



Wild, Natural & Sustainable®

ALASKA SEAFOOD MONTHLY UPDATE | FEB. 2019  
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## MARKETING UPDATE

FOODSERVICE

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### ANNOUNCEMENTS

#### Wild Alaska Pollock Week

ASMI, in concert with **Genuine Alaska Pollock Producers** (GAPP) and the Alaska seafood industry, is excited to announce the first-ever Wild Alaska Pollock Week to be held in Seattle, from February 28 through March 8.

[Find out more >>](#)



#### Hannah Lindoff promoted to Senior Director of Global Marketing & Strategy

ASMI's Hannah Lindoff has been promoted to Senior Director of Global Marketing and Strategy, a new position within the organization established with a focus on agency-wide initiatives. Lindoff has worked with the ASMI International program for nearly 13 years, serving as International Program Director since 2016. She remains the director of ASMI's international program with an expanded role utilizing her global experience to guide strategy on special projects with a cross-departmental and industry-wide scope.



#### Photo and Video Asset Survey

ASMI is conducting a survey on the content of our and functionality of NetX, our media library available to Alaska seafood industry members. Feedback will be taken into account for future projects and improving the overall experience of our media library resource. Please take the 10-question survey and share it with others. Survey closes March 1 with earlier participation encouraged.



Take the Survey

Still need a NetX account? Sign up at [netx.alaskaseafood.org](http://netx.alaskaseafood.org).

## 2020 Commercial Fishing Photo Contest

Have a spectacular photo from your time on the water? Want to win some cash?

The 2020 Commercial Fishing Photo Contest closes March 31! Learn more and submit, [photocontest.alaskaseafood.org](http://photocontest.alaskaseafood.org).



## NEWS

### Seafood Rides the Flexitarian Wave in Fast Food

Seafood has become popular for its health benefits and flavor adaptability.

MENU INNOVATIONS > JANUARY 2020 > BY LAURA ZOLMAN KIRK



### Seafood Rides the Flexitarian Wave in Fast Food - QSR, Jan. 24, 2020

In a recent seafood feature from QSR, the outlet highlighted data from ASMI's Datassential report and used messaging provided by Edelman. The article spoke to the rising trend of flexitarian diets and included a quote from Megan Rider.

### Other Alaska seafood features:

**Got salmon? Make these salmon cakes with remoulade sauce**  
*Tampa Bay Times, Jan. 29, 2020*

**One Pot Spiced Alaskan Crab**  
*The Inspired Home, Jan. 17, 2020*

**Mediterranean Style Halibut with Village Greek Salad**  
*Eat Well with Sara, Jan. 2020*

**The National Seafood Nexus**  
*National Fisherman, Feb. 5, 2020*

## EVENTS

### Wild Alaska Pollock Week

Seattle, WA

Feb. 28 - Mar. 8, 2020

### Symphony of Seafood, Awards and Open House Juneau, AK

Feb. 24, 2020

### Peru Trade Mission

Mar. 8-10, 2020

**Seafood Expo North America**

Boston, MA - Booth #1633

Mar. 15-17, 2020

**Kodiak Comfish**

Kodiak, AK

Mar. 26-28, 2020

## PUBLICATIONS AND PRESENTATIONS

### ASMI Highlights Seafood Industry's Value to Alaska at Southeast Conference

On Feb. 4, ASMI Executive Director Jeremy Woodrow joined leaders from Alaska's major industries on a panel discussing the economic development opportunities and challenges in Southeast Alaska and the state as part of the 2020 Southeast Conference Mid-Session Summit. Woodrow provided an overview of the economic value of the Alaska seafood industry and highlighted the global position of Alaska's largest export. Held in Juneau, the conference brought together business, community and government representatives to discuss issues important to the region.

### Sustainability Simplified by Alaska Seafood Video

ASMI translated a video, originally produced in German by ASMI's Central Europe program, into English for North American and UK consumers. The video distills Alaska's complex fisheries management into layman's terms, and encourages consumers to look for the Alaska Seafood logo and RFM label.



### Economic Value of Alaska Seafood Industry One-Pager

The Economic Value of

# ALASKA'S SEAFOOD

Alaska's annual wild seafood harvest of **5 to 6 billion pounds** produces significant economic benefits for Alaska communities, businesses and thousands of Alaskans.



In 2017-2018:

Alaska's commercial fisheries employed **29,400 fishermen** on average, including **16,319 Alaska residents**.

Ex-vessel value amounted to **\$2 billion** on average.

Seafood processing accounted for **70%** of manufacturing employment, making it the largest manufacturing sector in Alaska.

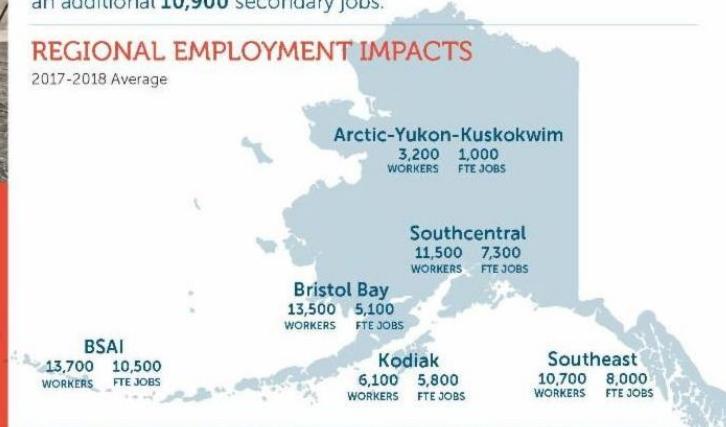
Processing companies employed nearly **26,000 workers**, including **7,300 Alaska residents** (2018).

Processors produced **\$4.7 billion** worth of seafood products (first wholesale value).

The seafood industry directly employed **58,700** people in 2018 – more than any other private sector industry in Alaska – and created an additional **10,900** secondary jobs.

## REGIONAL EMPLOYMENT IMPACTS

2017-2018 Average



## ECONOMICS OF ALASKA'S SEAFOOD INDUSTRY

**\$5.6 billion** Total annual economic activity created by the seafood industry in Alaska (2017-2018 average).

**\$172 million** Total annual state, municipal, and federal taxes, fees, and self-assessments paid by commercial fishermen and seafood processors to operate in Alaska in 2018.

**\$2.1 billion** Annual labor income generated by the seafood industry in Alaska (2017-2018 average).

**58,700** Number of workers directly employed in Alaska's seafood industry (2017-2018 average).

## PARTNERSHIPS AND PROMOTIONS

### PCC's "Catch of the Season" Promotion features Alaska Seafood in December

Seattle area retailer PCC featured a coupon during the last week of December which offered \$10 off when you spend \$20 on Alaska seafood items. Over 6,500 coupons were redeemed across 13 locations throughout Seattle. Additionally, PCC utilized Instagram, Facebook, and Pinterest to boost engagement and featured a salmon spread recipe on all social media platforms. An email newsletter was sent out to 30,094 recipients and received an open rate of 20.3%.



### 2020 Grand Cayman Cookout Serves Alaska Seafood

ASMI partnered with Frederick Morineau, Executive Chef of the Ritz-Carlton Grand Cayman, in this year's Cayman Cookout as an **official sponsor**.

Hosted by acclaimed chef Eric Ripert, the Cayman Cookout gathered the world's most talented chefs, culinary influencers and wine and spirit experts Jan. 16 -19 to taste a wide variety of the world's most prestigious and high quality foods, including Alaska seafood. With product



sourced by ASMI, Chef Frederic Morineau prepared and served a molasses rum marinated Alaska sablefish dish at Jacques Scott Wine Auction. The event hosted over 500 attendees including 50 chefs, 12 celebrity chefs and various top tier media attendees representing publications such as Food & Wine, Forbes, Chowhound, TODAY Show and more.

## James Beard Foundation Event Features Alaska Seafood

The James Beard Foundation brought together the Smart Catch chef community for a sustainable seafood culinary lab and reception in Austin, TX Jan. 13. Presentations focused on learning new preparations, discussing sustainability challenges in the seafood supply chain, including transportation and food waste, as well as human rights concerns. ASMI provided Alaska seafood, which was featured by Smart Catch Leader Chef Jay Huang of Lucky Robot Japanese Kitchen. Chef Jay prepared an Alaska sablefish dish with kimizu and herbs as well as Alaska golden king crab with aji lime beurre monte and mitsuba.



## INTERNATIONAL

### ASMI Hosts First Ever Next Generation Trade Mission

The Alaska Seafood Marketing Institute was pleased to host its first ever Next Generation seafood trade mission on February 7-12. Eight participants traveled from France, Germany, Ukraine, the Netherlands, Mexico and the U.S. to Seattle and Kodiak to learn about the advantages of Alaska seafood. All participants were under 40 and either current or potential Alaska seafood buyers. Alaska seafood has long enjoyed strong relationships with seafood purchasers around the world who opt for our wild, natural and sustainable product over other options. The goal of this trip was to build similar relationships with the next generation of seafood professionals and create long-term Alaska seafood partners. During their time in Seattle, delegates participated in a whitefish training, a salmon reception, and a presentation on sustainability and the Responsible Fisheries Management (RFM) certification. The robust itinerary for Kodiak included four plant tours, two boat tours, and meetings with the National Oceanic and Atmospheric Association (NOAA) and Alaska Department of Fish & Game. The group was exceptionally engaged and asked detailed questions about Alaska seafood species, fishing and processing methods, and fisheries management. ASMI will follow up with participants for a six-month sales figure.



### ASMI China Hosts Alaska Seafood Chef Competition in Guangzhou

ASMI China cooperated with the Guangzhou Association of 5-Star Hotel Executive Chefs to host an Alaska seafood chef competition and awards reception on Dec. 15-16. On Dec. 15, 20, two-member culinary chef teams from the association prepared dishes that featured Alaska sablefish, plus a

choice of Alaska pollock or yellowfin sole. The dishes were judged by a panel of master chefs who awarded 1st, 2nd, and 3rd place prizes, along with awards for taste and creativity. The following day, ASMI hosted a dinner event and awards ceremony, which included remarks from the organizers, presentation of the awards, and a group dinner and photos. Nearly 100 people attended the awards presentation, including the culinary teams, senior members from the chef's association and 10 media platforms. The event generated 10 pieces of media coverage totaling 8 million impressions and 40 unique Alaska seafood recipes were created as a result of the competition.



## ASMI Southern Europe Hosts Tasting Bar at Madrid Fusión 2020

Madrid Fusión, largely considered the world's most influential gastronomic trade fair, took place Jan. 12-15 for its 18th year. ASMI participated in this year's Madrid Fusión in collaboration with Koppert Cress and Legumechef. The main theme of this year's event was "healthy life, healthy planet" based on the UN Sustainable Development Goals. Chef Ria Janke, a participant in last summer's Alaska Seafood culinary retreat, and Chef Nacho Marin directed the tasting bar where attendees were presented with a sophisticated tasting of wild Alaska seafood dishes including Alaska pollock, keta salmon and sockeye, Pacific cod, and smoked king salmon. The chefs aimed to make the recipes as innovative and original as possible, joining more than 200 exhibitors and educating the 13,000 visitors of the importance of consuming wild and sustainable fish in a balanced diet.



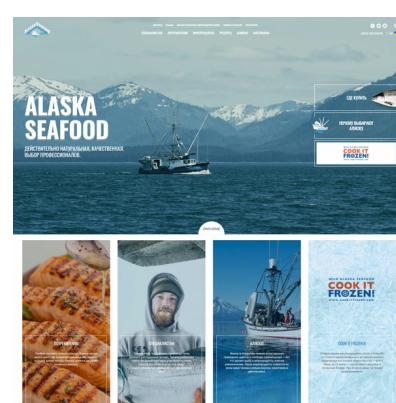
## ASMI South America Partners with Trade Mission Participant

ASMI South America has partnered with the restaurant, Praça São Lourenço, which recently launched their summer menu featuring Alaska sockeye salmon. The menu is available until March. Praça São Lourenço's owner, Joao Gentille, participated in the ASMI hosted Cochran Mission last summer and the restaurant also works with Alaska keta salmon on daily basis. ASMI is supporting the restaurant with PR efforts, including organizing two dinners offered to journalists who are promoting the menu on social media.



## ASMI Eastern Europe Launches New Website

ASMI's Eastern Europe marketing program deployed a brand new website. The website was developed to incorporate modern navigation, high resolution imagery, and an overall better experience for B2B and B2C engagement. The user has the ability to navigate the site in six different languages, accommodating customers and members of the trade from the Ukraine, Russia, Romanian, Georgia, Azerbaijan and the U.S. Information on where to purchase Alaska seafood is made available, as well as health information, recipes, chef reviews and



other Alaska seafood materials. Check out the website at <https://eeu.alaskaseafood.org/>.

## ASMI Around the World

Find out more about ASMI activities worldwide in our [interactive map](#).



### Need photos, videos or other materials?

Check out the latest folders added to our media library:

**New on NetX & Current Favorites**

[Sign up now >](#)

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