

ALASKA SEAFOOD MARKETING INSTITUTE

Subject:	Logo
Policy Category:	General
Approved By:	Board of Directors
Effective Date:	October 24, 1995
Revision Date:	October 16, 1996

The Alaska Seafood Marketing Institute will allow free use of the ASMI logo for the promotion of Alaska seafood products.

Prohibited usage includes using the ASMI logo on letterhead stationery or envelopes or business cards in such a way that the user may be confused with the Alaska Seafood Marketing Institute.

Revised 10/16/96:

The following criteria will be applied for use of the ASMI logo:

- Must be a **food product for human consumption**.
- An Alaska seafood product **must be the predominant ingredient or component** in that product (e.g., smoked salmon spread - ratio of salmon to cream cheese).
- If the ASMI logo is used on packaging, the product must **originate** in Alaska (e.g., Alaska salmon smoked in Minneapolis would qualify).
- If the ASMI logo is used in retail/foodservice ads or promotional materials, ASMI needs to establish that only Alaska seafood product(s) were used.



Wild, Natural & Sustainable®

MEMORANDUM

TO: ASMI Board of Directors

DATE: October 2016

FROM: RFM Committee

RE: RFM Logo and Certification Claims

The RFM Committee requests that the ASMI Board consider expanding the scope of the RFM program to make non-human grade seafood items eligible for RFM certification claims and use of the RFM logo.

Rationale: The Alaska seafood industry prides itself on responsible use of Alaska fishery resources. This includes its priority on innovation to utilize more of each fish that is harvested. What the industry used to grind and discharge as waste is now often used in emerging markets and fish oil, meal, bone, and hydrolysate products. This is an important component of the Alaska sustainability story.

Many items made from byproducts of primary production are non-human grade. Whether human or non-human grade, these items are made from a fishery resource is sustainably managed and some markets value or require third party verification of sustainable fisheries management. The purpose of the RFM program is to provide credible verification of responsible fisheries management and ensure such claim can be backed by appropriate chain of custody procedures. Currently, non-human grade items are outside the scope of the RFM chain of custody certification process.

This request would allow the industry to make an RFM claim in business to business transactions for non-human grade items. It would also allow use the RFM logo on business-facing or consumer-facing packaging for non-human grade items.

**ASMI DOMESTIC MARKETING PROGRAM
CONCERNS WITH ALASKA SEAFOOD LOGO USE ON NON-HUMAN GRADE
PRODUCTS**

Response to the Memo to the Board of Directors October 2016

The decision to include the Alaska Seafood logo at the center of the Alaska Responsible Fisheries Management (RFM) certified seal was strategic and purposeful. There was a growing absence of Alaska branding tied to the Marine Stewardship Council (MSC) eco-label in the marketplace. The decision was made to design the RFM Certified seal ensuring companies could leverage the power of the Alaska Seafood brand and origin AND communicate sustainability certification. This was in alignment with the Alaska Seafood Marketing Institute's (ASMI) mission "to increase the economic value of the seafood resource through increasing the positive awareness of the Alaska Seafood brand." In order to protect the Alaska Seafood brand, the ASMI Domestic Marketing Program recommends against using the RFM Certified seal on non-human grade products.

Why? The Alaska Seafood brand is more than just a logo – it lives in the minds and hearts of our customers. It's a fostered set of emotions and ideas consumers associate with our seafood. Unlike the Marine Stewardship Council (MSC), which is a fisheries sustainability certification brand, Alaska Seafood is a consumer-recognized premium food brand. This distinction is critical in understanding the importance of protecting the Alaska Seafood brand as the highest quality seafood food brand available. Millions of dollars have been invested for 35 years in positioning the Alaska Seafood brand in this way to the retail and foodservice trade, as well as consumers.

Consumer research shows:

- The Alaska Seafood brand evokes impressions of freshness, great taste, wild, purity/cleanliness/safety and naturalness. Further, when consumers see the Alaska Seafood logo on a menu:
 - 92% say the restaurant cares about the quality of food it serves
 - 90% believe the restaurant has high quality food
 - 88% believe the restaurant cares about the environment
- The Alaska Seafood brand logo is powerful for influencing behavior:
 - 87% of consumers are more likely to order menu items when the Alaska Seafood logo is on the menu
 - 80% of consumers at retail say that seeing the Alaska Seafood logo would increase their likelihood to purchase.
- Alaska Seafood is now the #1 brand among proteins on U.S. menus:
 - It's taken years of marketing investment to achieve this long-standing performance measure (Target # 2 for ASMI Key

Performance Indicator is to “Maintain second place ranking and work on moving Alaska Seafood to first place among the most popular food brands on U.S. restaurant menus.”) By putting the brand logo on products like pet food, ASMI will likely jeopardize this Key Performance Indicator.

<https://www.omb.alaska.gov/html/performance/details.html?p=18#td8080>

The Alaska Seafood brand is our only real asset – it is the sum total of how our seafood is perceived by our customers. At a time when simplicity, clean labeling and clean eating are at an all time high, protecting and ensuring the authenticity of our brand is crucial. ***Authentic brands don't try to be something to everyone.*** Rather, they are laser-focused on what they do best. They identify their optimal niche within the marketplace, and own it. Alaska Seafood is the authority on premium quality, wild, natural and sustainable seafood for consumers to eat. This genuine authority has enabled us to become leaders within the food industry. Branding on non-human grade products potentially puts our brand authenticity at risk.

Additionally, ASMI's investment in branding over the years has helped us attract the right customers. Not only are our customers more likely to purchase Alaska Seafood, they're also markedly more loyal over the lifetime of the relationship with our brand. This loyalty becomes exponentially valuable when our customers become brand advocates, convincing their friends and family to buy Alaska Seafood as well. (Nielsen data shows that 92% of consumers trust brand advocates.) These brand advocates likely don't want to see the very brand they are advocating for on products they also see in the pet food aisle.

The Domestic Marketing Program believes that the retail and foodservice trade and consumer target audience that ASMI has diligently marketed to, will lose trust in the brand by seeing it on non-human grade products. This in turn will dilute the brand strength, hurting the brand awareness and brand strength built over the last 35 years. We need to protect ASMI's investment and maintain our uniqueness by not exposing our target audience to seeing the same logo they have come to trust at a seafood counter/frozen case or on a menu, and then now also on non-human grade products like pet food – no matter how high quality the pet food may be. It's critical that ASMI protect their investments, authenticity and brand leadership by ensuring the logo is only used for products made for human consumption.

If the Alaska Seafood industry decides it's necessary to use the RFM seal on non-human grade products, we recommend developing a new RFM logo that does not include the current Alaska Seafood brand logo. If there is still interest in using the existing RFM seal on non-human grade products, we urge the ASMI Board to insist on market research testing before making any final decisions.