Email not displaying properly? View as webpage now >>

ALASKA SEAFOOD MONTHLY UPDATE | OCT 2020

ALASKASEAFOOD.ORG | WILDALASKASEAFOOD.COM

Wild, Natural & Sustainable

MARKETING UPDATE

Announcements

All Hands on Deck - November 10-13, 2020

ASMI invites you to join us for the 2020 All Hands on Deck Virtual Conference, November 10-13, 2020. Registration, meeting agendas, materials and more can be found at **www.alaskaseafood.org/all-hands-on-deck/**. Additional information, recorded presentations and downloadable materials will be added to the site over the coming weeks.

All Hands On Deck is a public event during which all ASMI species**committees**, program operational committees and the ASMI board of directors meet to discuss current global market challenges and opportunities and gather meaningful input to help guide future marketing activities. Participation in free and open to all

members of the public and stakeholders interested in ASMI's marketing operations and direction.

REGISTER NOW

Alaska Direct Marketers Survey: Complete by Nov 1.

ASMI is looking to better understand the needs of Alaska's direct marketers through a short online survey. If you are a direct marketer, take the survey before **Nov. 1, 2020** for a chance to win $100. ASMI appreciates your thoughtful answers to help guide our strategy.

TAKE THE SURVEY NOW

Promotions and Campaigns

ASMI Ramps Up #Seafood Sunday Campaign for National Seafood Month

For National Seafood Month, ASMI is stepping up the #SeafoodSunday campaign by partnering with top chefs Joe Sasto and Kaylah Thomas to help home cooks take their seafood skills to the next level through a series of how-to videos and social media takeovers with expert preparation tips from the pros for a variety of Alaska seafood species including Alaska pollock, sablefish, salmon, crab, scallops, prawns and halibut.

Seafood Sunday is new mealtime initiative launched this fall inviting Americans to #AskforAlaska and enjoy more wild seafood together on Sundays (or any day of the week).

ASMI kicked off the campaign in September with a focus on simple, fun meals for the whole family. ASMI is also supporting the goals of the #SeafoodSunday initiative with digital and in-store Alaska seafood product promotions, as well as the creation of new, simple instructional videos demonstrating how to cook Alaska seafood favorites from frozen.

To see the full line up of expert partners and learn more, see ASMI's **press release** and **download the #SeafoodSunday toolkit**.

New Alaska Seafood Recipes Target Foodservice Operators

ASMI developed foodservice recipes to meet the consumer demand for foods

they would otherwise not cook at home. The series comprised six recipes focused on chain restaurants and nine recipes focused on independent restaurants. ASMI partnered with Executive Chef Jeremy Bringardner of Mendocino Farms Sandwich Market for chain restaurant recipe development. Independent concepts were developed by Chef Vitaly Paley of Imperial Restaurant, Chef Rachel Yang of Relay Restaurant Group, and Chef Neal Fraser of Redbird. The globally influenced dishes span the Alaska Seafood portfolio to include Alaska whitefish, shellfish and salmon species.

Alaska Seafood Recipes Featured in New eMise Cookbook

In coordination with their digital event, eMise, the Mise Conference launched a **digital cookbook** with recipes to inspire conference attendees. ASMI contributed three newly developed recipes: Alaska Pollock Khao Soi, Laotian Crispy Rice Salad with Alaska Rockfish, and Avocado Toast with Beet Cured Alaska Salmon & Kale Salsa Verde. Designed with hotel chefs in mind, Mise focuses on food, operations and marketing for the hospitality industry. The featured Alaska seafood recipes incorporate on-trend global flavors which resonate with consumers while meeting the need for delivery and takeout options. The cookbook can be viewed in full on ASMI's **website**, courtesy of the Mise Conference.

In The News

#SeafoodSunday with Chef Joe Sasto

The Surprising Healthy Food That's Often Better To Buy Frozen, According to an RD
Well+Good
Sept. 22, 2020

Recipe Report: Comforting Pasta Dishes
Foodservice Director
Sept. 24, 2020

Crispy Fried Alaska Halibut - Oct. 8, 2020
Celebrity chef Joe Sasto, one of ASMI's October #SeafoodSunday chef partners, published a recipe for crispy fried Alaska halibut on his blog. In the post he described seafood from Alaska as a product that "deserves to be spoken about, placed on a pedestal, treated with care, honored and most importantly, enjoyed!" In addition to the post, Joe showcased the dish on his **Instagram** and **Facebook**, while highlighting Alaska's sustainable and environmentally responsible fisheries.

The Difference Between Farm-Raised and Wild-Caught Salmon
Eat This Not That
Oct. 2, 2020

Parmesan Crusted Cod and Tartar Sauce for Two
EatingWell
Oct. 2020

Events

All Hands On Deck Annual Meeting
Nov. 10 - 13, 2020 - *Virtual*
It will be easier than ever to attend ASMI's annual gathering of the industry. ASMI staff are working diligently to transition this annual event to an online format. Additional details can be found online.

Presentations

ASMI and McDowell Present at Virtual Kodiak Comfish, Anchorage Chamber 'Make it Monday'

Originally scheduled in Kodiak in March, the Kodiak Chamber of Commerce held its annual ComFish virtually Sept. 17 – 18. On Sept. 17, ASMI communications specialist Arianna Elnes and McDowell economist Dan Lesh gave a presentation on the value of Alaska Seafood, and discussed both consumer and economic trends due to coronavirus. ASMI looks forward to Kodiak ComFish each year as a way to communicate its work to the fishing industry, government and Alaskans, and the virtual conference again attracted a wide audience.

On Oct. 5, Elnes and McDowell gave a virtual presentation to Anchorage's business community as part of the Anchorage Chamber of Commerce's virtual “Make it Monday” series. These luncheons are meant to provide its members with educational opportunities on topics that affect Alaskans.

International

ASMI China Participates in USDA Constitution Day Event in Beijing

On Sept. 17, ASMI China participated in a U.S. Department of Agriculture's Foreign Agricultural Service (FAS) event held in Beijing. This event was held to replace traditional summertime events like July 4th barbecues featuring U.S. products, which were not held due to COVID-19. With help from FAS, a "Constitution Day" event, celebrating the signing of the U.S. constitution was held at the U.S. Embassy in Beijing. Adopting a state fair theme, different products from America were featured to celebrate U.S. market access and agricultural trade opportunities. ASMI China participated with a booth space and distributed materials to the 500 attendees which included Embassy personnel, Chinese government officials, and agricultural trade contacts, making for a great way to develop key connections. Alaska pollock with dill lemon butter sauce and yellowfin sole cioppino were served, allowing visitors to taste some of Alaska's excellent seafood.

ASMI Japan Promotes Alaska Seafood in Natural Foods Retailer Catalog and Online Store

ASMI Japan placed an advertisement in the catalog and online store for Bio Market, a retail group that specializes in organic and natural products. The company runs several stationary stores in addition to a home delivery service which people can utilize through their catalog and ecommerce site. Bio Market shoppers demonstrate a strong interest in sustainability, making them an attractive consumer group for Alaska seafood. For the promotion, ASMI took out a one-page ad in the store's catalog from Aug. 31 – Sept. 4 which included an introduction to Alaska seafood's sustainability, a message from ASMI headquarters, and recipe suggestions for Alaska products including sockeye salmon, sablefish, Pacific cod and Alaska pollock roe. The ad was posted on the ecommerce site as well, maximizing the chances that it would be seen by Bio Market's 10,000 members.

ASMI China Completes Retail Campaigns in Hong Kong and Xian

ASMI China recently completed retail promotions with Hema Fresh in Xian and City Super in Hong Kong. The promotion at Hema Fresh ran from Aug. 1 - Aug. 31 at seven locations and highlighted Alaska sablefish and yellowfin sole. ASMI demonstrators handed out point-of-sale materials and samples at participating locations. The collaboration with City Super ran from Aug. 21 - Sept. 11 at four stores and featured Alaska sablefish, coho salmon and spot prawns. ASMI demonstrators passed out relevant information and small souvenirs, and helped answer consumer questions about Alaska seafood. Official sales results are not yet available, but the combined activities resulted in 301 promotion days with anecdotal reports of increased sales and greater foot traffic.

ASMI China Holds Chef Training Seminar in Hangzhou

ASMI China held a chef training seminar at the Zhejian Naranda Grand Hotel in Hangzhou on Sept.10. Coronavirus recovery in Eastern China has been generally smooth and by the end of summer many businesses had reopened. With restaurants welcoming customers again, ASMI China determined it was a good time to reach out to the HRI sector. More than 66 chefs from local restaurants and hotels attended the seminar, which had a packed and

informative agenda. Mark Hanzel, deputy director of ATO Shanghai was in attendance and provided remarks to open the gathering. ASMI China staff gave a presentation about Alaska seafood, highlighting the pristine environment, and product diversity. To conclude, a chef demonstrated to guests how to prepare five different Alaska seafood dishes while providing valuable tips. Feedback from the event was positive, with attendees reporting that they enjoyed the Alaska seafood dishes, especially the millet Alaska sea cucumber and diced Alaska sablefish. Additionally, a press coverage campaign was launched that resulted in 30 articles to complement the event.

ASMI Around the World

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

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