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United States Senate

WASHINGTON, DC 20510

October 15, 2013

Mr. Mike Cerne
Executive Director
Alaska Seafood Marketing Institute
311 N. Franklin Street Suite 200
Juneau, AK 99801

Dear Mr. Cerne,

I write to encourage the Alaska Seafood Marketing Institute (ASMI) take part in an Alaska Seafood Festival in Manila, Philippines. The idea for this festival was brought to my attention by Jenny Strickler, Honorary Consul to Alaska for the Republic of the Philippines. The festival would showcase the variety and high quality of Alaska ocean harvests and open a new market for Alaska seafood in the Philippines.

Currently, much of the Salmon in the Philippines is imported farmed salmon. A festival highlighting the superiority of Alaskan wild salmon could have a big impact on diners' choices there creating a new economic opportunity for Alaska fisheries. Guests would include seafood wholesalers, restaurateurs, food critics and other media representatives.

In addition to Ms. Stickler, Randy Ruaro from the Office of the Governor and Alaska State Representatives Cathy Munoz and Bob Herron are working to organize and promote the event which they hope to make happen within the year.

Ms. Stickler is proposing to bring Alaska fishermen and representatives face-to-face with potential consumers to build lasting business relationships. It is my hope ASMI, as the face of the Alaska seafood industry, will play a vital role in this project which aligns perfectly with the organization's goals. Ms. Stickler should contact you shortly to present her idea.

I look forward to continuing to hear about the progress of the festival. Please let me know if I can help answer any questions.

Sincerely,



Mark Begich
United States Senator



United States
Department of
Agriculture

Foreign
Agricultural
Service

Office of
Foreign
Agricultural
Affairs

October 7, 2013

Mr. Mike Cerne
Executive Director
Alaska Seafood Marketing Institute
311 N. Franklin Street
Suite 200 Juneau, AK

Dear Mr. Cerne,

Greetings from the U.S. Department of Agriculture, Foreign Agricultural Service in Manila!

Earlier this year we were honored to receive a delegation of Alaska State Representatives, which included Representative Cathy Munoz. During their visit we had the opportunity to brief them on the exploding market here for U.S. food and beverage products, including the fact that the Philippines is the largest f & b market in SE Asia, and larger than India and Brazil combined. (Please see attached report.)

We were so pleased to hear from Representative Munoz last week that she is planning to make a presentation to your group to encourage ASMI to undertake direct export opportunities in the Philippines, a key market in Southeast Asia and the 10th largest export market in the world for U.S. agricultural, fish and forestry products. Though current sales are small, we believe there are strong opportunities for Alaskan seafood products because of the robust Philippine economy, steady growth in the country's retail, foodservice and food processing sectors, strong consumer preference for American products, and the country's intimate familiarity with seafood.

Please let us know if you decide to undertake any promotions here. We would be pleased to introduce you and your team to supermarkets and restaurants, as well as to provide briefings, schedule business-to-business meetings, and arrange on-the-ground services for your delegation.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "P. Shull".

Philip A. Shull
Agricultural Counselor
U.S. Embassy, Manila