known for its great taste and freshness, and when "Alaska seafood" is called out on a menu, it raises the perception of the establishment altogether as higher quality. The research was commissioned by ASMI to inform how consumer preferences are evolving at foodservice and take a benchmark of the consumer perception of Alaska seafood. ASMI is employing the results of this study to further highlight Alaska seafood as the ideal healthy and sustainable protein.

The full presentation of Datassentials findings can be found [here](#).

Alaska Seafood: A Perfect Fit for Top Diets

ASMI produced a helpful reference highlighting how Alaska seafood fits into

cooperation with registered dietitian Kari Natwick and is available in ASMI's collection of nutritional resources [online](#).

New Fact Sheet: Wild Alaska Rockfish

ASMI produced a new technical fact sheet on wild Alaska rockfish as part of a series covering multiple species and products. The fact sheet was produced through collaboration with other ASMI programs as well as various industry members. The sheet, available on ASMI's [website](#), is meant to highlight the nutrition, sustainability, harvest methods, utilization, biology, and culinary features of wild Alaska seafood.

Caviar by the Pound

An article titled [Caviar by the Pound](#), written by 2019 FAM trip attendee Anna Hezel, was published Dec. 4 by TASTE Magazine. The article highlights Alaska salmon roe and the origin story, emphasizing how roe has been an integral part of the Alaska fishing industry and including preparation tips from fisherman Melanie Brown and others. Hezel also discusses the various types of roe from different Alaska salmon species and what makes each unique. ASMI set up interviews with members of the industry and product shipment for the photo shoot, and the article garnered over 143,000 impressions.

ASMI Attends Pacific Marine Expo

ASMI held a booth and presented at the Pacific Marine Expo (PME) in Seattle Nov. 21-23. At the show, ASMI connected with the commercial fishing fleet and distributed information including recipes, fact sheets and quality handling materials. On Nov. 22, Communications Director Ashley Heimbigner and McDowell Economist Garrett Evridge presented on the economic value of Alaska seafood as well as current marketing trends and tactics. PME is the largest commercial marine trade show on the West Coast, serving commercial mariners from Alaska to California.

Partnerships and Promotions

Northwestern supermarket chain Rosauers saw a 247% year-over-year increase in Alaska seafood sales during their October Alaska seafood promotion. The retailer focused on Alaska salmon, cod, halibut, crab, rockfish, sablefish and sole in 22 stores across the Pacific Northwest and Rockies region. The stores had a designated "Alaska" section of their service case where they displayed Alaska Seafood-branded signage.

Publix Aprons Partners with ASMI

ASMI partnered with Publix supermarkets and Alaska harvester Melanie Brown for a series of three events Nov. 14-16th at their Aprons cooking schools in Florida. Brown presented an Alaska Thanksgiving-themed menu that showcased multiple Alaska seafood species including Alaska king crab, Pacific cod and sockeye salmon. The events allowed Brown to share her experiences fishing in Bristol Bay, as well as talk through the different dishes on the menu. Each event had 30-40 guests who indulged in each dish that was thoughtfully paired with wines from Chateau Ste. Michelle.

International

ASMI Attends Agribusiness Trade Mission to Mexico City

ASMI South America representatives, Jose Madeira and Carolina Nascimento, attended the Agribusiness Trade Mission organized by the USDA to Mexico City Nov. 5 - 8. During the week, Jose and Carolina participated in a wide range of activities that included market briefings, retail tours to seven different retail chains including Walmart, Sam's Club, Costco, Superama, City Market, and one-on-one meetings with 17 key Mexican trade members in the seafood business (import, distribution, retail and foodservice). The mission was very valuable to the Alaska seafood industry as it was an important way of strengthening relationships, as well as exploring opportunities for expanding the presence of Alaska seafood in the market. Meetings held generated trade leads for Alaska pollock, salmon, cod, crab, sablefish, halibut and flatfish exporters. Alaska seafood exports to Mexico in 2018 were around 7.7 million pounds (3,500 metric tons) valued at \$10.6 million.

Sustainability is Highlighted at Multiple Speaking Engagements in China and Japan

interest in sustainability and certification is just beginning, Sustainability/Certification Advisor Susan Marks gave presentations at the Napa Seafood Summit and World Congress of Fisheries and Aquaculture focusing on Alaska's robust fisheries management and RFM Certification Program. She also summarized research on Chinese consumers and provided examples of how sustainability is integrated into marketing messaging in our different global regions.

For the second year ASMI presented and had a booth at the Tokyo Sustainable Seafood Symposium. With over 1,000 attendees, the fifth-annual event brings together Japanese and global business leaders to discuss the issues surrounding management of world fisheries resources. As a sponsor, ASMI hosted a panel "Understanding the Power of Sustainability in Seafood Branding from Alaska's Public-Private Partnership," which was facilitated by ASMI Overseas Marketing Representative Akiko Yakata, and featured Marks and ASMI Customer Advisory Panel member Satoshi Matsumoto as panelists.

ASMI Connects with US Cooperators at USAEDC

ASMI International program staff attended the U.S. Agricultural Export Development Council's (USAEDC) Annual Workshop Nov. 18-21. The goal of the conference is to provide a forum and organizational structure for the exchange and coordination of information among U.S. commodity trade associations and federal government agencies. During the trainings and workshops, cooperators such as Alaska Seafood come together under the USAEDC umbrella to learn about grant funded programs offered which support export promotion efforts. The first day consisted of trainings, including the compliance process and foreign agriculture service 101, followed by a two-day comprehensive conference. ASMI staff had the opportunity to speak to Foreign Agricultural Service program specialists and other cooperators.

ASMI Hosts Alaska Seafood Trade Seminar in Bangkok

ASMI Southeast Asia teamed up with the Foreign Agricultural Service in Bangkok to host a one-day seminar on Nov. 21 for Thailand seafood processors, importers, foodservice distributors, retailers, and media representatives. Titled "Ideas, Inspirations, and Insights with Alaska Seafood," the seminar was held at the Hyatt Regency Bangkok. The event gathered 84 guests from 34 companies, including four suppliers of Alaska seafood. The highlight of the event featured videos and presentations by three of Thailand's leading chefs who showcased and provided tastings of culinary dishes using Alaska keta and pink salmon and ikura, Alaska pollock and mentaiko, and Pacific Ocean perch. A range of other Alaska seafood products were also prominently displayed and discussed. Following lunch for all of the attendees, ASMI organized 32 one-on-one meetings between 12 Thailand buyers and the

potential for Alaska seafood in Thailand's mid-range and quick-serve restaurants and retail markets. This was affirmed by several attendees who requested samples, follow up meetings, and more information as a result of the day's program.

Trade Seminars in Peru Highlight Advantages of Alaska Seafood

ASMI South America organized two trade seminars in Peru (one in Lima on Nov. 26 and one in Piura on Nov. 28) targeting Peruvian importers and processors of seafood, in addition to Peruvian government representatives. Seminars provided the audience with information on the Alaska seafood industry, as well as the Alaska seafood species, including harvest, seasonality, quality, and sustainability. ASMI Overseas Marketing Representative, Carolina Nascimento, discussed the competitive advantages of the Alaska brand and presented on the existing market for Alaska seafood products worldwide. Opportunities for importing Alaska seafood raw material for reprocessing in the country and developing new wild, natural and sustainable Alaska seafood products were highlighted during the two seminars. Forty-five seafood industry professionals attended the seminars and had the opportunity to see and taste samples of nine Alaska seafood species. The events served as an important platform for educating importers about Alaska seafood prior to the Alaska Seafood trade mission in March 2020.

ASMI Food Truck Promotes Alaska Seafood at Bike Races in Japan

ASMI Japan brought an Alaska seafood food truck to the Rapha Super Cross bicycle road races in Nobeyama on Nov. 24 - 25. Over 1,500 riders participated in the event. The food truck served a variety of Alaska seafood dishes, including Pacific cod coconut curry, Alaska salmon cream stew, Alaska pollock roe and Alaska pollock soy risotto. The race was the first in a series of bicycle races ASMI Japan will be attending as part of a push to promote Alaska seafood among amateur athletes.

ASMI South America Hosts Nutrition Workshop

ASMI South America organized an Alaska Seafood nutrition event and workshop on Dec. 4 targeting Brazilian trade, nutritionists, dietitians, chefs, restaurateurs and press. The goal of the workshop was to raise awareness

wellness market in the world, valued at \$2 billion. A strategic move in the market is to position Alaska seafood as the superior protein option as it offers important levels of omega-3 and vitamins such as B12, D and others."The event included Alaska seafood presentations and testimonials from nutritionists, health and wellness experts, and doctors on the importance of Alaska seafood for overall health. The event hosted 120 people and all guests had the opportunity to taste Alaska seafood. The event was live-streamed on the Alaska Seafood Brazil social media channels and received over 500 views.

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

[Food Trends 2020: More Sustainable But \(Surprise!\) Not Necessarily Plant-Based](#), *Seafood News*, Nov. 22, 2019

[Sustainable seafood stays in the spotlight](#), *Supermarket News*, Nov. 26, 2019

[Caviar by the Pound](#), *TASTE*, Dec. 4, 2019

[These Are the Healthiest Fish and Seafood Varieties](#), *Real Simple*, Dec. 5, 2019

[Peru Trade Mission](#), Mar. 8-10, 2020 - *Piura (Paíta and Sechura) and Lima, Peru*

International Marketing Committee Meeting, Feb. 6, 2020 - *Seattle, WA*

Inbound Millennial Buyers Mission, Feb. 7-12, 2020

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