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Wild,
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MARCH 2021



Alaska Seafood Marketing Update

Sustainability in Action

Alaska's fishing industry provides daily examples of its commitment to both economic and environmental sustainability, demonstrating why Alaska seafood is an ideal choice for the growing sector of sustainability-minded consumers.

Utilizing [new messaging tools](#) and dynamic promotional activities, ASMI highlights these efforts to our diverse audiences, showcasing Alaska's gold standard sustainability story and industry investment in quality and safety.

[Learn more about these efforts below.](#)

Upcoming Events

[Kodiak ComFish](#)

March 30 - 31, 2021

[Communications Committee Meeting](#)

March 31, 2021

[Social Responsibility: Alaska's Proactive, Global-Reaching Approach \(Webinar\)](#)

April 20, 2021

[Italy's First Digital Seafood Trade Show](#)

ASMI is sponsoring the first 10 Alaska seafood exporters registered. Contact [David McClellan](#) to sign up and for more information.

April 22 - 23, 2021

[Board of Directors Budget Meeting](#)

Alaska Commercial Fishing Photo Contest

Accepting submissions through April 30, 2021

Alaska Seafood in the News

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



FLAVOR & THE MENU

Signature flavor: out to sea

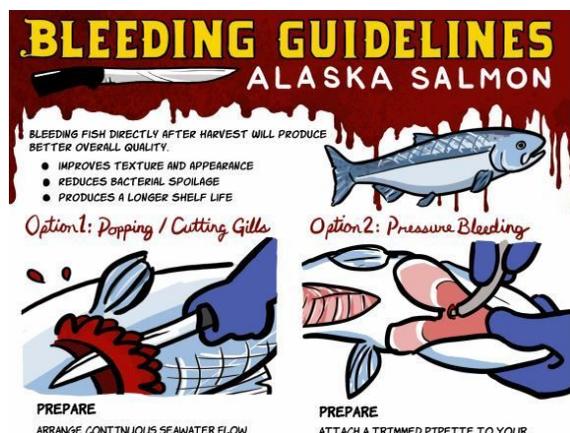
Mar. 11, 2021

[READ THE ARTICLE](#)

MARTHA STEWART:
PRINT ISSUE
RECIPE: Wild salmon fricassee
MARCH 1, 2021

PROGRESSIVE GROCER
Seafood's next wave
MARCH 11, 2021

New Resources



Latest COVID-19 briefing available now

All of the COVID-19 briefing papers are available [here](#).

[VIEW THE REPORTS](#)

SUSTAINABILITY

New sustainability webpage

ASMI's new [sustainability whitepaper](#) and [sustainability brochure](#) are distilled into a consumer-friendly webpage.

[VIEW THE WEBPAGE](#)

QUALITY HANDLING

New bleeding guideline poster available

Bleeding guidelines for Alaska salmon, produced collaboratively with Juneau artist Pat Race.

[GET THE POSTER](#)

DIRECT MARKETER

Get the new Direct Marketer Toolkit

Sign up for the Direct Marketer newsletter to receive a quarterly round-up of resources.

[SIGN UP NOW](#)

ASMI Activities



ALASKA SEAFOOD
Sustainable, Natural & Sustainable
Seafood, Seafood & Sustainability

seafood brasil

Seafood Show

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PRESENT / PRESENTAN

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UMA NOVA ABORDAGEM SOBRE NEGÓCIOS
E MARKETING DE PESCADO

NEW APPROACH TO SEAFOOD
BUSINESS AND MARKETING

UN NUEVO ENFOQUE DEL NEGOCIO
Y MARKETING DEL PESCADO



HOW TO FILLET
WILD ALASKA HALIBUT

ALASKA SEAFOOD



ALASKA SEAFOOD
CHEF SERIES NO. 2

CHEF
JUSTIN
SUTHERLAND

Handsome Hog
Minneapolis, Minn.

EXPLORING INNOVATION WITH ALASKA SEAFOOD

Trade Shows & Forums

ASMI participates in trainings, forums, and trade shows to connect with and facilitate sales between suppliers and buyers.

ASMI CHINA

Online chef training in Hong Kong

ASMI China partnered with Hong Kong Polytechnic University's School of Hotel and Tourism Management to conduct an online chef training targeting 70 young, budding chefs. The training included education on Alaska seafood species, environment and sustainability, quality, preparation and handling tips, a cooking demonstration and recipe inspiration.

CONNECTED: Wild Alaska pollock, snow crab, Pacific cod, and Pacific Ocean perch

ASMI SOUTH AMERICA

First-ever Alaska Global Seafood Tour

ASMI South America hosted the first-ever Alaska Seafood Global Tour. The virtual forum targeted Latin American trade and focused on businesses working with Alaska seafood in a number of international markets. For those that were unable to attend, the recording can be obtained by emailing ASMI.

CONNECTED: Key ambassadors from the Netherlands, China, Spain, Peru, Brazil, U.S.

[WATCH NOW](#)

ASMI SOUTH AMERICA

International Business Forum

In coordination with the Seafood Show Latin America, ASMI South America hosted a Seafood International Business Forum for Latin American trade partners on March 11. Ten countries presented their cases of success in innovation, competition and profitability within the seafood sector.

ASMI IN-STATE

Commonwealth North and Southwest Alaska Municipal Conference

On March 3, ASMI executive director Jeremy Woodrow participated in a Commonwealth North virtual seafood industry panel, and on March 4 participated in the Southwest Alaska Municipal Conference. Woodrow focused on the economic importance of the Alaska seafood industry to the State and the market challenges and opportunities developing due to the pandemic.

Social Campaigns

ASMI's Sea to Table campaign highlights sustainability and traceability through partnerships with chef influencers and Alaska fishermen.

U.S. CONSUMER PR

Spring sustainability campaign kicks off

With a heightened focus on sustainability, ASMI's Consumer PR program launched a "Sea to Table" campaign to share the key tenets of Alaska's sustainability story through media relations, influencers, chefs and social tactics to increase awareness of Alaska's world leading responsible fisheries management practices. The campaign draws on industry voices, drives consumers to the [new sustainability webpage](#), and encourages consumers to #AskForAlaska.

Promotions

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

ASMI U.S. DOMESTIC

Albertsons lent promotion

ASMI partnered with Albertsons to run a promotion across 2,200 stores during Lent. Their advertisements featured the Alaska Seafood logo across all 14 Albertsons divisions, the Cook It Frozen logo was featured on freezer doors, and a QR code linking to recipes was featured on packaging.

PROMOTED: Alaska sockeye salmon, cod, and surimi made from wild Alaska pollock

LOCATION: 2,200 Albertsons stores

ASMI U.S. DOMESTIC

Chicory digital shopping platform

ASMI launched an e-commerce promotion leveraging Chicory's digital shoppable recipe technology at Target stores nationwide during Lent. Chicory enables ASMI to represent Alaska seafood products in relevant recipes on over 1,500 recipe sites. Consumers who click on the randomized and optimized shoppable banner ads can add their choice of Alaska seafood and recipe ingredients directly to their digital shopping cart for a seamless checkout experience.

PROMOTED: Wild Alaska pollock, sockeye salmon, keta salmon, Pacific cod and halibut

LOCATION: Target, online

ASMI CHINA

Ecommerce promotions with SFBest

ASMI recently completed an online promotion with the trusted and visible online food supermarket SFBest. The promotion overlapped with Spring Festival, or Chinese New Year, to take advantage of increased consumption.

PROMOTED: Wild Alaska Pacific cod, sablefish, and rock sole

LOCATION: SFBest, online

ASMI CHINA

Retail promotions in Shanghai, Dongguan

ASMI conducted retail promotions throughout the month of February at 10 G-Super stores in Shanghai and five Spar stores in Dongguan.

PROMOTED: Wild Alaska pollock and sablefish

LOCATION: G-Super and Spar, Shanghai and Dongguan

ASMI U.S. CONSUMER PR

Satellite media tour highlights nutrition, convenience

ASMI's Consumer PR program coordinated a Satellite Media Tour with registered dietitian partner Frances Largeman-Roth to generate broad, national media coverage of the health, sustainability and ease of preparation of Alaska seafood. Additional coverage is expected over the coming weeks.

PROMOTED: Alaska Pacific cod, canned salmon, salmon, crab and wild Alaska pollock

INTERVIEWS: 30

IMPRESSIONS: 713.3M+

[SEE THE TOUR](#)

ASMI U.S. CONSUMER PR

Chef Masa virtual media event

On March 4, ASMI hosted 11 top-tier media for a virtual dinner event featuring a cooking demonstration from three-Michelin-starred Chef Masa Takayama and an informative discussion on sustainability with Alaska fisherman Hannah Heimbuch and ASMI's Jeremy Woodrow. ASMI is currently coordinating several story opportunities as a result of the event.

MEDIA PRESENT: Bon Appetit, BuzzFeed, Food Network, Food & Wine, Good Morning America, Hearst, Martha Stewart, Martha Stewart Living, Serious Eats, Today Show NBC

FEATURED: Alaska rockfish, golden king crab, sockeye salmon, wild Alaska pollock roe, salmon roe

Partnerships

ASMI partners with various organizations to further amplify our reach.

ASMI FOODSERVICE

Plate Magazine features Alaska Seafood

ASMI partnered with foodservice publication Plate Magazine to work with Rachel Yang, chef/owner of restaurants Revel and Joule in Seattle, in its Jan./Feb. issue, and Justin Sutherland, chef/owner of Handsome Hog in St. Paul and star of TruTV's new television cooking show "Fast Foodies" in its March/April issue. The chefs share their creativity, recipes, and cooking styles in this insightful video and print series. The pieces provide visual inspiration to the foodservice industry on innovative ways to menu sustainable Alaska seafood. Both videos can be found on the ASMI YouTube channel.

FEATURED: Alaska rockfish and sole/flounder; wild Alaska pollock and pollock roe

[SEE THE VIDEOS](#)

ASMI FOODSERVICE

ASMI expands 50 Best Restaurants partnership

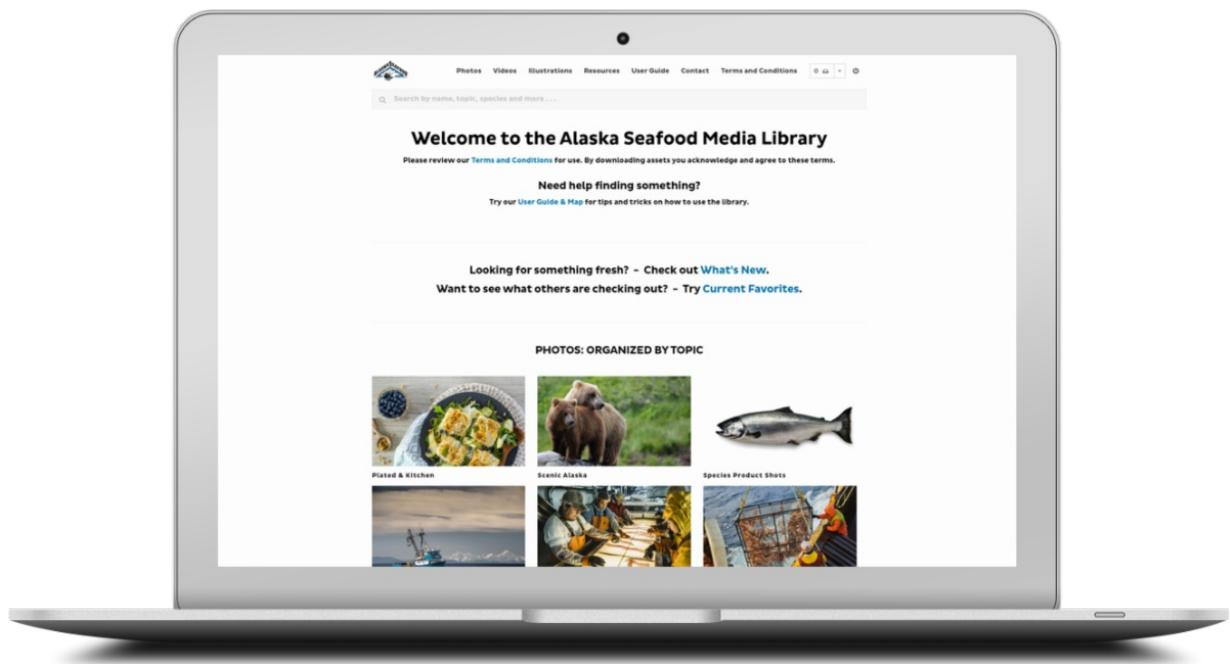
Following the social success of the “[How to fillet a wild salmon](#)” video, ASMI and 50 Best Restaurants partnered once again to develop an extensive content campaign series. With a focus on sustainability, the campaign launched in March with a social promotion of ASMI’s “[How to fillet a wild Alaska halibut](#)” video, and a [promotional feature](#) written by celebrated food writer Clarissa Hyman.

PROMOTED: Alaska halibut and salmon

REACH: Global audience of chefs and foodies

[WATCH THE VIDEO](#)

From the Media Library



New assets, new look, new user guide

Have you noticed any updates? Find a sampling of new assets in the What's New folder, look for navigation tips in the User Guide linked at the top of the site, and search through resources by user group and category.

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QUESTIONS?

CONTACT ASMI



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