ASMI Board of Directors and Customer Advisory Panel
July 28, 2015
Alaska’s a BIG State!

- Alaska is the largest state in the union, covering 570,373 square miles, approximately one fifth of the entire United States. Alaska is so large that it is twice the size of Texas and the state of Rhode Island could fit into Alaska 425 times.
- Alaska is the only state to have coastlines on three different seas: Arctic Ocean, Pacific Ocean and Bering Sea.
- Alaska has 34,000 miles of coastline!
- Alaska has 3 million lakes.
- Alaska has 29 volcanoes.
- There are more active glaciers and ice fields in Alaska than in the rest of the inhabited world.
Alaska’s Seafood Industry

- is worth $6.8 billion to Alaska in terms of direct and induced economic output (source: McDowell Group)
- is the state’s largest private sector employer accounting for over 70,000 jobs, one in 7 jobs civilian jobs in Alaska is seafood related
- brings $250 million in tax revenue to state and local governments
Impact on Rural Communities

Seafood Industry is a central piece of rural economies, providing:

a) Cash infusion to subsistence economies
b) Economies of scale that often dramatically reduce the cost of:
   - Utilities
   - Shipping
   - Goods & Services
c) Infrastructure essential to non-road communities
Alaska’s Fisheries Management - A Model of Sustainability
ASMI is:

- a partnership of public and private sectors to foster economic development
- guided by Governor-appointed Board of Directors: five processors, two commercial harvesters
- Alaska’s official seafood promotion arm
ASMI Mission Statement

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

- Increasing positive awareness of the Alaska Seafood brand,
- Collaborative marketing programs that align ASMI and the industry marketing efforts for maximum impact within the food industry,
- Championing the Sustainability of Alaska Seafood harvests,
- 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,
- Prudent, efficient fiscal management.
Board of Directors - 7 members (5 processors, 2 harvesters)

- Barry Collier, Chairman, Peter Pan Seafoods, Inc
- Tomi Marsh, Vice Chair, commercial harvester
- Mark Palmer, Ocean Beauty Seafoods
- Kevin Adams, commercial harvester
- Jack Schultheis, Kwik’ Pak Fisheries
- Allen Kimball, Trident Seafoods
- vacant: Large processor
ASMI Ex Officio Members

- Ana Hoffman, Office of the Governor
- Chris Hladick, Commissioner Dept of Commerce, Community & Economic Development
- Senator Bill Stoltze, Alaska State Legislator
- Representative Cathy Munoz, Alaska State Legislator
- Senator Gary Stevens, Alaska State Legislator
Customer Advisory Panel

9 Members selected by ASMI Board

- Wade Weistling, Oceanaire / Morton’s – USA
- Peter Vasil, Sysco Canada Inc. – USA
- Keith Harris, Whole Foods Market – USA
- David Long, The Kroger Co. – USA
- David Melbourne, Bumble Bee Foods - USA
- Jens Peter Klausen - Denmark
- Dan Aherne, New England Seafood Int’l Ltd - UK
- Mr. Osamu Nakano, Aeon Retail Co., Ltd – Japan
- Mr. Ghao Linming, Everfish Intl’l Ltd - China
ASMI Organization Chart

- Customer Advisory Panel (CAP)
- Executive Director
  - Support and Technical Staff
  - Domestic Programs
  - RFM
- ASMI Board
- 5 Operational Committees
  - Species Committees
- Ex Officio Members
- Domestic Programs
- International Programs
- Customer Advisory Panel (CAP)
ASMI Advisory Committees

Species Committees
- Salmon
- Halibut-Sablefish
- Shellfish
- Whitefish

Operational Committees
- International Marketing
- Seafood Technical
- Foodservice Marketing
- Retail Marketing
  - RFM Committee
Status Report

- New Staff, Board, Contractors
- FY 16 Budget/MAP Funding
  - $2M reduction from last year
  - $4.5M MAP funds
  - $22.2M spend plan
- RFM program progress
- Sockeye marketing campaign
ASMI FY 16 Revenue

- Unrestricted General Funds: $851K
- General Fund Match: $4.5M
- Federal Funds: $4.5M
- Voluntary Industry Tax plus Carryforward: $14.9M
FY 16 Marketing Dollars Expenditure Anticipated

Total FY 16 Spend Plan $22.19M

- $7.9: International
- $3.1: Retail
- $2.2: Communications and Public Relations
- $2: Foodservice
- $1.7: Domestic Advertising
- $2.3: Technical
- $.4: RFM
- $3.1: Global Food Aid
- $.4: Admin/Executive

International: $7.9M
Retail: $2M
Communications and Public Relations: $2.2M
Foodservice: $3.1M
Domestic Advertising: $2M
Technical: $1.7M
RFM: $2.3M
Global Food Aid: $.4M
Admin/Executive: $.4M
ASMI Builds “Alaska” Brand

- ASMI promotes all species of Alaska seafood, under the “Alaska” brand.

- AS 16.51.110 prohibits ASMI promoting seafood by geographic origin other than from the state generally, geographic region of the state, or specified brand name.

- Alaska Constitution - Article 8, Section 4
  “Sustained Yield – Fish, forests, wildlife, grasslands, and all other replenishable resources belonging to the State shall be utilized, developed, and maintained on the sustained yield principle, subject to preferences among beneficial uses.”
Food Service

- 33 custom, national restaurant chain promotions in 11,228 units across the U.S.
- 11 food service distributor promotions (including 6 corporate) reaching over 1 million foodservice customers across the US.
- 14 conferences/trade shows to educate the foodservice industry about Alaska seafood
- 7 Alaska seafood promotions with college and university food service departments
- National Swap Meat recipe contest
- New & Exciting: Partnership w/Princess Cruise Lines
Retail

- 4 consumer tradeshow events
- ASMI Retail created 98,720,007 impressions through digital advertising
- Custom promotions with 32 retail chains representing 10,881 stores
- Retail POS materials:
  - 180 orders = 1,038,974 pieces distributed
- New & Exciting: In-store demos featuring Alaska Sockeye Salmon and COOK IT FROZEN! techniques
  - 10 Retail Chains = 1857 stores = 4964 in-store demos across the U.S.A.
- New & Exciting: Ste. Michelle Wine Estate Summer 2015 Co-op Promotion: 24 retail/chain partners confirmed, with 5,697 stores (to date)
  - Social Media results to date:
    - 94K Facebook “likes”
    - 23K Twitter “followers”
    - 1050 Instagram “followers”
    - 138 photos created and “pinned” to Pinterest
Communications and Public Relations

- 319 positive articles resulting in 938 million media impressions in the last 5 months
- Increased social media presence and engagement
- New York media events and Alaska familiarization tours
- Statewide #eatalaska campaign with Alaska Grown being used in domestic PR efforts

Simple guide (with recipes) for mastering salmon seasonality
$650M projected sales from Seafood Expo

Hosted 4 trade missions (Germany, Brazil, Japan); Winter missions to Japan & Brazil?

6 Culinary Retreats (UK, Spain, Japan, Brazil)

16 Food Trade Shows

China Growth: 6% volume; 4% value – 2nd largest Seafood Expo

Approved for EMP grant to explore markets in SE Asia (Malaysia, Indonesia, Vietnam, Thailand and the Philippines)
ASMI International Funding

- ASMI International is partially funded by the US Department of Agriculture’s Market Access Program (MAP), which is administered by the Foreign Agricultural Service.
- Balance is provided by State of Alaska and industry funds.
- Program must therefore operate within federal and state regulations.
ASMI Seafood Technical Program

- ASMI Program established in statute
- Staff of 1 works with 14 member advisory committee (industry, academia, regulatory)
- Utilizes consulting professionals on a project-by-project basis
Seafood Technical Program
Principal Areas of Activities

Seafood Quality
Food Safety
Labeling/Regulatory Issues
Purity/Contaminant Issues
Ecological Issues/Sustainability/Fisheries Management
Marketing Programs Support
Nutrition
Seafood Technical Program

➢ Search for new Technical Director
➢ 4 Trade show/conference presentations
➢ Conduct seafood nutrition and safety research projects
➢ RFM Certification Program (detailed update to follow in agenda)
➢ GSSI Pilot test participant
➢ RFM now a separate program
Help the Alaska Seafood industry position itself to best respond to the market forces that will drive seafood sales in the future through:

- Feedback and recommendations about new market trends and changing conditions that will affect marketing and sales of Alaska Seafood in the coming years.
- Feedback and recommendations about ASMI's current marketing approach to best address changing market conditions.

Provide guidance to the ASMI board to help it react to significant, short term issues that impact Alaska Seafood sales in the market place.
Questions?

- Contact information
- www.alaskaseafood.org
- Juneau (International/PR/ED/Technical)  
  (907) 465-5560
- Seattle (Retail, Food Service, RFM)  
  (206) 352-8920
- rriutta@alaskaseafood.org
Thank You!

[Image: Alaska Seafood logo]

Wild, Natural & Sustainable