Domestic Marketing Program
Fiscal Year 23 Budget Proposal
for the ASMI Board of Directors

Presented by: Megan Rider, Domestic Marketing Director
Congratulations, Amy! Kudos to Leah! Thank you to the amazing team.

Big, huge, thank you to the entire Domestic Marketing Committee!
Foodservice
FY 22 Budget: $1,884,000

FY 23 Budget: $2,000,000
Program Operations
Program Operations (Staff): $258,000
(↑ $16,000) Salary and benefits funding
determined by fiscal.

Salary, Benefits, and Travel
50% Marketing Director (Megan Rider)
100% Marketing Coordinator (Leah Krafft)
50% Marketing Coordinator Assistant
(Amy Dukes)

Slight increase due to annual salary steps.
Marketing Operations
Marketing Operations: $215,000
(No change recommended)

Contract and Travel Expenses
100% Distributor Promotions/National Accounts Representative (Jann Dickerson)
33% Marketing and Sustainability Consultant (Tricia Sanguinetti)
Operator Promotions

Operator Promotions: $275,000
(No change recommended)

Custom promotions with 16,000+ units across the country.
NEW
2 for $5
Alaska Flounder
Fish Tacos

LIMITED TIME
Distributor Promotions

Distributor Promotions: $275,000
(No change recommended)

Domestic has been successful partnering with broadline and specialty distributors selling to chain accounts, foodservice management, and independent operators. Current estimate 5M pounds moved during ASMI promotions on average each year.
CELEBRATING A LOVE OF SEAFOOD

Sustainable Food and Seafood Bring People and the Planet

with its diversity of flavors, textures, colors, seasons and regions, seafood is a food worth loving. It offers the opportunity to explore our dining creativity, from new cultures, start conversations around environmental and economic impacts and, most of all, create change. Sockeye believes this responsibility seriously and has long been a leader in sustainability by promoting the health of its ponds and our environment. Sustainable seafood isn’t just how we sustain the catch, but how we use food to help humanities thrive.

SUSTAINING ECONOMIES
More than 12 percent of the global population relies on seafood for their livelihoods! It is a First Nations community in Alaska, fishing just as their ancestors have done for thousands of years. It’s a daughter fishing to support her family. It is young entrepreneurs’ scientific innovation that guarantees better farming practices. It is a team of experts working to bring fresh, local, sustainable seafood to our tables.

SUSTAINING ECOSYSTEMS
Seafood has a key role in the sustainability conversation when compared to other animal products. Across many metrics, including freshwater usage, feed conversion ratios, land use alterations and greenhouse gas emissions, seafood can help combat climate change and some of this detriment of contemporary diets by increasing the amount of sustainable seafood we consume, we can help sustain the ecosystems that sustain us.

SUSTAINING PEOPLE
Increasing our consumption of seafood, especially species rich in Omega-3 fatty acids, has the potential to drive positive public health outcomes, especially when paired with a reduction in red meat consumption. Their benefits range from cognitive to cancer protective.

SUSTAINING FISHERIES
Although there is much work to be done, we can still fish and farm sustainably, making up to 82 percent of the wild-caught seafood comes from sustainable fisheries! There are exemplary large-scale fisheries, such as those in Alaska, where an abundance of science, Alaska’s policies, scientific data, and many other species are responsibly fished and protected throughout the world. Sustainably fished seafood is a reality and voluntary programs, certification organizations and new technologies have proven we can do it right.

USING SUSTAINABLE SEAFOOD SUSTAINABLY
Sustainability doesn’t just mean where fish and seafood come from or how they were caught. It’s also how we serve, cook, and eat. Managing waste and serving appropriate portion sizes impacts sustainability. Market terms, such as frozen and canned seafood deliver delicious meals on the plate and reduce the supply chain’s carbon footprint. For consumers, we can do our part by considering what the seasons and flavors are best able to supply, utilizing previously under-valued varieties of seafood and having a strong attention to regional availability.

1 National organizations or the United Nations, the UN World fisheries and aquaculture state
2 United Nations
WHY SUSTAINABLE SEAFOOD SHOULD BE ON THE MENU

Join us! Tuesday, March 8, 2022 at 11 am EST

barton seaver

Barton Seaver
Sustainable Seafood Expert

Lloyd Mann
Chef/Owner

LIVE
Tradeshows and Conferences

Tradeshows and Conferences: $302,000
(↑$102,000)

Building relationships throughout the trade, developing new contacts, strengthening existing trade relationships, and learning new trends and innovations.

*Increase reflects the need for in-person networking at events to continue to tell the Alaska seafood story and make key contacts.*
Trade Support

Trade Support: $500,000
($↑$100,000)
Recipe development, webinars, chef demonstrations, photography, website and social content, Seafood University, culinary training programs, research, sample seafood products, and all print collaterals.

Increase reflects need to produce more content to share with our partners especially recipes as they have become indispensable.
BE INSPIRED WITH ALASKA SEAFOOD with CHEF ANN KIM of Pizzeria Lola, Young Joni and Sooki & Mimi Minneapolis, Minn.
Trade Advertising
Trade Advertising: $145,000
(No change recommended)

Domestic executes a combination of print and digital advertising with Plate, Flavor in the Menu/Seafood in the Menu, CIA Smartbrief and Hotel Smartbrief.
Alaska seafood satisfies today’s consumer preferences

Published May 16, 2022
Retail
FY 22 Budget: $2,296,700

FY 23 Budget: $2,500,000
Program Operations

Program Operations (Staff): $273,000 (↑ $17,000) Salary and benefits funding determined by fiscal.

Salary, Benefits, and Travel

50% Marketing Director (Megan Rider)
100% Marketing Coordinator (Vacant)
50% Marketing Coordinator Assistant (Amy Dukes)

Slight increase due to annual salary steps.
Marketing Operations
Marketing Operations: $226,000
(No change recommended)

Contract and Travel

Expenses
100% Retail National Accounts
(Mark Jones)
33% Marketing and Sustainability Consultant (Tricia Sanguinetti)
Special Projects and Co-op Promotions

$600,000
(↑150,000 recommended)

Alaska seafood coupons and co-op coupon promotions are funded in this category, as well as ecommerce shoppable recipes and activations.

*Increase reflects expansion into consumer facing digital opportunities such as Ibotta, Fulton Fish Market, and more.*
Dinner’s Off the Hook
DIY Alaska Salmon Hand Rolls

by JOY CHI | January 26, 2023

⭐⭐⭐⭐ 5 Stars - 1 Review

healthiest seafood

APPEARS IN THESE
F52er's Collections

dinner
by FASHOT!
589 Items

Seafood
by KV1979
44 Items
Campaign Recap
February 4th, 2022 – March 5th, 2022
# Publix banner results

**Live dates**: 2/4/22 – 2/10/22

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total banner impressions</td>
<td>455,430</td>
</tr>
<tr>
<td>Influenced add to lists</td>
<td>10,311</td>
</tr>
<tr>
<td>Influenced redemptions</td>
<td>3,559</td>
</tr>
<tr>
<td>Percent of add to lists</td>
<td>3.57%</td>
</tr>
<tr>
<td>Percent of redemptions</td>
<td>5.80%</td>
</tr>
</tbody>
</table>

1. Benchmark: 10X - 100X
2. Varies by brand / category / scope / number and details of linked offers
3. Benchmark: 2 - 9%
4. Benchmark: 1 - 17%
5. Data inclusive of date that banner started through a 14-day post-period
6. % of total redemptions not % of redemptions at Publix only
## Follow-on analysis

40-day post-campaign purchase behavior

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
<th>Units Purchased per Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow-on Purchasers¹</td>
<td>50.0%</td>
<td></td>
</tr>
<tr>
<td>Follow-on NEW Purchasers²</td>
<td>26.0%</td>
<td></td>
</tr>
<tr>
<td>Average follow-on Units purchased per trip³</td>
<td>2.65</td>
<td></td>
</tr>
</tbody>
</table>

1. Follow-on purchasers: campaign redeemers that made another purchase AFTER the campaign expired (organic purchases).
2. Follow-on NEW purchasers: campaign redeemers that made a purchase AFTER the campaign expired, that had not purchased in 60 days prior to campaign.
3. Avg. Follow-on units: the average units purchased per shopper per trip after the campaign expired.
Miso Alaska Sole & Yuzu Soba Noodle Bowl

All the flavors are working in perfect harmony in this bowl. Marinating the Alaska sole with miso-sesame aioli elevates the subtle flavor of the fish, and complementing those citrus and
## SHOPPABLE SMART MODULES

We integrated 2 of ASMI’s brand recipes into our shoppable Smart Module ad units. The ads ran across the 3 Dotdash food sites The Spruce Eats, Serious Eats, and Simply Recipes for the duration of the campaign, allowing users to discover and take action as they were looking for recipe inspiration.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions Delivered</td>
<td>955,139</td>
</tr>
<tr>
<td>Impressions Contracted</td>
<td>928,571</td>
</tr>
<tr>
<td>Standard Banner Size Impressions</td>
<td>830,018</td>
</tr>
<tr>
<td>Standard Banner CTR/Module Open Rate</td>
<td>0.12%</td>
</tr>
<tr>
<td>Standalone 300x600 Module Impressions</td>
<td>125,121</td>
</tr>
<tr>
<td>Total Module Impressions</td>
<td>126,084</td>
</tr>
<tr>
<td>Initial Action Engagement Rate</td>
<td>0.36%</td>
</tr>
<tr>
<td>Conversion Rate to a Retailer</td>
<td>10.18%</td>
</tr>
</tbody>
</table>
Trade Promotions

Retail Trade Promotions:
$375,000
(No change recommended)

In-store promotions, demos, merchandising contests, and custom point-of-sale materials.

We are enjoying increased participation from retailers in the United States and Canada.
Alaska Seafood @ Whole Foods

Campaign Wrap Up
1/1/22 - 2/28/22
Delivery Overview

7,478,081 Impressions
19,912 Clicks
0.27% CTR

Primary
• Sales Lift
• Incremental Sales

Secondary
• CTR
• Clicks
• Impressions

In-Line Targeting
Salmon, Smoked Salmon

Pairings Targeting
Diet-Focused, Fish & Seafood, Pescatarian, Healthy Dishes, Salads, Nutritious Meals, Baked Dishes, Healthy Sides, Quick & Easy

Flight Dates
1/1/22 – 2/28/22
Incremental Sales by DMA

Of all the states, Florida drove campaign performance in terms of lift, while California was the leader for sales.

<table>
<thead>
<tr>
<th>Top States</th>
<th>Campaign Period Sales</th>
<th>Campaign % Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>$3,248,110</td>
<td>0%</td>
</tr>
<tr>
<td>New York</td>
<td>$2,124,320</td>
<td>2.3%</td>
</tr>
<tr>
<td>Florida</td>
<td>$2,055,855</td>
<td>16.7%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>$1,418,486</td>
<td>0%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>$1,361,941</td>
<td>3.6%</td>
</tr>
<tr>
<td>Illinois</td>
<td>$1,104,715</td>
<td>0%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>$1,005,033</td>
<td>2.1%</td>
</tr>
<tr>
<td>Texas</td>
<td>$811,736</td>
<td>2.7%</td>
</tr>
<tr>
<td>Maryland</td>
<td>$802,951</td>
<td>3.4%</td>
</tr>
<tr>
<td>Virginia</td>
<td>$784,722</td>
<td>4.5%</td>
</tr>
<tr>
<td>Georgia</td>
<td>$629,164</td>
<td>4.7%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>$576,805</td>
<td>6.2%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>$503,726</td>
<td>4.3%</td>
</tr>
<tr>
<td>Washington</td>
<td>$483,917</td>
<td>0.5%</td>
</tr>
<tr>
<td>Ohio</td>
<td>$466,909</td>
<td>0%</td>
</tr>
<tr>
<td>All Other (41)</td>
<td>$3,963,741</td>
<td></td>
</tr>
<tr>
<td><strong>Test Store Total</strong></td>
<td><strong>$21,342,131</strong></td>
<td><strong>1.6%</strong></td>
</tr>
</tbody>
</table>
Overall Results

The Alaska Seafood products measured by Pathformance saw $21M in total sales during the campaign and drove $383K in incremental sales, with a ROAS of 7.70 across Whole Foods stores.
Trade Shows and Conferences
Retail Trade Promotions: $100,000 (↓$100,000)

Building relationships throughout the trade, developing new contacts, strengthening existing trade relationships, and learning about new trends.

*Decrease reflects less relevant trade shows and conferences in retail space.*
Trade Support
Retail Trade Support: $736,000
(↑$552,900)

Funding for the digital asset library, recipe development, photography/video production, research, POS development, and reprints, storage fulfillment costs, website updates, and product for display and PR events, and Alaska Seafood logo push.

*Increase reflects need for massive point-of-sale print for retail partners, as well as Alaska Seafood logo directive.*
Trade Advertising

Retail Trade Advertising: $160,000
No change recommended.

Domestic will devote funds to both digital and print media to include Progressive Grocer, FMI Daily Lead, Smartbrief, Grocery Business and more.
Sustainability means more than protecting the environment. When it comes to seafood, it also means protecting the fish and the communities responsible for the catch—things that are important to today’s increasingly health- and environmentally conscious consumers.

Carrying and promoting sustainable, wild-caught Alaska Seafood offers a high level of assurance that seafood-loving customers who shop your store will find products that meet those pillars of sustainability. And as data shows, it will help build baskets, too.

Why should you, as a grocery retailer, care about sustainable, wild-caught seafood?

89% of consumers say the RFM eco-label drives purchase

71% are willing to pay more for it

Because your customers do!

Sixty-five percent of consumers say it is important that the fish and seafood they buy is sustainable and 55% of Millennials believe seafood certification is very/extremely important when making purchasing decisions—which means providing

Certification Wields Basket-building Power

While sustainability claims can attract customers, many products that shout “sustainable” and “wild-caught” often don’t have anything to back up those labels.

Alaska Seafood does. Not only is Alaska the only state with sustainable fishing written directly into the state constitution, seafood from Alaska also is certified by the Responsible Fisheries Management (RFM) certification program, one of the most trusted certification programs in the industry. RFM has a Chain of Custody program that doesn’t charge any logo fees, which assures buyers that certified fish can be traced through the supply chain back to its origin. Alaska’s fisheries are also certified by the Marine Stewardship Council (MSC).

Certification is a key component of Alaska Seafood’s sustainability story, and can be for grocery retailers, too.

Why?

Forty-six percent of consumers overall, and 55 percent of Millennials believe seafood certification is extremely important when making purchasing decisions—which means providing.

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displaying seafood that carries the RFM certification eco-label is one simple way to do just that.

“RFM certification is one of the most credible and robust wild-capture sustainable seafood certification programs in the marketplace, and it is one of the few certification programs that features origin on its eco-label,” explains Megan Rider, domestic program director for ASMI. “And unlike some other programs, there are no fees to pay to use the Alaska RFM certification eco-label.”

Recent data shows that the RFM logo holds sway with seafood shoppers.

“Using the RFM logo demonstrates to your customers that you are responsibly sourcing seafood,” Rider adds. “And based on this recent data, it shows it can add a significant amount to your bottom line, too.”
ARPA Funds

- IRI research
- Direct to consumer digital retail activations
- More trade promotions
- Point-of-Sale collateral refresh
- Costco.com email blasts, custom recipes, social posts, and a cheflebrity demo video.
Thank you!