



WHEEL WATCH

ASMI REPORT TO THE FLEET

VOLUME 1

MARCH 2015

Dear Alaska Fisherman,

It's probably not something you think about late at night while you're on wheel watch, but as part of Alaska's commercial fishing fleet—you're not just a permit holder or a deckhand—you're a stakeholder in one of the world's most prestigious brands: Alaska Seafood.

Out there on Alaska's waters your job is to catch the fish according to the sustainability principles mandated in our state's constitution, and deliver a delicious, healthy and wild product to market. Here at the Alaska Seafood Marketing Institute, our job is to sell the idea of Alaska Seafood – to promote your brand all over the world for the maximum value possible.

Alaska seafood is up 38% in value since 2006. While the numbers show we're reaching our goal, one thing we aim to do better is to communicate with you, the owners of this brand. Your taxes fund ASMI's operations, and we want you to know exactly what results we're getting from your investment.

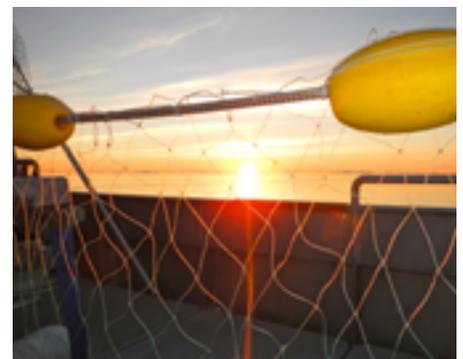
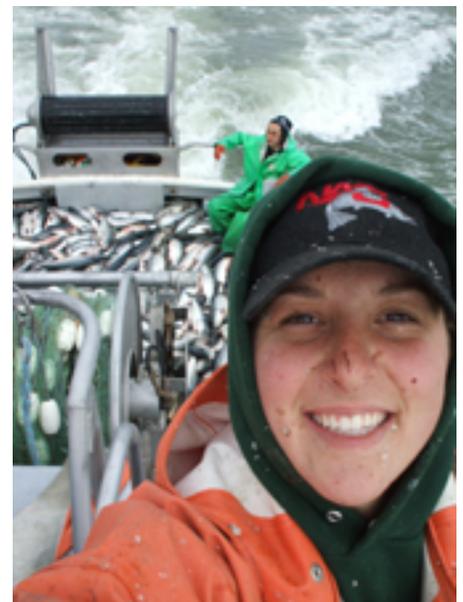
Starting this year you can expect to receive an annual newsletter. For more detailed and frequent updates we suggest you sign up for our **monthly marketing updates**, you can opt in by **texting "ASMI" to 66866** and you can find us on Facebook, Twitter, Instagram and Pinterest.

Finally, we are asking for your help. Nothing sells Alaska seafood quite like YOUR story: the hard-working fishermen, the fleet, and our vital and thriving fishing communities. Sign up to join our **Fishermen Brand Ambassador** team and we'll call on you to promote Alaska seafood through photos, videos, and store and event appearances. In return you'll get a limited edition Aurora Projekt hat and our sincere appreciation. Visit fishermen.alaskaseafood.org to sign up.

We look forward to hearing from you. Thanks for your commitment to the Alaska Seafood brand. Because of you, we're at the top of our game.

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. The program gains newspaper, magazine, radio, television and internet exposure for Alaska seafood.



Alaska seafood was featured all over America's television screens last year - with both salmon and crab featured on *MasterChef* and *MasterChef Junior*, as well as features on the *Today Show*, *Katie*,

Live with Kelly and Michael, *Get Fresh with Joanne Weir* and *Original Fare*.

ASMI hosted culinary superstars Ruth Reichl (*Gourmet*, *New York Times*), Francis Lam (*Top Chef All-Stars*, *Gourmet*, *Bon Appetit*), John Willoughby (*America's Test Kitchen*), Rowan Jacobsen (author of *American Terroir*), Andi Bartz (*Fit Pregnancy*) and Lindsey Abrams (*Salon.com*), as well as chefs John Besh and Renee Erickson in an exploration of Southeast Alaska's fisheries in July 2014 aboard the *M/V Sikumi*.



RETAIL MARKETING

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.

The retail program promoted canned salmon through coupon inserts in newspapers and magazines around the country, reaching over 18 million targeted consumers.

Ads focusing on canned salmon as a superfood for athletes were placed in various fitness publications like *Runner's World* and *Competitor*. Some featured Alaskan Olympic Nordic skier Kikkan Randall.



FOODSERVICE MARKETING

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 US restaurant diners have a positive impression of the Alaska Seafood brand and it is the second most commonly specified brand on U.S. menus.



Macy's department stores will feature Alaska fisherman and seafood, including Alaska sockeye, cod, halibut, and bairdi crab in Macy's restaurants and at their take-away food courts. The promotion is scheduled to run February through April 2015 and includes store-wide and elevator posters, menu table cards, deli case signs, product sampling and cooking demo's and name badge ribbons—all with the Alaska Seafood logo. There will also be weekly promotion gift cards to wait staff as well as Macy's Food Web page and overhead store announcements to Celebrate Alaska Seafood.

Consumers are looking for new, great tasting, healthy seafood menu items and canned Alaska pink salmon offers foodservice operators a profitable fish alternative. The ASMI foodservice program developed 10 new canned pink salmon recipes for use in both non-commercial and commercial restaurants.



INTERNATIONAL MARKETING

The International Marketing program promotes Alaska Seafood in key markets such as Japan, the European Union and China, as well 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.

The United Kingdom is a key market for canned Alaska salmon. This past year ASMI UK partnered with John West Foods, a leading canned seafood company, to promote canned Alaska pink salmon. In the three weeks prior to the promotion, canned pink salmon sales were just \$25,000, and during the three weeks of the promotion sales increased to \$87,700 – an increase of 351%.



ASMI Brazil, a new market for Alaska seafood, coordinated a four-week Alaska promotion featuring Alaska salmon, cod and pollock at 34 Walmart stores around the country. The promotion featured in-store demonstrations and sampling from point of sale professionals trained on the wild, natural and sustainable aspects of Alaska seafood.

SUSTAINABILITY AND TECHNICAL SUPPORT PROGRAMS

The Alaska Responsible Fisheries Management (RFM) Program continues to give Alaska's fishing industry a choice in certifying the sustainability of our fisheries to the domestic and global marketplace. The program has been important in furthering ASMI's mission of increasing the economic value of the Alaska seafood resource.



In 2014 an RFM Task Force comprised of members of the Alaska

fishing industry was formed to increase the global acceptance of the RFM Program. It has transitioned into a formal operating committee within ASMI and they continue to work on outreach and increasing awareness of the RFM Program within our own industry and the marketplace.

The Alaska seafood industry and businesses promoting Alaska Seafood have access to support through ASMI's in-house seafood technical program in matters of food safety, quality, nutrition and food labeling, as well as environmental issues, fisheries sustainability and seafood purity. It also works with the Alaska seafood industry in the area of quality assurance, and educates producers and customers about proper seafood handling at every point from harvest to plate.

GLOBAL FOOD AID



Since 2008, ASMI has spearheaded a unique humanitarian initiative to help feed the hungry here in the US and abroad. The Alaska global food aid program links Alaskan

fishing communities with populations around the globe to fill nutrition gaps while they develop food security and economic well-being.

The Global Food Aid collaborated with US food bank networks, and the Alaska congressional delegation to help the US Department of Agriculture to purchase over 1.25 million cases of canned Alaska pink salmon, totaling \$37 million, bringing 75 million servings of high quality Alaska seafood to America's hungry. In conjunction with this effort - the Global Food Aid Program produced a cookbook for recipients filled with healthy canned salmon recipes made with affordable ingredients they can find in any supermarket or food bank.



COMMUNICATIONS PROGRAM

The communications program supports the marketing programs through media relations activities and press interviews, social media coordination, participation in seafood industry trade shows, preparation of reports and press releases, and advancing the education effort for sustainable seafood.

View the 2014 Alaska Seafood Marketing Annual Report at ebooks. alaskaseafood.org/ASMI_Annual_Report/



ASMI is looking for Alaska fishermen who are willing to help bring Alaska Seafood's story to life through interviews, personal profiles, photo shoots, speaking to guests during media tours or attending

events in their hometown. Go to the website (fishermen.alaskaseafood.org), sign up and provide a little bit of information about yourself and the fisheries you are involved in. In return, ASMI will send you a custom 'Alaska Fisherman' hat from the Aurora Projekt.



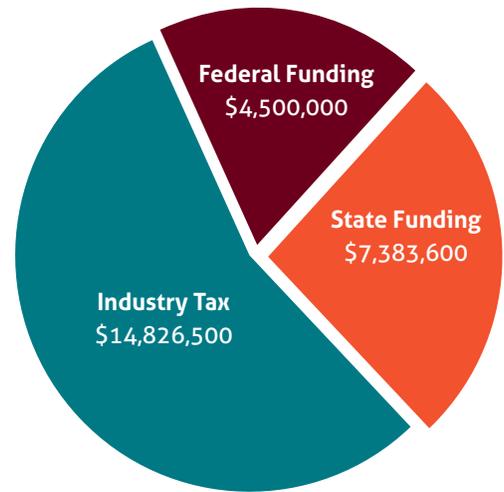
The Communications Program recently held the third Alaska Fishing Families Photo Contest receiving the largest number of submissions ever. ASMI uses these photos in a variety of marketing campaigns around the globe to highlight the rugged beauty of Alaska's iconic fisheries and, more importantly, the generations of men and women who make their living from the seas. Thank you to everyone who entered.

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.

2015 REVENUES



TOTAL 2015 REVENUES: \$26,710,100

2015 MARKETING SPENDING PLAN: \$24,000,000

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.



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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:



wildalaskaseafood.com



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