



MARKETING UPDATE

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Information for Alaska's Seafood Industry on COVID-19

The Alaska Seafood Marketing Institute continues to support the global Alaska seafood industry during the ever-changing COVID-19 landscape by updating this [webpage](#) with information and resources for foodservice and retail outlets, seafood processors, fishermen and direct marketers. The page also includes current information from global public health and industry experts regarding food safety and Alaska seafood.

Leading public health and food safety organizations continue to affirm there is no evidence that the virus that causes COVID-19 is spread through food, food containers, or food packaging.

[VISIT ASMI COVID-19 RESOURCES PAGE](#)

Announcements

Jann Dickerson Named ASMI Foodservice Marketing Representative

Alaska Seafood Marketing Institute has awarded industry veteran Jann Dickerson the new domestic foodservice marketing services contract.

The new role will oversee the integration and execution of both foodservice distribution and operation programs to increase synergy across ASMI's domestic marketing program.



In The News



[25 Salmon Recipes That Make Great Use of the King of Fish](#)

Martha Stewart Magazine, May Issue

2019 FAM trip attendee Victoria Spencer shared a roundup of salmon recipes showcasing a variety of preparation techniques. In the upfront of the article, Victoria touts her strong preference for Alaska salmon, calling out that it is always wild-caught, flash frozen and widely available. She also mentions that it is the "best-tasting and most environmentally friendly choice."

Total Reach: 10.7 Million

[Where To Buy Tinned and Cured Fish Online](#)

Bon Appétit
May 21, 2020

[Salmon Nicoise With Caper Vinaigrette](#)

What's Gaby Cooking
May 26, 2020

[60 Go-To Seafood Recipes You Can Whip Up in No Time](#)

PURE WOW
May 17, 2020

[Alaska Pollock with Pistachio-Parsley Sauce](#)

Rachael Ray Online
May 15, 2020

[Broccoli Kale Salad with Lemon Garlic Alaska Salmon](#)

Bucket List Tummy
May 25, 2020

Events

[Board of Directors Meeting](#)

July 2, 2020 *Teleconference*

The ASMI Board of Directors is holding bi-weekly meetings throughout the summer. To join, please email **Sara Truitt** for Zoom registration access.

[Columbia - U.S. Virtual Trade Show](#)

June 24-26, 2020 *Virtual Trade Show*

[Domestic Marketing Committee](#)

July 22, 2020 *Teleconference*

Publications

2020 Weekly Salmon Harvest Updates Begin

Weekly Alaska Salmon Harvest Update #16

Harvest Through Statistical Week 38

(Figures Shown in Thousands of Fish)

	Sockeye			Pink			Keta			Coho			Chinook		
	YTD 2018	YTD 2019	YoY	YTD 2017	YTD 2019	YoY	YTD 2018	YTD 2019	YoY	YTD 2018	YTD 2019	YoY	YTD 2018	YTD 2019	YoY
AYK	3	5	67%	20	89	345%	1,963	1,135	-42%	366	197	-46%	16	4	-75%
Kodiak	1,765	2,097	19%	25,320	32,851	30%	464	515	11%	438	380	-13%	2	7	250%
Chignik	0	614	-	7,079	2,236	-68%	1	153	-	0	220	-	0	4	-
AK Pen. & Aleutian Is.	3,696	3,955	7%	21,831	20,457	-6%	1,154	1,358	18%	368	526	43%	20	27	35%
Bristol Bay	41,938	43,275	3%	33	5	-85%	1,635	1,104	-32%	163	75	-54%	46	32	-30%
Cook Inlet	1,188	1,952	64%	2,186	1,905	-13%	164	180	10%	248	172	-31%	3	3	0%
Prince William Sound	1,312	2,548	94%	43,238	47,411	10%	2,850	5,331	87%	513	500	-3%	7	18	157%
Southeast	636	832	31%	34,703	19,950	-43%	11,310	7,410	-34%	1,520	1,340	-12%	150	160	7%
Statewide	50,538	55,278	9%	134,410	124,904	-7%	19,541	17,186	-12%	3,616	3,410	-6%	244	255	5%

2019 YTD through 9/21/19; 2018 YTD through 9/22/18. Data is subject to revision.
Source: Alaska Department of Fish & Game.

With the addition of about 100,000 fish last week, the 2019 Alaska commercial salmon season is nearly complete. The season total of slightly more than 200 million fish will rank as the 8th largest number of fish harvested on record. Historical data indicate a few hundred thousand additional salmon are usually harvested over the next two weeks.

The 2019 sockeye harvest of more than 55 million fish is the fourth largest on record, measured by number of fish. Bristol Bay accounted for 78 percent of the total; ADF&G describes the 2019 harvest as the most valuable on record and the second-largest production measured by pounds landed.

Pink salmon harvest of about 125 million fish is the eighth largest on record. PWS contributed the most of any region with 38 percent of the total, and Kodiak's harvest accounted for 26 percent.

This year's harvest of slightly more than 17 million keta is the 16th largest on record and nearly equal to the five-year average. Southeast accounted for 42 percent followed by PWS (31 percent), AK Pen. & Aleutian Islands (8 percent) and AYK (7 percent), among other areas.

Although a modest amount of additional coho are expected to be added this season, the current YTD pace is 22 percent behind the five-year average. Chinook harvest of approximately 255,000 fish is slightly larger than 2018, but ranks among the lowest harvests since 1975.

2019 Harvest v. Forecast

('000 fish)

	Harvest	Forecast	% Realized
Sockeye	55,278	41,686	133%
Pink	124,904	137,830	91%
Keta	17,186	28,962	59%
Coho	3,410	4,628	74%
Chinook	255	250	102%
Total	201,033	213,356	94%

Where to buy Alaska seafood (click for link): [ASMI Suppliers Directory](#)



On behalf of ASMI, McDowell Group will once again be sending out weekly salmon harvest updates for the 2020 summer salmon season. These updates can be found on [ASMI's website](#) or email seafood@mcdowellgroup.net to sign up.

New Quick Reference Cooking Guides

As part of ASMI's larger campaign to connect U.S. consumers cooking seafood at home, perhaps for the first time, with simple prep techniques, the Communications Program created a series of shareable "How to" social graphics featuring easy cooking methods and a variety of Alaska species.

Download and share all of the graphics [here](#).

GRILL

TEMPERATURE **400°F**

PREP (6 oz. fillets)
Oil/season fish, then seal in spray-coated foil packets.

SPECIES/COOK TIME (minutes)

Alaska Salmon: **10-12**
Alaska Cod: **8-10**
Alaska Pollock: **5-6**

DONENESS
Firm, opaque.

Alaska Seafood Quality Processing Video

The new [Alaska Seafood Quality Processing video](#) is a shareable resource for trade partners and industry members. The short video provides a general overview of how Alaska seafood is processed and showcases the quality practices implemented by Alaska's seafood processors. The video can be found on the ASMI

[YouTube](#) channel as well as the ASMI [Quality](#) webpage.



Need additional recipes, photos, videos or other materials?

Visit ASMI's online database of shareable recipes and cooking techniques on WildAlaskaSeafood.com.

You can also check out the latest photos and videos added to our media library:
New on NetX & Current Favorites
[Sign up now >>](#)

Partnerships and Promotions

Rosauers Celebrates Lent with Designated Alaska Seafood Section in Service Case

Rosauers promoted Alaska salmon, cod, halibut, crab, rockfish, sablefish and sole at 22 stores in the PNW and Rockies for Lent 2020.

Each store created a designated Alaska section in its service case featuring all species grouped together with Alaska seafood signage, while staff wore ASMI aprons.

An e-newsletter and social media posts further strengthened the promotion. Results showed a successful 23.4% YOY increase in Alaska seafood sales.



Refreshed *Cook It Frozen!* Campaign Delivers Results

ASMI's refreshed *Cook It Frozen!* campaign launched on Serious Eats in March with new recipe and video assets, featuring how to pan-sear, bake, grill and pressure-cook frozen wild Alaska salmon. The campaign resulted in over 5 million impressions, 37K page views, 11 minute average page view time, 669K social reach, and 17K social post engagement with many positive comments. E-newsletters received an average of 28% open rates, exceeding Serious Eats' benchmark.

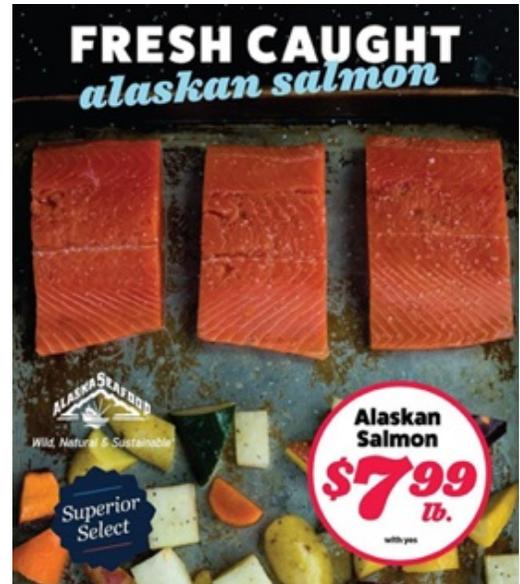
Videos received 30K total views, with "How to Pan-Sear" far exceeding the rest. ASMI plans to extend the campaign to additional species and cooking methods.

Recipes and how-to videos can be found on ASMI's [website](#).

Spartan Nash Stores Promote Multiple Alaska Seafood Varieties for Lent

Spartan Nash featured Alaska salmon, cod and Alaska pollock during Lent at 90 stores across the Spartan Nash family. Each store utilized the ASMI logo and point of sale for seafood displays, as well as ran digital ads, social media posts, e-newsletters and more.

The campaign resulted in a 12.4% sales lift year over year, with a peak the week of March 1, which was nearly 34% higher than the weekly average for the campaign.



Alaska Pollock Featured in White Castle Lenten Promotion

White Castle, a Midwest quick service chain, ran a successful "3 Sliders for \$3" Lenten limited time offer featuring Alaska pollock in their Fish Sliders and Fish Nibblers across 368 units.

Visibility for the Alaska Seafood logo and Alaska callouts were given via direct-to-consumer print mailers and point of purchase materials, drive-thru menus, as well as email blasts, website presence and social channels.



International

ASMI Japan Moves Herring Roe Day Promotion Online

ASMI Japan conducted an Instagram campaign May 1-8 to celebrate and raise awareness of Herring Roe Day, which is on May 5. Originally planned as an in-store promotion for the holiday, which is meant to encourage consumers to eat herring roe year round and not just on New Year's, the promotion shifted to an online campaign after the global pandemic canceled in-store activities.



ASMI worked with 11 culinary professionals and influencers to post original herring roe recipes

and also invited consumers to post their own creations. As a result, 15 different Instagram users posted 19 recipes, and the ASMI Japan Instagram account gained 218 followers.



ASMI China E-commerce Promotion with Pinduoduo Results in Over \$1 Million in Sales

From March 13 - April 12, ASMI China used Market Access Program funding to conduct a promotion with China's second largest e-commerce platform, Pinduoduo. During the month long campaign, online banner ads promoted Alaska sablefish, thorny head and yellowfin sole, directing buyers to two retailer stores on the platform, Dahaohuopu and Dahuangxiansheng, whom ASMI China has cooperated with before. ASMI contributed \$13,660 to the promotion, which resulted in \$1,197,840 in Alaska seafood sales, representing an ROI of 8,669%.

ASMI China Hires Product Demonstrators During In Store Promotions in Guangzhou and Shanghai

ASMI China partnered with two retailers to complete in store retail promotions during the month of May. From April 27 - May 26, ASMI China promoted yellowfin sole and wild Alaska pollock at six locations of G-Super in Shanghai. From May 1 – 31, promotions were held at five locations of Grandbuy in Guangzhou highlighting wild Alaska pollock, sablefish, and cod.



For both activities, ASMI hired demonstrators to engage shoppers and hand out Alaska point of sale materials. These promotions were the first in store activities since the coronavirus outbreak and resulted in 20,740 kgs in Alaska seafood sales valued at \$136,000.

ASMI China Boosts Sales to Nearly \$1 Million Through E-commerce Platform SFBest.com

From March 6-20, ASMI China used Market Access Program funds to conduct a highly successful online promotion with SFBest.com, a leading online food supermarket that targets the daily needs of middle and high-end consumer groups in over 237 cities across China.

The campaign featured a banner ad promoting wild Alaska pollock, cod, sablefish, yellowfin

sole and sea cucumber, while also highlighting Alaska seafood's versatility, suitability for Chinese cuisine, and Alaska's strong fisheries management program. In addition to the banner ad, customers who bought two or more species of Alaska seafood were gifted an Alaska seafood recipe book with their order.

ASMI China spent \$11,300 on the activity, which resulted in \$976,525 in Alaska seafood sales, an ROI of 8,522%.



Ukraine Influencer Promotes Frozen Alaska Pollock and Pink Salmon For Kids

ASMI Eastern Europe collaborated with Ukraine food influencer, Evgen Klopotenko (@klopotenko), to promote Alaska seafood during the stay at home orders. Klopotenko is a young Ukrainian chef, participant and winner of various Ukraine TV contests, and is also among the top opinion makers in Ukraine on modern nutritious children's diets. Klopotenko acts as an expert in modernization of Ukrainian school menus in collaboration with governmental institutions and has published a cookbook dedicated to modern kids' recipes for Ukrainian schools.



During ASMI's Stay at Home campaign, Klopotenko posted 11 posts on his social media channels and website promoting frozen Alaska pollock and Alaska pink salmon as delicious, cost friendly and nutritious seafood options. Klopotenko noted that frozen fish stores well in the freezer and is easy to cook for the family. The campaign included a reach of 450,000 with over 31,500 likes and just under 3,000 people saving the recipe posts for future reference.

ASMI Around the World

Find out more about ASMI activities at home and abroad in our [interactive map](#).



ASMI AROUND THE WORLD



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