

THE ASMI ROI



APRIL 2025

Alaska Seafood Stakeholders

- **17,000 Alaskans from more than 142 communities were employed in Alaska’s seafood industry in 2021/2022**
 - **Including 7,260 salmon permit owners with a combined permit value of \$469 million***
 - **Many hundreds of millions more in boat, quota, other permits, gear, and facility value owned by Alaskans**
- **Seafood was the largest local revenue source for 11 Alaska communities in 2022, with 52 municipalities receiving a total of \$58 million in fisheries taxes**
- **6 CDQ groups supporting 65 communities in western Alaska with a combined net asset value of \$1.4 billion**
- **81,100 total U.S. jobs (direct + secondary impacts in 2021/2022)**

**Based on CFEC figures and 2023 permit values.*

Sources: “Economic Value of Alaska’s Seafood Industry”, McKinley Research (2024), CFEC, and CDQ group 990 forms.



Alaska Seafood Marketing Institute

As Alaska's official seafood marketing arm, ASMI is established under AS 16.51 to **maximize the economic value of the Alaska seafood resource** by:

- Building and protecting the Alaska Seafood brand
- Broadening existing markets and creating new market opportunities for Alaska seafood products
- Working directly with the seafood industry to maximize marketing and fair-trade efforts

ASMI is directed by a Governor-appointed Board of Directors: Five Processors, Two Commercial Harvesters; and Nine board-appointed Species and Operational Advisory Committees.

ASMI Programs



International Marketing

Domestic Marketing

Seafood Technical

Communications

Global Food Aid

ASMI ROI Summary

- **Leverage:** for every \$1 provided by industry and the State of Alaska (FY20-FY24), ASMI received an additional \$0.82
 - *FY2020-2024 Average Expenditures: \$18.7M*
- **Market Premium:** ASMI heavily contributed to a \$318M premium for major Alaska seafood products in 2023
- **Promotions:** \$68 in retail sales for every \$1 ASMI spent on domestic and international promotions (FY20-FY25)*
- **Advertising:** Generated +12B media impressions and +115M social media impressions in FY2024
- **Food Aid:** supported sales of \$173M in CY2023-2024
- **Efforts benefit roughly 17,000 Alaskans in 142 communities**

**Based on promotions with available data.*

**Total value of "Alaska Seafood Premium", food aid sales, and retail-level sales generated via ASMI promotions in 2023.*



\$464M*

Who Pays for ASMI & How Much?

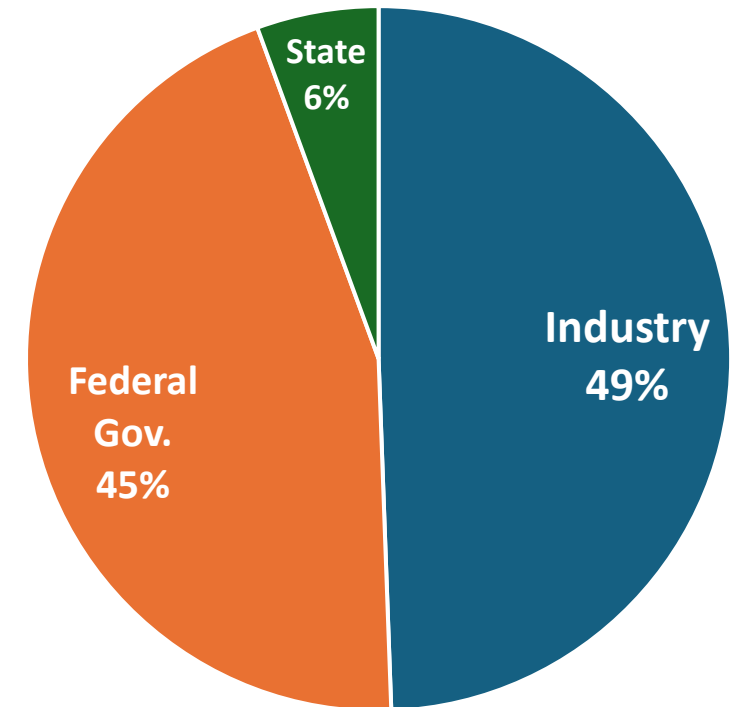
Alaska seafood processors pay a self-imposed seafood marketing tax of 0.5% on the ex-vessel value of products first landed in, or exported from Alaska. This money is used as matching funds to leverage more funds from federal government programs, primarily the USDA’s Market Access Program. The State of Alaska provides sporadic support through general fund appropriations. ASMI has a budget reserve, allowing it to increase or conserve spending depending on market conditions.

ASMI Funding by Year, in \$000s

	FY2020	FY2021	FY2022	FY2023	FY2024	TOTAL
Industry Taxes	\$6,269	\$9,793	\$10,322	\$10,379	\$7,451	\$44,214
Federal Receipts	\$5,625	\$8,254	\$13,037	\$6,687	\$6,641	\$40,244
State of Alaska	\$0	\$0	\$0	\$0	\$5,000	\$5,000
Total Funds Received	\$11,894	\$18,047	\$23,359	\$17,066	\$19,092	\$89,458
Budget Reserve	\$16,922	\$13,309	\$15,467	\$19,627	\$15,916	-
Annual Spend Plan	\$15,507	\$15,922	\$19,217	\$20,858	\$21,929	\$93,433

ASMI Funding by Source

FY2020-2024



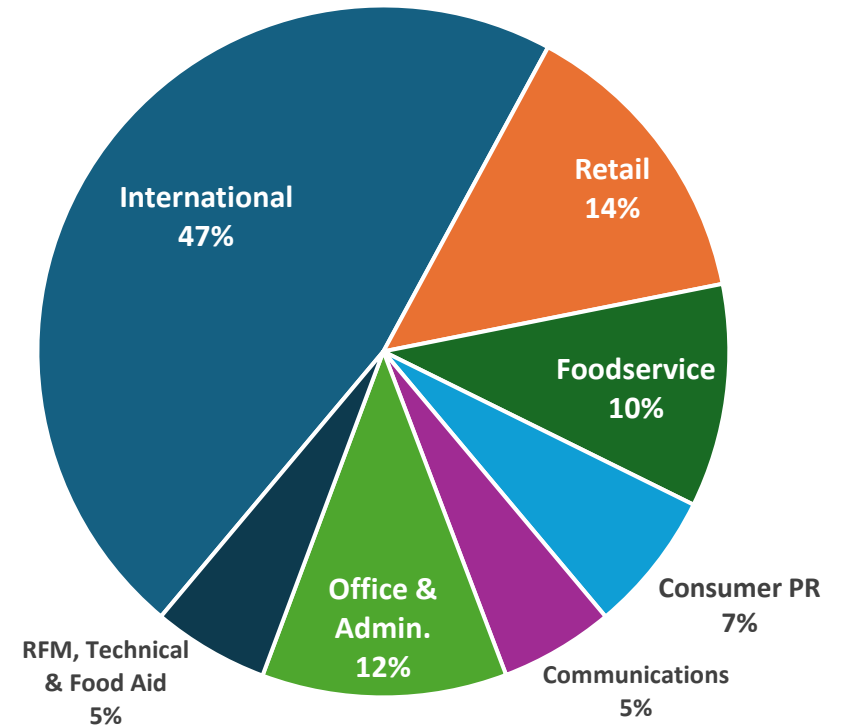
How are ASMI Funds Spent to Achieve its Mission?

ASMI’s sole mission is to increase the value of Alaska seafood via marketing activities. That is accomplished through its various programs which aim to increase consumer demand, educate consumers, and expand the number of markets for Alaska seafood. ASMI has no control over how value is allocated within the industry, or most challenges associated with production costs or logistics. ASMI employs 20 full-time staff and coordinates the work of 47 overseas contractors operating in 55 countries.

ASMI Expenditures by Year, in \$000s

	FY2020	FY2021	FY2022	FY2023	FY2024	TOTAL
International Program	\$7,468	\$7,701	\$8,840	\$9,692	\$9,987	\$43,688
Retail Marketing	\$1,447	\$1,747	\$2,784	\$3,400	\$3,670	\$13,048
Executive Office & Admin	\$1,901	\$1,881	\$2,092	\$2,364	\$2,455	\$10,694
Foodservice Marketing	\$1,495	\$1,496	\$2,240	\$2,176	\$2,338	\$9,746
Consumer PR	\$992	\$1,093	\$1,391	\$1,342	\$1,341	\$6,159
Communications	\$699	\$801	\$978	\$1,254	\$1,244	\$4,977
Sustainability & RFM	\$857	\$687	\$362	\$0	\$0	\$1,906
Technical	\$345	\$299	\$179	\$323	\$548	\$1,694
Global Food Aid	\$289	\$260	\$273	\$305	\$346	\$1,472
Total Expenditures	\$15,492	\$15,965	\$19,139	\$20,858	\$21,929	\$93,383

ASMI Spending by Function FY2020-2024



How ASMI Creates Return on Investment

ASMI has active marketing operations with major partners across the U.S. and abroad in 55 countries. Its programs seek to raise the value of Alaska seafood largely via:

- Retail and foodservice promotions
- Advertising, PR, and social media
- Accessing food aid programs
- Providing technical resources
- Advocating for fair trade practices

Ex-vessel prices are a function of market demand, competition, and supply chain expenses. No trade association can magically dictate what raw material prices will be, but can influence the value of its finished products. The expectation is that typically, this will result in higher values for fishermen and processors.

It is important to note that the following returns were achieved with relatively modest funding levels from industry and the State of Alaska.



Value of the Alaska Seafood Premium

Species	Product	Actual First Wholesale		Price	Value of	Competing Product
		Production (M-lbs.)	Value (\$M)	Premium (%)	Premium (\$M)	
Sockeye Salmon	Filletts	184	\$738	28%	\$163.1	Atlantic Salmon
Chinook Salmon	Fresh H&G	2.1	\$18.7	48%	\$6.0	Farmed Chinook
Alaska Pollock	Filletts	344	\$697	6%	\$40.3	Russian AP Filletts
Alaska Pollock	Surimi	430	\$577	21%	\$93.5	Russian AP Surimi
Alaska Pollock	Frozen H&G	79	\$43	36%	\$15.1	Russian AP Frozen H&G
Total		1,040	\$2,072	15%	\$318.1	
Pct. of Alaska Total		41%	46%			

Notes: 2023 data. "Value of Premium" refers to the additional wholesale value achieved due to receiving premium prices for the products listed.

Sources: See endnotes for details on individual species/products. Actual First Wholesale data source: ADF&G (COAR) and NMFS (SAFE), compiled by McKinley Research.

On average, Alaska received a 15% price premium on the products listed above in 2023, resulting in \$318 million of additional first wholesale value. These are critical product forms for Alaska’s seafood industry, comprising 46% of the industry’s total value. Other Alaska seafood products likely fetch premium prices as well, as suggested by anecdotal evidence, unfortunately it is not always possible to find public data which allows for a true “apples-to-apples” comparison. If Alaska seafood sold for the prices of the competing products listed, it is very likely the actual first wholesale value would decline by the value of the premium shown above and trigger sharp reductions in ex-vessel price for these species.



Deeper Dive into Alaska's Price Premium

Alaska Sockeye
\$12.53/lb.

Atlantic Salmon
\$9.36/lb.

Retail Sockeye vs. ATL Salmon

Sockeye salmon received a 34% price premium over Atlantic salmon in 2023, based on the average price in weekly ads from U.S. grocery chains tracked by Urner Barry. Since grocery stores typically markup similar products by the same percentage, the premium would be the same at the wholesale level (as shown on page 6, but an adjustment is made for yield).

Alaska Pollock Frozen Fillet Blocks

Most AP fillet blocks are exported to the EU, where foreign trade records show that U.S. product received a premium of \$258/MT over once-frozen Russian product in 2023, even after factoring in higher tariff rates for Russia. Even prior to the Ukraine war and ensuing economic sanctions, U.S. product typically received a premium price.

\$4,518/mt

\$4,260/mt

Factors that Drive Pricing Power

PRODUCT QUALITY & FRESHNESS
PRODUCT CONSISTENCY
MARKETING & PROVENANCE
SUSTAINABILITY CERTIFICATION
INTRINSIC ATTRIBUTES
FISH SIZE
TRADE REGULATIONS & TARIFFS


Some Alaska seafood products receive premium prices, and this happens for a variety of reasons. While it would be incorrect to assign the entire value of these price premiums to ASMI's activities, the organization plays a key role in marketing Alaska seafood. It has also been heavily involved in promoting fair trade practices and supporting sourcing practices that reward sustainably managed fisheries. These efforts increase demand, resulting in higher prices legally dictated by market forces.

International Promotions

- \$38 of sales value for every \$1 paid to retail partners to support promotions, and \$20 sales value for every \$1 paid to foodservice partners (using USDA grant money)
- Average sales value lift of 27% on ASMI-funded promotions (with sales lift data)*
- Total sales value of \$35.6M during ASMI-funded retail promotions, versus a direct cost of \$927K.
- Total sales value of \$5.4M during ASMI-funded foodservice promotions, versus a direct cost of \$265K.

**Due to the sensitive nature of sales data, data on sales lift and pounds sold was not available from many promotion partners.*

Note: The data above reflects ASMI's U.S. international promotions from FY2024.



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100% SALVAJE // 100% SUSTENTABLE // 100% DELICIOSO

ALASKA SEAFOOD

#PideAlaska

wildalaskaseafood.com

911-301

International Advertising & Social Media

ASMI FY24 Advertising, PR & Social Media Impressions

Trade & Consumer Impressions	293,671,639
Cost per 100 Impressions	\$0.30
Influencer Impressions	76,341,520
ASMI Social Impressions	20,629,282
Cost per 100 Social Impressions	\$0.55



North America Retail Promotions

- **\$99 of sales value for every \$1 paid to retail partners to support promotions, including \$22 of incremental sales**
- **Average sales value lift of 93% on ASMI-funded promotions over past four years**
- **Total sales value of \$73.5M* during ASMI-funded promotions, versus a direct cost of \$744,500 (with data).**
- **Expanded footprint in major retailers, including Costco, Sam's Club, Whole Foods, Albertsons, Publix, Save-On Foods, QFC, Hy-Vee, Sprouts, Harris Teeter, and more**

**Due to the sensitive nature of retail sales data, some partners (e.g., Costco, Publix) do not share complete results of promotional activities with trade associations, therefore it is not possible to show the total sales value achieved by ASMI's U.S. retail promotions. This figure would likely be much higher if all sales figures were available.*

Note: The data above reflects promotions with sales data from CY2020 to February 2025.



North America Food Service Promotions

- 50M pounds of incremental finished pounds moved and promotions at 30,000 units, versus direct cost of \$275K
- For every \$1 of direct ASMI cost, partners spend \$55 to advertise the promotions featuring Alaska seafood
- 41M pounds of sales through distributor promotions, versus a direct cost of \$275K
- Menu placement at McDonalds, Sonic, Popeyes, Dairy Queen, Nordstrom, Holland America, and more

**Due to the sensitive nature of sales data, it is not possible to track the value of total or incremental sales revenue generated by these promotions.*

Note: The data above reflects ASMI's U.S. foodservice promotions from FY2024.



Advertising, PR & Social Media

- ASMI gets placement of paid and organic marketing content in major media channels, spanning print, TV, and digital outlets, in virtually every major global market
- FY2024 Domestic efforts resulted in:
 - 11.4 billion media impressions
 - 12.6 million influencer impressions on social media
 - 8.2 million ASMI-owned social media impressions
- FY2024 International efforts resulted in:
 - 294.7 million trade & consumer impressions
 - 74.6 million influencer impressions on social media
 - 20.6 million ASMI-owned social media impressions

See [HERE](#) and [HERE](#) for more information.



Hannah Heimbuch (3rd generation fisherman from Homer, AK) with Martha Stewart and Chef Marcus Samuelson on set for an episode of “Martha Cooks” teaching viewers how to prepare Wild Alaska Seafood.

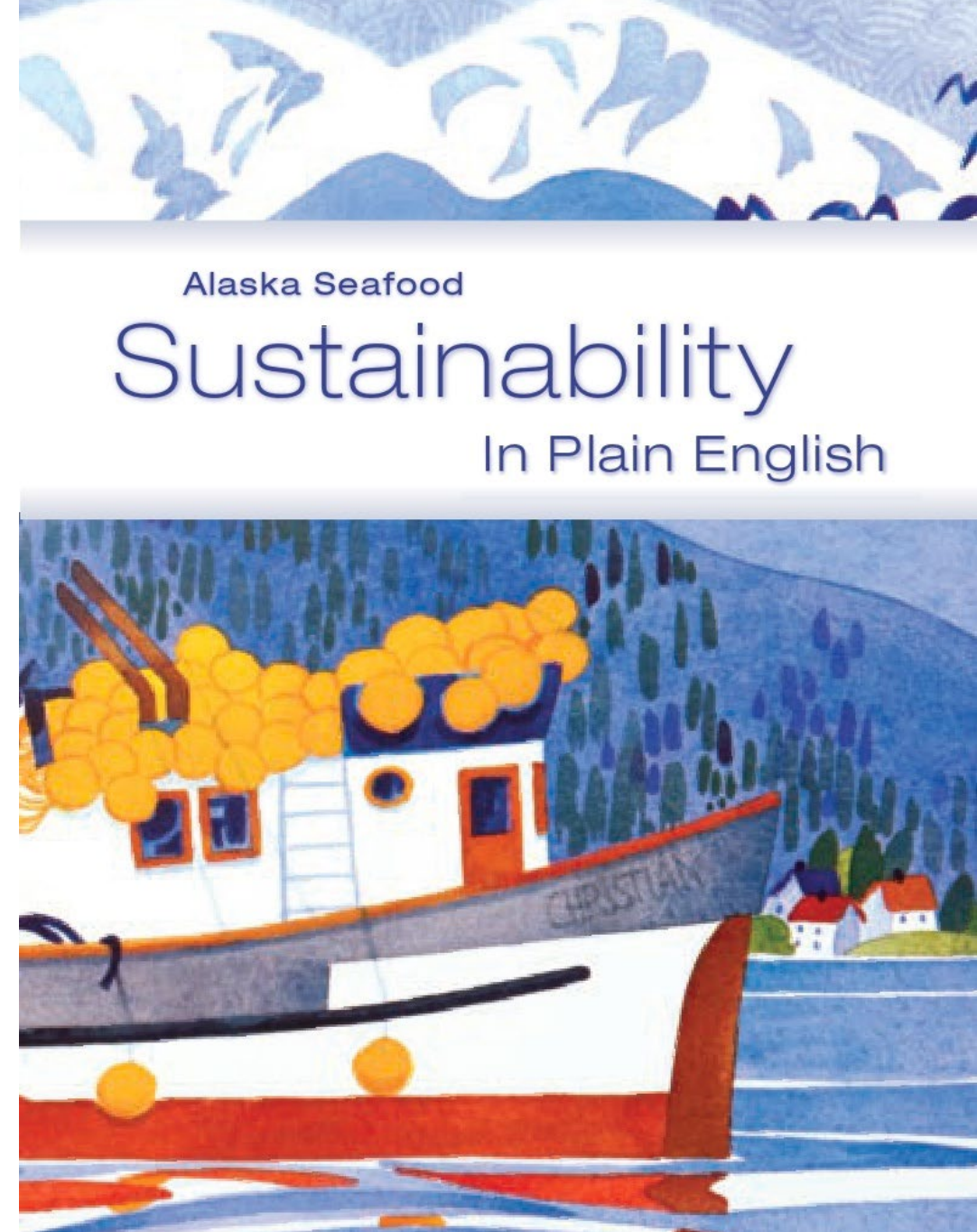
Sales to USDA Food Aid Programs

- Total sales of \$172.6M from CY2023-2024
- 99% of sales were from pink salmon and sockeye salmon products (canned salmon and frozen fillets)
- Reduced inventories by 65M pounds
- Products are distributed to schools, childcare programs and food banks
- Requests must be made by an industry/trade association, purchases are intended to provide nutrition to hungry Americans and support the prices of surplus domestic commodities.



ASMI Technical Program

- Supporting research on: breast cancer, byproducts, frozen salmon quality & shelf-life, sustainable packaging, canned salmon
- Sponsorships supporting industry growth: OSU Surimi School, Fishermen's Direct Marketing Manual, Pacific Fisheries Technologists Conference, and more
- Provides an online research library, buyers guide, technical fact sheets & nutritional information ([LINK](#))
- Supports other ASMI programs with technical expertise



ASMI Communications Program

- New York Times article highlighting the importance of supporting American fishing families (July 2024)
- +20,000 total users for the “Buy Alaska Seafood” page on ASMI’s website (most viewed page) for direct marketers
- Educated Holland America Line Staff about Alaska Seafood to support marketing & promotion efforts
- Provide critical market information to fishermen, via UFA webinars, ASMI website, newsletters & trade shows
- Commissioned report detailing the “Economic Value of Alaska’s Seafood Industry” produced by McKinley Research
- Provided insights for the Alaska Seafood Task Force



Other Notable ASMI Accomplishments

- **\$2.4M sales through Chicory digital campaign**
- **74% of all consumers are more likely to order seafood when they see the Alaska Seafood logo**
- **Seafood from Alaska is preferred 5:1 to other regions outside the U.S.**
- **Conducted promotions for sablefish in 2024 with large U.S. retailers leading to sales increases of 124% to 466%**



Sources: ASMI, Menu Alaska 2024 study (Technomic), Retail Consumer Research (Circana).

Data & Info Needed to Inform ASMI ROI Metrics

The following data is necessary to illustrate ASMI's contribution to industry value and return on public expenditures:

- Ex-vessel & first wholesale volume & value
- Export volume/value by country & product
- **Wholesale pricing for key species/products and competing products (apples-to-apples basis)**
- **Complete data on retail & HRI promotions**
 - Total/previous sales volume & value
 - Promotion expenditures
- Retail seafood sales data (NielsenIQ)
- **Impressions, engagement, & expenditures**
- **Internal accounting data by program/function**
- **Several specific examples by program to show *how* ASMI makes a positive impact**
- Food-aid sales data (tracked well by USDA)
- Data pertaining to Comms & Technical activities

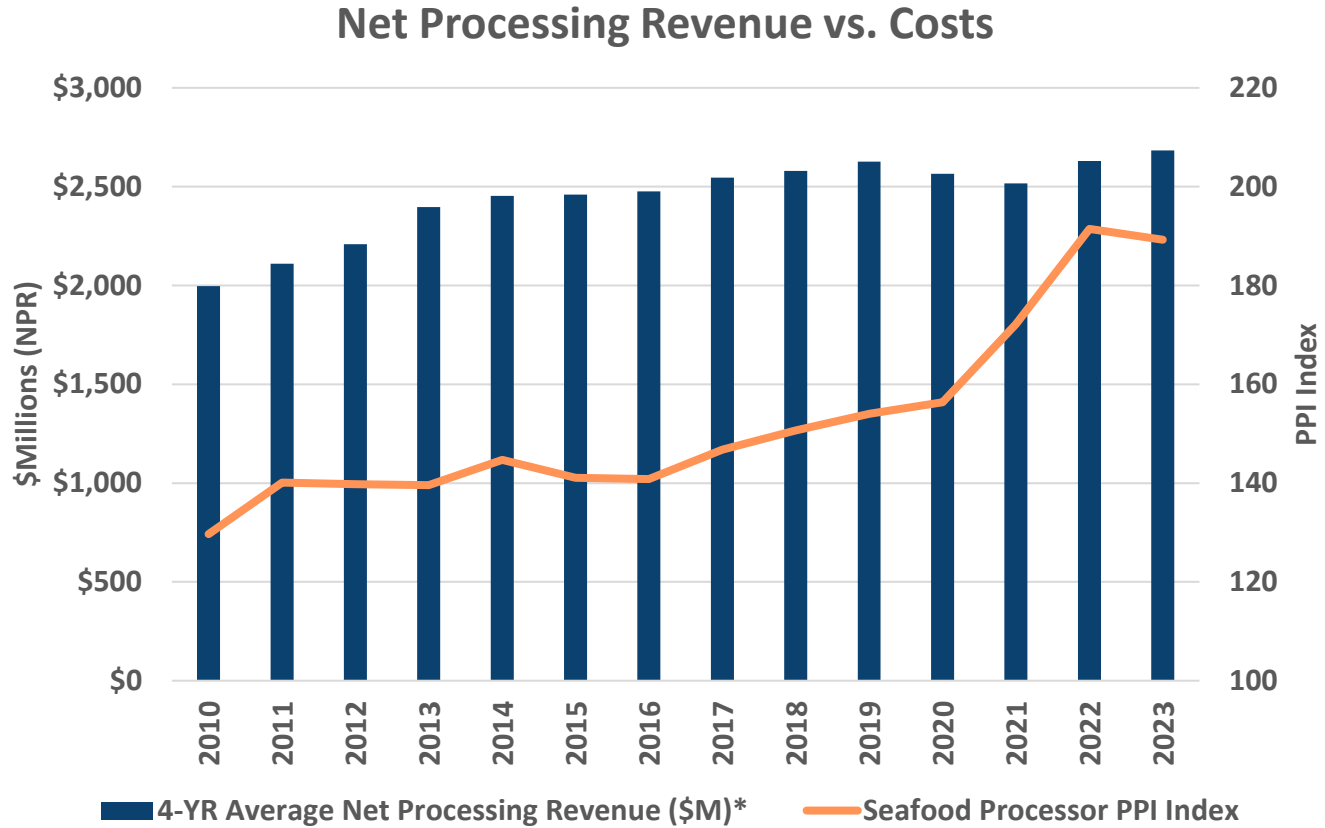


ASMI Marketing Example

In October 2023, ASMI Japan partnered with FamilyMart to promote ikura and tarako onigiri (rice balls made with roe from salmon and Alaska pollock). Over a 25-day period the items were featured **in 7,500 stores and sold 3.5 million servings**, and an ASMI video showcasing Alaska's incredible beauty and wild fisheries was played **3.8 million times** across all the stores. This led to sales of 1,045 billion yen (approximately **\$7.1 million USD**) and **only cost ASMI \$56,000**.



Why Are Industry Conditions So Challenging?



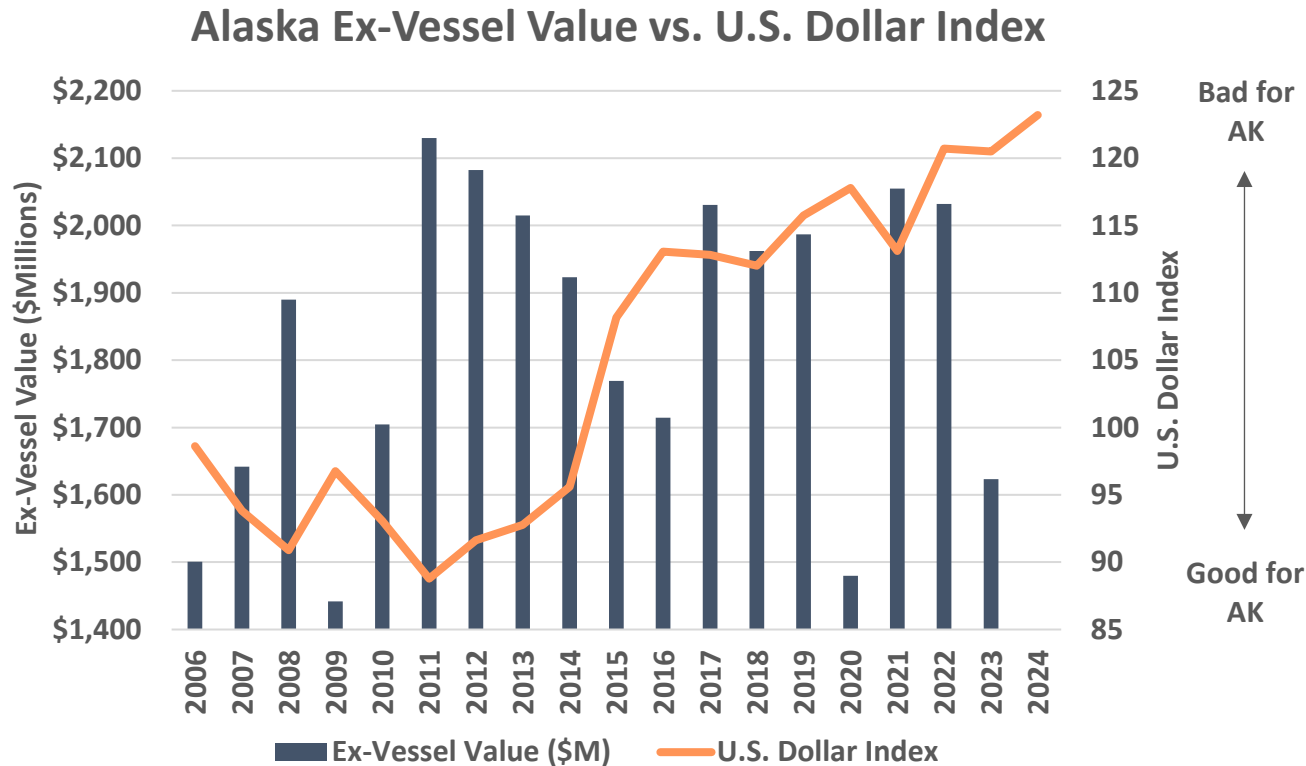
- Costs have risen faster than revenues, so less money available to bid up ex-vessel prices
- Producer Price Index (PPI) for seafood processors was up 21% from 2020-2023 (used as a proxy for production costs)
- Moving average of net processing revenue (see definition below) only up 5%
- U.S. dollar near all-time highs, creates more challenges selling into export markets which is where about 65-70% of AK seafood goes
- Consumers are struggling and cutting back on discretionary spending

NPR = Net Processing Revenue = Value of first wholesale sales less payments for fish/shellfish.

Sources: Wink Research (NPR estimates derived from ADF&G and NMFS data) and BLS Producer Price Index.



Clear Relationship between Industry Value & USD Strength

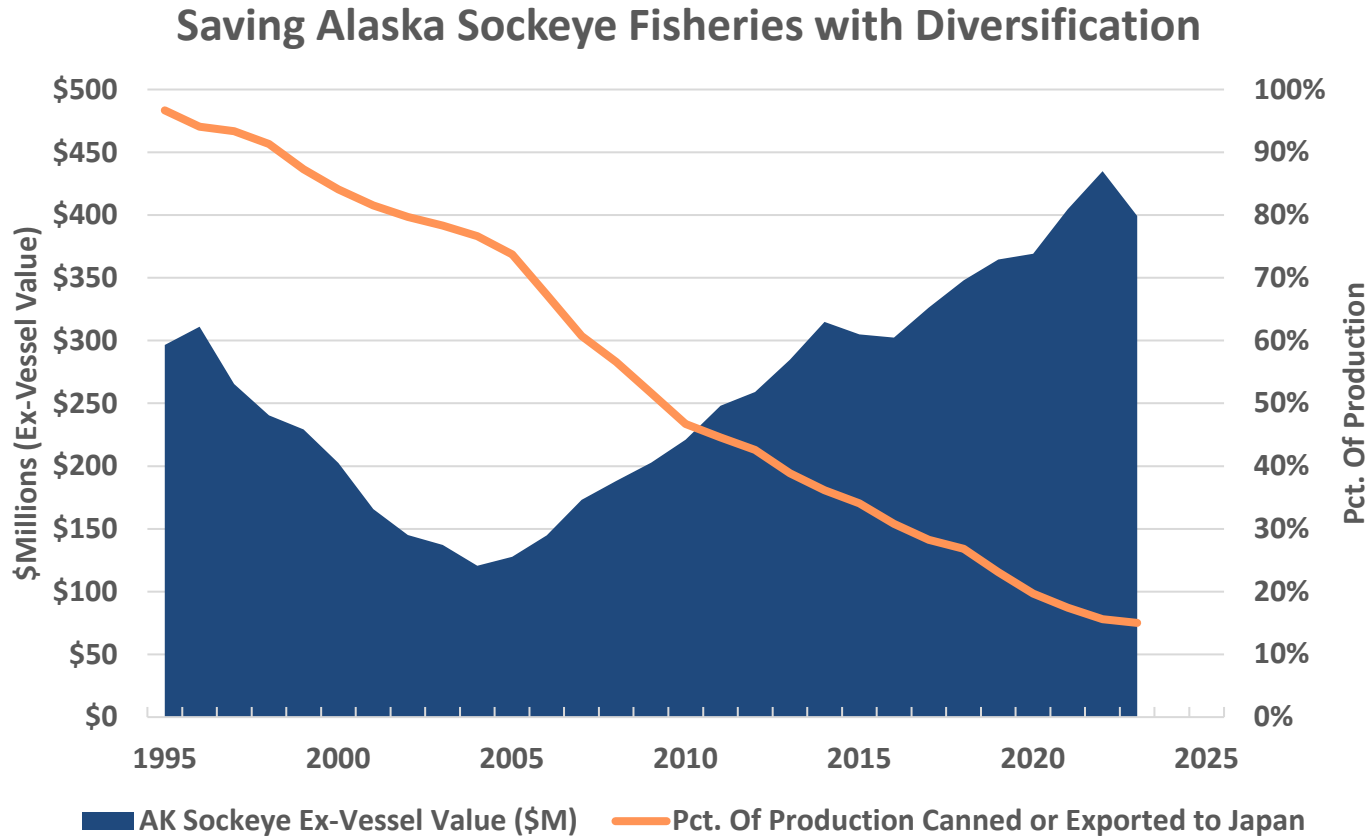


- Value of Alaska’s seafood resource tends to decline when the U.S. dollar (USD) gets stronger, this makes our seafood more expensive to foreign buyers
- Export markets account for about 65-70% of sales, and a stronger USD makes the domestic market more competitive too
- See trends from:
 - 2006-2008 (USD down, value goes up)
 - 2009-2011 (USD down, value goes up)
 - 2011-2016 (USD up, value goes down)
 - 2016-2023 (USD up, value goes down)
- Support from COVID stimulus in 2021-2022



Sources: McKinley Research Group and Board of Governors of the Federal Reserve System (U.S.), compiled by Wink Research.

ASMI Helped Save Sockeye Generating Billions for Alaskans



Notes: Chart data reflect 5-year moving averages to smooth out annual variability. Dollars not adjusted for inflation.

Sources: ADF&G (COAR) and NMFS Foreign Trade database, compiled by Wink Research.

- Prior to 1995, nearly all Alaska sockeye was either canned or sold as frozen product to Japan, but those markets started shrinking and today only comprise about 15% of sales.
- How did Alaska sockeye survive the collapse of its two primary markets? By developing new markets and consumers, largely in North America and Europe – in which ASMI played a key role.
- Since the near economic extinction of Alaska sockeye in 2003, Alaska fishermen have grossed **\$6.1 billion** catching and selling sockeye! It is Alaska’s most valuable species (in ex-vessel terms).



What Would Alaska's Seafood Industry Look Like Without ASMI?

- Weaker demand in global market (65-70% of sales)
- Eroding awareness and premiums for Alaska Seafood resulting in less revenue to pay ex-vessel prices
- Fewer promotions = less throughput = more inventory = lower ex-vessel prices
- Likely less food aid sales through USDA programs
- Less awareness about value of the industry to Alaska stakeholders and market conditions

In general, the industry would likely have to offset hundreds of millions of dollars in lower wholesale revenues which would need to come out of ex-vessel payments to fishermen.





Wild, Natural & Sustainable®

