



**2024 ASMI All Hands on Deck**  
ASMI Species Committee Questions  
SALMON

- **What do your species need from ASMI to be immediately successful in the marketplace?**
  
- **What opportunities do you see for your species in international markets?**
  - Russia came through under forecast, creating greater opportunity for Alaska seafood; increase salmon promotions to capitalize on the gap left.
  - Target Southeast Asia, LATAM, MENAWA international markets.
  - Promote pinks into fresh counters in Europe to drive consumption.
  - Develop innovative products for international markets.
  - Educate consumers on the variety of applications for keta and pinks using ASMI materials and influencers (e.g., sushi, poke bowls, gravlax as sandwich fillings).
    - Appeal to Gen Z and Millennial consumers.
  - Leverage the tinned fish trend; collaborate with brands that feature appealing designs and organize pop-up activities.
  - Promote RFM certification.

**What opportunities do you see for your species in the US domestic market?**

- Integrate pink and keta into the influencer program; adjust promotions based on industry input and market demand.
- Capitalize on the more stable domestic marketplace amid international uncertainty.
- Educate consumers on the versatile applications of keta and pinks using ASMI materials and influencers.
- Analyze pollock's success in creating value-added products and apply these strategies to pinks.
- Develop product forms suitable for school lunch programs.

- Promote RFM certification.
- **Discuss the challenges/threats you foresee for your species in the next year or near future.**
  - Potential rescinding of the executive order barring Russian product from the US market.
    - Tariff impacts on salmon prices.
    - Cost-prohibitive tariffs for lower-end species (e.g., pinks, chums).
  - Processing and infrastructure upgrades are essential if moving away from overseas processing.
  - Rebuilding the image of pink salmon through proactive marketing ahead of the season.
  - Current administration's push for G7 nations to ban Russian products; uncertainty under a new administration.
  - Limited funding for product innovation; USDA could assist.
  - Challenges with king salmon listed as endangered and its retail-level consumer messaging.
- **For your species, what issues or topics (if any) can ASMI help with messaging and/or outreach?**
  - Rebrand pink and keta products to make them appealing to consumers and increase consumption.
    - Highlight high omega-3 content, mild taste, marinade compatibility, and low cost.
  - Reinforce the value of wild, US-origin, Alaska seafood.
  - Build proactive marketing strategies to avoid reactive measures next summer.
  - Communicate Alaska's responsible fisheries management to consumers.
  - Notify the industry about USDA grant funding opportunities for product innovation.
- **Are there any marketing or technical resources that ASMI could provide to best help harvesters?**
  - Educate fishermen on the importance of careful fish handling to improve quality throughout the supply chain (e.g., YouTube videos, imagery).
  - Develop more illustrations and technical materials to promote the health and safety of Alaska seafood.
  - Enhance communication with fishermen.

- Train foodservice and retail individuals to accurately convey the Alaska seafood message to consumers.
- Promote fish cutting as a skill and art form.
- Utilize CQR devices to monitor fish quality and health.
- Provide materials to emphasize seafood's nutritional value.
  
- **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)?**
  - Share personal stories about Alaska seafood.
  - Encourage processors to include the ASMI logo on merchandise to increase brand awareness.
  - Provide ASMI swag for industry members.
  - Contribute funding support.
  - Utilize fishermen as ambassadors in retail settings to directly engage with consumers.
  - Empower industry members to act as Alaska seafood ambassadors in daily life.