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MARKETING UPDATE

Foodservice | Retail | International | Nutrition | Resources

ASMI Responds To New Market Opportunities

The business of seafood didn't stop with the pandemic, but it sure took a few unexpected turns. While the pandemic has presented myriad challenges, it has also created some opportunities for Alaska seafood.

Consumers are buying more frozen seafood, cooking at home, and paying attention to proteins that provide healthy, immune-boosting benefits. Alaska seafood checks all of these boxes. Read how Alaska Seafood continues to meet the demand for healthy, delicious and sustainable wild seafood.
(Continue reading the full article in National Fisherman.)

Jeremy Woodrow,
Executive Director

Alaska Seafood Marketing Institute

Alaska Seafood COVID-19 Resources Webpage

Announcements

ASMI Launches 'Choose Alaska' Campaign

ASMI is launching a new campaign promoting the importance of selecting Alaska seafood, now more than ever. The **'Choose Alaska' campaign** reminds Alaskans and customers that choosing wild, delicious and healthy Alaska seafood supports the generations of sustainable fishing communities working hard to safely and responsibly harvest the world's best seafood, as well as the broader Alaska and U.S. economies. The campaign includes a **web page**, online and print advertising,

social media content and a **toolkit for Alaskans and industry members** to share and show their support for Alaska's fishing communities.

Bairdi and Opilio Snow Crab Fact Sheets

New technical fact sheets on both species of wild Alaska snow crab (*Chionoecetes bairdi* and *Chionoecetes opilio*) are available **online**.

ASMI COVID Impact Study

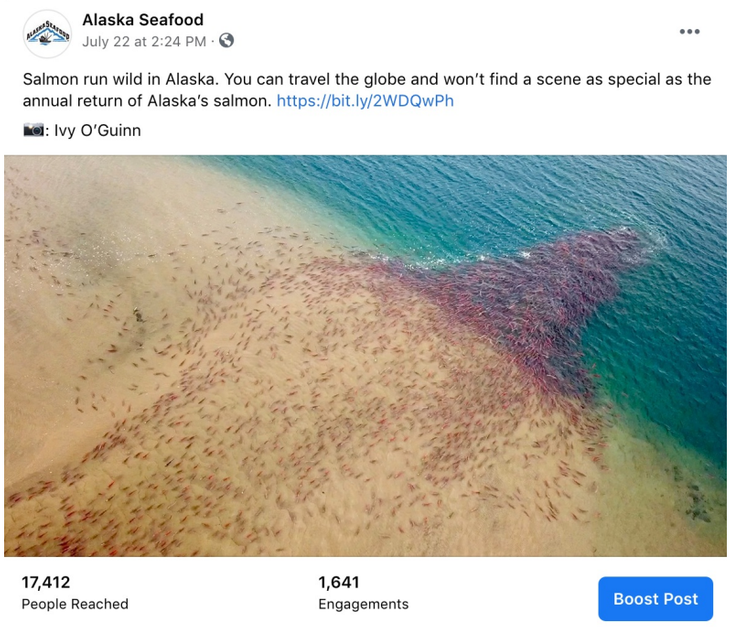
ASMI is currently crafting a study to look at the impacts of the pandemic on Alaska seafood, our products, our markets, etc. We will have data in the coming months that will help us all tell the story of what kind of impact COVID-19 has had on our industry.

Committee Application Period Open

ASMI is currently accepting applications for Operations and Species Committees through Sept. 30. Terms run for 3 years. Operational Committees typically meet 3-4 times per year, Species Committees meet 1-2 times per year. **Submit your application here!**

In The News

Alaska Seafood's Most Engaging U.S. Social Post Ever



☐ **Facebook 12,270 impressions**
806 total engagements (572 reactions, 89 shares, 88 link clicks, 57 comments)

☐ **Instagram 8,108 impressions**
607 engagements (595 likes, 12 comments)

☐ **Twitter 3,763 impressions**
211 engagements (173 link clicks, 32 likes, 5 retweets, 1 reply)

Plank Grilled Alaska Salmon
The Kitchn
June 3, 2020

Don't feel confident cooking fish?
Seattle Times
July 13, 2020

What Seafood Is Healthiest and Most Environmentally Responsible? 3 Ways to Use Canned Alaska Salmon
Healthfully Ever After
July 13, 2020

How Sustainability Translates to the Seafood Industry
Supermarket Perimeter
August 14, 2020

Events

Board of Directors Meeting
Aug. 20, 2020 *Teleconference*
The ASMI Board of Directors is continuing to hold bi-weekly board meetings throughout the year. The upcoming dates are Sept. 3 & 17, Oct. 1 & 15.

All Hands On Deck Annual Meeting
Week of Nov. 9, 2020 *Dates TBD*
ASMI staff are working diligently to transition this annual event to an online format. Additional details will be shared soon.Thank you to all that completed the recent Virtual All Hands Survey.

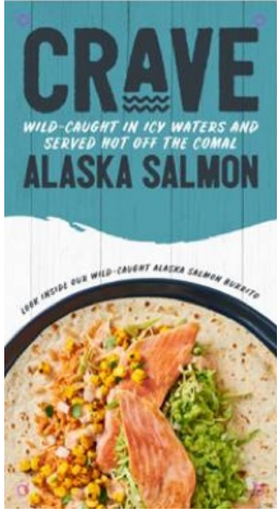
To join, please email **Sara Truitt** for Zoom registration access.

Partnerships and Promotions

Alaska Seafood Wraps up Successful Rubio's Partnership

Rubio's, a fast casual chain in the U.S. South and West Coast regions, partnered with the Alaska Seafood Marketing Institute to promote their Alaska pollock, coho salmon, and halibut on core menus. With special emphasis during Lent and fresh seasons, more than 200 units participated with in-store

promotion materials, presence on social channels and a sustainable seafood video featured on their website.



Alaska Sockeye and Halibut Shine at Harris Teeter During Lent

Harris Teeter promoted frozen and refreshed Alaska sockeye and halibut at 235 stores during Lent 2020 utilizing ASMI POS. The retailer held a sales and merchandising contest to incentivize employees. The promotion resulted in a very impressive 349% lift in sockeye sales, and an 87% lift in halibut sales.

First Watch Features Everything Bagel with Smoked Alaska Sockeye Salmon on Menu

When ASMI partner First Watch reopened, a summer highlight was an everything bagel with smoked Alaska sockeye salmon. The menu item compliments the smoked salmon benedict on their year-round menu, which is also called out as Wild Alaska Smoked Sockeye Salmon. First Watch is a Florida concept with 270 units.

Pacific Catch Features Alaska Cod During Transitions to Takeout

When ASMI partner Pacific Catch reopened in June, their units in San Francisco transitioned solely to delivery and takeout. Featured on this new menu is their Alaska cod taco, which received a dedicated email blast to over 60,000 subscribers and called out the quality and sustainability of Alaska seafood.

ASMI Celebrates Alaska Wild Salmon Day

ASMI created artwork promoting **Alaska Wild Salmon Day**, which was then shared by Alaska Senator Lisa Murkowski and others.

International

Thai 'Gourmet & Cuisine' Magazine Features Alaska Seafood Online and in Print

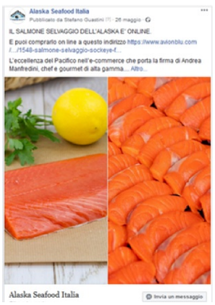
ASMI Southeast Asia organized a media tie-in with 'Gourmet & Cuisine′ one of Thailand's leading food-related magazines, to promote Alaska seafood on their **Facebook**, **website**, and in print. The promotion included five Alaska seafood themed articles on the website and eight posts on Facebook, over the span of a month. In total, the Alaska seafood articles on the website received 19k views and the Facebook posts earned 1,400 likes, 900 comments and 500 shares.

ASMI China Sponsors Alaska Seafood Chef Training Program in Shanghai

ASMI China hosted a 5-day training program at the Shanghai New Oriental

Training School from June 22-26, 2020 to teach the next generation of restaurant and hotel chefs how to work with Alaska seafood. The series highlighted Alaska pollock, cod, and yellowfin sole and students learned about working with the product through lectures on storage, defrosting, preparation and more. The group also had kitchen time to cook the Alaska seafood products in a simulated competition. The future chefs reported that the seminar felt valuable because knowledge of Alaska seafood is looked upon favorably in higher-end restaurants in China.

ASMI Southern Europe Supports Online Retailers of Alaska Seafood Product



ASMI Italy wrapped up campaigns in support of e-commerce retailers of Alaska seafood products. ASMI worked with COAM, Avion Blu, and Gourmet Line to produce consumer oriented content for social media. ASMI Italy will continue to work with retailers in the country to engage consumers to interact with the Alaska brand.

Alaska Seafood Trade Gathering in Shanghai Draws 50 Attendees

ASMI China held a trade gathering with 50 attendees including local traders, retailers, as well as a few from the HRI industry. A presentation covering ASMI, Alaska, products, and sustainability was given to reinforce and educate these Alaska seafood partners. Attendees also left with a package of product materials, buyer guides, and recipes. After the presentation, a tasting dinner was provided, which the guests enjoyed. The event was the first in a series of trade gatherings being held in China this month, with events scheduled for Qingdao and Guanhzhou later in August. Trade seminars are an important way for ASMI to connect with Alaska seafood buyers and address questions or concerns about Alaska seafood.

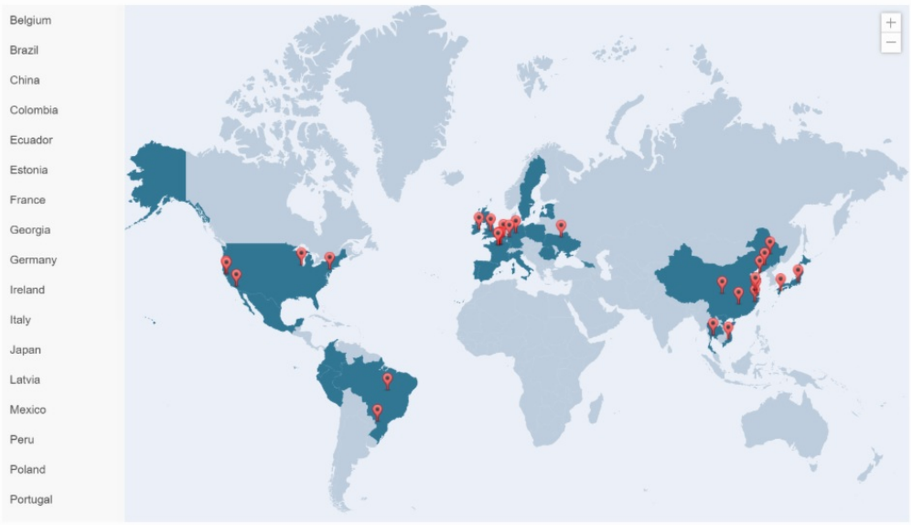
ASMI Japan Sponsors Alaska Seafood Fairs at Sogo Seibu Department Stores

ASMI Japan conducted Alaska seafood fairs at nine outlets of Sogo Seibu Department Store, a subsidiary of Seven & I Holdings, from August 1 – 7. The fairs featured Atka mackerel, black cod, sockeye salmon, rockfish, salmon roe, Alaska pollock roe, and herring roe. Materials were available in store, and fair items also carried a sticker with a QR code that linked to an **Alaska seafood landing page** with educational information as well as a short quiz shoppers could complete for the chance to win an Alaska seafood prize. Seven & I Holdings has been positioning responsible sourcing as one of the actions to realize their Green Challenge 2050 environmental goals, and has been encouraging their group companies to increase consumers' recognition of sustainable seafood by utilizing Alaska seafood. ASMI will conduct another promotion with Seven & I store, Ito Yokado, later in August.

ASMI Around the World

Find out more about ASMI activities at home and abroad in our**interactive map.**

ASMI AROUND THE WORLD



Fresh Resources

New Recipes Featuring Alaska Canned Salmon

ALASKA SALMON POTATO BREAKFAST HASH WITH DILL CREAM

EASY ALASKA SALMON SPREAD

BLACKENED PAN FRIED ALASKA SALMON CAKES WITH GREENS

For these and others visit ASMI's recipe page at**WildAlaskaSeafood.com**

New On the ASMI Digital Library NetX

Check out the latest photos and videos added to our**media library**.

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