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WHEEL WATCH

ASMI REPORT TO THE FLEET

VOLUME 2

JULY 2016

WHEEL WATCH

ASMI REPORT TO THE FLEET



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.

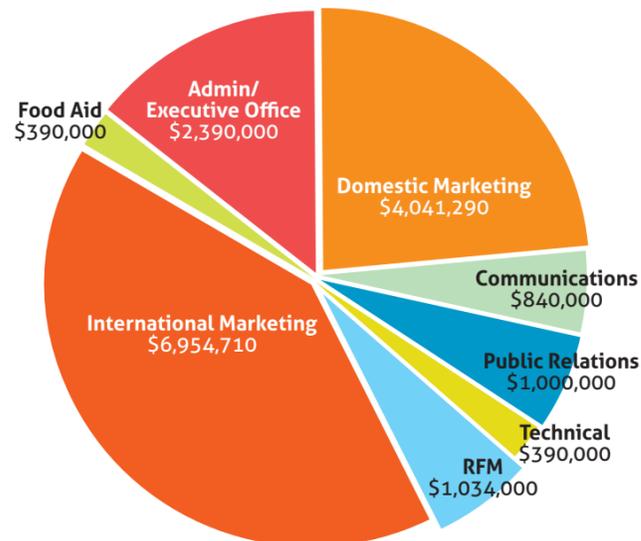
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MISSION AND FUNDING

The Alaska Seafood Marketing Institute is a marketing organization with the mission to increase the economic value of the Alaska seafood resource through:

- Increased positive awareness of the Alaska Seafood brand.
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry.
- Championing the sustainability of Alaska seafood harvests resulting from existing Alaska fisheries management imperatives. (State of Alaska Constitution and Magnuson – Stevens Fishery Management and Conservation Act).
- Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to a changing environment and economy.
- Quality assurance, technical industry analysis, education, advocacy and research.



ASMI exists to serve the entire Alaska Seafood industry, harvester and processor alike. It is supported by industry self-assessments and uses available public funds to achieve marketing successes.

Dear Alaska Fisherman,

Welcome to the 2nd edition of our annual fleet newsletter, *Wheel Watch*. To say last year was a challenging one for fishermen would be an understatement, especially as much of our fleet is involved in some way in salmon fishing, which took a hard hit.

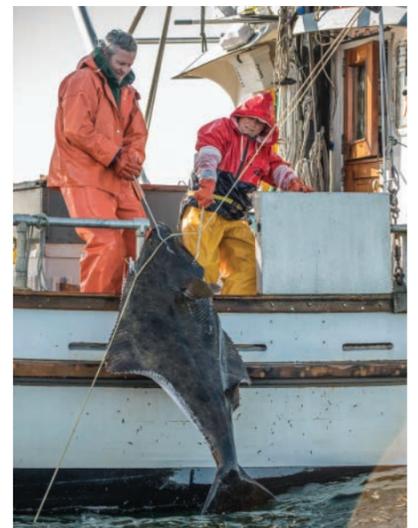
We've worked hard to communicate how and why this happened. Our findings pointed to a perfect storm of factors converging to bring prices down, especially for sockeye salmon. While some of these factors are outside of ASMI control, like large harvests and depressed global currencies, we put extra effort towards moving the pack, so to speak, by increasing our sockeye-specific efforts.

The past year saw several coordinated efforts that included facilitating a sale of canned sockeye inventory to the U.S. Department of Agriculture (USDA), Alaska sockeye promotions with national restaurant chains like Red Lobster, and thousands of in-store demos around the world. Our seafood analysts' latest reports indicate a turnaround that has us cautiously optimistic. These detailed market bulletins can be found, as always, on our website, www.alaskaseafood.org.

We've also been hitting the road this year. One of the popular requests we received from fishermen via our industry report card survey was to have more boots-on-the-deck opportunities to speak with ASMI representatives in person. You spoke; we listened. This year ASMI is holding town hall style meetings for fishermen in communities all over Alaska. Look for us coming to your town and please consider attending. The Alaska Seafood brand is *your* brand, and we could not do this work without you.

We look forward to meeting you at one of these town halls, or hearing from you via phone or email. While our state faces an uncertain fiscal outlook, our staff, industry leaders, and board members remain committed to making the Alaska Seafood brand a premium name worldwide.

Best fishes,
Tyson Fick
ASMI Communications Director



CONSUMER PUBLIC RELATIONS AND ADVERTISING

The public relations and advertising programs expose consumers to the positive attributes of Alaska seafood through various types of media including newspaper, magazine, television, and online outlets.

GLAMOUR ARTICLE

This past fall, *Glamour* magazine published an article featuring women fishermen in Alaska. The author, Danica Lo, visited Southeast Alaska last summer during an ASMI media tour where she had the opportunity to meet fishermen and see commercial fishing in Alaska first hand. In the article, three female fishermen discuss what it is like being part of the Alaska fishing industry and what it's like being part of a mostly male industry. Lo calls these ladies the most inspiring women she has ever encountered. You can read the article online at glamour.com.

MARTHA STEWART LIVING

The May 2016 issue of Martha Stewart Living magazine featured an eight-page story on wild salmon showcasing Alaska species, information about fresh, frozen, canned and smoked salmon, and eight recipes for utilizing the various forms. The Consumer PR program worked closely with Martha Stewart food editorial director Sarah Carey, who attended ASMI's culinary retreat to Homer last year. Carey also posted a web video about cooking frozen Alaska seafood on marthastewart.com.

COMMUNICATIONS PROGRAM

ASMI's communications program works to inform consumers that Alaska is the best source of premium seafood in the world through media interviews, curating ASMI's photo and video assets, planning and hosting media visits to Alaska, oversight of ASMI's social media channels, and management of ASMI's domestic public relations program. Within Alaska, the communications program affirms the value of ASMI to the fleet, industry, and policy makers by producing and distributing economic reports, press releases, marketing updates, and representing ASMI at various events and trade shows throughout the state.

EAT ALASKA

In collaboration with Alaska Grown and dozens of Alaska's brightest chefs, ASMI produced a collection of recipes celebrating locally sourced seafood and produce. The recipes and co-branded insulated tote bags are again being distributed at farmers markets and retail outlets across Alaska. View the recipes at wildalaskaseafood.com, and tag your dishes with #EatAlaska!



WEBSITE OVERHAUL

The newly launched www.alaskaseafood.org was designed with Alaska's fishermen and industry members in mind. ASMI's consumer website, www.wildalaskaseafood.com, features recipes, cooking tips, and health information.

PHOTO CONTEST



The Communications Program hosted the 4th annual Fishing Families Photo Contest this past fall and received over 500 submissions. ASMI uses the photos in marketing campaigns around the world to showcase the beauty of Alaska's iconic fisheries and most importantly the men and women that make their living from Alaska's pristine waters. Thanks to those of you that entered!

FOODSERVICE PROGRAM

The foodservice marketing program is designed to help chefs and restaurants handle, menu and promote wild Alaska seafood products. As a result, a wide majority of U.S. restaurant diners have a positive impression of the Alaska Seafood brand and it is the most commonly specified protein brand on U.S. menus.

SWAP MEAT

The ASMI Foodservice Program launched the SWAP Meat® Recipe Contest in support of healthier menus across the country. Through the contest, chefs brought classic, meat-based favorites to life with a sustainable twist – Alaska seafood as the protein. For example, chicken picatta was recreated as Alaska cod picatta, beef sliders became Alaska salmon sliders, and chicken kabobs were elevated to pistachio-crust Alaska halibut kabobs.

ALASKA SEAFOOD #1

For the first time ever, Alaska Seafood - among proteins - is the #1 brand featured on U.S. menus. Restaurateurs across the country continue to see the benefit of calling out Alaska and featuring the Alaska Seafood logo on menus.

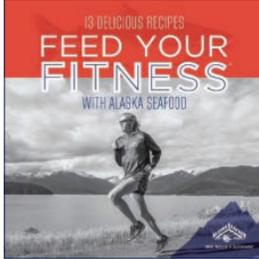


RETAIL PROGRAM

The retail marketing program coordinates with Alaska seafood suppliers and retailers to support their sales and marketing programs. Over the years, the retail program has worked with every major supermarket chain in the country.

FEED YOUR FITNESS

The ASMI Retail Program has been working with celebrity athletes to create the all-new FEED YOUR FITNESS® WITH ALASKA SEAFOOD campaign. We have partnered with Alaskan Olympic cross-country skier Kikkan Randall, Olympian and U.S. Half-Marathon record holder, Ryan Hall, and his wife, Sara Hall, U.S. National Champion and World Team Member. The campaign encourages athletes to fuel their workouts with nutritious Alaska seafood and includes a recipe brochure, digital and print advertising, and videos.



INTERNATIONAL PROGRAM

The International Marketing program promotes Alaska Seafood in 27 countries including key markets such as Japan, the European Union and China, as well as the emerging markets of Brazil, Ukraine, Eastern Europe, and Southeast Asia. The main activities are retail and foodservice promotions, technical seminars, chef and retail Alaska Seafood training, Alaska tours for members of the overseas trade and press, trade shows, outbound trade missions, advertising, and public relations.

ALASKA CRAB BURGER PROMOTED IN JAPAN

ASMI Japan collaborated with Freshness Burger, a leading chain restaurant with 160 locations across Japan, to develop and commercialize an Alaska Crab Cake Burger. The burger, made of Alaska snow crab, was available for a limited time at all of their restaurants nationwide. Ketchikan fisherman and ASMI Board member, Tomi Marsh, helped announce the launch at their press conference and also spoke to Japanese media about commercial fishing in Alaska.



SALMON ROE PROMOTIONS IN UKRAINE

ASMI's Eastern Europe Program conducted a promotion in Don Mare stores in Ukraine, a specialty fish store. ASMI supported sales of Alaska pink and keta salmon caviar, pink salmon, flounder, and scallops in 11 Don Mare stores across Ukraine. The activity took place during Maslenitsa time, a one week holiday where people send off winter and welcome spring. It is typical of those that celebrate to eat pancakes with various fillings (including salmon caviar) and attend festivals.

The promotion included a chef master-class in a Don Mare flagship store in Kiev, as well as tastings of Alaska salmon roe in Kiev and regional stores (Kharkiv, Poltava, Sumi, Uzhgorod, Vinnitsa), PR campaigns, and a press conference with participation from the U.S. Embassy in Kiev. The campaign included seven billboards, advertorials in 825 elevators, radio announcements, Don Mare Facebook postings, and internet advertorials.

As a result of this promotion, sales of Alaska salmon roe increased by almost 60%, flounder by 90%, and scallops by 16% during the period of the promotion.

TECHNICAL PROGRAM

The Alaska seafood industry and businesses promoting Alaska seafood have access to seafood technical support through ASMI's in-house seafood technical program. It is involved in matters of food safety, quality, nutrition and food labeling, as well as environmental issues, and seafood purity. The technical staff develops educational materials and works with the Alaska seafood industry in the area of quality assurance.

WHITEFISH GUIDE

The ASMI Technical Program collaborated with industry representatives from the ASMI technical and whitefish committees to update the Whitefish Buyers Guide. The new guide serves as a resource for buyers of Alaska whitefish and contains information about harvesting and processing, product forms, packaging, quality, and nutritional aspects as well as information on Alaska whitefish sustainability and fishing regulations. The technical program will also be working on revamping the buyer's guides for Alaska salmon and shellfish in the near future.

RFM PROGRAM

The Responsible Fisheries Management Program provides a robust, logical, and cost effective approach that allows Alaska fisheries to meet the Food and Agriculture Organization (FAO) criteria for credible certification. This program also utilizes certifiers who are accredited to the International Organization for Standardization (ISO) by an International Accreditation Board member. The result is a model that is practical, verifiable, and transparent and incorporates the criteria and procedures outlined in the FAO Code and Guidelines.

GSSI RECOGNIZES THE ALASKA RESPONSIBLE FISHERIES MANAGEMENT CERTIFICATION PROGRAM

GSSI is a global platform with the goal of making seafood purchasing decisions more efficient while at the same time promoting environmental sustainability. Through the benchmark process, the Alaska RFM Program has demonstrated alignment with all 143 applicable Essential Components of GSSI's Global Benchmark Tool (version 1.0, effective 8 October 2015). Alaska RFM is the first certification scheme to be benchmarked against GSSI's Global Benchmark Tool and to achieve recognition demonstrating alignment.

GLOBAL FOOD AID PROGRAM

Since 2008, ASMI has spearheaded a unique humanitarian initiative to help feed the hungry here in the U.S. and abroad. The Alaska global food aid program links Alaska fishing communities with populations around the globe to fill nutrition gaps while they develop food security and economic well-being.

CANNED ALASKA SALMON BUY

In October 2015, the U.S. Department of Agriculture purchased \$22.5 million of canned Alaska sockeye salmon, aided by ASMI's Global Food Aid department and Senator Lisa Murkowski. Following back-to-back high volume seasons in Bristol Bay, this sale of surplus canned salmon was a much-needed action.

The product was sold in cases of 24 7.5-ounce cans between \$31.4 and \$36 per case. At 11.4 pounds per case, the USDA paid between \$2.75 and \$3.16 per pound for the canned sockeye, a total of 7.6 million pounds. Salmon producers took part in a bidding process to decide whose sockeye the USDA would buy. The Emergency Food Assistance Program, or TEFAP, distributed the salmon nationwide to dozens of food relief centers between Oct. 1 and Feb. 29, 2016.