

# Latin America

ASMI Strat Session

August 2023

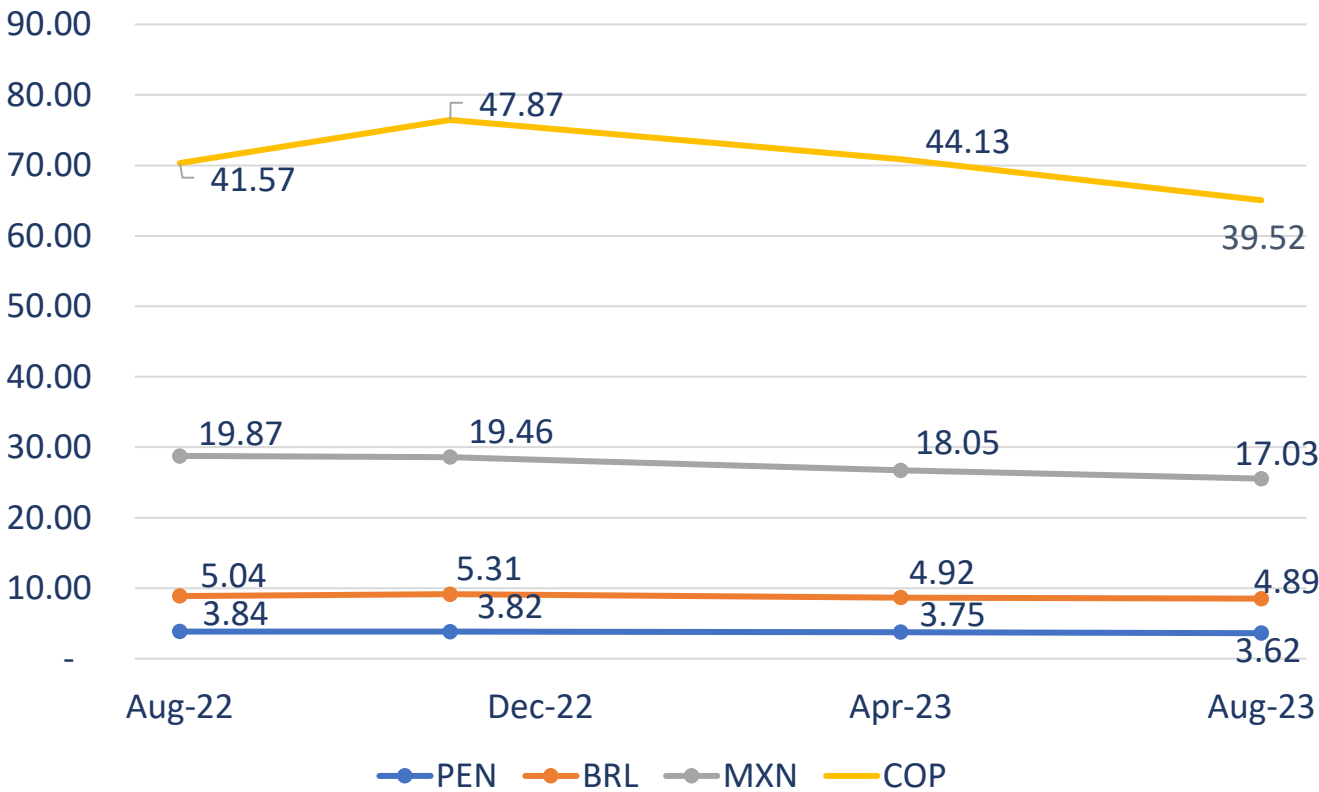


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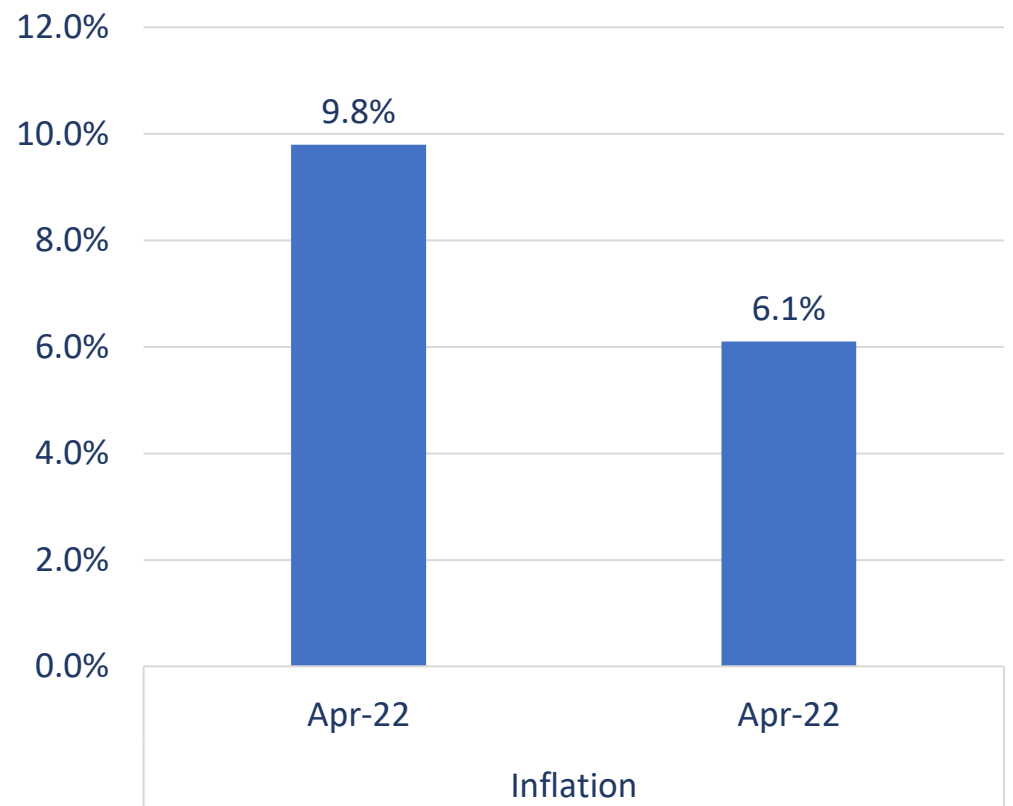


# Market Outlook

### Exchange Rate



### Inflation



# The program (since last time we presented...)



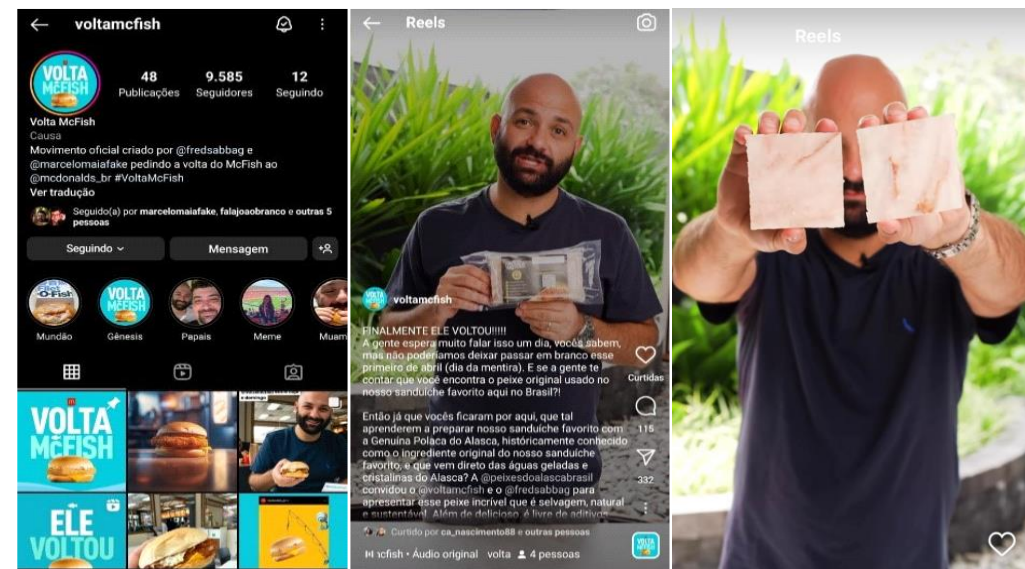
World Cup Alaska Seafood Appetizer Festival w/ 10 bars

New PT and ES websites



In-store promotions in Brazil for Christmas and Lent/Easter

## Mc Fish April's Fool Influencer Promotion



A abundância de frutos do mar do Alasca é incomparável. Com cinco espécies de salmão, diversas variedades de peixe branco e vários tipos de caranguejo e mariscos, o Alasca oferece opções de frutos do mar de dar água na boca para todos os gostos e preferências.

LEIA MAIS SOBRE O ALASCA













# We also worked on...



Promos w/  
Costco Mexico  
for Alaska cod  
and sockeye  
salmon

POP in Peru

Mexico BM to  
SENA  
+  
Business  
Matchmaking w/  
reprocessors



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**ASMI Trade Mission  
to South America  
Brazil, Colombia and  
Peru**





# Rockstars calling out Alaska



Should we create a hall of fame??



# Competition, but first, protein consumption



1

Chicken



2

Beef

- Organic
- Responsible
- Convenient



Pork

3



Seafood

4



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# Now, the competitors (ugh)

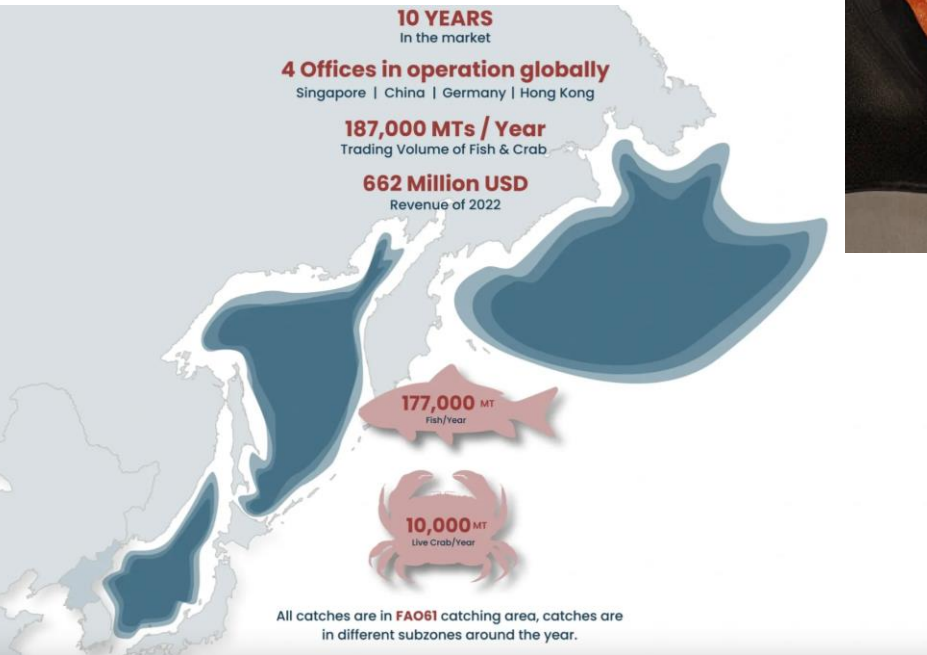
Chileans conducting market assessments and looking for reprocessing



Chilean salmonid exports rose slightly in first half of 2023

Gains in Mexico, China, Russia, and Brazil offset dips in US and Japan

- Coho is gaining market USD 6.40/kg fresh HG FOB



Russians looking into Brazil and Peru

- Pacific Rim

**Pork Industry Promotions**  
Half of beef's price, variety of recipes and cuts, food safety and specialized restaurants





# Long term effort that paid off (or is paying off)

- Program coverage expansion
  - Flexibility for the program with the volatility of the market
  - Outreach expansion and ability to tell the Alaska seafood story to a broader audience
  - Develop and engage new partners
  - Intra-regional trade
  - Exporters are paying more attention to the region – we have more support
  - Peru case



# Long term effort that paid off (or is paying off)

Market  
Assessment and  
ATP Funding  
2019

Trade  
Education:  
seminars

Regulatory  
Barriers

Trade Mission  
2020



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## Virtual Trade Mission to Latin America 2021



### EA COMERCIAL

Alaska Seafood Marketing Institute  
 ¿Cómo la industria pesquera de Alaska puede contribuir a la reactivación económica de la mano de importadores peruanos?

#### Carolina Nascimento

Alaska Seafood Marketing Institute - South America

#### Dra. Diana García Bonilla

Sociedad Nacional de Industrias - SNI

Miércoles 14 Octubre | 15:30 - 16:00



ESTADOS UNIDOS



edición virtual 2020



2020: Market Access Efforts

Continued Trade Servicing

Reprocessing Pilot Project Approval

2021: exports, finally!



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2022: more trade development efforts. SENA, SEG, BM to AK

2022: Exports to Peru surpass the ones to Brazil: 2,500 MT

Alaska seafood reaching the Americas and Europe



We are making processors to pay a little more attention to their own domestic market.

AK industry support needed.





# This can pay off too

- Looking ahead the curve, Mexico can be an important market
  - Budget is the limiting factor



# Upcoming activities

- Seafood Week Retail Promotions in Brazil Sep 1-15, 2023
- ATM to Chile around Espacio Food & Service Show Sep 26-28, 2023
- POP Retail Promos in Peru Sep – Nov 2023
- Trade and foodservice seminars Oct 23 – Mar 24
- Continue promotions with Costco in Mexico until Feb 2024
- Foodservice Development ongoing basis
- Development of new assets: technical foodservice materials as brochures and recipe/technical videos Sep – Dec 2023





# Upcoming activities (hey industry, join us!)

- Seafood Show LATAM, Sao Paulo/Brazil October 26-28, 2023
- LATAM Whitefish Inbound Mission to AK Winter 2024 (Jan-Feb)
- LATAM Buyers Mission to SENA, Boston/USA (TBC) March 10-12, 2024
- Outbound Mission to Mexico? **March? Boston?**
- APAS Show, Sao Paulo/Brazil May 13-16, 2024





# Questions?





# Thank you!

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