



2024 ASMI All Hands on Deck

ASMI Operational Committee Questions

International Marketing

Please use the following topics as points for discussion by your committee and provide a summary to the ASMI Board of Directors:

How can ASMI make an immediate difference in the marketplace?

- ASMI can provide better guidance to OMRs, who then can communicate it to the trade, about the opening of harvest seasons. I.e., communicate the Bairdi crab opening to OMRs.
- Market pink salmon, recognizing the upcoming large supply.
- The Alaska seafood industry should communicate where the product ends up in the market so that ASMI OMRs know who to work with.
- Flatfish: In 2025, 25% of the fleet will be tied up. Flatfish needs immediate support in the international marketplace.
- Promote refreshed salmon program, including pink and keta salmon, in Europe.

What long-term challenges must your program continue to monitor and/or address?

- Russia
- China, as a reprocessing sector, continue to monitor.
- Monitor EOs and tariffs – potential disruptions both short and long-term.
 - Tariff exemptions are a priority – try to work with legislators to ensure exemptions on Alaska seafood species.
- The fluctuations in supply and demand for species is a long-term challenge
 - A potential solution is increased education and messaging about the fluctuations in supply that occur in wild capture fisheries.
- Reduce dependence on the Japanese market for small-size sablefish.
 - Prioritize market diversification for small-size sablefish.

For Domestic & International: What resources can ASMI provide to best help retailers and foodservice operators? What needs to be done to elevate RFM with our customers?

- Increased usage of RFM logo on the packaging could include a QR code with additional information.

Are there ways that your harvester group, businesses, affiliate organizations or the companies you represent can support ASMI either in-state or in the market (domestic or global)?

- Communicate the value of ASMI in-state, share ASMI success and effectiveness, and raise awareness about ASMI's value to industry and the state of Alaska with elected officials.
- Participate in ASMI events and tradeshow
- ASMI should continue to work with GAPP and WASA and ensure collaboration.
- ASMI presence – materials, information - in plants and on boats. Raise awareness about ASMI by industry communicating to their staff.
- We think this question should be asked more frequently.
 - Open channels of communication with ASMI staff so that the industry can support ASMI requests

Please review the summaries of the species committees. Do you have any recommendations for which your operational program should take action?

- Prioritize promotions for Alaska surimi and flatfish in Japan and the EU
- Prioritize the refreshed salmon program, particularly for pink and keta, in new markets, particularly in Europe.
- Canned salmon: promotions in non-traditional international markets and continue to capitalize on the tinned seafood trend.
- Identify solutions to reduce dependency on the Japanese market for small sablefish
- Continue highlighting Bairdi Queen crab in the Japanese market and consider increasing promotional funding for Bairdi support in Japan.

Is there an action that this committee recommends the Board consider at All Hands or in the near future?

- Update the logo licensing agreement to include verbiage explicitly stating that the logo cannot be used on products containing Russian raw material.
- We'd like to ask the Board for a legal opinion on whether the industry can have an MOU between companies to monitor the use of the ASMI logo. Can the OMRs assist with this?