

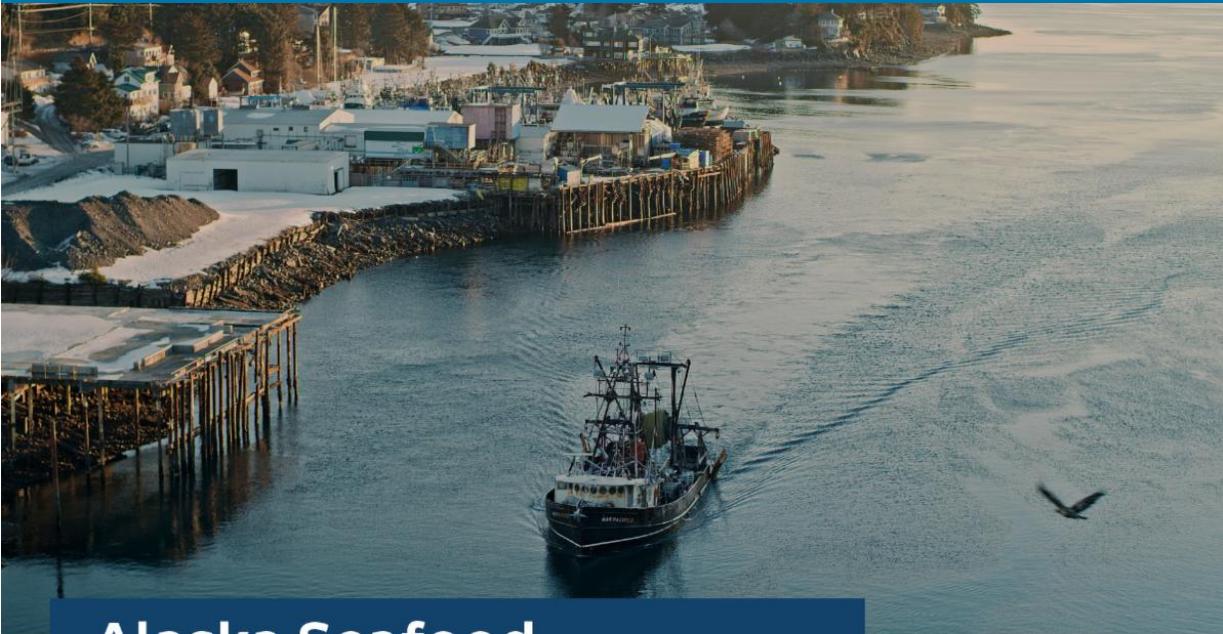
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Wild,  
Natural &  
Sustainable®

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JUNE 2021



## Alaska Seafood Marketing Update

# Communicating Value

ASMI's mission is to increase value by creating demand for Alaska's wild seafood. As competition for space on the plate continues to grow and inflation impacts numerous aspects of the seafood supply chain, this purpose is more important than ever. From touting the unmatched nutritional benefits and mouth-watering taste of our fish to sharing the world-leading responsible harvest practices of Alaska's fisheries and fishermen, ASMI activities highlight the premium attributes that set Alaska Seafood above the rest.

**For more on our marketing efforts,  
continue reading below**

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## Upcoming Events

### [All Hands on Deck](#)

Week of Nov. 8, 2021

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## Alaska Seafood in the News

ASMI works with writers and editors to share the story of Alaska Seafood.



NEW YORK TIMES

## What to cook this week

JUNE 6, 2021

ASMI friendly Sam Sifton highlighted the availability of wild Alaska salmon, its worth and David Tanis' recipe for wild king salmon with savory whipped cream in his 'What to Cook This Week' column for the New York Times.

[READ THE ARTICLE](#)

TODAY  
**8 foods to boost your brain power**  
 JUNE 15, 2021

SAVEUR  
**Salmon Rillettes**  
 JUNE 7, 2021

MARTHA STEWART LIVING  
**Wild salmon kedgeree**  
 JUNE 9, 2021

FLAVOR & THE MENU  
**Avocado toast with beet cured Alaska salmon**  
 MAY 6, 2021

## New Resources

FACTSHEETS

## Wild Alaska flatfish fact sheet

ASMI's technical program published a fact sheet on wild Alaska sole, flounder, and other flatfish. The resource covers the management, flavor and harvest profiles, and other attributes of Alaska flatfish.

[GET THE FACT SHEET](#)

HARVEST UPDATES

## In-season salmon harvest updates

McKinley Research Group has begun their annual weekly salmon harvest updates, commissioned by ASMI. In-season updates are published weekly and can be found at [alaskaseafood.org](http://alaskaseafood.org) or by subscribing to the email list.

[VIEW THE LATEST](#)

[SUBSCRIBE](#)

# ASMI Activities



## Trade shows & forums

*ASMI participates in events and tradeshows to connect industry and facilitate sales of Alaska seafood around the world.*

### ASMI SOUTHERN EUROPE

## Assoittica Italia

The virtual Italian Seafood Show Assoittica Italia was held May 20 - 21. ASMI hosted a booth, and ASMI Salmon and Communications Committee member Julianne Curry presented on the impacts of COVID-19 on the Alaska Seafood industry.

### ASMI CHINA

## Beijing trade gathering

ASMI China held a trade gathering in Beijing at the St. Regis on May 18, 2021. The approximately 50 attendees included importers, wholesalers, retailers, and online platforms.

### ASMI FOODSERVICE

## ASMI presents to Performance Food

## Group

ASMI contractor Jann Dickerson presented to sales representatives of Performance Food Group's (PFG) 62 operating companies at their virtual sales meeting on May 18. The presentation featured information about several Alaska species which PFG market under their own brand labels and will be promoting throughout the summer.

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## Social Campaigns

*ASMI's ongoing social sustainability campaign highlights Alaska's management and traceability through partnerships with chef influencers and Alaska fishermen.*

### SUSTAINABILITY

## Full Transparen-sea

Check out our latest sustainability post, which gives consumers an inside look at how fish are counted and seasons are timed.

[VIEW THE POST](#)

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## Promotions

*ASMI holds promotions around the world to boost retail sales and grow the Alaska seafood consumer base.*

### ASMI WESTERN EUROPE

## Promotion with Abramczyk

ASMI renewed its promotion with the popular, family-owned retail chain Abramczyk in Poland. The promotion included a month-long ad with two sponsored basketball teams, promoting Alaska salmon as part of a healthy lifestyle.

**SPECIES:** Wild Alaska salmon

**PROMOTION CHANNELS:** TV ads

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## Partnerships

*ASMI partners with various organizations to further amplify our reach.*

### ASMI IN-STATE

## Alaska and Louisiana team up to highlight domestic seafood

On June 8-9, 2021, ASMI and Alaska Lt. Gov Kevin Meyer welcomed [@LouisianaSeafood](#) and Louisiana Lt. Gov Billy Nungesser for two days of flavor and hospitality to highlight the importance and quality of the seafood industries for these top two seafood producing states. The visit included media events and a collaborative dinner showcasing seafood from both regions that raised \$5000 for the Southeast Alaska Food Bank.

[MEDIA: KTUU TV](#)

[MEDIA: JUNEAU EMPIRE](#)

#### ASMI SOUTH AMERICA

## Partnership with SENAC

ASMI South America continues to dedicate efforts to its partnership with SENAC, the leading gastronomy university in Brazil. ASMI is currently building assets for the extra-curricular technical course: 'Seafood for Chefs by Alaska seafood.' to be offered in mid 2021. On May 25, ASMI offered a webinar introducing the course, which was attended by 40 culinary students.

#### ASMI SOUTHERN EUROPE

## Master class with Escuela Altaviana

On May 12, ASMI held a cooking demo at the Escuela Altaviana culinary school in Valencia to introduce the students to Alaska Seafood. Chef Nicolas Román conducted the master class for 20 students.

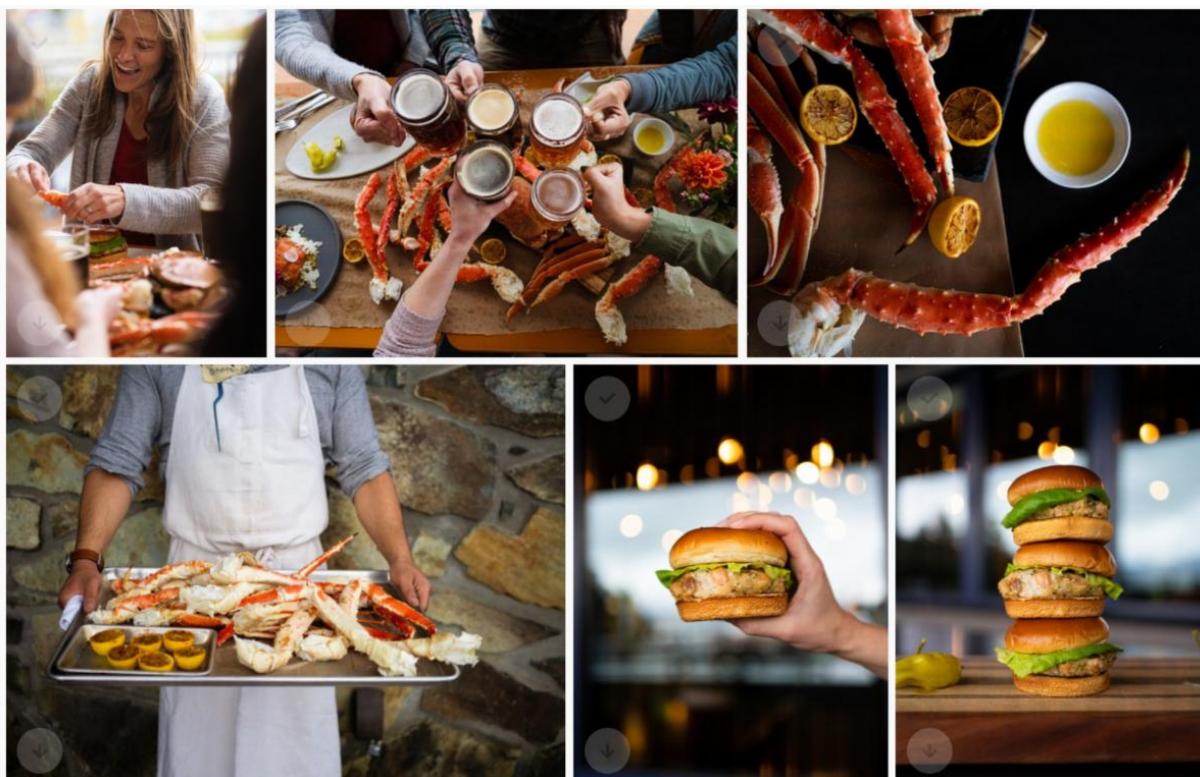
**TOPICS:** Cooking, filleting, full utilization of Alaska species; health benefits, sustainable fisheries.

#### ASMI CHINA

## Chef competition in Beijing

On June 9, ASMI China held a chef competition in Beijing at Cuisine Academy in Daxing district. In total, 60 chefs participated, working with Alaska pollock, Alaska sole, and Pacific ocean perch. The event received 25 pieces of media and boosted Alaska seafood exposure with 30 foreign and domestic restaurants and hotels.

## Highlights from the Media Library



## New assets available now

New assets were just added to the media library. Find a sampling in the What's New folder.

GET AN ACCOUNT NOW

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QUESTIONS?

CONTACT ASMI



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