



Wild, Natural & Sustainable®

BUILDING THE ALASKA SEAFOOD BRAND IN SOUTHERN EUROPE (SPAIN, PORTUGAL, ITALY, GREECE)

Alaska Seafood Marketing Institute
David McClellan, Regional Representative



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Spain & Italy n°4 and n°6 top seafood importers

	Total Seafood Imports May-April Year Ending Series (Value: USD)					
	05/17-04/18	05/18-04/19	05/19-04/20	05/20-04/21	05/21-04/22	05/22-04/23
United States	\$17,138,341,699	\$17,415,337,256	\$17,381,264,929	\$17,326,145,504	\$24,207,408,081	\$22,030,850,303
China	\$9,208,540,121	\$12,925,142,078	\$15,015,412,195	\$11,717,385,673	\$15,207,351,542	\$19,820,008,538
Japan	\$12,021,738,596	\$11,919,079,477	\$10,934,678,506	\$9,933,729,675	\$11,329,493,253	\$11,402,975,843
Spain	\$7,264,756,309	\$7,130,001,614	\$6,513,596,601	\$6,314,902,858	\$8,087,267,568	\$7,856,171,879
France	\$5,643,597,575	\$5,503,235,146	\$5,109,821,489	\$5,287,580,013	\$6,517,623,271	\$6,416,186,755
Italy	\$5,423,875,648	\$5,404,484,696	\$4,864,554,375	\$4,926,577,311	\$6,267,881,179	\$6,051,205,416



In SEU markets, Alaska competes primarily for sales of cod, salmon, and Alaska pollock surimi.

ASMI’s most effective activities to build awareness and prestige of Alaska Seafood products in SEU:

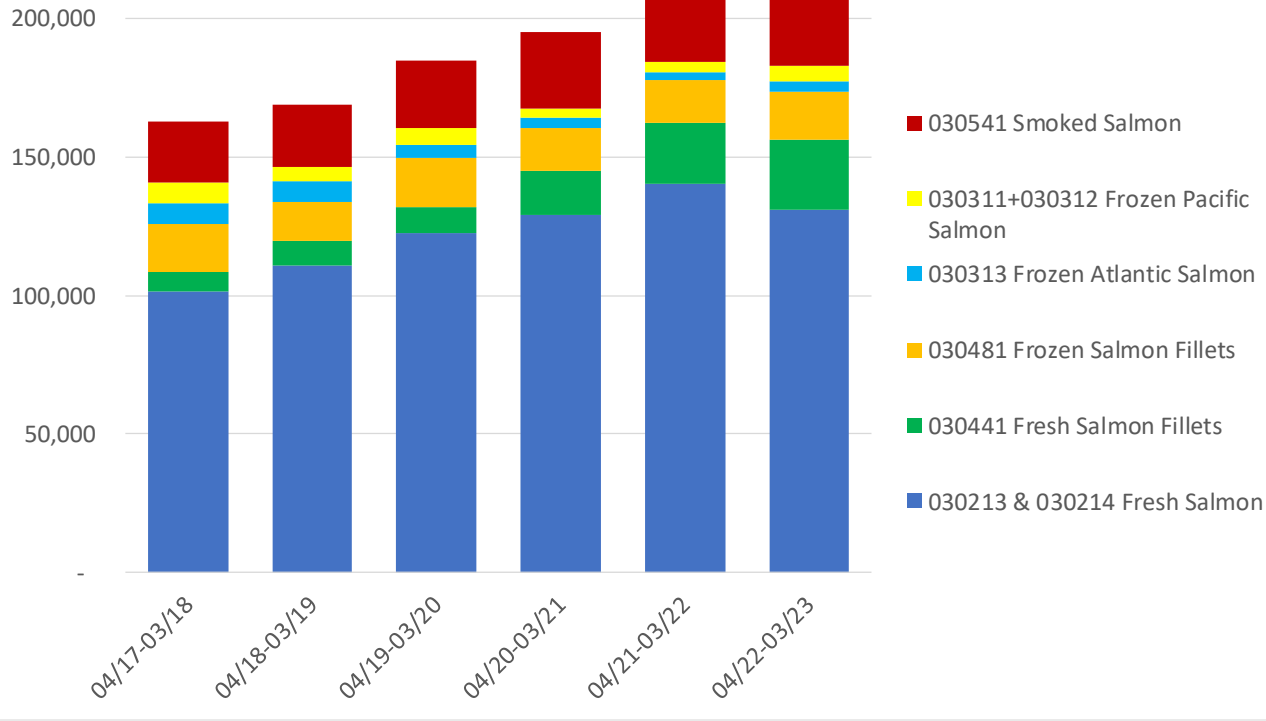
1. CONXEMAR trade show
2. Chef Education Campaign

Competition’s most effective activity in SEU:

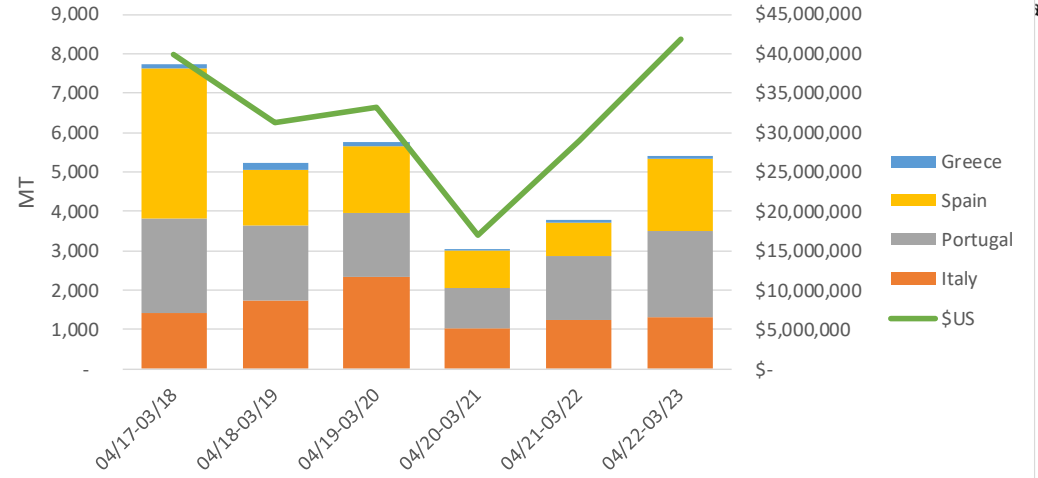
1. Norwegian Skrei promotion

SEU Salmon Market

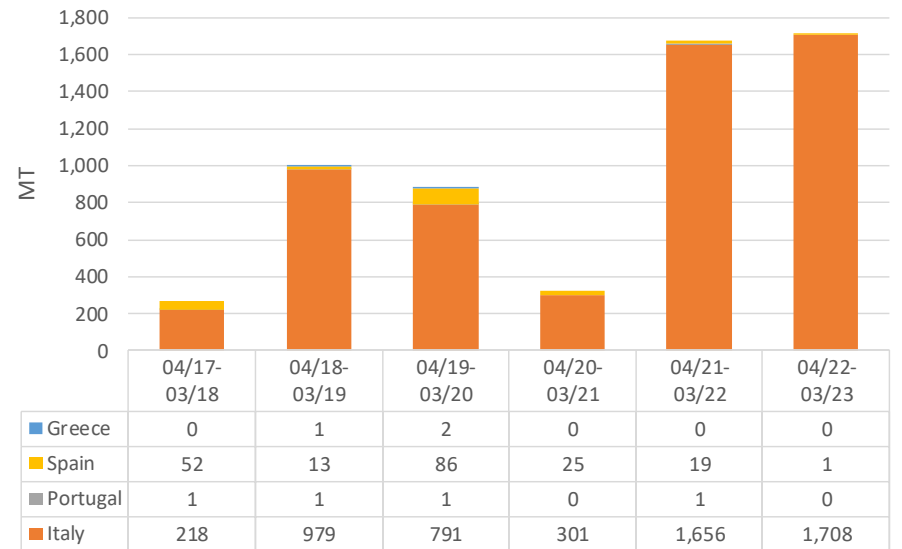
SALMON PRODUCTS IMPORTS TO PORTUGAL, SPAIN, ITALY & GREECE (MT)



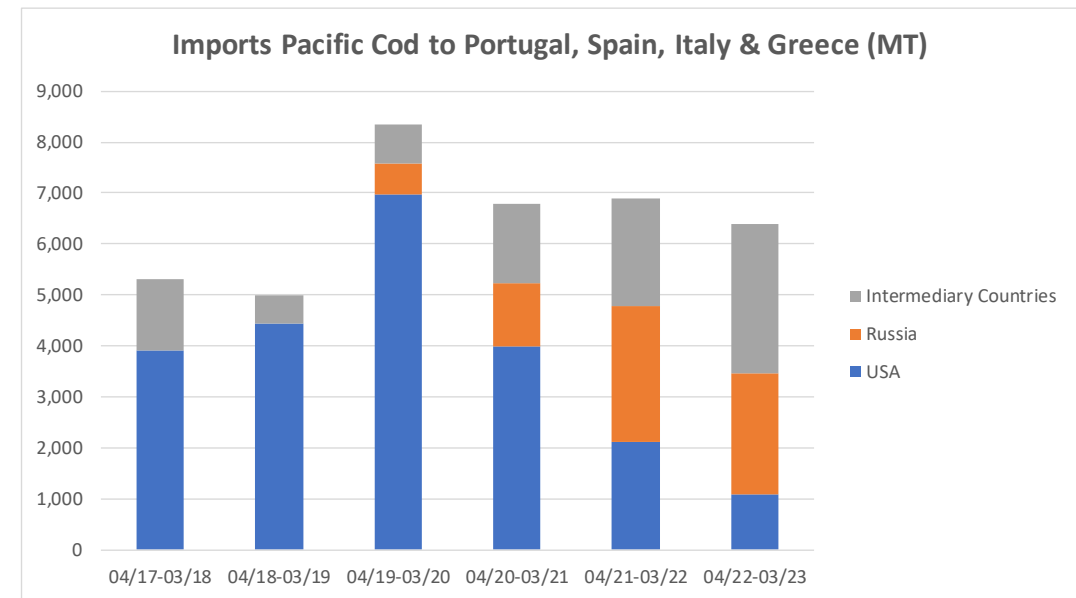
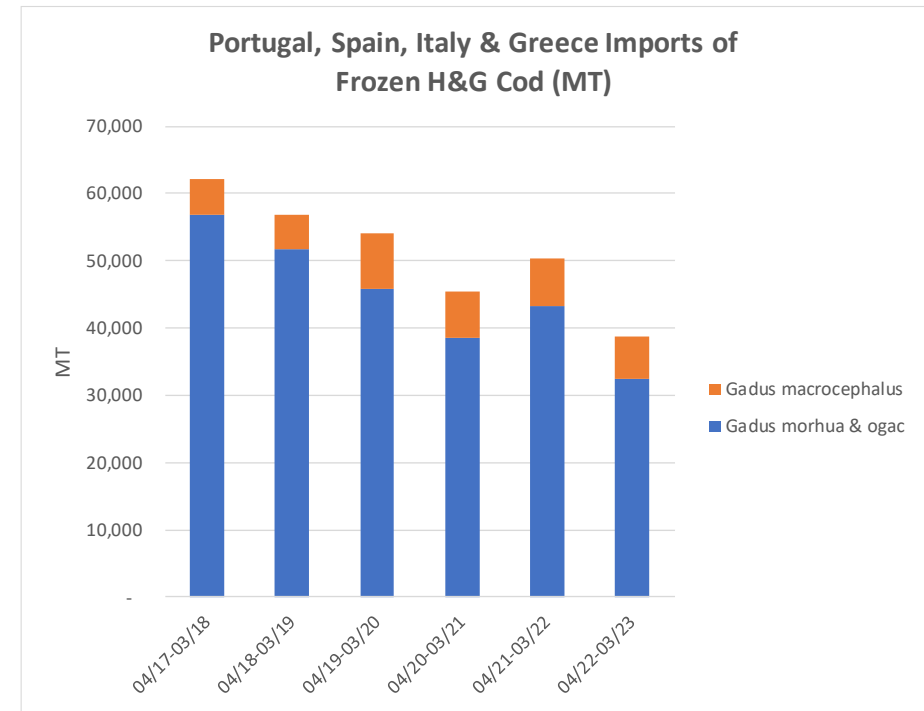
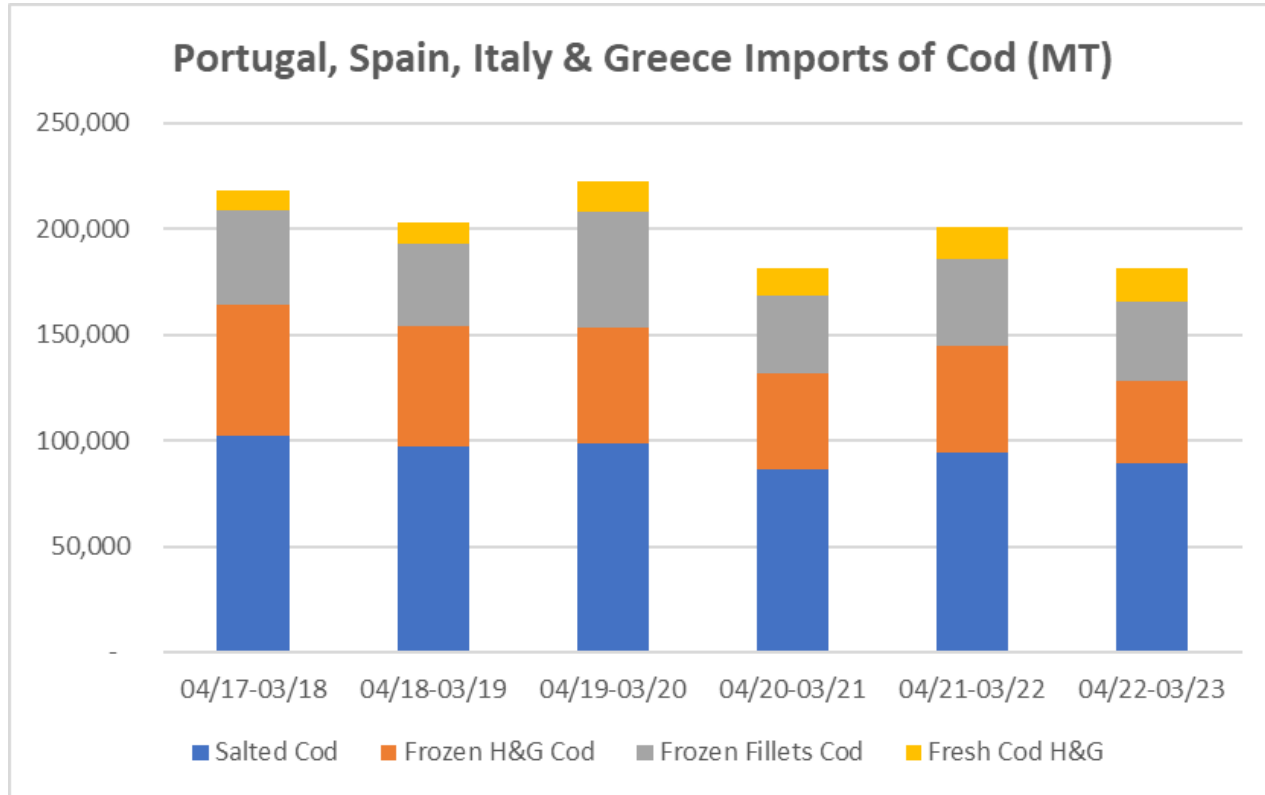
Imports of H&G Pacific Salmon (030311 & 030312) by Spain, Portugal, Italy, and Greece (MT)



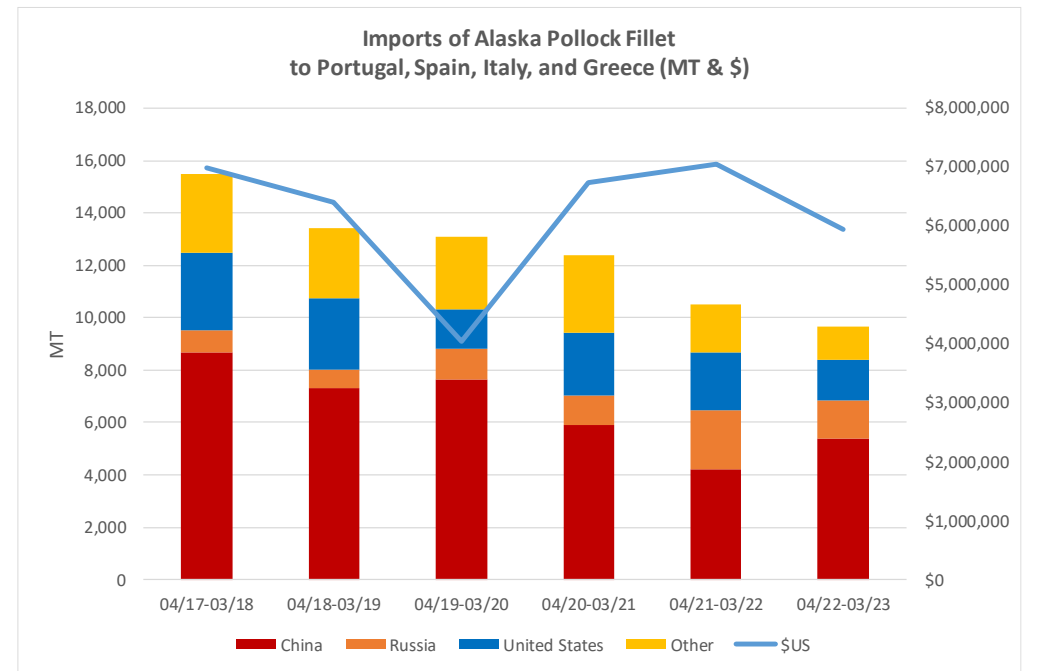
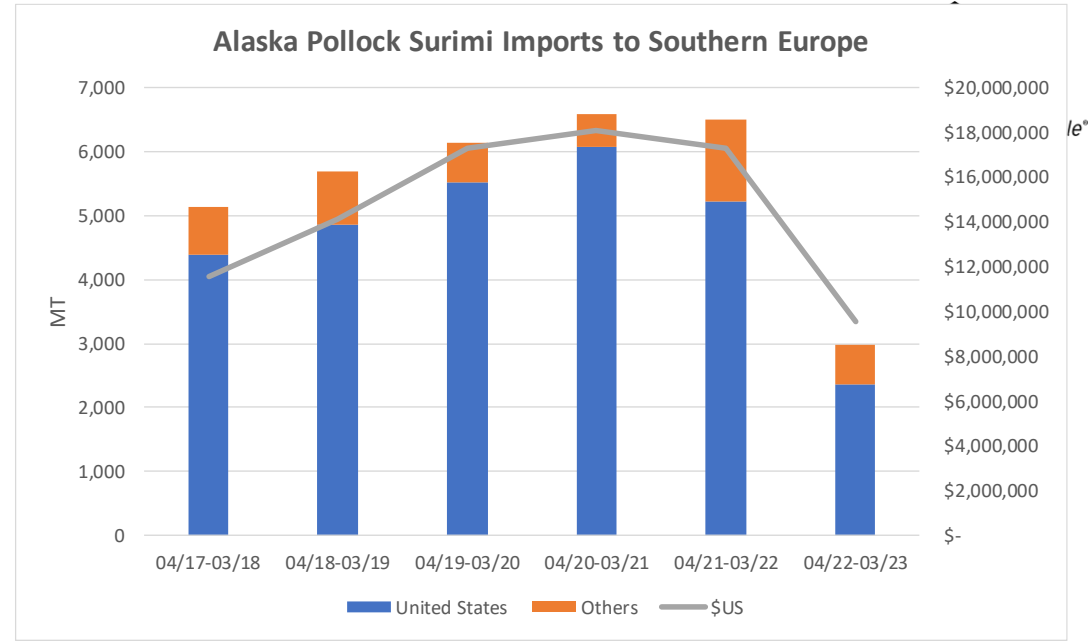
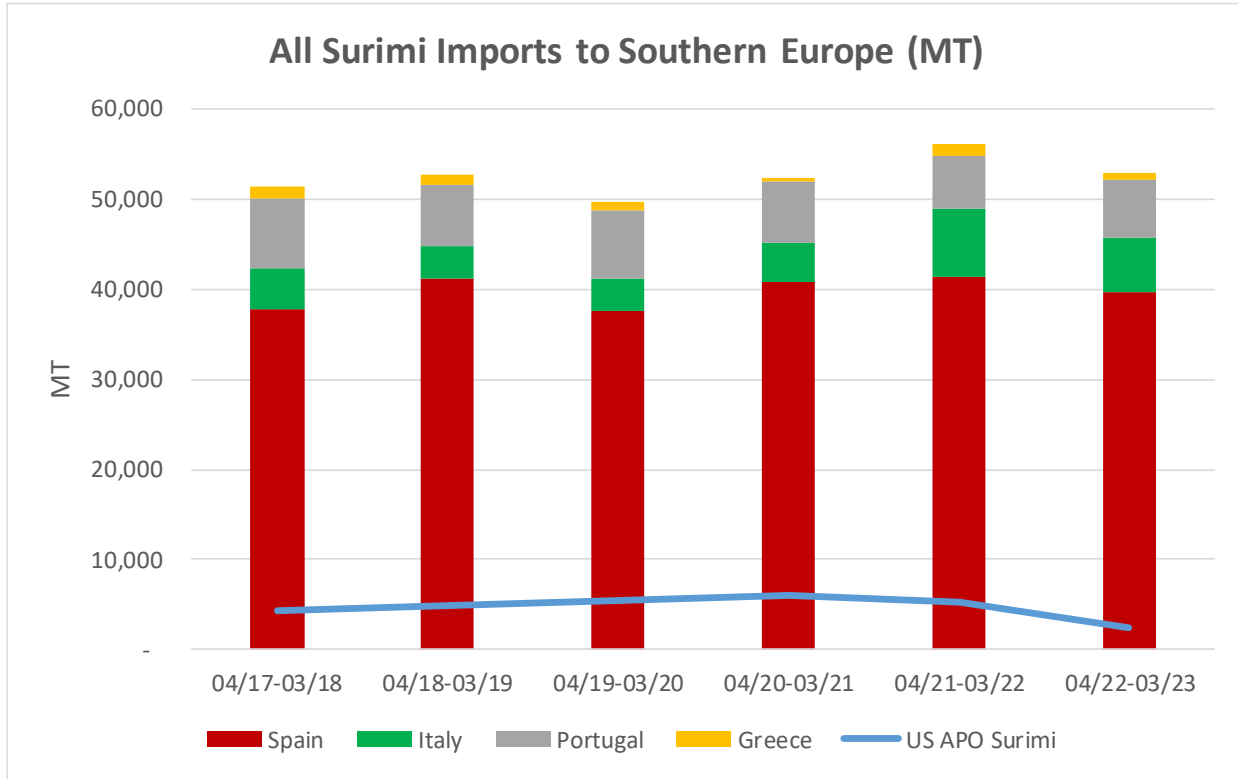
U.S. Exports of Frozen Salmon Fillets to Spain, Italy, Portugal, and Greece (MT)



SEU Cod Market



SEU Alaska Pollock Market



SEU Alaska Seafood Campaign 2022-2023

HRI Promotions

- 11 HRI Trade Shows
- 16 HRI PR events
- 6 Chef Training Classes
- 3 Alaska Seafood Week restaurant promotions
- 4 Social media campaigns in Spain, Portugal, Italy, and Greece
- 56 HRI trade journal ads and advertorials
- 4 Alaska Seafood websites

Retail Promotions in 3,229 stores for 73,598 store days of promotions:

- Consum Spain
- Eataly Italy
- Consum Spain
- Pam Panorama Italy
- El Corte Inglés Spain & Portugal
- Sanchez Romero Spain
- Fish Shops Spain
- Taste of America Spain
- Condis Spain
- Foodlab Italy
- Consum Spain
- El Corte Inglés Spain & Italy

Seafood Trade Shows

- CONXEMAR 2022
- Seafood Expo Global 2023



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Norwegian Skrei Promotion



Skrei Quality Standard

- 5-6 yr old spawn-ready Barents Sea cod, larger than coastal cod, caught off northern coast of Norway January-April predominantly around Lofoten and Vesteralen Islands.
- 3 kg minimum size
- Live-bled
- Temperature controlled on-board and during processing
- Delivered to shore within 12 hours of capture
- Minimum 12-day shelf life
- = Top quality cod

2023 Norwegian skrei promotions:

- 4,212 MT skrei exported in Jan-April 2023 = 18% of total fresh cod exports = 2% more than last year in spite of declining landings and exports.
- 25% price premium over standard Norwegian cod
- Supported by major in-store and media campaigns in Spain, Portugal, and Italy, as well as in France, Germany, USA and other countries.

Why spend millions of dollars on this small-volume seafood product?

- **Results:**
 - The skrei campaign promotes awareness of Norwegian origin emphasizing the country's fishing tradition.
 - The skrei campaign associates all Norwegian seafood with superior-quality, premium-priced skrei.
 - The campaign is helping to create a significant and profitable fresh cod market in SEU (2,900 MT exports to Spain in Jan-June 2023) and other markets.

Intrafish 11 July 2023: Norway and Russia agreed to slash cod quotas in the Barents Sea by another 20 percent in 2023, leaving a total allowable catch (TAC) of 566,784 metric tons for the year. The cod quota was already slashed 20 percent in 2022 to 708,480 metric tons.

A further 20 percent cut is being recommended by scientists for 2024, which would bring the quota down to 453,427 metric tons for next year.



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Southern Europe Chef Education Campaign



Chef Education Campaign

- Culinary school classes
- HRI trade show cooking demos & tastings
- Support local distributor sushi classes
- Individual hotel and restaurant chain chef demo/training classes
- Alaska Seafood Week restaurant promotions
- Social media campaign
- Hri trade journal ads and advertorials
- Alaskaseafood.es, alaskaseafood.it, alaskaseafood.pt & alaskaseafood.site websites



Results:

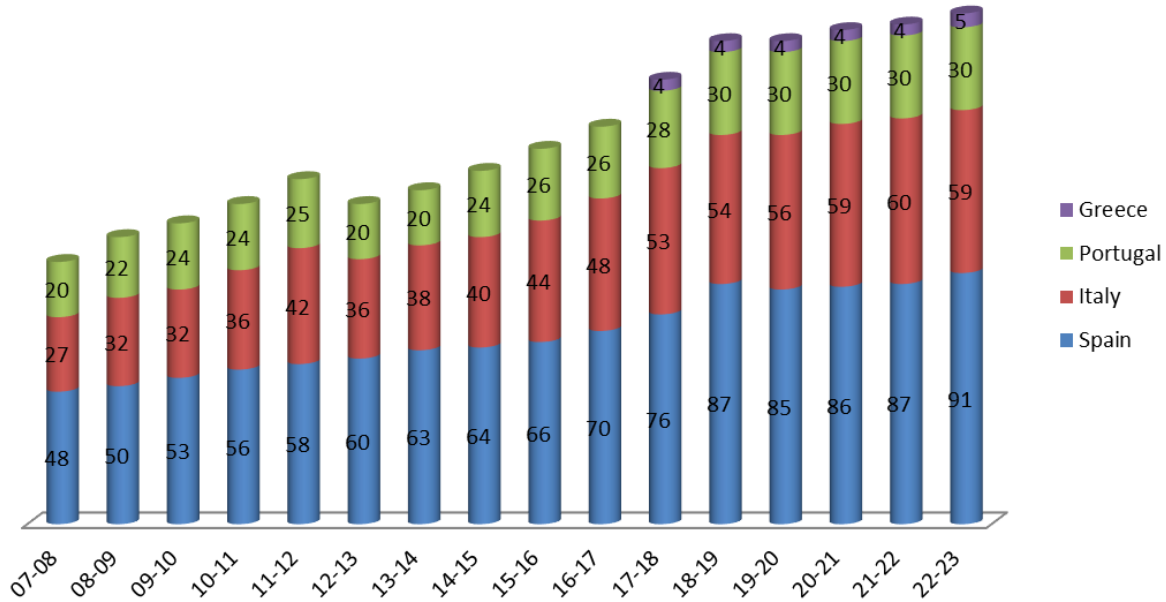
- Increased n° distributors
- Increased n° AK seafood products sold
- Growing retail sales of wild Alaska salmon



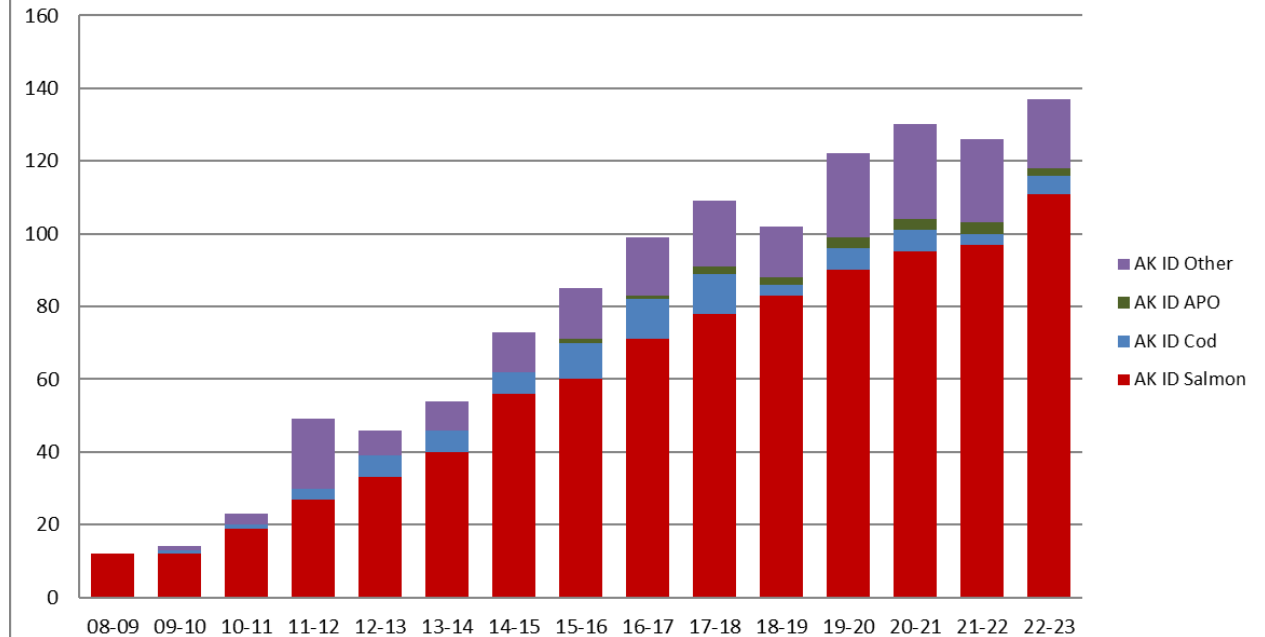
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Southern Europe Chef Education Campaign Results

Nº Distributors of Alaska Seafood Products in SEU



Nº Alaska Origin-Identified Seafood Products Available at Retail in SEU Markets



Southern Europe Chef Education Campaign Results

New interest from retailers in selling refreshed wild Alaska sockeye salmon



Upcoming SEU Events: CONXEMAR 2023 & Seafood Expo Global 2024



Alaska Seafood has exhibited in
CONXEMAR since 1998

CONXEMAR aligns with Alaska industry
needs:

- Attended by frozen seafood buyers from across Europe.
- Presence of all major cod and pollock buyers from Portugal and Spain.
- 6 months after Seafood Expo Global

CONXEMAR 2023 dates: Oct. 3-5, 2023
SEG 2024 dates: April 23-25, 2024



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ALASKA SEAFOOD MARKETING INSTITUTE SOUTHERN EUROPE

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