



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

**WHITEFISH**

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

- 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?
    - Opportunities for more surimi promotions in Japan highlighting Alaska origin.
    - More simple recipes ideas for international consumers to show new ways to prepare whitefish outside of traditional diets.
    - Reduction in Atlantic cod quota creates an opportunity for promoting Pacific cod, Alaska pollock and flatfish to replace the lost volume.
    - Capitalize on the momentum for Atka Mackerel promotions in Japan due to increased quota.
    - Prioritize Yellowfin Sole, Rock Sole, Alaska Plaice promotions in European markets. (Italy, Germany, Netherlands, France, UK etc.)
    - Shifting markets away from China into South America and Southeast Asia. Ensure necessary infrastructure and training in those alternative markets.
    - Potential for a temporary tariff exemption on Alaska origin raw material during transition to new reprocessing markets.
    - Promote origin of Pacific cod used for salted cod (*Gadus Macrocephalus*) as a replacement for Atlantic Cod in Latin America.

- What opportunities do you see for your species in the US domestic market?
  - Prioritize Yellowfin Sole and Alaska Plaice promotions in domestic markets due to decreased sales volume.
  - Expand marketing materials about fishing families in the whitefish sector. Leverage opportunity to collect more whitefish harvester videos at events like Comm Fish and PME.
  - Partner with UFA to identify fisherman ambassadors and develop a program in a variety of sectors:
    - Domestic Retailers
    - Alaska Marine Highway System (Ferries)
    - Cruise Ships
  - Develop partnership with Alaska Marine Highway System and Washington Ferry System which includes serving Alaska seafood, new promotional materials, and fisherman ambassadors.
  - Continue efforts to increase amount of Alaska Seafood served on the Alaska cruise ships.
  - Continue distributing physical resources for the home cook at retail seafood counters and conducting in store demos.
  - Increase POS materials and Alaska branding on processed in the USA refreshed Pacific cod at retail specifically on the East Coast.
  - Increase value-added re-processing in the United States.
  - More Flounder promotions in foodservice and retail.
  - ASMI support RFM certification of the Alaska herring fishery.
- Discuss the challenges/threats you foresee for your species in the next year or near future.
  - Potential tariffs with new Presidential administration.
  - Continued competition with Russian Pollock.
  - Increase in farmed cod production out of Norway.
  - Increase in Pangasius and other low-cost whitefish imports to domestic market.
- For your species, what issues or topics (if any) can ASMI help with messaging and/or outreach?
  - Keep promoting nutritional benefits of Alaska whitefish with renewed focus on Making American Healthy Again.
  - Highlighting the non-use of phosphates and additives. Cautionary note: However, some Alaska species may still be treated with phosphates.

- Highlight new study by WASA showing high omega 3 content in Flatfish.
  - Continue to address stigmas around surimi and the use of name “imitation”.
  - Note that certain species of flatfish are used in sushi.
  - More collaboration with WASA on promotions and research.
- Are there any marketing or technical resources that ASMI could provide to best help harvesters?
    - Are there any areas where ASMI may be able to provide technical support for your species: i.e., quality, products, packaging, health, safety, nutritional?
    - Nutrition comparisons between farmed and wild species resources, and pacific and Atlantic species.
    - Regional market analysis of Alaska seafood consumption in K-12 schools and which products are making it into schools.
    - Create a one-page guide on how to submit species to the USDA for school lunch programs.
  - 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)?
    - Encourage collaboration and maintain awareness of ongoing research and promotions.
    - Advocate the importance of ASMI to the Alaska State Legislature and explain how ASMI is important to the Alaska Seafood industry and our fishing communities.

Request to the board: The Whitefish committee would like to recommend the species of herring either be moved to the Salmon committee or a herring expert be appointed to the Whitefish committee.

Side note: The Whitefish committee would like to hear from ASMI staff how these organizations can help.