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DIRECT MARKETER TOOLKIT | MAY 2022



New season, fresh opportunities

With all there is to consider and prepare for at the start of another harvest, ASMI is pleased to share new resources designed to ease the workload and help direct marketers create a big impact this season.

[QUICK LINKS TO INDUSTRY RESOURCES](#)

MARKETING OPPORTUNITY

List your business in the Alaska Seafood Online Marketplace

ASMI invites Alaska seafood suppliers to showcase their products to buyers and consumers in the new Alaska Seafood Online Marketplace. The Marketplace takes the place of ASMI's former Suppliers Directory and serves as a resource to make connections and promote sales of Alaska seafood domestically and around the world. The new Marketplace features the ability to manage your profile, add timely listings and communicate directly with buyers within the platform.

[JOIN THE MARKETPLACE](#)

E-mail info.request@alaskaseafood.org or call [907.465.5560](tel:907.465.5560) with any questions or for assistance creating your account.



**Alaska Seafood
Online Marketplace**
formerly the ASMI Suppliers Directory

REGISTER NOW

COMMERCIAL FISHERMEN Annual photo contest kicks off June 1st!

ASMI's annual Commercial Fishing Photo Contest begins June 1st with plenty of time to capture summer fishing photos! Be sure to have your camera ready and submit your best photos or video clips for a chance to win cash prizes and to have your photos used to promote Alaska seafood around the world. Learn more about the 2022 photo contest at the link below.



ENTER THE CONTEST



INDUSTRY NEWSLETTER

Wheel Watch 2022 is heading to you

The latest issue of Wheel Watch, ASMI's annual commercial fisherman newsletter is heading to every Alaska commercial fishing permit holder. The newsletter details pertinent industry information including the latest economic value reports and new resources for direct marketers. For a sneak peek, check out the digital version below, and stay up to date with ASMI's activities on behalf of the industry at alaskaseafood.org.

[READ THE LATEST EDITION](#)

RESEARCH

2022 Salmon Market Bulletins now available

Published by McKinley Research on behalf of ASMI, the annual salmon market bulletins provide the latest analysis of market conditions and news on the performance of Alaska's seafood product portfolio. Find out about supply expectations, key factors impacting demand, and much more in the 2022 reports.

[READ THE LATEST BULLETINS](#)



NEW RECIPES

Food52- Dinner's Off the Hook

ASMI partnered with Food52 to create a sharable collection of inspiring recipes, cooking tips and tricks featuring wild, natural, and sustainable Alaska seafood. The recipes, featuring Alaska sablefish, halibut, cod, salmon and sole, are all posted in ASMI's [recipe collection](#) at alaskaseafood.org. The stunning photos are available for download in [ASMI's media library](#).

[GET THE RECIPES](#)

NEW RESOURCE

Menu and recipe naming toolkit

ASMI partnered with the Sodexo Future Food Collective to create a research-based step-by-step guide to optimize agrobiodiverse recipe descriptions that resonate with today's consumers. The Toolkit includes guidelines, best practices, exercises and resources to help create alluring Alaska seafood recipes.

[GET THE GUIDE](#)

SEAFOOD PHOTOGRAPHY

Style Guide- Methods to appeal to Gen Z

As recipe photography becomes more important to digital marketing, ASMI is pleased to share the Seafood Photography Style Guide for retail and social media, which includes tips and methods for optimizing seafood dish visuals to appeal to Gen Z. The guide was produced by the Food for Climate League in partnership with Future Food Institute, of which ASMI is a partner.



FOOD FOR
CLIMATE
LEAGUE

PHOTOGRAPHY STYLE GUIDE

BY
Food for Climate League

IN PARTNERSHIP WITH
Future Food Institute



[GET THE GUIDE](#)

Media Library Updates

New Species Product Photos Available

ASMI produced a brand new collection of Alaska seafood species product photos. These simple and styled photos are perfect for product catalogs and sales tools and available for download in ASMI's online media library.



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