



International Marketing Committee (IMC) – All Hands 2023

Latin America Program

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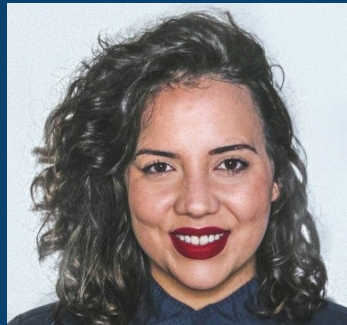
November 3, 2023



River Global Latam ASMI TEAM

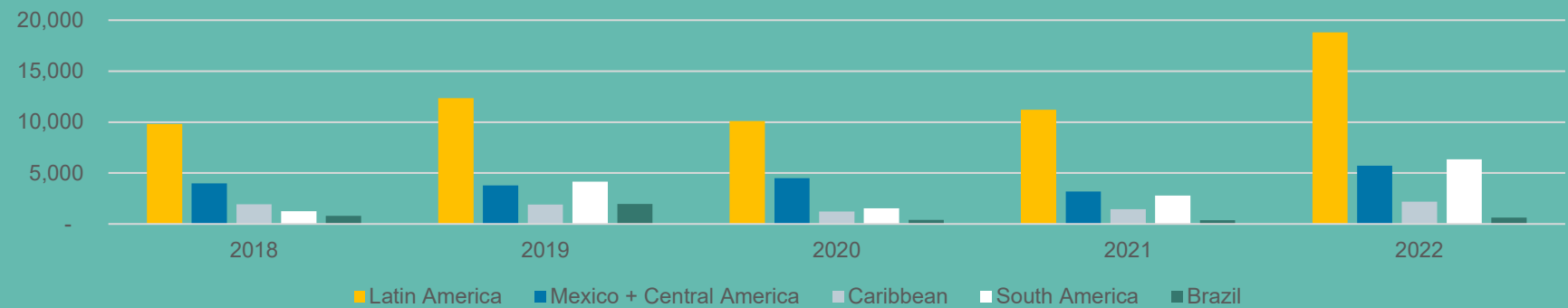


- 10 dedicated team members (full and part-time) working for ASMI in LATAM.
- Over a decade (12+ years) of consistent support for ASMI; 22 years in business.
- Extensive on-the-ground presence in LATAM as a full-service consulting company.
- Continued commitment to ASMI and AK seafood industry success and growth.

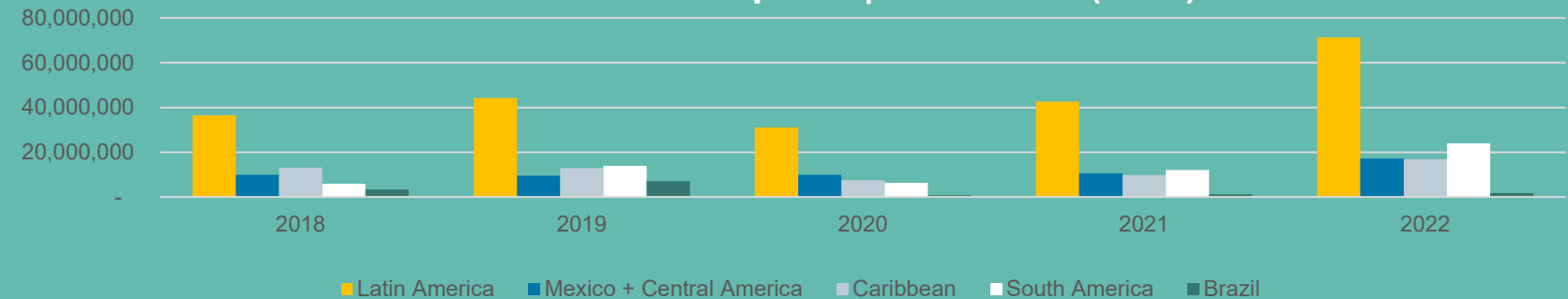


AK Seafood Latam Exports - 2018-2022 (FAS GATS Data*)

Alaska Seafood Exports | 2018-2022 (MT)



Alaska Seafood Exports | 2018-2022 (USD)



PARTNER

CAGR
(USD)
2018-
2022

TARGET SPECIES
(Volume – 2022)

LATIN
AMERICA

14%

Pink, rockfish,
sockeye and
flatfish

Mexico

11%

Pink, keta, flatfish and
crabs

Central America

16%

Sockeye, flatfish, keta
and crabs

Caribbean

5%

Keta, crabs, sockeye
and cod

South America

32%

Pink, sockeye, flatfish
and keta

Brazil

-12%

Keta, sablefish, cod and
pollock

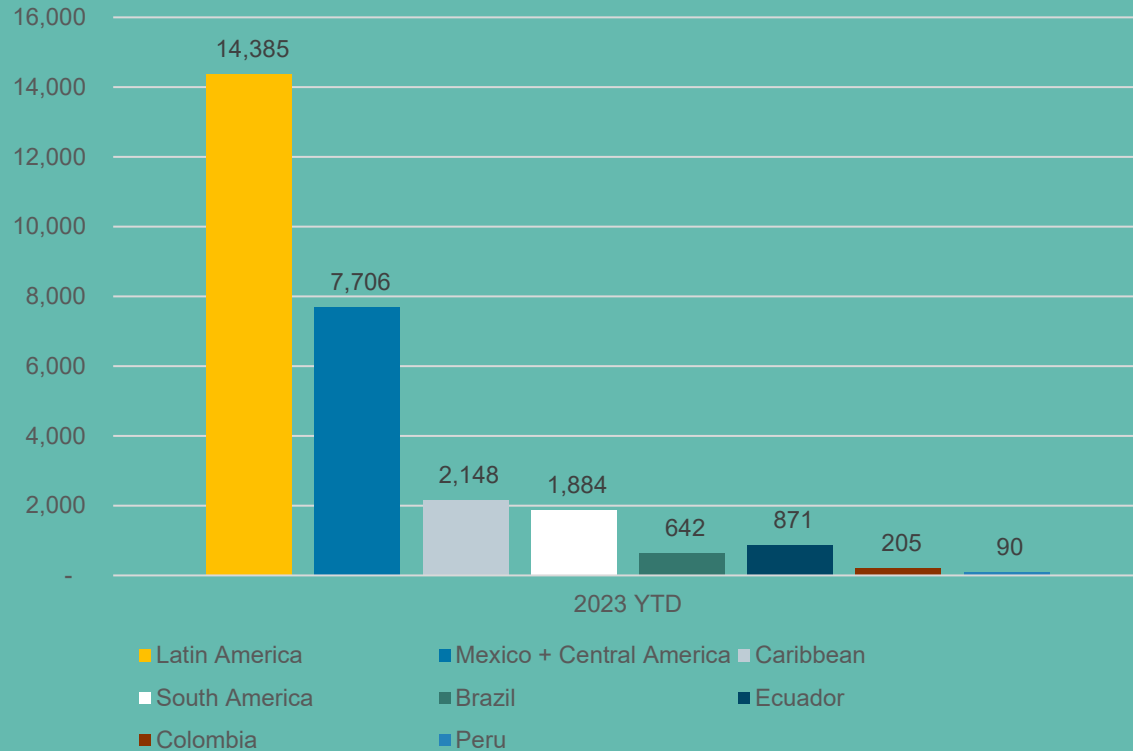
- ✓ Continuous growth in Alaska seafood exports to Latin America.
- ✓ Notable shifts: Recovery in exports to Mexico + Central America in 2021, significant spike in South America during 2020-2021.
- ✓ A rising sales pattern with substantial increases during the periods of 2018-2019 and 2020-2022.
- ✓ CAGRs (Compound Annual Growth Rate): Latin America at 14% (Mexico at 11%, South America at 32%, and Brazil declining at -12%)
- ✓ Key species for export include pink, rockfish, sockeye, flatfish, and keta across different regions. Variations in preferences are evident.

Data shows promising trends and sustained growth for AK seafood, signifying the importance of our continued investment and marketing push in the region. Align marketing strategies with regional tastes to maximize market share and revenue.

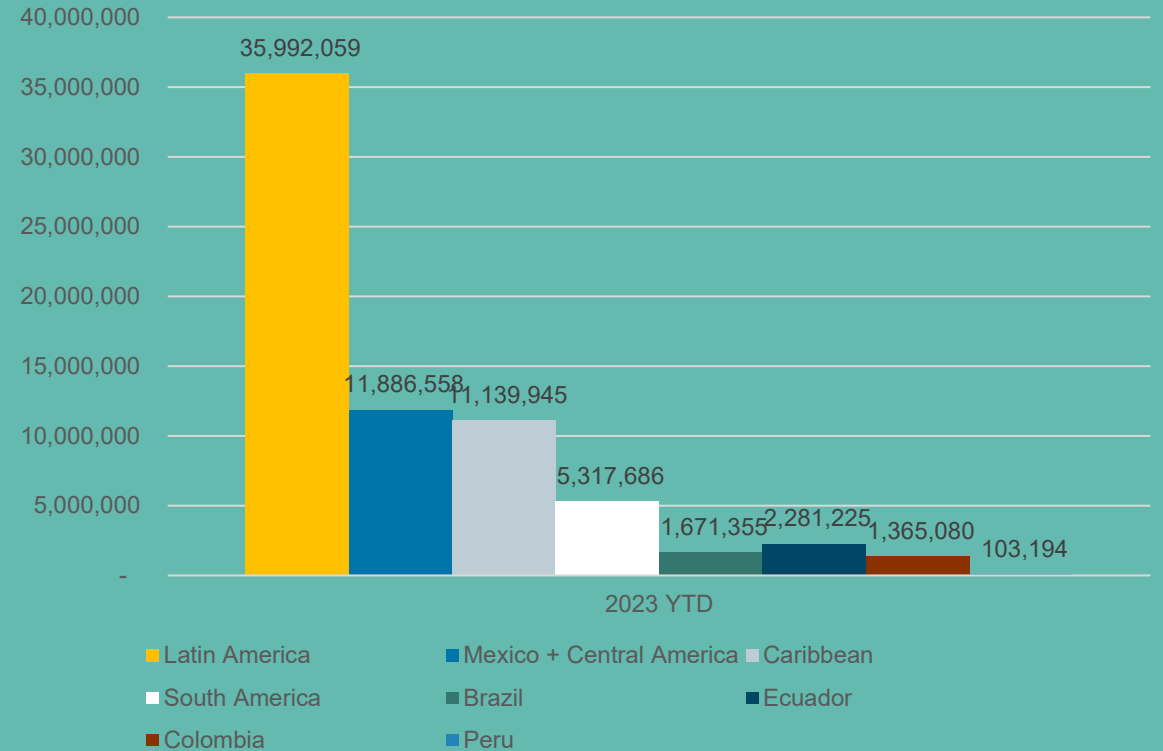


AK Exports to Latam: YTD (Jan – Sep 2023) (FAS GATS Data*)

Alaska Seafood Exports | 2023 Jan-Sep (MT)



Alaska Seafood Exports | 2023 Jan-Sep (USD)



- ✓ Volumes export to Latam of 14K MT (Mexico + Central America combine at 7.7K MT, Caribbean accounts for 2.1 MT, and South America with 1.9 MT)
- ✓ Export values to Latam is at \$36 million (Mexico + Central America at \$11.9 million, Caribbean \$11.1million, and South America \$5.3 million)



This year's data reveals continued momentum for Latam, emphasizing the need to strategically position Alaska seafood in this rapidly growing region.

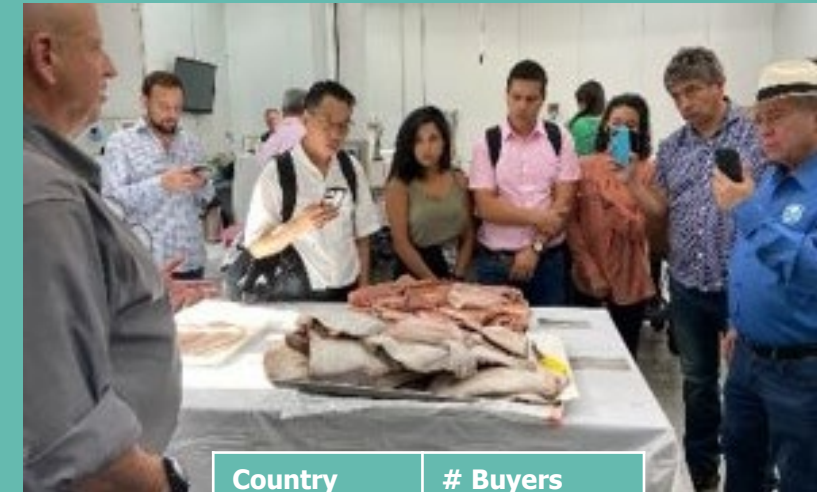


**Success
best for
sales
activity**

LATAM Deals after Inbound Trade Mission Highlights*

COUNTRY	MAIN PRODUCTS	TOTAL VOLUME (MT)	MKT SHARE (MT)	TOTAL VALUE (USD)	MKT SHARE (USD)
Colombia	Keta, Pink, APO Surimi, APO Fillets	512.7	14%	2,474,661.9	11%
Ecuador	Pink & Keta	903.2	24%	1,347,784.3	6%
Peru	APO H&G, Pink, Sockeye, Cod	334.6	28%	992,233.3	10%
TOTAL		1,750.4	100%	4,814,679.5	100%

LATAM Buyers Mission Summer 2022 | July 9 – 16



Country	# Buyers
Peru	4
Mexico	1
Chile	1
Ecuador	1
Colombia	1

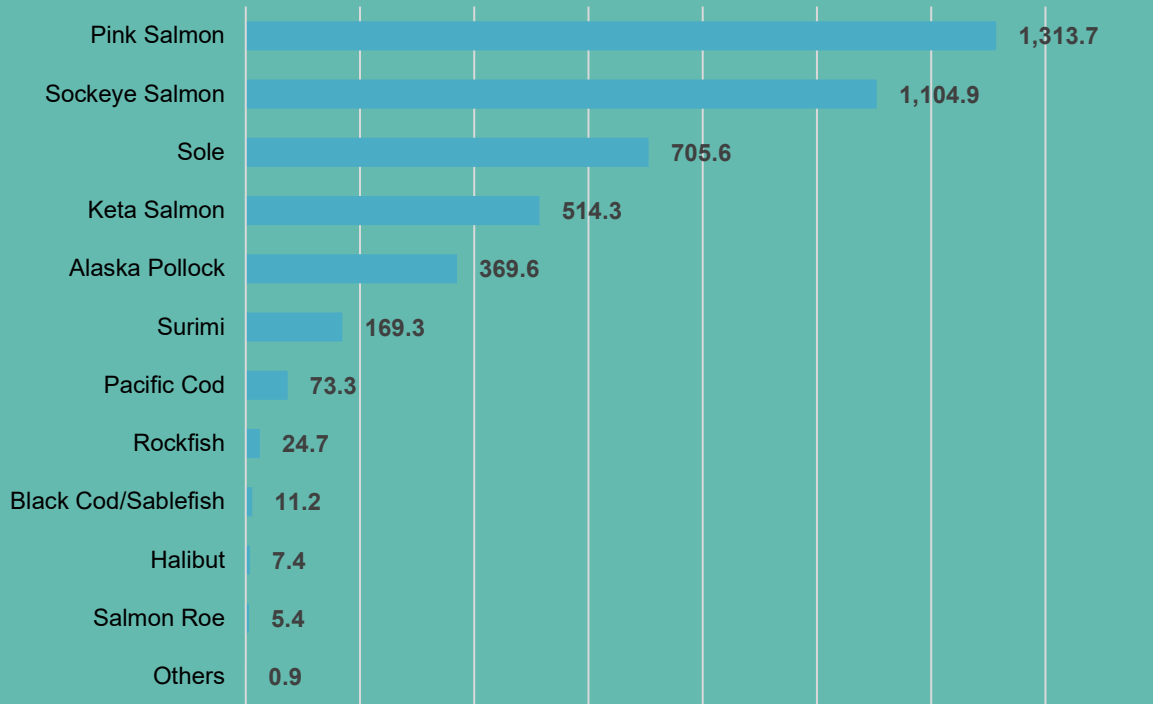


**Shipments between Jul 22 – Sep 23*

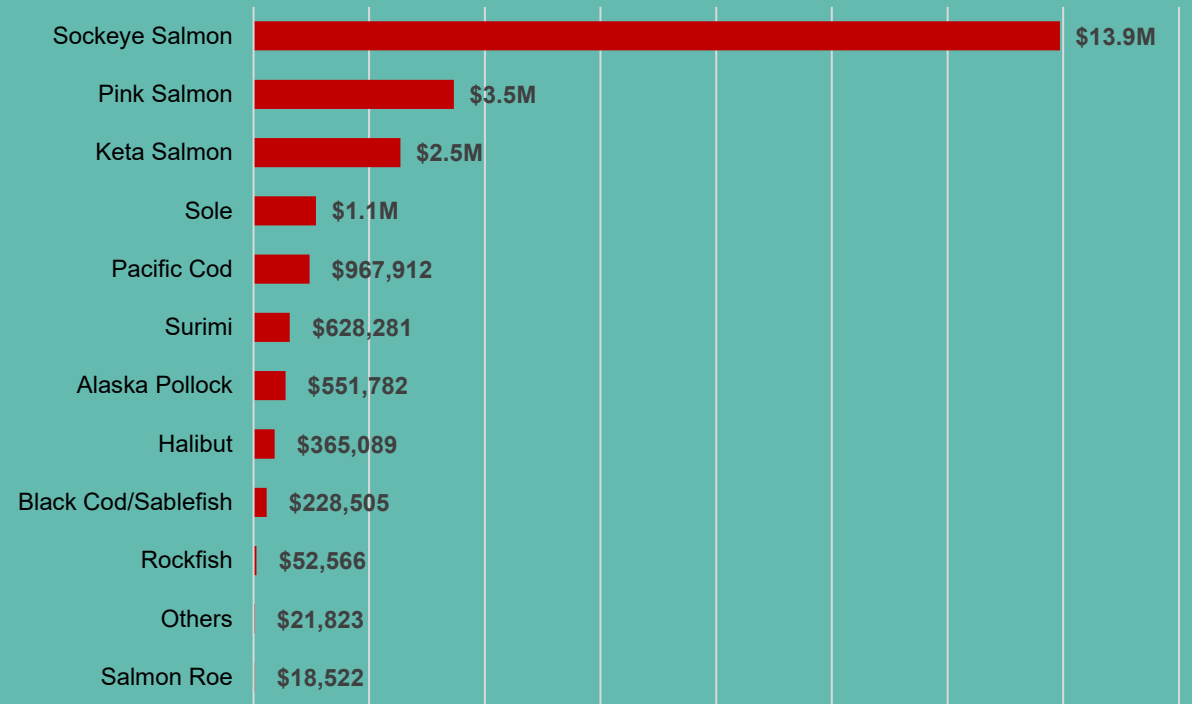


LATAM Deals after Buyers Mission | Total*

Alaska Seafood Exports - Volume (MT)



Alaska Seafood Exports - Value (USD)



**Shipments between Jul 22 – Sep 23*



Brand Building Highlights

Colombia | Alaska 2.0

U.S Pavillion at Alimentec 2022
(11th edition) - Bogota June 7-10

Press event at Criterion Restaurant
Bogota - June 7

Customer event at Hilton Hotel
Bogota - June 8

Three sales training sessions
Cartagena, Medellin and Bogota
200 attendees



Brazil | Social Media

Seafood Week (2022 x 2023)

	2022	2023	%
Total Likes	2,755	17,306	+528%
Total Comments	157	335	+113%
Total Reaches	194,615	384,632	+97%
Total Views	113,065	402,500	+256%



Seafood Week 2023 Strategy:



Origin



Convenience



Easy, simple and time saving recipes.



Unique videos for each species, highlighting its characteristics.



Constant contact with importers and mention of sales points in all Reels descriptions.



Brazil | Dona Silvana

Foodservice consultancy

- Pacific Cod Patties sales grew 450% in the past 6 months
- Projected sales in October 2023 are 1,061 portions
- Negotiations with Carrefour and hotel chains



During all these five years...



Brazil | Testimonial

"For the past 10 years, we have had the support of ASMI Latin America, and we are extremely pleased and grateful for this crucial support in our market development and expansion efforts, through the use of their logo on the products we have successfully introduced to the Brazilian market. We look forward to continuing to rely on this support and further enhancing our collaboration in the coming years."

Guilherme Blanke, Executive Director at Noronha Pescados



Upcoming activities

Christmas Promotions	December 2023
Brazil trade seminar/Year-end gathering	December 2023
Trade and Foodservice seminars in Mexico, Peru, Colombia	October 23 – April 2024
Continue promotions with Costco in Mexico	Until February 2024
Foodservice Development	Ongoing process
Development new assets: technical foodservice materials as recipes/ technical videos	September 2023 – January 2024
Rockfish Marketing Plan with Seafood in Peru	Ongoing process



Upcoming activities

Latin America's 50 Best Restaurants	November 28, 2023 in Rio
LATAM Whitefish Inbound Mission to AK	February 2024
LATAM Buyers Mission to SENA	March 10 - 12, 2024
ExpoAntad Trade Show in Guadalajara, Mexico	March 12 – 14, 2024
ANUFOOD Trade Show in São Paulo, Brazil	April 9 – 11, 2024
APAS Show in São Paulo, Brazil	May 13 – 16, 2024
Alimentec trade show in Bogota, Colombia	June 18 – 21, 2024



ALL HANDS ON DECK

Conference 



Latin America

THANK YOU!

Jose Madeira
Claudia Lecarnaque

November 3, 2023

