



2024 ASMI All Hands on Deck ASMI Operational Committee Questions

Domestic 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?

- Promote pink and keta salmon in retail, focusing strongly on pink salmon and creative product forms.
- Continue supporting sablefish and cod promotions.
- Collaborate with WASA to promote flounder in retail and foodservice.
- Conduct demonstrations.
- Highlight USA-sourced products.
- Target college and university markets.

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

- Managing the large inventory of pink salmon.
- Addressing distribution challenges for halibut and sablefish.
- Strengthening the keta market.
- Mitigating potential tariff issues for species processed overseas.

For Domestic & International: What resources can ASMI provide to best help retailers and foodservice operators?

- Use the RFM logo on packaging and across all possible touchpoints (e.g., business cards, websites, email signatures).
- Offer the RFM logo to private label partners.

For Communications: What resources can ASMI provide to best help harvesters understand ASMI's value to Alaska's seafood industry?

- Use every opportunity to elevate RFM with customers.

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

- Share information about distribution partners.
- Promote new product forms for retail and foodservice.
- Utilize fishermen member organizations (e.g., RSDAs, UFA) to provide talent.
- Partner with WASA to expand consumer and customer education.

Recommendations for species committees that your operational program should take action on:

- Focus heavily on pink and keta salmon promotions in retail.
- Develop more educational materials and programs for seafood counter employees.

Recommended actions for the Board to consider at All Hands or in the near future:

- Develop a domestic market plan for pink and keta salmon, identifying required support and funding.
- Continue efforts for cod and sablefish from FY2024.
- Improve All Hands productivity by:
 - Providing training for new committee members on species committee goals and operational committee reports.
 - Reinforcing ASMI's goals and role while avoiding overly tactical suggestions.
 - Encouraging stakeholders to stay updated via weekly/monthly reports and social media throughout the year.