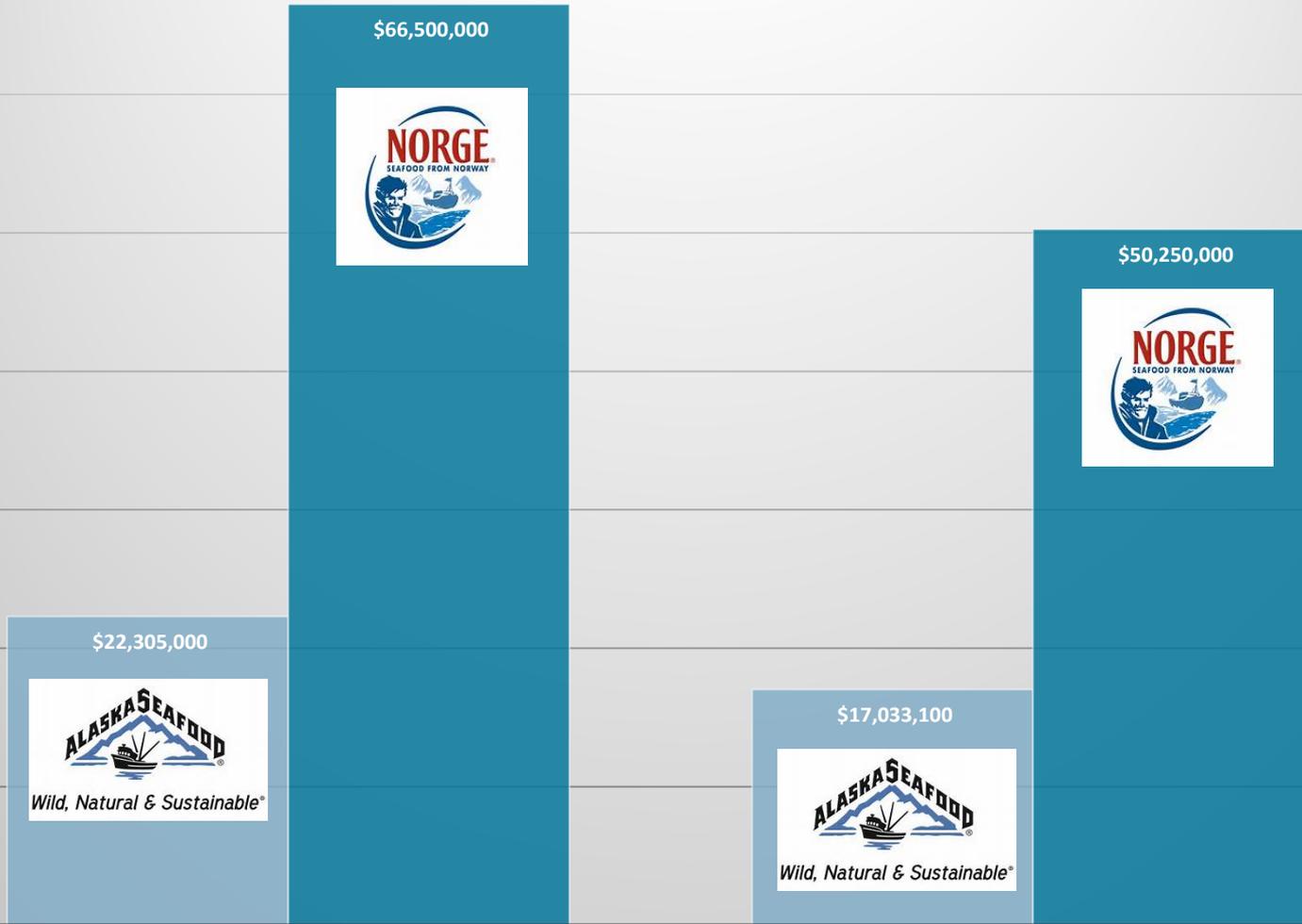


Annual Budgets



2016

2018

■ ASMI ■ Norwegian Export Council

Экосистема Бренда Alaska Seafood

Корпоративный



www.alaskaseafood.org

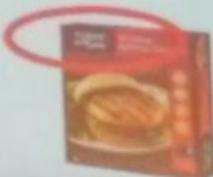
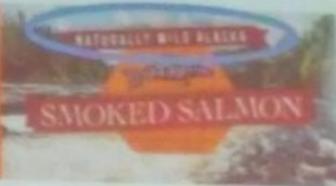
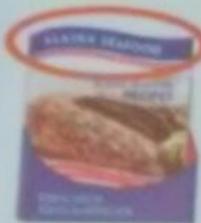


WIL, SAL, COOK

SMOKED, FROZEN



Продуктовый



Образовательный



Сертификат



Атрибуты бренда

- страна
- регион
- производитель
- источник (дикий/ выращенный)
-
-

Источник: <http://www.alaskaseafood.org/>



International Program

Eight regional programs in 27 countries, using MAP program:

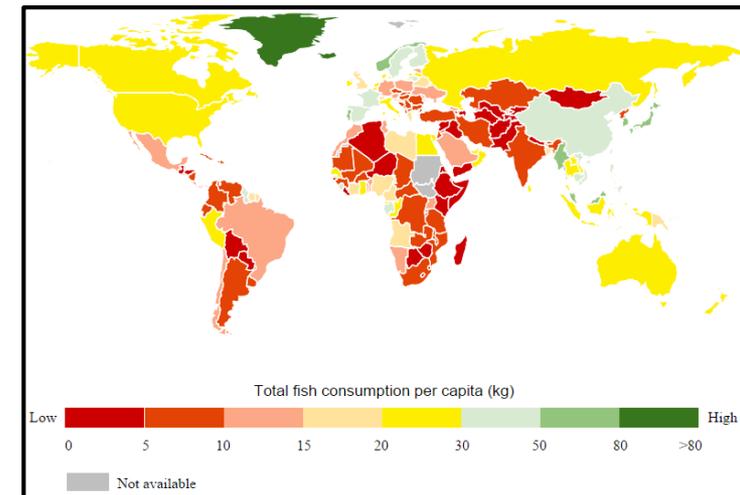
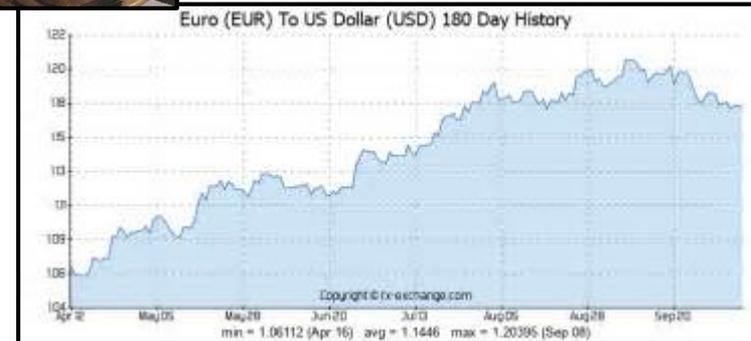
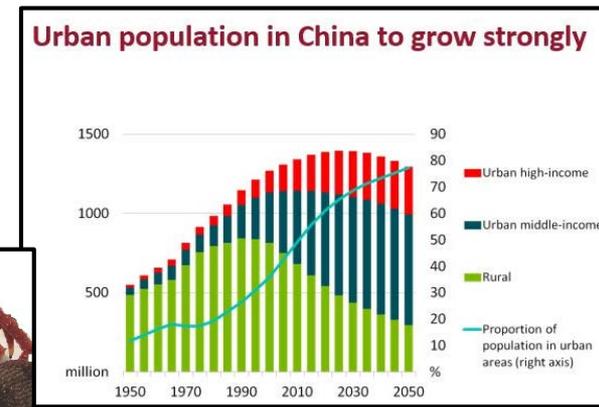
- Japan
- China
- Brazil
- NEU (UK, The Netherlands, Ireland, Denmark, Sweden and Finland)
- WEU (France and Belgium)
- SEU (Spain, Portugal and Italy)
- CEU (Germany, Austria, Switzerland, Poland and the Czech Republic)
- EEU (Russia, Ukraine, Romania, Kazakhstan, Georgia, Azerbaijan, Moldova, and Armenia)



International Program

Eight regional programs in 27 countries, using MAP program:

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- CEU (Germany, Austria, Switzerland, Poland and the Czech Republic)
- EEU (Russia, Ukraine, Romania, Kazakhstan, Georgia, Azerbaijan, Moldova, and Armenia)





Korea mission and outreach
February 6-10, 2017

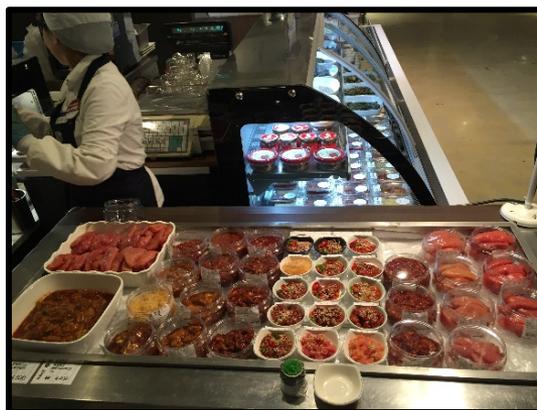
Seoul

ATO Meeting and Market Briefing
E-Mart Distribution Center
Pulmuone ECMD (school lunch vendor)
Noryangjin Fisheries wholesale market
E-Mart Tour and Head Office
B to B meetings and trade press meetings
Trade reception



Busan

Samjin Fish Cake plant tour
Megamart retail tour
B to B meetings
Trade reception
Jagalchi Fish Market





SE Asia

- February 2016: EMP Program Grant for trade mission to SE Asia, Thailand, Indonesia and Vietnam
- September 2017: GBI Grant for USA seafood to Singapore and Thailand- **\$1,960,000 actual sales, \$5.5 million projected.**
- September 2018: Pending funding approval, similar mission to Vietnam





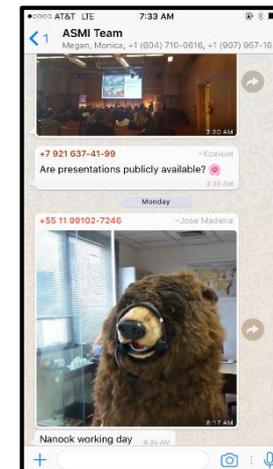
In-bound missions

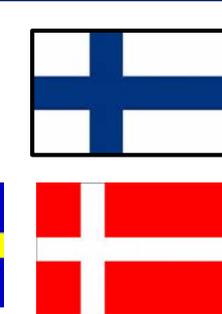
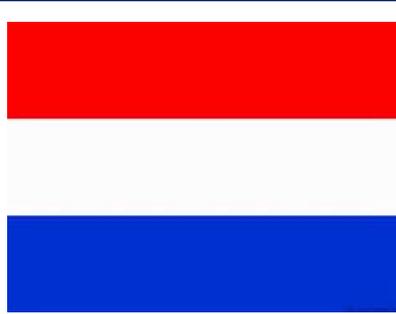
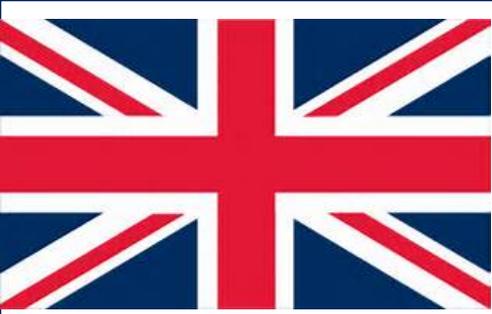
- June 4-6, 2017 EU buyer's mission with WA State Dept. of Agriculture
- June 4-14 Cordova- Virtual Reality film crew
- June 18-22 Alaska seafood school in Seward. Chefs from China, the UK, Germany, Spain, France and Japan attended.
- June 22 China women of seafood mission with WA State Dept. of Agriculture



Program strategies

- **Consumer**
 - *Consumer advertising, consumer PR, recipe development, social media*
- **Trade**
 - *Trade relations, retail promotions, trade shows, inbound missions, e-commerce and websites*
- **HRI (Foodservice)**
 - *Foodservice promotions, trade shows, chef trainings, chef ambassador programs*
- Focus on refreshed category for salmon
- ALASKA POLLOCK
- Market to younger generations
- Online shopping & meal kits
- Sharing between programs

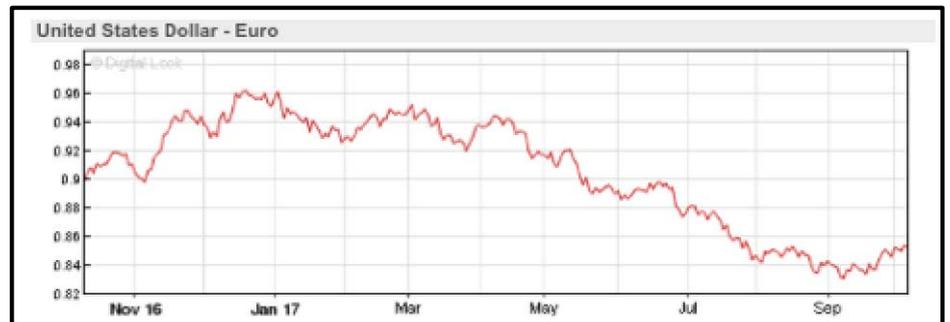
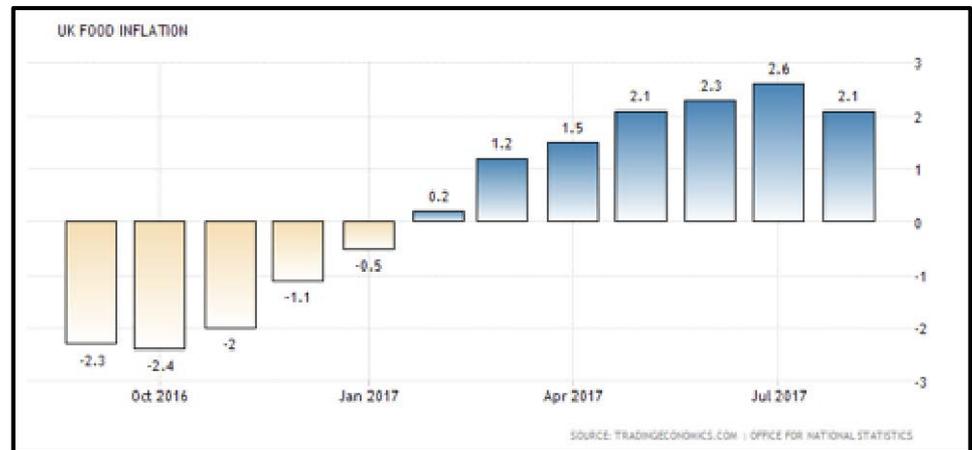




Northern Europe:

- Brexit negotiations taking longer than expected with any changes to trade tariffs unlikely before 2019.
- Donald Trump has said that he expects a powerful trade deal to be in place with the UK “very quickly” although no timeframe has been attached to this statement.
- Dollar exchange rate has rebounded somewhat against the GBP since the last quarter reaching an all year high of 1.35 versus its low of 1.22 although volatility is still anticipated.

- Price inflation is now the biggest issue for food and for seafood in particular driven by farmed salmon and cod.



HOT COD

- Hot Cod is a new trade partner located in Sweden where they go crazy for Hot Dogs!
- The new product is Alaska pollock hot dogs.
- Recently gained a listing in the largest retail chain in Sweden, ICA (1,300 stores and a market share of around 36%).
- They are also served in schools around the country.
- ASMI is collaborating with them to deliver:
- Fun and engaging social media video
- Posters for schools in Sweden



Leap Wild Salmon Launch

- Launched on Alaska Day at Hearst Magazines in London.
- 25% of UK adults and 30% of women.
- Key titles include *Runners World*, *Men's Health*, *Good Housekeeping*, *Red*, *Women's Health*, *Prima*, *Best* and many more.
- Breakfast and lunch served throughout the day to editorial staff, digital editors and marketing teams. All were encouraged to engage on social media.
- Sales of LEAP launched on Ocado the following day with home page banners.



Enjoy a taste of wild Alaska on Alaska Day
Wednesday 18th October 2107



Wild, Natural & Sustainable*

leapwildsalmon.co.uk / @LeapWildSalmon alaskaforeverwild.com / @AlaskaSeafoodUK

Our chefs will be serving fresh Alaska salmon
for breakfast from 8:30 to 10am
with lunch served from 11am



Super high in protein and low in fat, this wild natural salmon is delicious.

Come and try it. Lifechanging. Really!



Canned Sockeye Promotion

- Cross channel campaign with Princes in Sainsbury's.
- Three week Easter campaign (April 5-26 2017)
- One full page advert in *Sainsbury's Magazine* (circ. 189,578) with recipe ideas for "occasion food"
- Trolley media
- Online activity at sainsburys.com: top homepage banners, shelf top banners and search cross-sell
- In-store: Total units sold: 97,635
- 506% increase vs pre period, \$321,150 total
- Online: Total units sold: 6,674
- 514% sales increase vs pre period
- 4,758 customers engaged with the campaign



Surimi Crab Leg Promotion at Costco

- Costco Wholesale Japan has released a surimi crab leg product with "100% Alaska Pollock surimi" printed on the package including the ASMI logo.
- Surimi Crab Leg promotion with Costco, June 2017.
- Sales demonstrators at 25 Costco outlets.
- Advertisement in Costco Connection magazine.
- Billboard at new Costco outlet, running until February 2018.
- 8,951 packs sold between July and August (1kg each) with a total value of \$136,476.

ALASKA SURIMI SEAFOOD POKÉ

—かにかま、ワールドワイド—
知ってましたか? 世界中で大ブームの食材だということ。

【ヨ】 ロックでも、実はフランスは、漁獲量世界2位のかにかま
大国。専売だから自分好みに揚げできて、パレットやダン
トの揚げもバリエーション、家庭でも簡単にできる揚げ物、フランス
女性にも大好評です。●お肉の代わりにチキンや魚

【ア】 メリカでも、この頃の伝統料理のひとつ、クラブケーキ、国内
のバリエーション、お肉、お魚、お肉を巻いて入って、お肉、お魚、
は揚げた料理です。その応用として、かにかまがわかるというわけ、
人々の暮らしにすっきり取り込み、愛されている食材なんです。

【モ】 当然アメリカでも、たとえば、かにかまの原料である
魚介のすり身は、伝統的な製法で人の命を助ける、他の原料
とも組み合わせやすいため、クイックイミテーションにある料理も
生まれ、「すり身ガストロノミー」が広がっています。

【お肉・お魚】
●かにかまの原料は、100% Alaska Pollock 100% 純粋な魚介のすり身
●お肉・お魚のすり身は、伝統的な製法で人の命を助ける、他の原料
とも組み合わせやすいため、クイックイミテーションにある料理も
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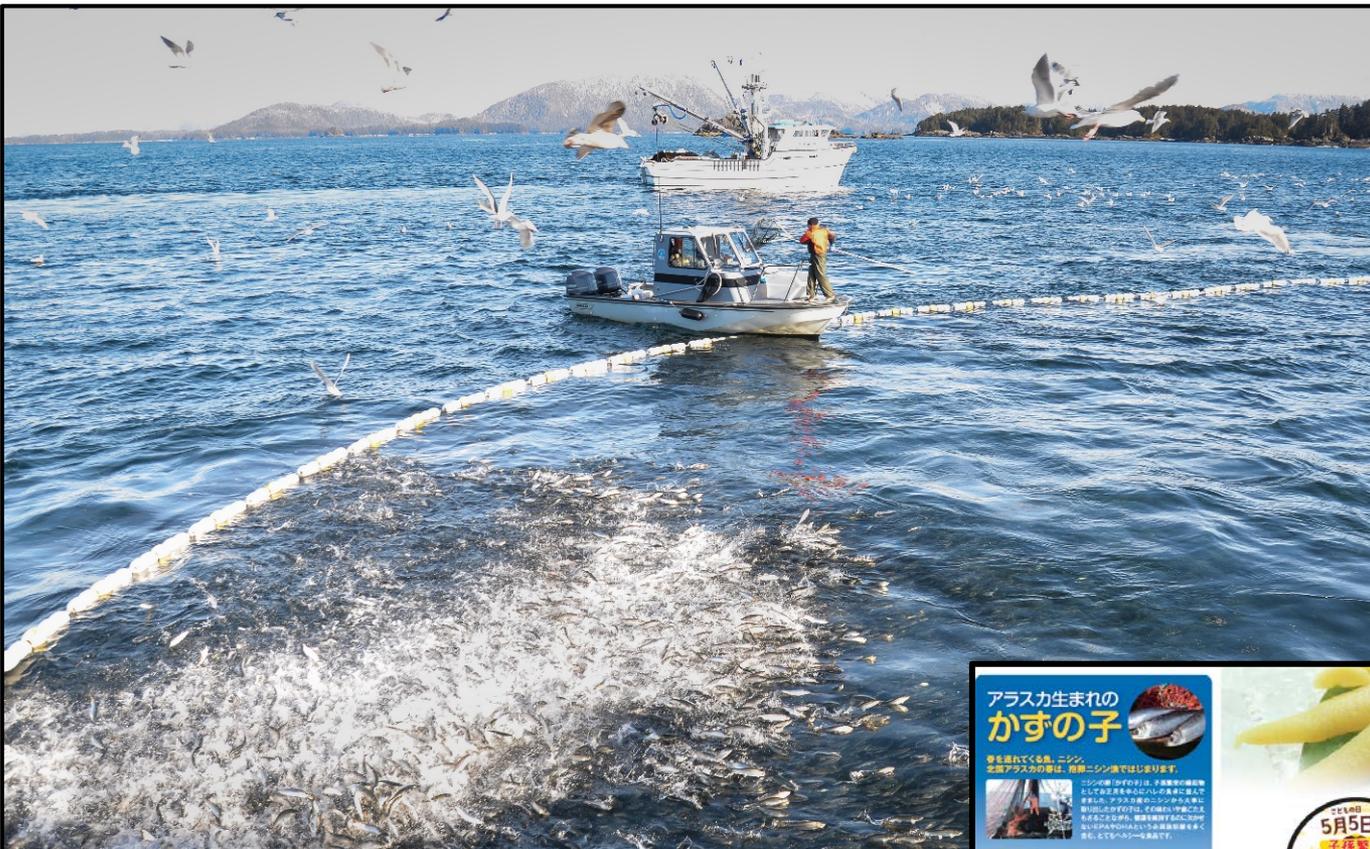
アラスカ産すけそうだらは、
天然でサステイナブル!
新鮮な魚介は、天然の塩で乾燥させてお肉・お魚のすり身、
お肉・お魚のすり身は、伝統的な製法で人の命を助ける、他の原料
とも組み合わせやすいため、クイックイミテーションにある料理も
生まれ、「すり身ガストロノミー」が広がっています。

アラスカシーフードマーケティング協会

コストコに
初登場!

販売中
Item#9599710に魚味かまぼこ 1kg





**アラスカ生まれの
かずの子**

争を避れてくる魚。コシシ、
北アラスカの春は、海産コシシ漁ではじまります。

コシシ漁「かずの子」は、北アラスカ沿岸で
行われてきた漁業から生まれた魚です。新鮮な
アラスカ産のコシシから丁寧に
加工されたかずの子は、その新鮮な味と食
感を活かして、様々な料理に活用されて
います。ぜひアラスカ産のかずの子を
味わってください。

【お正月だけじゃない！アラスカ産かずの子】
お正月だけじゃないかずの子です。夏は10月を
過ぎてから入る新鮮なアラスカ産かずの子です。

アラスカ産かずの子は、
11月の産期に限定して
お正月だけの味です。

アラスカ産かずの子に
11月の産期限定の味を
ぜひ味わってください。

5月5日は
子供の日
かすの子の日

お問い合わせは
アラスカフードマーケティング協会まで
www.aak-food.com
aak@alaskafoods.com
〒160-0008 東京都新宿区三軒丸2-3
TEL 03-3225-0089 FAX 03-5363-1118
http://www.alaskafoods.com/

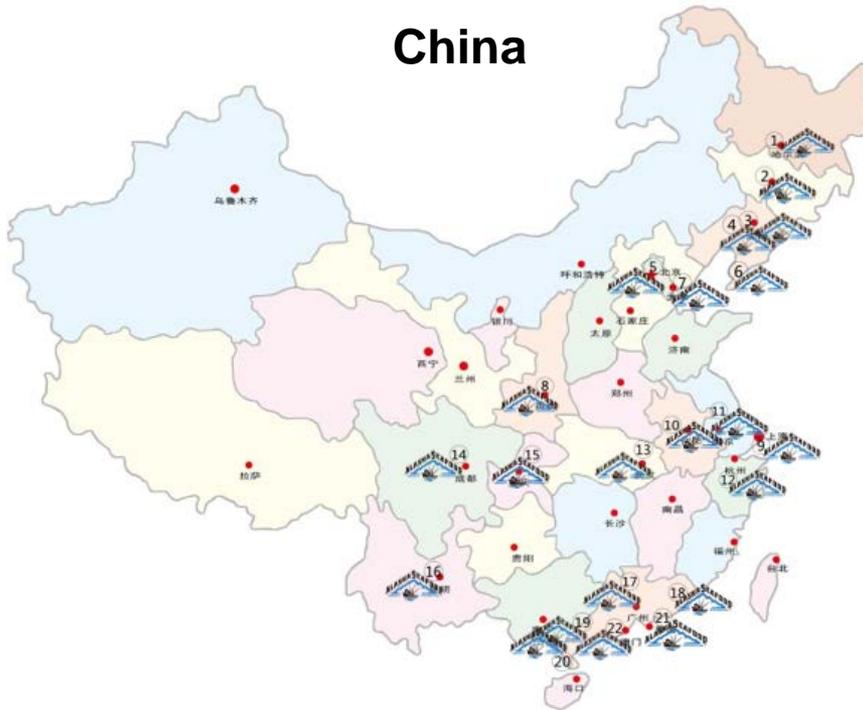
ALASKA SEAFOOD
天然の新鮮さ、アラスカから。

お正月だけじゃない！
アラスカ産 かすの子





China



- ASMI China promotions spread across 15 municipalities and provinces covering a total of more than 20 cities in the past three years.
- In 2016, China's economy grew by 6.7 percent, and is one of the highest in the world.
- Strong domestic consumption driving the economy.
- The most populated country in the world
- Burgeoning e-commerce industry
- Macau has finally witnessed a rebound in GDP of 10.3% after the economic downturn caused by China's anti-corruption campaign.

Pollock Mooncake Promotion

Sept. 9-Oct. 10, 2017

- 1st integration of Alaska seafood into traditional Chinese mooncakes
- Alaska pollock filling
- Promoted in LaoDaFang (30 outlets) in Shanghai and Carrefour (69 outlets) in Eastern China.
- 20,000 kgs of Alaska pollock was consumed



TMALL.com

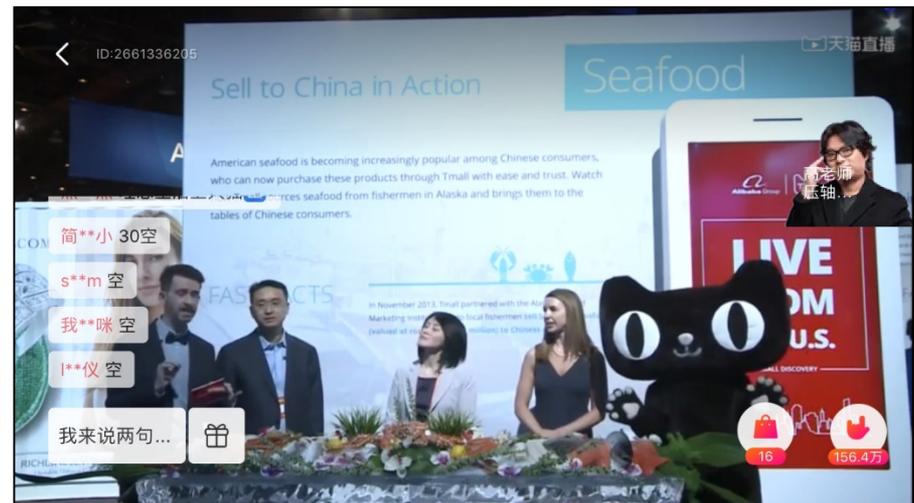
Long term partnership

Detroit: Gateway '17, tie in promotion June 21 with a live-stream from Gateway '17 featuring Alexa Tonkovich
\$1.22 million in sales

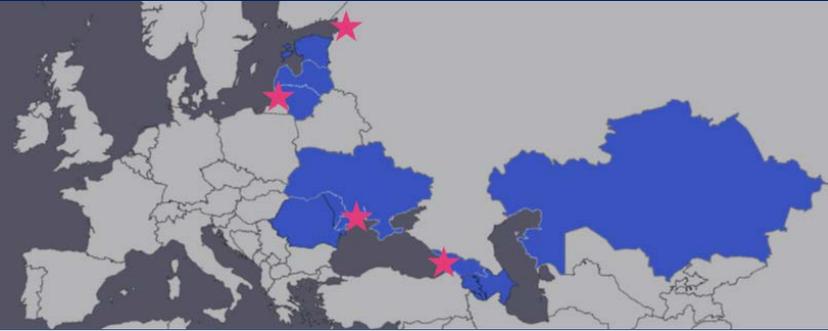
Singles Day: 11/11

85,000 kgs, **\$870,000 in sales**

Sockeye salmon, Pacific cod, yellowfin sole, black cod, pollock, king crab, snow crab, and sea cucumber



Other e-commerce partners: JD.com, chunbo.com, SFbest.com, Yiguo.com and benlai.



Investment fish quotas, a new state supported measure, may result in 100 ships and 10 coastal plants built in 5-7 yrs in the Far East (Source: Russian Federal Agency for Fishery)



- In CY2016, Ukraine's GDP recovered by 2.3% as key reforms took hold
- Fish imports recovered by 30%

Eastern Europe

- Ukraine, Romania, Moldova, Kazakhstan, Azerbaijan, Georgia, Armenia, Lithuania, Latvia, Estonia = **105 million consumers**
- **Total region's Alaska salmon imports** - 2016 - 2,300 tons: \$15 million **-53%** (2015/16)
- **Total region's Alaska ground fish imports** - 2016 - 13,000 tons: \$27 million **+80%** (2015/16)
- *Pollock surimi* - 5,300 tons - \$12 million
- *H&G* - 4,700 tons - 4,800 tons - \$9 million
pollock mince, frozen fillets

Eastern Europe: highlights



Market visits: 15 trips and events

Retail promotions :

Salmon roe – UFC Ukraine

Salmon roe, keta - Selida Lux Moldova

Salmon roe – Viocris Impex Moldova

Keta – Seafood Group Georgia

Salmon roe – Ocean Fish Romania





Brazil

- **210 million people**
- GDP Growth est.: 2017: 0.7%, 2018: 3.0 – 3.5%
- Growing Seafood Imports; imports from the U.S. projected to be stable compared to 2016
- **Eighty-eight retailers carrying Alaska seafood nationwide in 2017.**
- **Exporters must update registered labels through DIPOA's online system.**
- **Old labels no longer accepted after Nov. 27th.**

The screenshot shows the website www.alaskaseafood.org. The page features the Alaska Seafood logo at the top left. Below the logo, there is a "WHAT'S NEW" section with the following items:

- 2018 Seafood Global Expo Invitation
- September 2017 Economic Value Report Now Available
- ASMI Brazil: New Regulations for Online Product Labels

Below this section is an "Upcoming Events:" section with the following items:

- Fall Fishermen's Expo Nov 7-10
- Pacific Marine Expo Nov 16-18
- All Hands On Deck Nov 28-30

At the bottom, there is a "Request for Proposals:" section with the following item:

- 2018 Seafood Expo Global

A red arrow points from the "ASMI Brazil: New Regulations for Online Product Labels" link to the text in the slide.

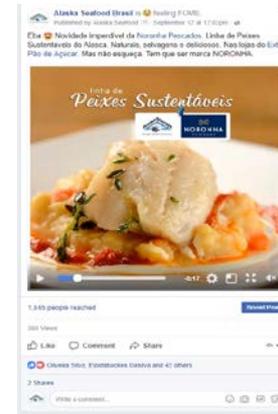
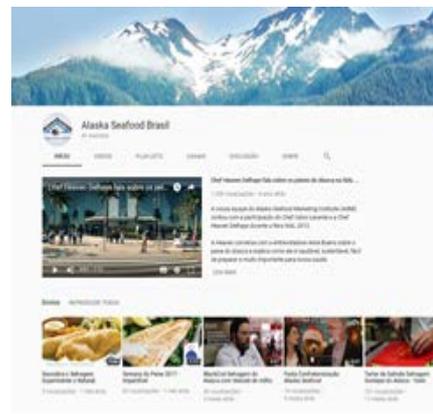
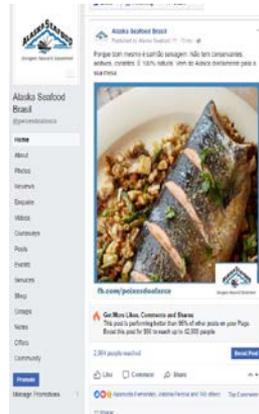
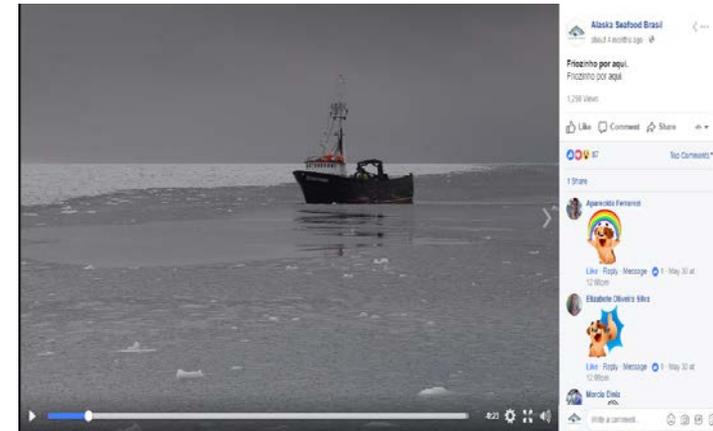
2017 Fish Week Sept 1 – 16

- Major retail merchandising campaign: Alaska pollock, cod, sockeye, keta and pink salmon
- 8 States
- 21 Retail Chains
- 3 Importers/Processors
- 92 Outlets
- 360 Store-Days
- 7.4 tons sold @\$107K



Social media: Over a MILLION likes on Facebook

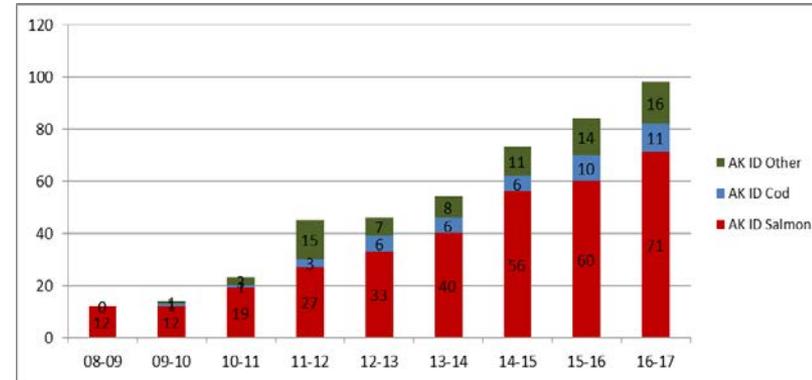
- Two Facebook pages
- fb.com/peixesdoalasca 788K
- fb.com/bacalhauoalasca 242K
- Instagram
- @peixesdoalascabrasil: 2,720
- Youtube channel
- Alaska Seafood Brasil





SEU: Spain, Portugal and Italy

- Spain: Population 46.4 million N^o4 world seafood importer by value (\$6.5 billion) in 2016-17
- Italy: Population: 60.7 million N^o6 world seafood importer by value (\$5 billion) in 2016-17
- Portugal: Population: 10.3 million N^o17 world seafood importer by value (\$2 billion) in 2016-17
- All registered GDP growth, second year in a row



Number of origin-identified Alaska salmon, cod and other seafood products sold at retail in SEU (measured as part of Local Suppliers List Update Survey along with ongoing monitoring of industry press and seafood retailers)

- Product lines are expanding:
- New sections of natural and organic and locally-produced foods are growing.
- Prepared meal solutions continue to grow, including in-store sushi kitchens.



CONXEMAR 2017

Seven US Companies and three local distributors worked out of the ASMI booth

\$31 million in projected sales

Industry met with 250 local buyers

41 trade leads from 19 different countries collected



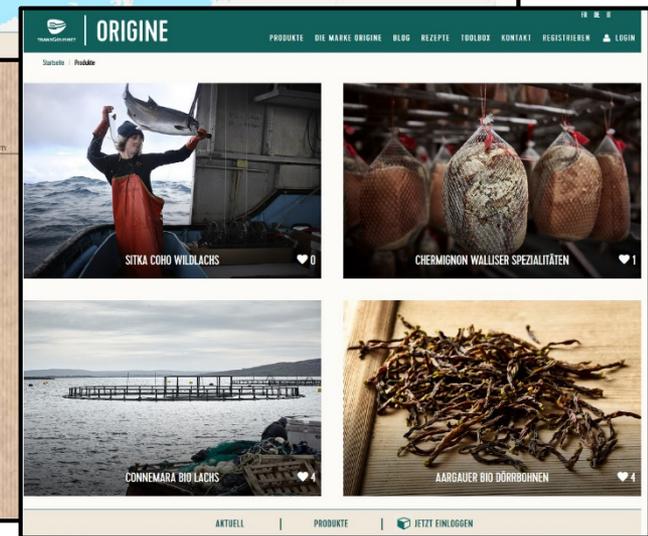
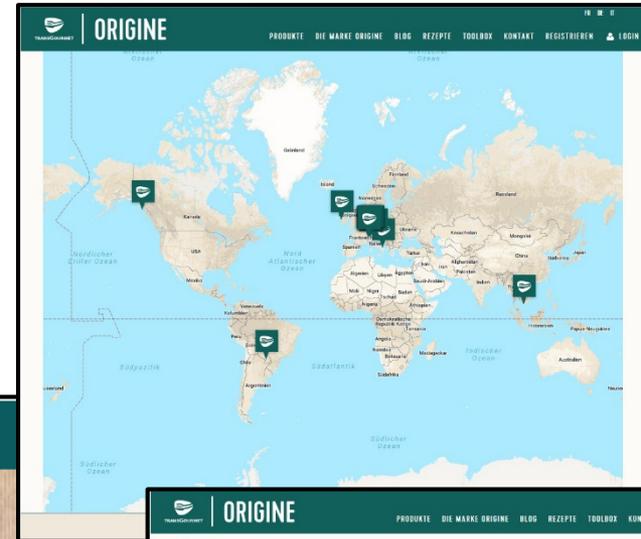
HRI Trade shows:

- **ASMI** participates in collaboration with local processors and distributors.
- **December:** FICOBA in Irun, Spain
- **January:** Madrid Fusión, in Madrid, Spain
- **March:** Gustoko in Bilbao, Spain
Identità Golose in Milan, Italy
- **April:** Alimentaria in Barcelona, Spain
- **May:** Salón de Gourmets in Madrid, Spain



Origine Project at Prodega

- Launch of Alaska coho under the origine brand
- Largest Swiss C&C chain: Prodega
- The Origine home brand of Prodega only lists selected food origins featuring mainly organic foods and artisan manufacturers.
- The brand also includes an own sustainability ranking covering a traceability index, a management check and the environmental footprint of the producers.



New Alaska Pollock Materials

Alaska - Das Land der wilden Fische

ALASKA SEAFOOD

Wild, Natürlich & Nachhaltig

Presseinformation des Alaska Seafood Marketing Institute

Pfeifler Pollock (Gadus chalcogrammus)

Gestatten, Alaska Seelachs

Mehr als nur Fischstäbchen

Zubereitungsstipp:

ALASKA SEAFOOD

Wild, Natürlich & Nachhaltig

ALASKA - NACHHALTIG WILD

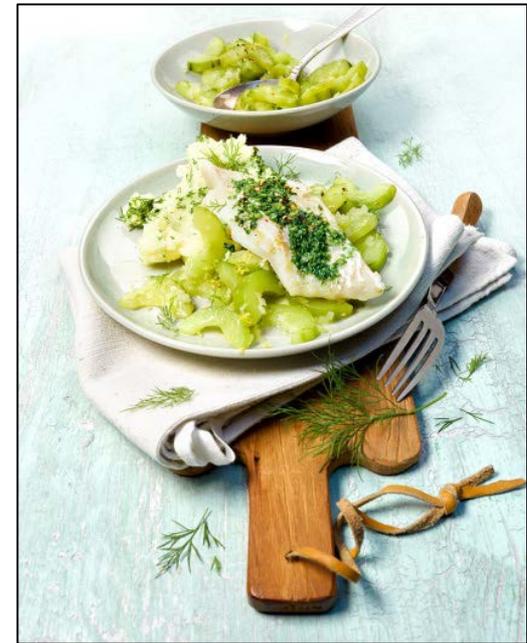
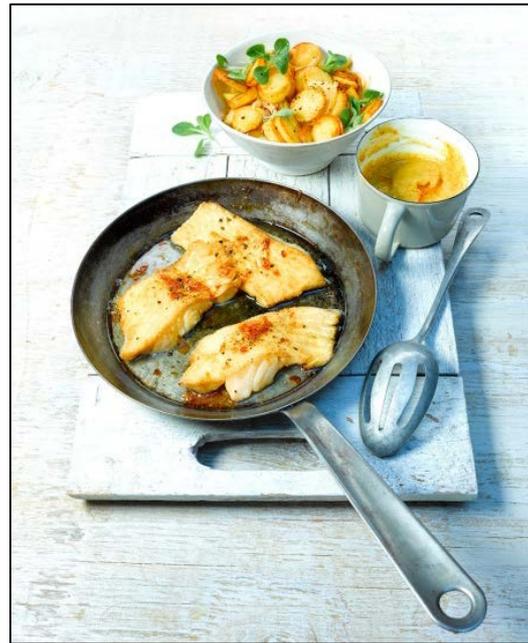
Alaska Seelachs ist nur einer von unzähligen Fischen, die in Alaska leben, anderen Meereslebewesen sind. Durch eine nachhaltige Fischerei und einen schonenden Umgang mit der Natur wird dieser Artenreichtum für die Zukunft bewahrt.

Erfahren Sie alles über Alaska Seafood und die Fischereiprinzipien wild, natürlich, nachhaltig auf www.alaskaseafood.de

ALASKA SEAFOOD

Wild, Natürlich & Nachhaltig

www.alaskaseafood.de
Facebook: alaskaseafood
Instagram: AlaskaSeafood.de



Upcoming:

- Doctor's office promotions
- New brochure in development to be distributed to doctor's offices and clinics in Germany, Poland and France.
- 2,500 waiting rooms in France
- 3,000 waiting rooms in Germany

ALASKA POLLOCK
Packed with nutrients

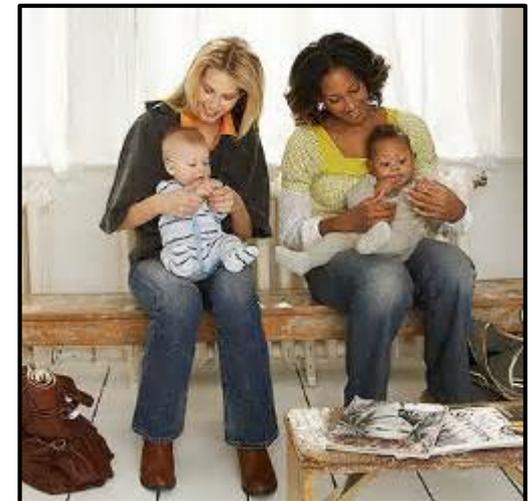
Alaska pollock should not be missed in any healthy and balanced diet. It contains many important nutrients, is high in protein and at the same time low in fat.

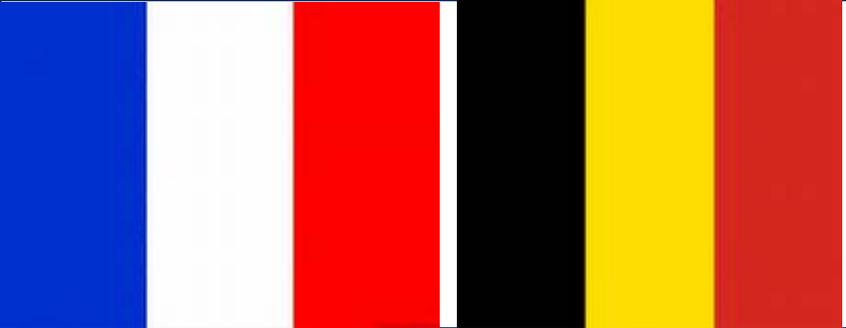
Nutritional value per 100g:
Energy: 74 kcal
Protein: 16,7 g · Fat: 0,8 g

Sodium: 100 mg
Potassium: 338 mg
Magnesium: 57 mg
Omega 3-Fatty Acids: 470 mg

ALASKA SEAFOOD
Wild, Natural & Sustainable*

Source: Deutsche See



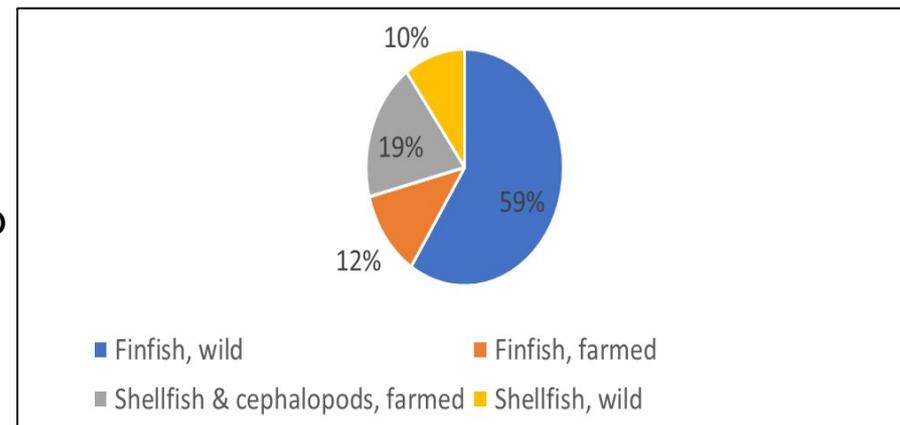


Western Europe: France and Belgium

- Meet Bruno Corréard, WEU Trade Rep!
- France is the #1 seafood market of the EU28 in value (Spain: #1 market in volume).
- Salmon, cod, pollock, roe, black cod, crab, everything!
- France: #1 surimi market in Europe. 13% drop from 2013.
- Aging average French seafood consumer
- 70% of the consumers are over 45 years old (all seafood segments)
- French couples over 50 years old are responsible for 50% of chilled finfish consumption
- 2016 sales of prepacked finfish cuts went up by 23.1% compared to the year before
- Round fish sales dropped 12.1%



The 2016 per capita seafood consumption in France: 74.5 lbs (LWE) (US: 47.2 lbs LWE)



Keta and pink product launches/promotions

- Leclerc (retail): Keta steaks and H&G Pink (both featured in the 2017 Christmas catalogue) 2 product introductions (November 2017)
- Metro (cash & carry): Keta skin-on fillets, logo on label, product introduction (November 2017)
- Cora (retail): Keta steaks product introduction (December 2017)
- Le Delas (wholesale): Keta steaks product introduction (December 2017)

- Pink salmon Christmas special at Flunch



Pink fillets
Leclerc 100 MT



Keta steaks:
Leclerc, Cora,
& Le Delas (wholesale)

Alaska Pollock Plans

- Position Alaska pollock surimi as a fitness food
- Home service companies are a major spur to action for the promotion of single frozen US Alaska pollock in France: Maximo, Argel, Toupargel, Artika.
- They want top quality products when the traditional supermarkets often sell twice frozen AP from China.
- Planning with home service companies for the promotion of single frozen US Alaska pollock in early 2018 and planning a spring foodservice promotion.
- Maximo included Alaska pollock loins in their Christmas catalog, with the ASMI logo, for free!



Mes Offres Offres valables du 4 décembre au 29 décembre 2017

Par **Lot**

24942-5
2 Tartares aux
2 Saumons

Apports Nutritionnels
Saumon Atlantique (Salmon salar),
Saumon fumé, citron, oignon
3 boîtes de 2 x 100g 4,20g

28711-0 Rôti de dindeveau farci aux pleurotes

Apport - origine dindeveau français - fœtus marin et lactés - Bœuf de dindeveau - farce (25%) dont pleurotes (0,5%) - 2 x 400g 1,20g

Pour environ 6 personnes!

03377-9
Moules marinières

origine du Pacifique - moules cuites arrosées d'une sauce au vin blanc, sans alcool et d'ail
3 x 400g 1,20g

36826-6
6 Coquilles de noix de St-Jacques, crûs à la bretonne

Lot - Moules noix de St-Jacques (80%) (Zooplankton patagonica Argentine, Chlamys opercularis - Broyures-Lait ou Lait Ferme, Argemone purpurata Bière, Calappa albicans - Biscuits), champagne, oignons, citrons, fraiches, vin blanc, Cognac, chapelure - 2 sachets de 6 x 100g 1,000g

24504-3
Dos de Colin d'Alaska

origine du Océan Pacifique Nord-Est - sans peau
5 à 8 pièces / sachet
2 x 400g + 400g GRATUITS 1,20g

ASMI
Surgelés Naturel & Purifié

2018

January							February							March						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6		1	2	3	4	5	6	7	8	9	10	11	12	13	14
14	15	16	17	18	19	20	11	12	13	14	15	16	17	18	19	20	21	22	23	24
21	22	23	24	25	26	27	18	19	20	21	22	23	24	25	26	27	28	29	30	31
28	29	30	31				25	26	27	28										

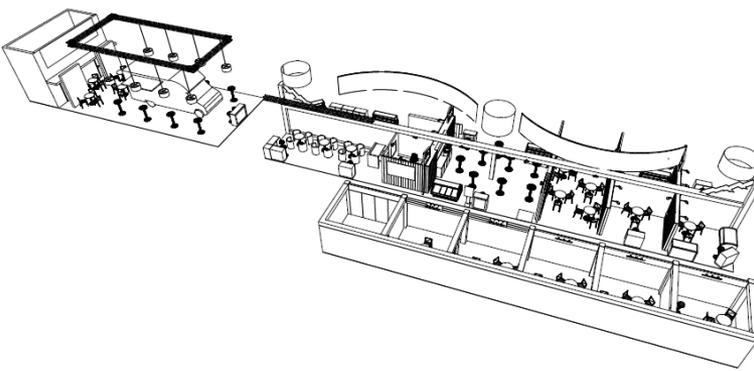
April							May							June						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	13	14	15	16	17	18	19	20	21	22	23	24	25	26
22	23	24	25	26	27	28	20	21	22	23	24	25	26	27	28	29	30	31		
29	30						27	28	29	30	31									

This could be you!



Upcoming

- Female buyers' mission to Dutch Harbor Jan. 29-Feb. 3
- Seafood Expo Global in Brussels, Belgium April *booths and tables available!*
- Cochran buyers' mission from Ukraine summer 2018
- Culinary Retreat
- China in-bound mission summer 2018



Thank you!



Hannah Lindoff

Hlindoff@alaskaseafood.org

Monica George

Mgeorge@alaskaseafood.org

Alice Ottoson-McKeen

Aottoson-McKeen@alaskaseafood.org

311 N. Franklin St. Suite 200

Juneau, AK

(907) 465-5560