Welcome to the Alaska Seafood Monthly Update

We've refreshed the look for 2020 and made content more accessible, but are always looking for additional ways to improve. Have ideas, feedback, questions, or comments for the team? We'd love to hear from you!

SEND US A NOTE

ECONOMIC VALUE REPORT

The 2020 update of the *The Economic Value of Alaska’s Seafood Industry* report finds that statewide Alaska seafood value, employment and investments continue to show economic strength. Originally published in 2013 and updated in 2015, 2017 and 2020, the report is prepared by McDowell Group for ASMI. The study details the economic importance of Alaska’s commercial seafood industry on the local, state and national level. The 2019 Economic Value of Alaska’s Seafood Industry report may be found online.

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 is now open for submissions! Learn more and submit -

photocontest.alaskaseafood.org.
Brad Makes Fish Jerky - *Bon Appétit*, Dec. 19, 2019
Bon Appétit shared a video of Brad Leone demonstrating how to make Alaska salmon jerky using seafood that ASMI provided. Throughout the video, Brad encourages viewers to use wild-caught seafood and specifically calls out wild Alaska coho salmon as an ideal option for jerky. The video has garnered nearly 1.7 million views.

The video was also shared on [MSN](https://www.msn.com) and *Brad Leone's Instagram*.

**Other Alaska seafood features:**

*Health and sustainability: How a diet of Alaska seafood and plants benefits health, the environment -- and retailers*
_Grocery Dive*, Jan. 6, 2020

*Baked Pesto Salmon (4-ingredients)*
_Unicorns in the Kitchen*, Jan. 2, 2020

*How to eat salmon without hurting the environment*
_Matador Network*, Dec. 19, 2019

*How to Make Pickled Onions*
_The Mom 100*, Dec. 18, 2018

**EVENTS**

*Young Fishermen’s Summit*  
Juneau, AK  
Jan. 21-23, 2020

*ASMI Board of Directors Meeting*  
Juneau, AK  
Feb. 2, 2020

*International Marketing Committee Meeting*  
Seattle, WA  
Feb. 6, 2020

*Domestic Marketing Committee Meeting*  
Seattle, WA  
Feb. 11, 2020

*Inbound Millennial Buyers Mission*  
Seattle, WA & Kodiak, AK  
Feb. 6-12, 2020

*Symphony of Seafood, Awards and Open House*  
Juneau, AK  
Feb. 24, 2020

*Peru Trade Mission*  
Piura (Paita and Sechura) and Lima, Peru  
Mar. 8-10, 2020
New Fact Sheet: Chalky Halibut

ASMI produced a new technical fact sheet on chalky halibut. Produced in collaboration with industry, the sheet details the causes, identification, and utilizations of chalky halibut. This document supports ASMI’s technical objectives of educating and informing the industry, market, trade, and consumers on the technical aspects of Alaska’s seafood products and is available online.

ASMI Directors Featured Speakers at American Marketing Association Alaska Chapter

ASMI Communications Director Ashley Heimbigner and Domestic Marketing Director Megan Rider were featured speakers at the American Marketing Association Alaska Chapter luncheon in Anchorage on Jan. 9. Ashley and Megan presented about ASMI’s global brand marketing efforts and consumer targeting in the U.S. to an audience of marketing, business and communications professionals from an array of Alaska industries and sectors. The group enjoyed a lunch including Alaska surimi stuffed Alaska rockfish.

PARTNERSHIPS AND PROMOTIONS

Hannaford Bros. Promotes Alaska Seafood in October

Retailer Hannaford Bros. executed their Alaska Seafood Festival at 181 stores across New England during the month of October. The sales promotion featured Alaska pollock, salmon, surimi and crab, and saw a 145% increase in overall sales of Alaska seafood products during the week of Oct. 19. Hannaford Bros. also noted a sustained lift on salmon and crab throughout the month of the sales event.

Alaska Seafood featured in Chef & The Restaurant

ASMI ran a custom content article in the January edition of Chef & Restaurant New York. The article focuses on the author, 2019 FAM attendee Camille Allcroft’s, first-hand experience getting up close with the Alaska seafood industry and what makes its fisheries so special. This newly launched publication focuses on heavy hitter chefs in the food mecca of NYC. The magazine is content-fueled with in-depth interviews from leading industry figures and chefs, restaurant reviews, menu and trend information. These chefs are the key influencers that chefs throughout the U.S. look to for inspiration. The January Issue can be viewed online.
ASMI France Christmas Promotion at Flunch

A long-standing partner with ASMI, Flunch—a popular cafeteria-style fast casual restaurant chain—is featuring special Alaska seafood dishes in restaurants and in their online meal order sales channel. Flunch is specializing this campaign by dedicating a web presence to Alaska seafood, providing information to consumers on their website about Alaska origin and the unique characteristics of Alaska seafood. Launched in December to feature Christmas specials, the campaigns will continue through May and feature a variety of Alaska species.

U.S. Agribusiness Trade Mission to Mexico City

ASMI South America representatives participated in the U.S. Agribusiness Trade Mission organized by the USDA to Mexico City, Mexico this past November. The goal of the mission was to gain a better understanding of the market for Alaska seafood in Mexico, explore the products currently available at retail and foodservice levels, and analyze opportunities to grow exports to the aforementioned market. While in Mexico City, ASMI participated in one-on-one meetings with top trade and industry members and has compiled a trade lead list.

Christmas Promotions in Brazil

ASMI South America conducted in-store promotions over the Christmas holidays to promote Alaska keta, pink and sockeye salmon, as well as Alaska pollock and cod. Promotions were held in seven locations throughout Brazil at 32 outlets including chains such as BIG (former Wal Mart), Bistek, Carrefour, Giassi, Imperatriz, Mambo, Mercado Malunga, Natural da Terra and Super Box.

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:

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