

ALL HANDS ON DECK

Conference



ASMI Latin America

The Alaska Seafood Marketing Institute (ASMI) has been active in Latin America since 2011, with broad operations across the region, in special Brazil, Chile, Colombia, Ecuador, Mexico, and Peru, strengthening its presence and influence in these key markets.



A brown bear is shown in a river, holding a large salmon in its mouth. The bear is on the left side of the frame, and the salmon is in the center. The water is turbulent and white with foam. In the background, another salmon is visible, swimming in the water. The overall scene is a natural, outdoor setting.

POLITICAL OVERVIEW

Political & Economy overview - LatAm

Russian Seafood Presence

- Continued entry in BR, CL, PE with **pollock, cod, salmon**.
- **Competitive prices**, limited **traceability** in CO, EC, MX.
- Possible **indirect routes** of entry (3rd countries).

Overview

- Peruvian president deposed
- 2026 Elections in BR, CO, CR, PE
- Growth in All main countries – 2% overall region



Tariff Landscape:



Brazil:

- U.S.: 10% + 40%
- **No retaliation.**
- Advanced **negotiations**



Colombia:

- U.S.: 10%
- High **Diplomatic tensions**
- Petro announced suspension of FTA – **not in effect**



Mexico:

- U.S.: 25% - May go to 30%
- No retaliation
- Advanced **negotiations**

Most of LatAm:

- U.S.: 10% tax
- Exceptions: BR (50%), BO (15%), CR (15%), MX (25%-30%), NI (18%-[100%])
- No effective **retaliatory measures.**



2025 Program

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Latin America



Market Update



Latin America Market – Export from USA

U.S Exports of Seafood (HS 03) to LatAm - MT

Country	2024	2024 (YTD)	2025 (YTD)	Var - 25x24
Latin America	42,226	24,472	23,321	-5%
Mexico	22,885	14,014	8,873	-37%
Chile	1,250	137	567	315%
Ecuador	784	76	1,950	2,469%
Brazil	1,490	1,122	315	-72%
Peru	573	199	1,009	407%
Colombia	811	348	616	77%
Others	14,434	8,577	9,992	16%

Source: FAS Gats / YTD: January to July

The U.S. exports of seafood to Latin America between January and July of 2025 slightly decreased overall compared to the same period last year, linked with the exports for Mexico and Brazil, major markets in the region – most affected by trade tariffs.

Markets such as **Colombia, Chile, Ecuador, and Peru** have emerged with **growth** in the period as well as Alaskan species have also reported growth in the period.

Species from Alaska

In 2025, the U.S. exported **2,680 MT**, valued at **US\$ 14 million**, of the main Alaskan species to Latin America. Highlighting:



Salmon

Keta Salmon – 886 MT



Salmon

Sockeye Salmon – 466 MT



Cod

Pacific Cod – 463 MT



Salmon

King Salmon – 276 MT



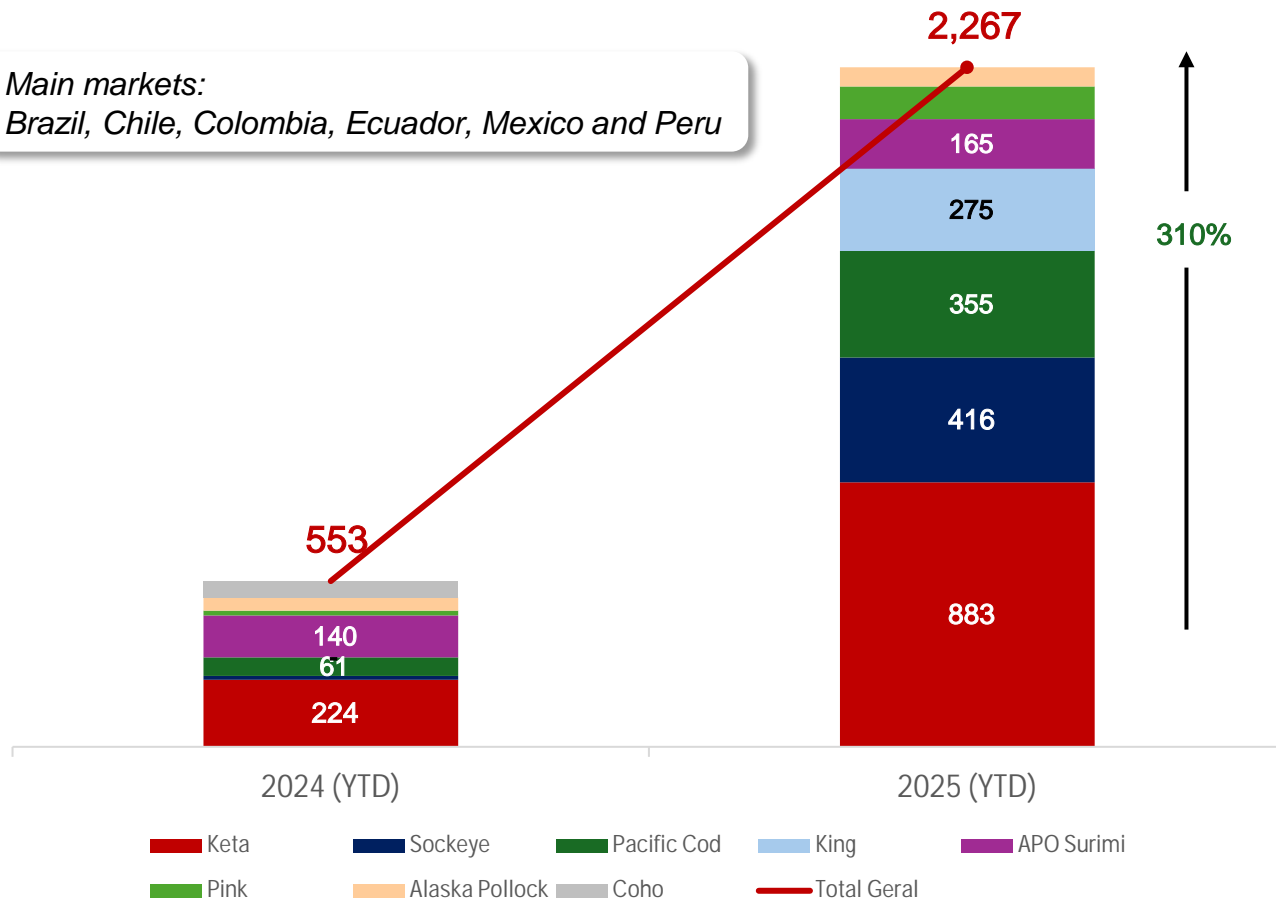
Alaska Pollock

Surimi – 237 MT

Main Latin America Markets – Exports from USA

U.S Exports of Alaskan species to main markets in LatAm

Main markets:
Brazil, Chile, Colombia, Ecuador, Mexico and Peru



Growth in Alaskan Species to main LatAm markets

Between 2024 and 2025 (YTD), total Alaska Seafood exports to Latin America — including the main countries **Brazil, Chile, Colombia, Ecuador, Mexico, and Peru** — grew from **553** to **2,267**, marking a **310%** increase.

This strong growth was mainly driven by **Keta salmon**, which rose from 224 to 883 MT, followed by **Sockeye salmon** (61 → 416) and **Pacific cod** (64 → 355).

The volume is reflection of:

- 1) Support to trade, industry, and consumer engagement initiatives offered by ASMI
- 2) Alaska industry is using LatAm countries as reprocessing options – with highlight to Ecuador.

Source: FAS Gats / YTD: January to July

ASMI Program



Trade Leads



- ASMI LatAm generated over 201 trade leads during FY 2025, and 179 so far in Calendar year 2025. This effort led to numerous new business opportunities, many of which were referred to import partners for follow-up and potential development. ASMI LatAm also promoted tens of meetings to introduce Alaska Seafood across Latin America.



ASMI LatAm – Peru Reprocessing Program

Goal:

Assess Peru's seafood reprocessing capacity and deliver technical training to position the country as a strategic hub for Alaska seafood and make that industry even better and more efficient reprocessors.

1st Stage

Key Results:

- 48 professionals trained
- 15 companies represented
- 5 processing plants visited
- 6 technical training modules delivered
- Hands-on sessions on filleting, defect control, and operational modeling



2nd Stage

International mission: China

- Integrate Alaskan seafood quality philosophy into regional processing practices.
- Reinforce documentation accuracy and data reliability for global market compliance.
- Enhance practical skills in QA inspection, CCP verification, and process optimization.
- Foster collaboration between production and QA teams for continuous improvement.

Strategic Impact:

Peru positioned as a reliable alternative hub for Alaska Seafood reprocessing amid global logistical and tariff challenges.



Applications for Alaska Pollock and Surimi

Request from suppliers:

- OMR in LatAm prepared videos showcasing texture, versatility and applications for GAP and Surimi.
- Videos customizable
- Versions for later subtitling
- Formats for industry, food service and consumers, including Social Media versions recorded in portrait mode.

Available at Netx!



Trade Shows

- Review from Importers and Industry members: Excellent
- Support to local sales
- New Nanook costume!



Seafood Innovation Show – 1st place

- Winner: Noronha Alimentos
- Made with Alaska pollock
- Origin marketed
- Recognition of most innovative solutions in seafood products



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IN STORE PROMOTION

Alaska Seafood Lent Promotions in Brazil

- Period of low seafood sales
- In-store promotions across six states in partnership with importers Noronha Pescados and BomPORTO
- In-store tasting demos held in 67 stores across more than 10 leading supermarket chains over 50+ days.
- Alaska Pollock and Cod

•Over USD 20,000 in sales
•More than 3,000 lbs sold
•67 stores / 6 states / 10+ supermarket chains / 50+ promotion days
•Over 7,000 tastings and/or interactions
•\$47,969.69 in revenue and achieving a ROI of 116.31%



Alaska Seafood Promotions at Costco Mexico

- In-store tasting demos conducted across **more than 30 Costco outlets countrywide**, focus on Salmon Burger and Smoked Cod.
- The campaign reached **over 5,000 customers** through tastings and exceeded engagement targets
- Also increases in other species such as Potato Crusted Pollock.

- *Alaska Salmon Burgers: 990 lbs sold on a day, over 6x higher than regular daily sales (150 lbs)*
- More than 5000 customers reached
- 30% growth



In Store Promotions of Smoked Cod, Salmon Burger and Potato Crusted Pollock.





FESTIVALS

Festivals in Brazil

- “Tem Peixe na Vila” (There’s Fish in the Village): Seafood Week Campaign. Promoting cod cakes and Alaska pollock
- The Town: Partnered with Sirène at The Town Festival, featuring wild Alaska pollock dishes and branding.
- SP Gastronomia: In partnership with Frescatto, promoting the black cod



Results

Digital Reach:

- Over 765,000 video views (655K from *The Town* + 100K from *Seafood Week*)
- 10,000 people reached via Instagram (@peixesdoalascabrasil)

On-Site Engagement:

- ~4,000 visitors at *Tem Peixe na Vila*
- 500 children & families engaged

Commercial Impact:

- 1 MT of wild Alaska pollock purchased (Sirène)
- \$2,670 in product sales on-site (pollock and cod cakes)



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INFLUENCER CAMPAIGN

Influencer Campaign: Alaska Salmon in Mexico



- ASMI LatAm partnered with Mexican digital creators Erik Domínguez (@cocinero_enproceso) and Luz Colsa (@soulfoodmx) to promote wild Alaska sockeye salmon through culinary content on Instagram.
- Influencers developed original recipes highlighting Alaska Salmon's origin, quality, and sustainability, supported by @pescadosdealaska.latam's media amplification.

Campaign results:

1,900,000 views, 6,722 shares, and 208 comments
CPV = \$0.005



Fishcode Campaign: Alaska Seafood in Brazil

- **Fishcod** is a leading seafood media platform in Brazil.
- Highlighted **wild Alaska seafood** as a model of sustainability and quality for the HRI sector.
- Content produced by **Chef Pedro Bichir** and **researcher Fábio Sussel**.
- Distribution across **Instagram, YouTube, and Fishcode website**, partnering with **@peixesdoalascabrazil**.



Results:

- 132,465 views, 65,083 reach, and **9,828 interactions**.
- 6 deliverables: 4 reels, 1 carousel, and 1 microsite with articles.
- Strengthened technical knowledge among foodservice professionals.
- Reinforced Alaska's pillars: **Wild, Natural, Sustainable**.
- Increased traffic to the **Alaska Seafood Brazil** website





Digital Campaigns Results

Amplifying Reach: Digital Campaigns & Retail Activations



Influencer Impact

16 influencers drove more than **3 Mi views**, significantly boosting visibility of Alaska seafood for their public



Media

ASMI LatAm reached over **7.5 Mi people**, with 1M followers across **Facebook and Instagram**, **21% growth on Instagram**, and **27,072 new website users**.



Social Media Virality

Alaska Pollock campaigns garnered over **400,000 views**, promoting the product and showing strong audience engagement.



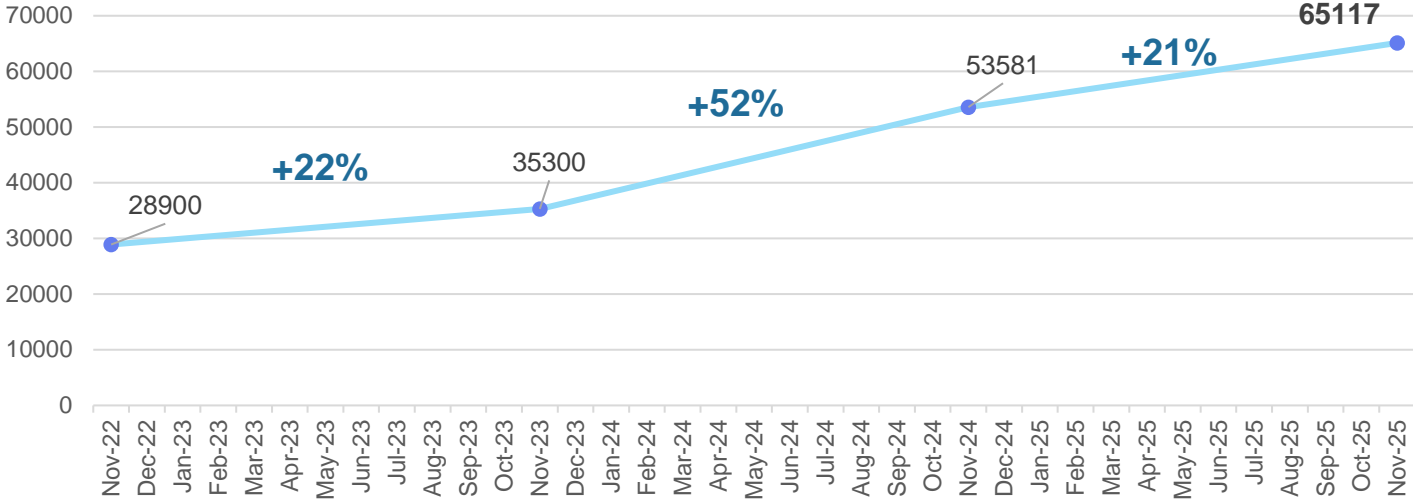
Retail Expansion

Supported by digital campaigns - **Over 500 stores** participated in activations, generating almost **9,000 lbs in sales**.

Social Media Overview

REACH
1,433,873
Instagram is a strong channel throughout Latin American countries.

Followers (from Nov/22 to Oct/25)



Ongoing Success Stories – LatAm (Spanish profiles)



▶ 546,000 views
♥ 23,827 interactions
[@soulfoodmx](#)



[@soulfoodmx](#)



▶ 546,000 views
♥ 14,994 interactions
[@cocinero_enproceso](#)



▶ 138,443 views
♥ 3,043 likes
[@fredebrocha](#)



▶ 130,000 views
♥ 6,552 interactions
[@cocinacomouncrak](#)

General results Influencers



1,359,443 total views

2,798.85 hours of
watch time

540,000 accounts
reached

89,740 interactions

[@pescadosdealaska.latam](#)

Upcoming Events and Future iniciatives



What's Next?

Current FY Initiatives

- **LatAm Markets:** Focus in grow volumes accross the region
- **Media Presence:** LatAm Instagram Campaign with Influencers
- **In Store Promotions:** Christmas Campaign, Sales Trainings, Lent Campaign - LATAM, New product launches
- **Sales incentive campaign:** Award to best salesperson at distributors
- **Partner support:** Supporting importsr and distributors with education and promotion
- **Food Service outreach:** Keep on restaurant support to create demand on the products

Upcoming Events

- **Trade Shows:** APAS (Brazil), ALIMENTEC (Colombia)
- **Gathering:** End of Year Trade Gathering in Brazil and Peru
- **ATMS** – USDA ATMs in the region, when announced
- **Store Promotion and HRI** : A que me sabes festival – Mexico
- **Lent:** Encourage Alaska seafood as the choice of consumers during lent (important in LatAm)
- **3rd phase of reprocessing program:** Encourage imports and give choice for Alaska industry

and more activities to come...



NEW FUNDING | NEW ACTIVITIES

- **Stronger promotional campaigns:** Better in-store promotions with giveaways
- **Sales Incentives campaigns:** Support sales teams to offer more Alaska origin products over other products
- **Trade/Press missions:** Bring key stakeholders to Alaska to support sales and spread the word of Alaska seafoods
- **Support distributors in trade shows:** Larger booths and partnerships in more shows
- **Virtual experience:** Augmented reality to capture in new generations... (continue)



NEW ACTIVITIES | NEW FUNDING

Concept:
An immersive campaign connecting in-store activations with digital engagement, allowing consumers to see, feel, and learn the Alaska fishing experience in a multisensory way.



Main Actions:

- **Reality Experience:** shoppers scan a QR code at the point of sale to unlock a **3D interactive view of Alaska's wild fisheries**, showing how salmon, pollock, and cod are caught, handled, and frozen at sea.
- **Interactive Retail;Event Displays:** premium pop-up stands in supermarkets featuring Alaska-branded visuals, tasting stations, AR equipment and chef demonstrations.
- **Digital Amplification:** influencers and chefs share short videos of the activation, linking to educational content and recipes.
- **Data Capture & Retargeting:** QR scans track engagement and connect users to follow-up campaigns and social media retargeting.

Impact:

Bridges physical experience and digital storytelling, strengthens consumer trust in sustainability and wild origin, and turns curiosity into purchase intent.



Thank You!

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