COMMUNICATIONS AND DOMESTIC MARKETING JOINT COMMITTEE MEETING

Ashley Heimbigner, Communications Director and
Megan Rider, Domestic Marketing Director

All Hands on Deck 2021
TEAM INTRODUCTIONS
JOINT STRATEGY

Connecting with Home Cooks - Ecommerce - Health & Wellness
Emerging Trends - Transparency
71% OF PEOPLE WILL CONTINUE TO COOK AT HOME AFTER THE PANDEMIC ENDS.

*HUNTER

Still Cooking at Home...
Sole and soba noodles are a match made in heaven—or Alaska.

by Dotdash Creative
Salmon Recipes

You've got dinner plans, because we have salmon ideas galore. These recipes let you cook your fish every which way—baked with olive oil, smoked on the grill, the list goes on. Wait till you try the pepper-crusted cakes.
WILD, NATURAL & SUSTAINABLE

The seafood bounty of Alaska is unrivaled. With five species of salmon, several varieties of whitefish, and numerous types of crab and shellfish, Alaska offers delectable seafood options for every taste and preference.
CREAMY WILD ALASKA POLLOCK ENCHILADAS

Wild Alaska pollock is delicately poached in a tomatillo-poblano sauce, which becomes the sauce for cheesy, creamy enchiladas, which are baked to perfection.

Prep Time: 40 minutes
Cook Time: 30 minutes
Total Time: 1 hour 10 minutes
Servings: 4

Ingredients
- 3 poblano peppers
- 1 large onion, roughly chopped
- 1 1/2 pounds tomatillos, husks and stems removed
- 2 serrano peppers, stems removed

Instructions

1. Broil the vegetables
   - Adjust broiler rack to 8 inches below element and preheat broiler to high. Place poblano, onion, tomatillos, serranos, and garlic on a foil-lined rimmed baking sheet. Place under broiler and broil, turning vegetables occasionally, until tomatillos and serranos are consistently softened and lightly charred, about 10 to 12 minutes. Transfer...
#ALASKASEAFOODHACKS

JANUARY – MARCH

UNCOVER, SHOW AND SHARE UNIQUE, DELICIOUS, SIMPLE AND SURPRISING ALASKA SEAFOOD HACKS TO INSPIRE HOME COOKING AND DRIVE BRAND AWARENESS.
ECOMMERCE TO ACCOUNT FOR 20% OF GROCERY MARKET BY 2026.

*MERCATUS/INCISIV
Wild Alaskan Sockeye Salmon

per lb

Buy now at Instacart

Browse 4 stores in your area
87% of consumers consider their health and well-being when making a food purchase.

*DATASSENTIAL 2021
The Easy and Delicious Answer to Cooking at Home Burnout

Presented by: Melanie Brown, Commercial Alaska Sockeye Harvester
Sponsored by: Alaska Seafood Marketing Institute

Given the incredible growth of frozen seafood sales and growing consumer interest and willingness to cook seafood from frozen (66% would try it if they had recipe ideas), commercial Alaska sockeye harvester Melanie Brown will be demonstrating how easy it is to Cook it Frozen with Alaska Seafood. Join us while Melanie shares her fishing experience and an Alaska salmon recipe. You will also hear from Monica George, head of retail marketing for ASMI, about how frozen provides year-round availability to wild and sustainable seafood from Alaska, cuts waste and makes delicious and healthy eating a slam dunk. After the session, ASMI will send $100 gift cards to the first 25 RDS who send links to their own Alaska Seafood Cook it Frozen demos featured on their social channels.
Boost Seafood Sales During Lent

The six weeks between Ash Wednesday and Easter is one of the greatest opportunities for the seafood department. This year, with the skyrocketing seafood sales at retail, the opportunity is even greater. Here are a few ways to entice shoppers to eat more seafood before, during and after Lent.

Focus on Health and Taste

Consumers are clear about why and what they like when it comes to seafood:
- 72% of consumers say they buy seafood because it’s healthier overall
- 83% of consumers prefer the taste of seafood

Call Out Origin

The attributes of wild-caught, origin, and sustainability are very important to shoppers when choosing fish and seafood:
- 56% of consumers say this

Wellness and Nutrition Facts on Alaska Seafood

We’ve got your back – check out our plethora of fact sheets, whitepapers, and more.

View Resources

The Alaska Seafood Marketing Institute (ASMI) would like to help retail dietitians leverage the benefits of wild, natural and sustainable Alaska seafood through our retail promotional program. Click here to learn more www.alaskaseafood.org/mealplan and please reach out to Emily Glider at eglider@alaskaseafood.org.
Food as Medicine Program Evaluation Guide—Time to Connect the Dots

Nov 5, 2021

By: Krystal Register, MS, RDN, LDN, Director, Health & Well-being, FMI

Over the course of the past year, together with the Academy of Nutrition and Dietetics (Academy), FMI has been methodically introducing the concept of Food as Medicine, explaining the program models specific to the food retail setting, identifying key stakeholders, highlighting the crucial role of registered dietitians, and engaging in strategic conversations. Now, with increased interest and a broader understanding of the possibilities for the food industry, it’s time to connect the dots on evaluation for success.

In February 2021, FMI released a policy statement in support of the Academy’s conceptual definition for Food as Medicine. The FMI Board Policy states, “FMI believes this conceptual definition, grounded in science, will help guide food retailers and their industry partners to deliver programs to connect food to health for consumers in practical and applicable ways.”

AlaskaSeafood.org

*Slide courtesy Datassential
Choosing the best seafood

Registered Dietitian Nutritionist Frances Largeman-Roth joined Taylor on Studio 3 to share the scoop on nutritional benefits of wild seafood from Alaska.

FY21 Satellite Media Tour
- 746M Impressions
- 1198 Placements
FY22 Focus: Natural Holistic Wellness

- Health & Wellness have become priority topics in media coverage.
- Third party spokespeople and experts lend credibility.
BENEFITS OF SEAFOOD

Heart Health

Regularly eating fatty fish reduces the inflammatory substances produced in the heart’s arteries, improving their function, and Omega-3’s from wild Alaska seafood give your heart a health boost.
71% of operators consider global food “premium” and easy to command a higher price for. Also, 57% of consumers want more comfort food.

*TASSENTIAL 2021

Trends galore ... comfort, global, holiday and more.
Chef Justin Sutherland Prepares Mentaiko Pasta with Tempura Fried Alaska Pollock
THE NASHVILLE HOT FLAVOR IS BLOWING UP

+367%

Get the Recipe

PUT A SEAFOOD SPIN ON SPICY

The Nashville Hot flavor is blowing up on menus with +367% four-year growth according to Datassential. Try it with wild, sustainable Alaska pollock – it’s the perfect good-for-you, yet craveable protein twist for this iconic fiery sandwich.
73% of consumers make purchases after seeing it on social,

61% trust subject matter experts as spokespeople, and

80% will continue to use platforms they started using in 2020, including TikTok.
75% OF CONSUMERS WANT TO BE MORE KNOWLEDGEABLE ABOUT SEAFOOD.

*FMI POWER OF SEAFOOD
ALASKA: THE SUSTAINABLE SEAFOOD SOURCE

APRIL - JUNE

SHOW THE DEDICATION TO SUSTAINABILITY AND CREATE A DEEPER CONNECTION TO THE ORIGIN OF WILD ALASKA SEAFOOD, AS VOICED BY INDUSTRY SPEAKERS.
Highlights of the new site

- One Single Content Hub
- Mobile-friendly

alaskaseafood.org
WILD, NATURAL & SUSTAINABLE

Delicious and nutrient-rich seafood from the pristine waters of Alaska

Merged & Refreshed Content: Industry & Consumers

How to Find
Highlights of the new site

• One Unified Site
• Cohesive Brand Refresh
• Easier access to:
  • Tools
  • News
  • Events
  • Resource Library

New Resource Library

Easy Access in the Footer
CRISIS COMMUNICATIONS SUPPORT

COVID-19

Proactive + Reactive

Technical Communication

• Internal talking points
• Consumer and Trade Q&A

Food Safety Facts

Additional Resources for Industry

Communicating Sustainability: ASMI Response Tools
In honor of ASMI's 40 years of service to the industry, Jess Hathaway, author, editor, and ASMI committee member, dedicates an article to ASMI's history and scope. Leading up to ASMI's 40th All Hands on Deck annual conference, we will be posting sections of the article as part of our "40 Years of Fish" series.

Check out the first section, which explains how Alaska "sets the gold standard" for "fishery management, seafood handling and product innovation."
THANK YOU