



MARKETING UPDATE

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Announcements

ASMI, McDowell Release First Briefing Paper on Impacts of COVID-19

ASMI is working with McDowell Group to understand the impacts of the pandemic to Alaska's seafood industry, its products and markets. McDowell Group has produced the first in a series of briefing papers intended to provide information on the depth and breadth of these impacts. This first paper, as well as an overview of the methodology and reporting structure of the study are available at alaskaseafood.org.

[DOWNLOAD BRIEFING PAPER](#)

USDA Announces New Seafood Trade Relief Program for U.S. Fishermen

U.S. fishermen impacted by retaliatory tariffs may now qualify for U.S. Department of Agriculture funding available through the \$530 million Seafood Trade Relief Program.

Fishermen with a valid federal or state license or permit can apply for relief through their local USDA Service Center between Sept. 14, 2020 and Dec. 14, 2020. Online applications as well as a list of applicable seafood species and local USDA Service Centers, available at farmers.gov/Seafood.

ASMI Committee Application Period Ends Sept. 30

Our committee members play a vital role in advancing ASMI's mission.

The ASMI board is currently accepting applications for Operations and Species

Committees through Sept. 30. Terms run for 3 years. Operational Committees typically meet three to four times per year, Species Committees meet one to two times per year.

[APPLY TODAY!](#)

Survey for Alaska Direct Marketers: How Can We Help?

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 for a chance to win \$100. ASMI appreciates your thoughtful answers to help guide our strategy.

[TAKE THE SURVEY NOW](#)

ASMI Statement: Global Food Safety Experts Affirm Food is Safe, No Evidence COVID-19 is Transmitted through Food

While [recent headlines](#) have promoted misleading preliminary research regarding seafood and the transmission of the virus that causes COVID-19, leading global public health and food safety organizations, including the U.S. Centers for Disease Control and Prevention, the U.S. Food and Drug Administration (FDA), the [World Health Organization](#), and the [European Food Safety Authority](#) continue to affirm that there is **no evidence that the virus that causes COVID-19 is transmitted through food, food containers, or food packaging**[1] [2].

ASMI continues to combat misinformation by working with relevant agencies to monitor scientific advances regarding the spread of the coronavirus and share the most up-to-date resources, including ASMI's statement on this topic on our "Facts about Food Safety and COVID-19" page at alaskaseafood.org.

[Alaska Seafood COVID-19 Resources Webpage](#)

Promotions and Campaigns

ASMI Launches #SeafoodSunday Campaign

On Sept. 16, ASMI launched #SeafoodSunday, a new mealtime initiative inviting Americans to #AskforAlaska and enjoy more wild seafood together. With more US consumers cooking at home and searching for quality, value and comfort, ASMI's #SeafoodSunday campaign makes home cooking easy with simple preparation tips, new recipes and inspiration featuring Alaska seafood designed to be enjoyed on Sundays (or any day of the week).

ASMI is partnering with chefs and culinary experts to share the #SeafoodSunday message this fall, starting 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 and learn more, see ASMI's [press release](#) and [download the toolkit](#).



As the nation's largest source of domestic seafood, Alaska Seafood is launching [#SeafoodSunday](#) to invite us all to enjoy more wild seafood together.

[#SeafoodSunday Toolkit](#)

ASMI 'Choose Alaska' Campaign Continues

ASMI launched 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.



[Choose Alaska Toolkit](#)

In The News

[CNN Food Finds: Wild Alaska](#)

[Salmon burgers with](#)

Salmon with Tomato Pan Sauce



2018 FAM trip attendee and food expert Chadwick Boyd demonstrated how to cook with wild Alaska salmon on a [segment with CNN](#). During the segment Chadwick shared shopping tips for Alaska salmon including buying fresh-frozen in stores or online and always looking for "Alaska."

This segment will also be shared across CNN's social channels as it remains in consistent rotation online throughout the year. It will also appear on CNN's Airport Network, which airs in 60 airports across the country.

[sriracha-sesame mayo](#)

Food Network

Aug 18, 2020

[These deliciously healthy crab cakes make the perfect easy-but-fancy dinner](#)

Well+Good

August 28, 2020

[What perimeter department has the most opportunities in the new normal?](#)

Supermarket Perimeter

Sept. 1, 2020

[The best crispy oven-baked paleo fish tacos](#)

Rachel Mansfield

Sept. 10, 2020

[This easy smoked salmon salad will be your new favorite way to brunch at home](#)

Well+Good

Sept. 10, 2020

Events

[Board of Directors Meeting](#)

Oct. 1, 2020 - *Teleconference*

The ASMI Board of Directors is continuing to hold bi-weekly board meetings throughout the year. The upcoming dates are Oct. 1 & 15.

To join, please email [Sara Truitt](#) for Zoom registration access.

[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 will be shared soon.

Fresh Resources

New Recipes For Foodservice



AVOCADO TOAST WITH BEET CURED ALASKA SALMON AND KALE SALSA VERDE



ALASKA POLLOCK KHAO SOI



ALASKA SABLEFISH INDIAN FISH FRY WITH MASALA

For these and others visit ASMI's Commercial recipe page at alaskaseafood.org/foodservice/recipes/commercial-recipes/

NEW ON NETX: Just added to the [ASMI Digital Library](#)



Check out the latest photos and videos added to our [media library](#).

International

New England Seafood Launches First Chilled Wild Alaska Pollock Product in the UK

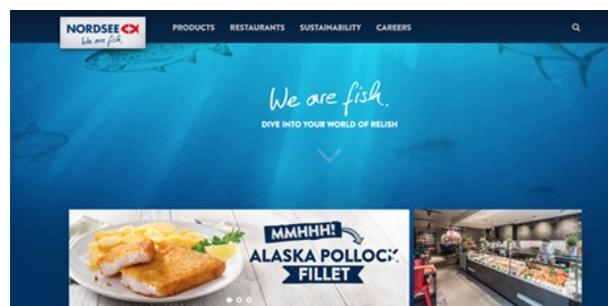
The first chilled wild Alaska pollock line launched in Waitrose stores the week of Aug.17. The product will be on sale in 222 stores across the UK. This is the first time New England Seafood has launched a Wild Alaska Pollock offer. The company has been a longstanding supplier of wild Alaska salmon in chilled and smoked formats to retail across various brands.



The launch has been supported by ASMI and Genuine Alaska Pollock Producers and is intended to build consumer awareness of wild Alaska pollock as a versatile, sustainable white fish. The packs are branded with the ASMI logo and with clear Alaska provenance on front of pack. This supports new data from the research firm Kantar where UK consumers rate Alaska the highest in the world for trust and awareness as a source for seafood. The launch will be supported with marketing campaigns offering customers recipe ideas which will be featured in store, in print, online and on social media.

ASMI Germany Summer Promotion with Nordsee

ASMI Germany began its summer promotion with the German restaurant chain [Nordsee](#). As the leading German fast food restaurant chain specializing in seafood, they are the perfect partner to increase brand awareness for Alaska seafood in central Europe. They carry species such as Alaska salmon, wild Alaska pollock and flatfish in their permanent assortment in over 360 locations across the country.



The promotion focuses on sustainability as a key aspect of the origin Alaska and includes providing in-store ASMI branded tray covers and table cards, sponsoring Alaska themed customer competitions, and running high-impact social media campaigns. ASMI will display Alaska materials in all Nordsee affiliates and online for through September reaching a total of more than eight million seafood customers.

Alaska Seafood Partners with The World's 50 Best Restaurants

Alaska Seafood will be the official seafood partner for the upcoming [50 Best Restaurant's Recovery Summit](#).

The summit will take place October 13-15, 2020 and will gather the global food community online to share learnings, promote best practices, and present visions of a post-pandemic world for restaurants and diners. The virtual gathering will occur across the organization's digital platforms,

primarily on their [Facebook page](#), and will include thought-leadership presentations, panel discussions, video diaries, cooking masterclasses, live interviews and key announcements for the future - with a focus on how the restaurant world is changing and how it can thrive once again.



As the official seafood partner, the Alaska Seafood logo will be present throughout the summit branding and materials. In addition to logo presence, ASMI will provide Alaska seafood product to be used in one or more chef masterclass.

Peru Market Access Issues Temporarily Resolved

After a successful ASMI trade mission in March 2020 and over four months of discussions between FAS Peru, ASMI South America and the Peruvian regulatory officials - the Peruvian market access issue previously encountered by Alaska exporters has been temporarily resolved. On July 25, the Ministry of Production of Peru published a Supreme Decree granting temporary market access for imported fish and seafood raw material for reprocessing and exporting to other markets, without the need for sample analysis.

This is a significant achievement, and a major step in the right direction for developing Peru as a reprocessing center. This pilot project will be in effect until Aug. 15, 2021. Peruvian companies that wish to participate must register by Sept. 14, 2020. The participants will be responsible for processing the raw material under HACCP protocols, and then authorities will inspect all final products. Peruvian health and sanitation authorities will develop monthly reports on the project implementation and their results from this pilot project will influence the long-term regulatory plans in the country. For more information on the development, please review the [official GAIN report here](#), distributed by the Foreign Agriculture Service in Lima.

ASMI South America to Participate in Leading Latin American Nutrition Congress

ASMI's South America program participated in the leading Nutrition Congress in Latin America, [Ganepão](#), Aug. 31 – Sept. 4. Due to coronavirus the congress was held virtually, and

on Sept. 2 ASMI hosted a one-hour webinar presentation to the over 3,000 nutritional-focused professionals registered. ASMI educated the audience on the nutritional benefits of Alaska seafood and choosing Alaska seafood as a smart dietary choice. Ganepão is a very well-known event to Brazil's booming health and wellness sector.

GANEPÃO ONLINE

o melhor nutriente para a sua carreira ao vivo e onde você estiver

DE 31/08 A 04/09/20

UM GRANDE SALTO NA SUA CARREIRA

GANEPÃO tradição sim, tradicional nunca

ICNO³¹ CBNCI
International Conference of Nutritionists
Congresso Brasileiro de Nutrição e Saúde

3º NEXSA
Congresso Internacional de Nutrição, Exercício e Saúde

Logos for Facebook and Instagram are in the top right corner.

ASMI Around the World

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

ALASKA SEAFOOD
Alaska Seafood Marketing Institute

FOODSERVICE RETAIL INTERNATIONAL RFM CERTIFICATION

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RECIPES AT WILDALASKASEAFOOD.COM

ASMI AROUND THE WORLD

- Belgium
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- China
- Colombia
- Ecuador
- Estonia
- France
- Georgia
- Germany
- Ireland
- Italy
- Japan
- Latvia
- Mexico
- Peru
- Poland
- Portugal

The map shows ASMI's presence in various countries across North America, Europe, and Asia, with red location pins on a world map.



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