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 COVID-19 landscape. ASMI continues to update a [web page] with resources for foodservice and retail, processors, fishermen and direct marketers. The page also includes information from public health and industry experts regarding food safety and Alaska seafood for use as a basis for communication with external stakeholders.

ASMI will update the site with additional information and resources as available.

Announcements

ASMI Announces Winners of Alaska Commercial Fishing Photo Contest

ASMI announced the winners of the 2020 Alaska Commercial Fishing Photo Contest on April 24. The photo submissions depict the balance of hard work, beautiful scenery, and meaningful moments that make up the Alaska commercial fishing lifestyle and all it takes to bring wild, natural and sustainable Alaska seafood to tables around the world.
All 1st, 2nd and 3rd place winning photos can be viewed at ASMI's industry website [here](#).

A curated collection of the nearly 400 submissions are available for industry use on ASMI’s Digital Asset Library NetX under the "Collections" tab in the upper right corner.

## News

**Cod and Chorizo Stew with Grilled Garlic Bread**
Food Network Kitchen - May 6, 2020

**Everything you wanted to know about the pescatarian diet**
Well+Good - Apr. 19, 2020

**The Cooking Show: Crab Eggs Benedict**
Vice Munchies - Apr. 19, 2020

**Baking and drinking the French way, starring David Lebovitz**
TASTE - Apr. 13, 2020

### How to cook frozen salmon without thawing it
*Food Network, Apr. 22*

2016 FAM trip attendee Heath Goldman shared an article outlining the proper ways to cook frozen salmon. In the article, she credits ASMI’s "clever technique" as a quick and easy way to cook salmon from frozen without thawing.

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## Tune in!

Through ASMI’s ongoing efforts with chef and culinary influencers, James Beard award-winning chef Vitaly Paley and popular cookbook author chef Gaby Dalkin, will each be showcasing Alaska seafood in Instagram this week. To watch, follow Vitaly Paley on Instagram [@vit0bike](https://www.instagram.com/vit0bike) and Gaby Dalkin [@whatsgabycookin](https://www.instagram.com/whatsgabycookin) (611K followers). Details for their Instagram features are below.

### Chef Vitaly Paley:
Critically acclaimed chef, accomplished Pacific Northwest restaurateur, and noted cookbook author
- **Dish:** Blackened sablefish
- **Instagram Live:** Friday, May 22 at 5pm PST

### Gaby Dalkin:
Chef, food/lifestyle writer and author of "What’s Gaby Cooking"
Events

**Board of Directors Meeting** - Teleconference, May 21

*All ASMI events have been tentatively cancelled or postponed until further notice.*

Publications

**New Shareable Infographic Highlights Heart-Healthy Attributes of Alaska Seafood**

ASMI produced a new nutrition one-page infographic highlighting the positive impacts to heart health offered by Alaska seafood. This document was produced in collaboration with registered dietitian Kari Natwick as a way to streamline and visually illustrate the findings of her white paper (available [here](#)) on the same subject.

The one-pager supports the technical program’s objectives of educating and informing the industry, market, trade, and consumers on the technical aspects of Alaska’s seafood products. The infographic is available [online](#).

**2019 ASMI Annual Report Now Online**

Every year we look back on our successes and challenges in an annual report. The 2019 ASMI annual report is now available [online](#).

Need additional recipes, photos, videos or other materials?

Visit ASMI’s online database of shareable recipes and cooking techniques on [WildAlaskaSeafood.com](http://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

ASMI Partners with Barton Seaver to Produce Inspirational Takeout Video Series

To address the quickly changing landscape of to-go and delivery, ASMI partnered with chef, author and sustainable seafood expert Barton Seaver to create a video series centered on helping restaurants with their takeout offerings.

Chef Seaver offers suggestions to execute high quality Alaska seafood within a takeout menu format and touches on restaurant ingenuity. The content is focused on inspiring community hope during ongoing upheaval and the opportunity for serving up creative dishes and comfort food. These videos are available to chefs and industry in the Foodservice Training & Education section of ASMI’s website and on ASMI’s Youtube Channel.

Sobey’s Showcases Alaska Sockeye in Eastern Canada

Sobey’s promoted frozen and refreshed Alaska sockeye salmon in 45 stores across Ontario, Nova Scotia and New Brunswick during December 2019 with in-store demos and POS.

The campaign resulted in an impressive 100% lift YOY from December 2018. Sobey’s supplier reports that sales of Alaska sockeye are growing across the chain.

Alaska Seafood and Wine Featured for Lent 2020 at QFC

QFC held a sales and merchandising contest for

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QFC held a sales and merchandising contest for
employees at 64 stores in the Pacific Northwest during Lent 2020, featuring Alaska salmon, cod and halibut. The retailer also partnered with Chateau Ste. Michelle for wine displays within the seafood department.

The promotion resulted in a small 12% decrease from 2019, but QFC was pleased with strong sales of all three species in light of current events, which gained back momentum throughout Lent.

Schnucks’ Eat Good to Feel Great Campaign Highlights Alaska

Schnucks promoted Alaska sockeye salmon and cod at 105 stores in St. Louis, MO for its Eat Good to Feel Great campaign. The campaign, which ran in January 2020, included Alaska seafood signage, website feature, in-store ads, social media posts, and a recipe in the store magazine.

Results showed impressive sales lift and tonnage sold.

International

ASMI Southern Europe Continues Donation Campaign

In April, in response to the COVID-19 crisis, ASMI SEU launched a donation campaign in Spain to show support for various initiatives, charities and organizations by donating Alaska sockeye, ikura, pacific cod, and smoked sockeye.

The product was procured from various local suppliers (*Wild Alaska Salmon*, Cominport & North Alaska) to support distributors during the times of uncertainty. There was national media coverage for FoodforGood and [multiple newspaper mentions](#).

ASMI SEU donated to the following organizations among others:
- Eight retirement homes in Cantabria for the elderly
- Comer Contigo
- Nectari, providing a special menu for health care workers
- Gastronomia Solidaria
- Semproniana, providing a special menu for health care workers
- Madrid Food Bank
- Fundacion Padre Llanos
- ACYRE
- ARA Alicante
- World Central Kitchen Valencia
- Monvinic

ASMI Southern Europe Chef Promotions

ASMI Southern Europe worked with various chefs to create videos and “live insta-story talks” for outreach on social media promoting both Alaska seafood products and where to buy them.

Recipes included a range of sophisticated dishes as well as easy recipes for kids to make while people #stayathome. The chefs
included:

- Nacho Marin, Alaska Seafood Spain’s in-house chef
- Gerard Ninot, a teacher at a culinary school and winner of the 2nd edition of Cortos Salvajes
- Luis Barradas, Alaska Seafood ambassador for Portugal
- Sergio Fernandez, head teacher at the culinary school in Madrid and chef on Canal Cocina
- Joaquin Felipe, Alaska Seafood ambassador for Spain

**ASMI SE Asia Collaborates with Popular Singaporean Blogger to Promote Simple Alaska Seafood Recipes**

ASMI Southeast Asia collaborated with Sharon Lam, a Singapore based food blogger, to publish four easy-to-make Alaska Seafood recipes on her blog Delishar – **menteiko salmon**, **surimi ‘lobster’ roll**, **fish soup behoon** with wild Alaska pollock, and **creamy butter spot prawns**. Lam is a working mom who specializes in at-home style recipes.

Her reach on Facebook is 15,000 and she has a monthly reach on her blog of 100,000, with 42% of readers based in Singapore and the other 58% from other countries in Southeast Asia.

**ASMI Southern Europe Partners with Chef Nandu Jubany for Social Media Outreach**

ASMI Southern Europe sent a 26-pound king salmon to Chef Nandu Jubany, a highly regarded seafood chef in Barcelona, for social media outreach. Nandu is using the salmon to do a series of Instagram chef demonstrations on his official Instagram account. The first in the series was a 7-minute video to fillet the salmon to show the different parts and explain about how to use them.

The video has over 90k views in the first five days and can be found [here](#).

**ASMI Around the World**

Find out more about ASMI activities worldwide in our [interactive map](#).