



Wild, Natural & Sustainable®



MARKETING UPDATE

[Foodservice](#)

[Retail](#)

[International](#)

[Nutrition](#)

[Resources](#)

Information for Alaska's Seafood Industry on COVID-19

The Alaska Seafood Marketing Institute is here to support our industry in the uncertain and ever-changing Coronavirus (COVID-19) landscape. ASMI assembled a [web page](#) with resources from public health and industry experts regarding food safety and Alaska seafood for use as a basis for communication with external stakeholders. ASMI also published [talking points](#) from the [National Fisheries Institute](#), and prepared [this PDF](#) document as an informational resource for Alaska's seafood industry.

ASMI continues to monitor the situation and will update the site with additional information and resources as available. Do you know of additional resources that may be helpful to include?

SEND US A
NOTE

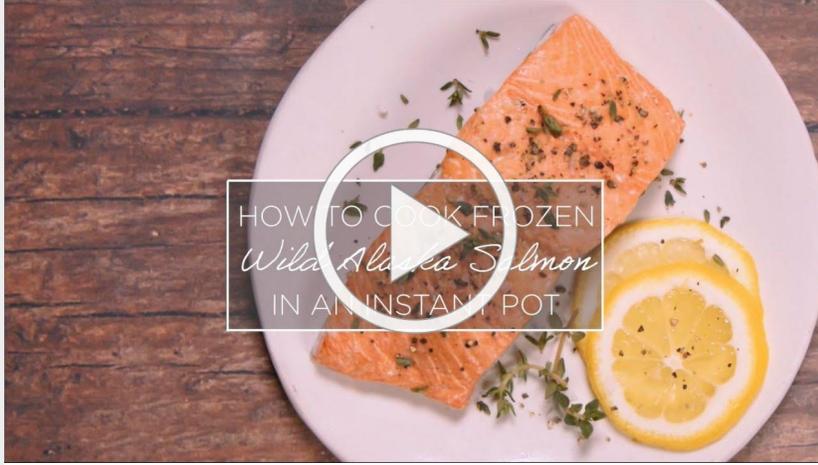
Announcements

Cook It Frozen! Campaign Gets a Refresh



[ASMI's Cook It Frozen!®](#)

campaign underwent a creative refresh that launched on [Serious Eats](#) this week with new video and recipe assets, featuring how to pan sear, bake, grill and pressure cook frozen wild Alaska salmon. Each video is paired with a corresponding recipe, and all assets are available on [ASMI's website](#). The campaign is launching



with salmon as this is the primary species sold at retail, and ASMI plans to extend to additional species and cooking methods.

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 >>](#)

Last Call for Photo Contest Submissions

ASMI's annual Commercial Fishing Photo Contest will come to a close March 31. Enter your photo at photocontest.alaskaseafood.org for a chance to win. Winners will be announced in April, and submitted photos will be used to promote the Alaska seafood industry.

RFM Spring 2020 Newsletter

Get news and updates from the Alaska Certified Responsible Fisheries Management.

Read the full newsletter [online](#).



News



2020 Seafood Report
 National Provisioner -
 Feb. 2020

How to cook frozen salmon
 MarthaStewart.com -
 Mar. 9, 2020

2020 Retail Seafood Review: Sustainability remains key concern
 Progressive Grocer -
 Mar. 11, 2020

Everyone's talking about canned tuna: Here's how to make it

[What are the best ways to thaw meat, chicken and fish?](#)

MarthaStewart.com - Feb. 24, 2020

ASMI friendly Janet McCracken shared an article on [marthastewart.com](#) highlighting tips on how to safely thaw and prepare meat, fish and chicken. The article included ASMI messaging on how to cook seafood from its frozen state and directed readers to [ASMI's Cook It Frozen!®](#) resources for a step by step guide.

[delicious](#)

New York Times - Mar. 18, 2020

[Fresh ways to hook everyday seafood shoppers](#)

Winsight Grocery Business - Mar. 12, 2020

Events

[Salmon Committee Meeting](#), April 30, 2020 - teleconference

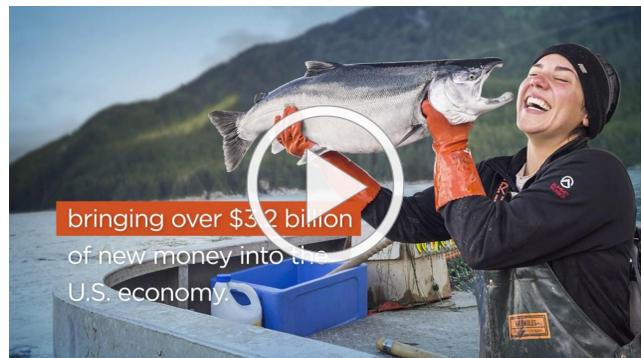
[Board of Directors Meeting](#), May 1, 2020 - teleconference

All in-person ASMI events have been tentatively cancelled or postponed until further notice. ASMI committee and board meetings will take place via teleconference.

Publications

ASMI Refreshes Economic Videos

ASMI updated its "[How Seafood Powers Alaska](#)" video on YouTube as well as the six Alaska Seafood Industry Economic Impact videos playing at Ted Stevens Anchorage International Airport. The updated videos include the most recent numbers from the [Alaska Seafood Economic Impact Report](#), published in January 2020.



Partnerships and Promotions

Wild Alaska Pollock Week

ASMI in concert with Genuine Alaska Pollock Producers (GAPP) hosted the first ever Wild Alaska Pollock Week in Seattle from Feb. 28 - March 8. Over 40 local restaurants participated to celebrate this sustainable, delicious, delicate, unsung hero of the sea. Diners loved the elegant, elevated preparations and presentations of the wild Alaska pollock - everything from *Smoked miso Alaska pollock and seaweed campanelle with shoyu butter and mentaiko* to *Pan seared Alaska pollock with nettle gnocchi and spruce mushroom consomme*. ASMI and GAPP are very grateful for the partnership with the Seattle restaurant community to make this event a success.



Record Setting Promotion at PCC Markets

February's Alaska sockeye promotion at Seattle's PCC markets broke an all-time record for sales. Almost 25,000 pounds of Alaska salmon were sold which was an impressive 1104% increase over last year. A coupon featuring buy one, get one free previously frozen Alaska sockeye was redeemed over 13,000 times from Feb. 26 – March 3. PCC

used the Alaska Seafood logo on custom POS at all store locations in the Seattle area.



HEB Promotes Alaska Cod

Texas retailer HEB featured wild Alaska cod during the month of January, executing in-store demos in 316 locations across the state. Customers were given the opportunity to taste the cod as they shopped, and HEB saw a 24% year over year weekly lift during the successful sales event.



Flavor Forays Event features Alaska Seafood

Flavor Forays held their fifth annual Charleston tour, with a focus on local cuisine heavily steeped in seafood. As a sponsor, Alaska Seafood showcased wild Alaska halibut in whole form as well as portions for attendees to both cook and enjoy eating. Attendees included chefs representing large scale operations from quick serve and fine dining restaurants to the college/university and business/industry sectors.

Juneau Chef Develops Alaska Sea Cucumber Recipes

Juneau chef and 2017 GASCO winner Nel Uddipa created four new recipes featuring Alaska sea cucumber. The dishes featured various methods of preparation with different ethnic flavors including *Crispy moroccan spiced Alaska Sea Cucumber*, *Kimchi guk with Alaska sea cucumber*, *Nam prik-puya saute with Alaska sea cucumber*, and *Alaska sea cucumber ceviche with aji amarillo*.



The recipes give visibility to this unique ingredient and the dive fishery that harvests them in the waters of southeastern Alaska. ASMI will incorporate the recipes and photos into ASMI's social channels and add the recipes to their recipe database for consumers to enjoy.

Hy-Vee Promotes Alaska Seafood

Over 400,000 pounds of Alaska seafood were sold at participating Hy-Vee locations from December 2019 – February 2020. Hy-Vee amplified the promotion using their social media channels and by printing beautiful ads in their Seasons and Corp Ads magazines.

Stores told the Alaska story by utilizing ASMI point of sale materials including posters, clings and danglers. Additionally, customers had the opportunity to taste Alaska snow crab at demo



stations at participating stores.

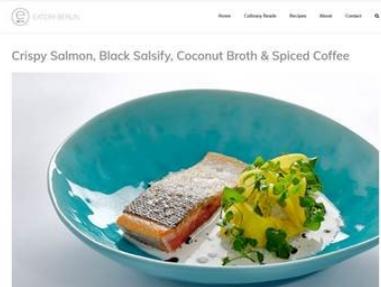
International

ASMI Promotes Wild Alaska Pollock at Tokai Denpun Trade Show in Japan

ASMI Japan exhibited at the Tokai Denpun trade show on Feb. 21. Tokai Denpun Co, a general wholesaler specializing in surimi and starch products, organizes the show every other year for its customers, clients, and the food industry. The event has become one of the most influential surimi trade shows in Japan with approximately 2,000 attendees, the majority of whom work in the surimi industry. The ASMI stand featured wild Alaska pollock brochures and recipes as well as informational materials on the Responsible Fisheries Management certification program and Alaska sustainability.

ASMI Central Europe Partners with Alaska Wild Salmon & Seafood in Austria

ASMI Central Europe cooperated with the Austrian importer and trader [Alaska Wild Salmon and Seafood](#) to run taste sessions for Alaska salmon at in-store restaurants and gastronomic shops across Austria and Germany. Altogether, 10 taste sessions have taken place reaching an estimated 6,000 consumers. In addition, content and recipes were shared online, such as on [Eatery Berlin](#), and in print media to increase the reach of the promotion and promote Alaska seafood.



ASMI NEU Hosts Blogilicious Influencer Event

In February, ASMI NEU co-hosted an influencer event with Blogilicious – an influencer marketing platform. The event was a huge success with the poke bowl making and knife skills stations being particularly huge hits with key influencers.



Guests engaged in the opportunity and busily posted on their popular food and lifestyle social media channels both during and after the event. It resulted in over 80 mentions on social media (and counting) reaching an audience of over 200,000 on Instagram.

ASMI SEU Holds Alaska Seafood Masterclass

ASMI SEU hosted a masterclass on wild Alaska salmon with chef & teacher Gerard Ninot (a previous winner of an ASMI video contest) on Feb. 26 during Gastronomy Week at the Escola Hosteleria Osona (culinary school in Osona).



The masterclass consisted of a technical training on the difference between farmed salmon and the five species of wild salmon, insight on Alaska's sustainable fisheries, full utilization, and filleting and cooking tips. After the training, he proceeded to prepare various sockeye salmon dishes with the 45 students for a more hands-on approach to learning. Chef Gerard and Escola Hotelaria Osona shared several pictures of the event on their Instagram stories and tagged Alaska Seafood Spain who reshared the photos.

ASMI Develops New Latin American Website

ASMI has developed a Spanish language website, focusing on the Latin American market and catering to countries such as Peru, Colombia, Ecuador, Chile, and Mexico. [The website](#) provides local trade users with information about Alaska seafood characteristics and species, as well as up-to-date harvest and market information.



The new ASMI Latin America website will be initially aimed at seafood processors and importers, containing information on Alaska raw material production, the many benefits of Alaska's wild, natural, and sustainable products, advantages for the trade sector, sales speeches, and examples of Alaska seafood products available around the world for "inspiration." Trade-directed information will also be made available such as the ASMI suppliers' directory, as well as information for importers, seafood processors, retailers and wholesalers, and hotels and restaurants.

ALASKA SEAFOOD MARKETING INSTITUTE

311 N. FRANKLIN STREET SUITE 200, JUNEAU, AK 99801-1147
(800) 478-2903 | (907) 465-5560
INFO@ALASKASEAFOOD.ORG | ALASKASEAFOOD.ORG

