

DATE: April 20, 2017
TO: ASMI Board of Directors
FROM: Jeremy Woodrow, Communications Program Director
RE: Communications Program Activity FY17 Highlights

FY 2017 for the ASMI communications program is a tale of two halves. Former Communications Director Tyson Fick departed December 1, 2016. Just prior to his departure the program hired a new marketing and communications coordinator. With new staff and no director, the program maintained momentum thanks in part to the communications program's contractors and other ASMI staff support. ASMI Communications Director Jeremy Woodrow joined ASMI January 27, 2017.

This fiscal year the communication program has fulfilled the goal of providing communications strategy and support to all ASMI programs, including international, technical, foodservice, retail and food aid. ASMI's messaging continues to be placed in media both in-state and in trade publications. Efforts have been made to identify better processes to manage ASMI's photo and video resources. Town Hall meetings continue and provide fisherman, industry members and ASMI staff the opportunity to interact and build relationships. The communication program continues to be the primary manager of the \$1 million consumer PR contract, which contributes significantly to the overall achievements of the program.

PROGRAM ACTIVITY HIGHLIGHTS

Chefs & Media Attend ASMI Culinary Retreat

From August 17-21, ASMI hosted the fifth annual hands-on, Alaska Seafood Culinary Retreat for top-tier domestic media, registered dietitians and chefs, and international chefs from Brazil, China, Germany and Spain. The tour started in Ketchikan with a sustainability presentation at ADFG and a plant tour of E.C. Phillips to provide an overview of the Alaska seafood industry. The trip continued with a float plane ride to Steamboat Bay Lodge on Noyes Island where the group spent the next few days observing commercial fishing, learning about and tasting the various Alaska salmon, whitefish and crab species, hosting chef demonstrations showcasing seafood cooking techniques, experiencing Alaska's scenery and wildlife via boat, visiting the native village of Klawock for a Native foods luncheon, and touring the Trident Seafoods processing plant in Ketchikan. The highlight of the trip was meeting Hollis Jennings, seine skipper of the F/V Natalie Gail, where the group toured her vessel and discussed life as Alaska fishermen with the crew.

All guests were active across their social media channels sharing photos and fun facts from the trip using #AskForAlaska. As a result of the trip, the media guests are all planning immediate and future stories highlighting Alaska seafood via their respective outlets, including Better Homes & Gardens, FoodNetwork.com, Good Housekeeping, Muscle & Fitness Hers, and Real Simple, while chefs have new menu inspiration, deeper understanding, and appreciation for what makes Alaska Seafood the best in the world.



Alaska Wild Salmon Day

August 10th was the first annual Alaska Wild Salmon Day! It was busy and filled with excitement. ASMI encouraged celebration of the special day through a customized Alaska Wild Salmon Day Snapchat geofilter, Facebook cover photo and profile photo, and video slideshow. The holiday also received attention through over 200 mentions in national media outlets!



Eat Alaska 3.0



Already in its third year, the Eat Alaska campaign continues to be popular among the communications key target audiences. 25 recipes have been developed as part of the program. The Recipe booklet and individual recipe cards continue to be popular at conferences, events and farmer's markets, where they are primarily distributed.

To capitalize on the campaign momentum, four recipes were filmed in stop-motion "Tasty" style video for on-trend distribution via social media channels. The recipes were filmed April 27 and are expected to be available for distribution throughout the summer season to compliment the in-state farmer's market audience, support the seasonal summer peak interest in Alaska seafood and for redistribution in October during National Seafood month.

The four recipes filmed were:

- **Garlic Butter Spot Prawns**, Recipe by Chef Stefani Marnon, Chef Stef's, Juneau, AK
- **Chu Chee Scallops**, Recipe courtesy of Navachai Family, Lemongrass, Fairbanks, AK
- **Halibut with Wild Mushroom and Leek**, Recipe by Chef Patrick Hoogerhyde, Bridge Seafood, Anchorage, AK
- **Miso Black Cod**, Recipe developed by Kiyoko and Tomi Marsh for the Fishes & Dishes Cookbook



2016 Annual Report

The 2016 ASMI Annual Report was published in April 2017 and submitted to the Governor and Legislature. This year covers the question "why the value of Alaska seafood declined?" and the efforts ASMI has made to maintain and grow Alaska seafood's global demand.



New York Media Tour – March 2017

ASMI and its Consumer PR team Edelman educated top-tier national press, influencers and chefs about all Alaska seafood species through a two-day tour with Alaska Chef Lionel Uddipa of SALT in Juneau. ASMI staff present were Jeremy Woodrow and Karl Uri

#AskForAlaska Tasting Event: Secured more than 50 guests to attend the reception-style tasting featuring seafood stations for each species – salmon, shellfish and whitefish – with the 17 types of fish on display in raw bars and Alaska seafood simply prepared for each guest to taste.



- Guests represented CBS This Morning, Food & Wine, Food Network, Forbes, Good Housekeeping, The Latin Kitchen, Martha Stewart, Prevention, TIME, USA Today, Woman’s Day and more
- Developed and shared 11 unique social media posts across ASMI’s owned channels generating 876 engagements and 124,485 impressions
- Tracked real-time social posts from guests reaching 61,413 social followers and more than 430 engagements

Also while in New York

Food & Wine Interviews: Chef Lionel Udippa prepared the ASMI Swap Meat recipe “Alaska Cod Parmesan” for a Food & Wine Facebook Live segment that has received over 35,000 views. Food & Wine additionally posted the recipe online and created social media posts generating more than 19 million impressions.

INSIDER Interview: Jeremy Woodrow and Chef Udippa interviewed in-person with Sarah Schmalbruch, the food reporter for INSIDER, resulting in a feature salmon story, “[You’ve Been Buying The Wrong Kind of Salmon](#),” reaching 8.7 million readers, fans and followers; the article was also picked-up by [Business Insider](#) reaching an additional 34.6 million readers.

ASMI Town Hall Meetings

The Communications team has continued hosting town hall meetings to foster an open dialogue directly with fishermen, as a result of the findings of the industry report card survey. ASMI Executive Director Alexa Tonkovich and McDowell Group Senior Seafood Analyst Andy Wink hosted an ASMI Town Hall meeting at Pacific Marine Expo. In November 2016. ASMI Communications Director and Andy Wink most recently held an informal town hall in Kodiak during ComFish 2017 at the Kodiak Brewing Company.

ASMI Responds to Stories About Food Safety Concerns

ASMI has been actively monitoring and responding to media headlines warning about the dangers of tapeworms in Alaska salmon. ASMI released a press release and Q+A talking points, both of which can be found on www.alaskaseafood.org, and has also conducted outreach to influential media outlets to provide further information about the safety of Alaska seafood.

ASMI is continuing to monitor the situation to address inaccuracies about the threat to humans from Alaska salmon and to assure consumers that Alaska seafood remains a high quality, nutritious and safe choice.



Alaska Salmon Q&A

Q: The media recently reported that Alaska salmon is now contaminated with tapeworm. Is that true?
No. Alaska Salmon is the same fresh, nutritious and healthy fish it has always been and you can continue to enjoy it without worry. What you likely saw was an article referencing a scientific study about tapeworm species. Unfortunately, the original news story misinterpreted the study turning it into a cautionary food safety issue.

Alaska seafood providers are committed to delivering high-quality, safe seafood. All commercially harvested Alaska seafood is processed in accordance with FDA guidelines, which include specific measures about parasite control.

Q: Do I need to prepare salmon differently now?
No. You can rest assured that the Alaska salmon that you buy or order at restaurants has been treated in accordance with federal food safety standards.

The FDA requires that all seafood is either frozen at -4F for 7 days or cooked to an internal temperature of 140F to effectively kill any parasites. For raw or semi-raw preparations, such as sushi and ceviche, ASMI recommends using properly frozen seafood. This is required by FDA guidelines and followed by commercial processors in Alaska.

Q: Is it safe to eat Alaska salmon?
Absolutely. Alaska salmon is among the highest quality seafood and safe for consumer consumption.

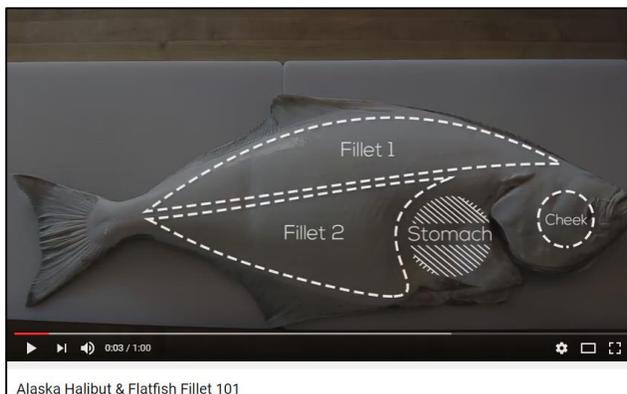
Q: Can you tell me more about this study?
The study was done to assess marine tapeworm species. To conduct the research, several different species of salmon were collected from sport harvesters from a non-commercial harvest area, and the fish was not commercially processed. While one species of tapeworm was found in an Alaskan pink salmon, this is not an indictment of the greater Alaska salmon commercial catch, which is intended for consumer consumption.

Further commercial pink salmon is sold to consumers canned or frozen. Only 0.6% of pink salmon is released fresh (2015 data) and no commercial harvest of pink salmon in freshwater streams takes place. This particular fish is not bound for the fresh sushi market.

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New Alaska Fishing Industry Profiles

ASMI continues to add to the fisherman profiles. New interviews have been conducted with fishermen from a variety of Alaska fisheries. The interviews and photography of the fishermen have been compiled and published to the "People Behind the Fish" page on the WildAlaskaSeafood.com website.



How to Fillet a Wild Alaska Halibut & Wild Alaska Salmon Videos

The technical and communications program collaborated on some simple how-to videos that can be used by processors, chefs, retailers and consumers. The "How To Fillet a Wild Alaska Halibut" video is live on ASMI YouTube now! The Alaska salmon video will be posted in early May to coincide with Summer Salmon season kick off.

Media Relations Highlights

- 730+ secured media placements positively showcasing Alaska seafood to-date in FY'17.
- 211 new placements since January 31, 2017, including:
 - **Parade:** [Alaska's Female Fishermen \(Yes, That's Really a Thing\) On Gender Labels, Finding Zen and Weathering Life's Storms](#)
 - **Insider/Business Insider:** [You've Been Buying the Wrong Kind of Salmon](#)
 - **Clean Plates:** [A Fresh Look at Canned Fish](#)
 - **Associated Press Alaska Cod Recipe:** [Poached Cod With Papaya Gives Tropical Twist To Weeknights \(picked up by 130 outlets such as Yahoo! News, The Washington Post, Chicago Tribune and ABC News\)](#)
 - **Associated Press Alaska Crab Recipe:** [For Date Night On The Cheap, Try Alaskan King Crab Legs \(picked up by 11 new outlets \(153 total\) such as The National Post and The New Haven Register\)](#)
 - **The Daily Meal:** [Alaska seafood recipe page](#) including recipes like [Alaska Halibut Enchiladas Salsa Verde](#), [Mediterranean Salmon-Burger Pitas](#) and [Alaska Pollock Bánh Mi Sliders](#)
- 1.39 billion impressions earned in FY'17 (July 1-April 5, 2017)
- 4.79 billion impressions from 2,058 placements earned since FY'15 (February 1, 2015-April 5, 2017)
- 335+ reporters, influencers and chefs experienced Alaska seafood in FY'17 events and media 1:1s in NYC, a Boston FNCE event and an Alaska FAM trip



Digital Highlights

- 18,345,073 impressions from Winter Blogger Program featuring Alaska whitefish
- 1,299,450 impressions, 8,640 clicks and 91,118 video views resulting from Facebook paid campaigns
- 15% increase in Facebook engagement rate
- 121% increase in Twitter engagement rate
- 51% increase in Instagram engagements per post
- 1,113,160 views on the iJustine Alaska salmon and cod YouTube videos
- 7,446 Snapchat geofilter views during Alaska Wild Salmon Day, FNCE and the #AskForAlaska tasting event in New York

SEAFOOD INDUSTRY ACTIVITIES & EVENTS

Pacific Marine Expo 2016

ASMI hosted a large corner booth this year, distributing collateral, talking with attendees, and displaying the newest collection of Eat Alaska recipe cards, as well as enrolling fishermen in ASMI's Fishermen Ambassador program. ASMI also hosted an educational meeting of the salmon committee, in part to address current headwinds in the salmon market. This year's event garnered many positive comments from attendees about the value and high quality of ASMI's work.

Kodiak ComFish 2017

ASMI hosted a booth at ComFish 2017. The booth was staffed by ASMI staff Jeremy Woodrow and Bruce Schactler and McDowell Group Senior Seafood Analyst Andy Wink. During ComFish ASMI provided two presentations: 1) Bruce presented the recent efforts of ASMI's global food aid program and 2) Jeremy and Andy presented a market conditions and ASMI marketing efforts update. While in Kodiak, ASMI hosted a town hall at the Kodiak Island Brewing Company.

Alaska Symphony of Seafood

ASMI again supported the Alaska Fisheries Development Foundation's event, which encourages new seafood product development. A crowd favorite and grand prize winner for 2017 was Candied Salmon Ice Cream by Coppa of Juneau.

ADVERTISING AND UNDERWRITING

Fish Radio Alaska

Written and produced by Laine Welch with printed pieces carried on seafoodnews.com and material incorporated in Welch's columns in Alaska newspapers. Alaska Fisheries Report is carried on public stations reaching many small Alaska communities plus Anchorage and Juneau, National Fisherman, Pacific Fishing, Alaska Journal of Commerce, Coastal Journal, and Alaska Business Monthly.

Industry Advertising: Sustaining Generations

The Communications program produced new ads this last year to inform the Alaska commercial fishing industry (primarily fishermen, and secondarily the processing sector) about ASMI's efforts to raise the value of the Alaska Seafood brand. The new full-page ads run Pacific Fishing and National Fisherman, with the potential for future publications if budget allows.

National Fisherman

National Fisherman, "Northern Lights" columns: This monthly column provides a national forum for Alaska seafood industry voices and issues. ASMI Communications staff coordinates the submissions, which typically requires a lead time of several months. Recent submission includes the 2017 Symphony of Seafood recap, and an Alaska pollock industry overview penned by Pat Shanahan of GAPP.



PULLING TOGETHER

YOUR PASSION:
harvesting Alaska's wild seafood.

OUR MISSION:
making sure the world demands it.

While you spend time working on your boats and gear to prepare for the season ahead, we are also looking beyond the horizon, developing new markets and maintaining relationships with your customers in the U.S. and overseas.

Building global demand for Alaska seafood sustains fishing families and communities for generations. The Alaska Seafood Marketing Institute team is proud to be on deck with you.

www.alaskaseafood.org

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