

WHEEL WATCH

ASMI REPORT TO THE FLEET



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STAY IN TOUCH!

We receive hands-on guidance from dozens of industry experts that voluntarily serve on ASMI committees. *If you are interested in serving on an operational or species committee, please email us at info@alaskaseafood.org.*

Sign up for regular marketing updates by texting "ASMI" to 66866.

You can find us online at:

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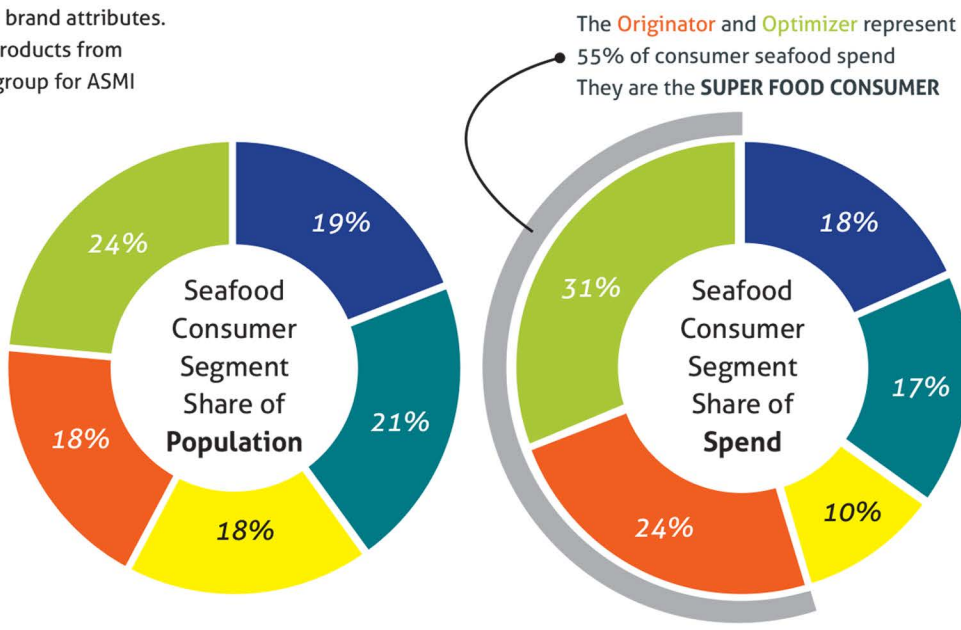
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SEAFOOD CONSUMER SEGMENTS

Through consumer research, ASMI has identified two groups, The Originator and The Optimizer, who together represent 55 percent of consumer seafood spend, and are well aligned with Alaska Seafoods' unique brand attributes. These consumers are willing to spend more for seafood products from Alaska, making them the most valuable target consumer group for ASMI marketing efforts.

- The Pragmatist**
Goes for the simplest and most affordable solution
- The Conscious Consumer**
Careful to source goods that align with their worldview
- The Traditionalist**
Sticks to what they know and unlikely to change
- The Originator**
Always on-trend, always socializing
- The Optimizer**
Uses technology to facilitate their busy lifestyle



Welcome to the fourth edition of *Wheel Watch*, ASMI's annual fleet newsletter.

In fishing, there's a lot that you can't control: weather, run strength, mechanical issues. In marketing, it's the same: the strength of the dollar, species abundance, and global economic and political issues can come across the bow and impact the bottom line. What makes the Alaska Seafood Marketing Institute strong is our diverse tactical approach, established domestic and international programs, and the Alaska Seafood brand that is recognized worldwide. We have all the gear to weather storms, and we'd like you to know what we're doing to help.

This past summer the ongoing trade war between the U.S. and China created much unwanted stress across the Alaska fishing industry. Alaska exports nearly \$1 billion of Alaska seafood to China annually. U.S. seafood companies, and the fishermen who harvest the catch, are disproportionately affected by increased tariffs. The tariffs imposed are two-part: 1) Alaska seafood products destined for the Chinese domestic market are now subject to an additional 25 percent tariff; 2) some Alaska seafood reprocessed in China and sent back to the U.S. are now subject to increased tariffs of 10 percent and will increase to 25 percent by January 1, 2019.

Alaska seafood has numerous benefits that resonate highly with customers globally. ASMI's efforts have established a premium market position and built strong demand even when prices fluctuate. For over two decades ASMI has worked to expand China's consumer market through robust e-commerce promotions, and fostering relationships through trade missions. Research shows that Alaska seafood is associated with being natural, safe,

and nutritious—traits that China's consumers are increasingly willing to pay more for. The China market still holds great value and ASMI's efforts will remain steadfast.

While we can't control global trade wars we can do more with what we already have. This past year ASMI took an in-depth look at the best opportunities to create additional value from Alaska's seafood resources, whether through creating products from antiviral crab shells, to marketing skate as a delicacy, to examining the market potential for high quality fish proteins as supplements for healthy skin and bones.

Increasing value can also help offset low returns, which many Alaska fishermen experienced in the 2018 salmon season. In times of lower supply, careful handling of fish at the point of harvest is essential to delivering a premium product to consumers. ASMI continues to work with the industry to promote quality harvesting and handling and we appreciate your collaboration in these efforts.

While ASMI may be the brand ambassador, it's a team effort. The fleet plays a critical role not just in harvesting this amazing seafood, but also in helping us market the catch in an essential and authentic way. As always, we want to hear from you. Please drop us a line at info@alaskaseafood.org, text 'ASMI' to 66866 to receive our monthly marketing updates, sign up for our Fisherman Ambassador program, consider serving on an ASMI committee, or attend a board meeting.

See you over the next swell,

Jeremy Woodrow
Communications Director



'Life On The Boat is Beautiful' by Jacqui Shaffer.
1st Place Life On The Boat Category, 2018 Alaska Commercial Fishing Photo Contest

NORTH AMERICA



Martha Stewart enjoys wild Alaska crab at James Beard House in New York City

#ASKFORALASKA TAKES NEW YORK CITY

Top-tier national press, influencers and chefs learned about Alaska seafood and why it’s important to “Ask For Alaska” via two different New York media showcases. This year’s events took place in the fall of 2017 and spring of 2018, and featured Alaska chefs Laura Cole of 229 Parks in Denali, Aaron Apling-Gilman of Seven Glaciers at Alyeska Resort, Jason Porter of Alyeska Resort, and Lionel Uddipa of SALT Juneau. Also in attendance were fisherman Nelly Hand, and cookbook author Maya Wilson and representatives from The Daily Meal, Food & Wine, TIME, Food Network, CBS This Morning, Oprah Magazine, Martha Stewart, and Meredith (which includes Rachael Ray Every Day and Family Circle), Food Network, New York Post, Bravo TV and ABC News. Content from media contacts generated 1.2 million impressions and 12k engagements on social media.



Chadwick Boyd on location in Homer, Alaska for Reel Food

REEL FOOD FILM SHOOT IN SELDOVIA AND HOMER

Reel Food and TV food host/personality Chadwick Boyd filmed an Alaska Salmon Burger recipe demonstration on location in Homer and Seldovia, Alaska. In Seldovia, commercial setnet fisherman Anne Barnett (a.k.a. “Salmon Annie”) taught Chadwick how to pick a setnet from her skiff in Seldovia Bay, and fillet an Alaska sockeye salmon at the Seldovia harbor. The Reel Food segment aired in August 2018 in nearly 15,000 movie theaters nationwide as a part of the previews before the feature movie.

BON APPETIT’S IT’S ALIVE “BRAD GOES CRABBIN’ IN ALASKA” EPISODES

Bon Appetit’s Brad Leone filmed a two-part episode of “It’s Alive” with Brad in Alaska in February. The 18- and 11- minute videos highlights Brad’s Alaska crabbing experience, providing viewers with an inside look at the work that goes into bringing Alaska crab to tables worldwide. The videos have over 3.5 million combined views on Facebook and YouTube.

“ALASKA FROM SCRATCH” RECIPE VIDEOS AVAILABLE ONLINE

ASMI worked with chef and cookbook author Maya Wilson to create recipe videos of delicious Alaska King Crab Avocado Toast, Alaska Salmon Ginger Peanut Noodle Bowls, Alaska Halibut with Pistachio Pesto Pasta and Roasted Tomatoes, and Alaska Smoked Salmon Pot Pie with Chive Drop Biscuits in partnered promotion of her new cookbook, “The Alaska from Scratch Cookbook.” The videos are available at wildalaskaseafood.com and YouTube.



7th annual Alaska Seafood Culinary Retreat

7TH ANNUAL ALASKA SEAFOOD CULINARY RETREAT

ASMI hosted a group of six U.S. media and five international chefs for the 2018 Alaska Seafood Culinary Retreat. This year’s retreat took place at the Tutka Bay Lodge. The group explored Alaska’s various species of whitefish, salmon and shellfish, while learning about the importance of Alaska’s fisheries and discussing Alaska’s world-class sustainable fisheries management. Each year, ASMI holds the event in a different location to showcase various regions of Alaska and a wide variety of wild Alaska seafood.

ALASKA SEAFOOD CONSUMERS OF THE FUTURE

To maintain a competitive edge, ASMI must keep our eyes on the horizon and evolve the Alaska Seafood brand in step with consumers’ changing habits. In fall 2017, ASMI released “Seafood Consumers of the Future,” a report identifying current trends in seafood consumption and how best to position Alaska seafood in a rapidly changing marketplace. Advances in technology, a generational shift, and changes in consumer preferences will drive not only the demand for Alaska seafood, but also how we reach consumers who are digitally native (meaning they were born and raised in the digital era), social media users, highly educated, health-conscious and sustainably minded.

RESTAURANTS AND GROCERY STORE PROMOTIONS

ASMI worked with the following promotional partners to promote high quality Alaska seafood: King Soopers, Amazon Prime, Costco, Save-On-Foods, Carl’s Jr., Hardees, Columbia Crest Wines, Giant Eagle, Del Taco, Jack-In-The-Box, Amazon Fresh, Captain D.’s, Freddy’s Frozen Custard & Steakburgers, Texas Dairy Queen, Macy’s Restaurants, White Castle, Sonic, Kroger, Lunds & Byerlys, Gordon Food Service, Ibotta, QFC, Earth Fare, Dierbergs, Oceans Prime, Seasons 52, Morrison Healthcare, San Pedro Fish Market, Heinen’s, H.E.B., Meijer, Jewel Osco, American Heart Association.

SHOPPABLE RECIPES ON AMAZON PRIME NOW + AMAZON FRESH

In June, ASMI launched a new campaign with Serious Eats and Simply Recipes, showcasing 12 recipes, all approved by the American Institute for Cancer Research, and all shoppable through Amazon Prime Now and Amazon Fresh. The collection features Alaska salmon, groundfish and shellfish recipes, with clickable ingredients that are added to shopper’s carts online and can be delivered in as little as 2 hours after the order is placed in participating markets.



Alaska crab on the Today Show on Alaska Commercial Fishing Day

ALASKA CRAB ON THE TODAY SHOW

Alaska Seafood earned a feature segment on The TODAY Show October 25, Alaska Commercial Fishing Day, reaching 1.8 million viewers. Alaska king crab was enjoyed by hosts Kathie Lee and Hoda on-air for 20 minutes. During the segment Kathie Lee and Hoda also recognized that October 25, 2017 was Commercial Fishing Day in Alaska, as proclaimed by Alaska Governor Bill Walker.

INTERNATIONAL



Online promotions of Alaska seafood in China

E-COMMERCE PROMOTIONS SEE STRONG ROI IN CHINA

ASMI China partnered with several top online retailers on Alaska seafood sales promotions in FY 2018, including the two largest e-commerce platforms – JD.com (Tencent) and Tmall.com (Alibaba). Over \$6.12 million (661,400lbs) of Alaska seafood was sold over 44 sales promotion days, with an average of \$140,000 (15,000lbs) in sales per day. ASMI’s e-commerce promotions featured home page and banner advertisements, prize contests, and Alaska seafood recipes, which were delivered to consumers with all orders. Alaska seafood products promoted during the campaigns included everything from pollock, sole, salmon and sablefish to value-added seafood burgers and bites.

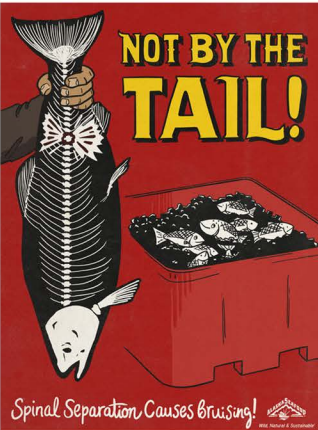
CHEF AMBASSADORS COLLABORATE ACROSS INTERNATIONAL MARKETS

ASMI chef ambassadors are trained to share their experience and knowledge regarding the premium attributes and sustainable quality of Alaska seafood. This year, several international chef ambassadors collaborated to extend their support of Alaska seafood to other markets.

United Kingdom Chef CJ Jackson, CEO of the Billingsgate Seafood School and ASMI culinary retreat graduate, traveled to Ukraine to lead a master class on Alaska salmon and various Alaska pollock products.

Japan Chef Yanagihara traveled to China this spring to collaborate with the ASMI China office on two chef seminars highlighting Alaska seafood in Japanese cuisine.

INDUSTRY



QUALITY / HANDLING POSTERS BY PAT RACE

ASMI collaborated with Juneau artist Pat Race to develop five different quality and handling posters. These are available as stickers, posters, or playing cards!

Poster designs by Pat Race

ANALYSES OF SPECIALTY PRODUCTS REPORT

A new report titled “Analyses of Specialty Products for Alaska Seafood” has been published online. The document contains reference information and identification of development challenges/opportunities for specialty seafood products from Alaska, such as fish roe oil, bone meal, crab shells, and others.

CREATIVE WILD ALASKA POLLOCK PROMOTIONS

ASMI Brazil produced a promotional video featuring Alaska pollock and highlighting its pure, natural and sustainable aspects, as well as its high quality compared to pollock processed in other countries. Chef Ambassador Carla Elage starred in the video. The video is being used for Alaska seafood promotions and was published on ASMI Brazil’s Facebook, which has over 800,000 followers.

ASMI Northern Europe partnered with Foodism, a London-based foodie blog, to create the Be Different campaign showcasing innovative recipe videos with local chefs using wild Alaska pollock to create simple yet alluring dishes that can easily be replicated at home.



International Women of Seafood Dutch Harbor

TRADE MISSIONS: CHINA, UKRAINE AND INTERNATIONAL WOMEN OF SEAFOOD

ASMI provided seafood buyers and traders from across the globe a first-hand look at the Alaska seafood industry, products and pristine environment through several inbound trade missions. In January, ASMI hosted an International Women of Seafood mission in Dutch Harbor, Alaska. ASMI then welcomed a delegation of seafood buyers and media from China in July in Kodiak, Anchorage, and Seattle. A 14-day mission between Anchorage, Dutch Harbor, Juneau, Excursion Inlet and Seattle gave the delegation of six seafood professionals from Ukraine an in-depth understanding of the Alaska seafood industry. The face-to-face interactions obtained during these missions are an indispensable tool in building business relationships and conveying the value of Alaska seafood.

“ROOTS RUN DEEP” WINNER OF FISHING VIDEO CONTEST

Kamirin Couch, a Cook Inlet drift netter, received the grand prize for her video, “Alaska Commercial Fishing Roots Run Deep” during ASMI’s Commercial Fishing Video Contest. Ms. Couch is a fourth-generation Alaska fisherman who values her commercial fishing lifestyle and career because harvesting wild Alaska seafood connects her to family roots.

Winning the second-place prize was Jonny Antoni with his video, “When was the Last Time You Ate Something Wild?” Chad Walling, a halibut longliner, and Krystal Sentz, a Southeast troller, tied for the third-place prize with their respective videos “My Alaska Seafood Story” and “Suns Out Chums Out.”

ASMI TAKES PART IN PANEL AT SEAWEB GLOBAL SUSTAINABILITY SUMMIT

Sustainability Director Susan Marks attended the SeaWeb Global Sustainability Summit in Barcelona June 18-21, 2018 and represented ASMI on a panel titled: More Than a Buzzword: Why Sustainability and Transparency are Key for the Seafood Industry and its Consumers. This summit brings together global representatives from the seafood industry with leaders from the conservation community, academia, government and the media.