



ISSUE 07  MAY 2022

# WHEEL WATCH

Welcome to the seventh edition of ASMI's annual fleet newsletter, Wheel Watch. As Alaska's fishing industry gears up for another busy harvest season, we find the world showing signs of recovery from the pandemic, while still facing challenges in other areas.

Globally, tariffs and trade restrictions continue to inhibit the flow of Alaska seafood into some of our largest markets, while creating intense competition and supply chain hurdles in other markets. Alaska fishermen also know firsthand how harvest and market volatility as well as cost increases continue to create challenges beyond the pandemic.

Global changes, however, have led to more savvy seafood shoppers who value high quality, sustainable seafood and are more comfortable with preparing and cooking seafood at home. Recent research from FMI - The Food Industry Association shows that half of consumers (49%) are cooking more meals with seafood since the start of the pandemic, and 73% of those consumers are more comfortable cooking seafood. Further, most seafood consumers say they want

to know more about how to cook, prepare or flavor seafood (80%) as well as new and different ways to cook seafood (83%).

It is with this in mind that ASMI completes another year of marketing programs to highlight how quick and easy it is for customers to cook healthy meals for their families with a wide variety of wild, sustainable Alaska seafood.

As always, Alaska harvesters weather their share of storms, with ASMI right there with them for the last 40 years. Established via Alaska state statute in 1981, ASMI spent the last four decades bringing together expertise across all aspects of Alaska's iconic seafood industry to promote Alaska seafood for the benefit of all. Together we continue

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to navigate changes at home and abroad ensuring Alaska's wild seafood resource retains its competitive advantage across the globe. Learn more about the latest ASMI activities and resources at [alaskaseafood.org](http://alaskaseafood.org)

Sincerely,

**ASHLEY HEIMBIGNER**  
ASMI Communications Director



**SCAN QR CODE  
FOR RESOURCE QUICK LINKS**  
[alaskaseafood.org/fleetlinks](http://alaskaseafood.org/fleetlinks)

## Record USDA Purchases of Alaska Seafood Support Food Insecure Americans

ASMI works closely with the USDA to secure purchases of Alaska seafood products for U.S. nutrition safety net and global food security programs. The USDA has purchased over \$400 million in Alaska seafood products since 2011, with nearly \$100 million of that in 2021 alone.

# New Industry Resources

## New! Alaskaseafood.org

ASMI redesigned its two separate websites into one comprehensive platform to better meet the needs of ASMI's audiences and stakeholders. Easy to use features like a comprehensive resource library and searchable recipe collection allow users to browse recipes and cooking tips, learn about how Alaska's fisheries are managed, find nutritional facts, download industry reports and more.

## COVID Two-Year Impacts in Review

Ongoing reports analyzing the impacts of the global pandemic on Alaska's seafood industry, and signs of partial recovery over the last two years are available at [alaskaseafood.org/resources/covid-19](http://alaskaseafood.org/resources/covid-19) or through the QR code at the left.

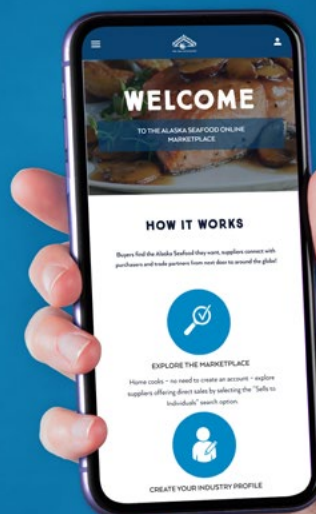
## 2022 Economic Value Report

The 2022 update of the Economic Value of Alaska's Seafood Industry Report affirms that the seafood industry is an essential driver of the state's economy. The seafood industry directly employs 62,200 workers annually in Alaska, more workers than any other private sector industry, and contributes \$5.7 billion to Alaska's economy. Find the 2022 report: <https://www.alaskaseafood.org/resource/economic-value-report-january-2022/>.

## Join the Alaska Seafood Online Marketplace

This spring, ASMI launched the *Alaska Seafood Online Marketplace*, a new searchable directory connecting buyers and suppliers of Alaska seafood via public profiles to broadcast who they are, list what they offer, and share specifications.

From home chefs looking to source seafood from local fishermen to buyers in overseas markets, the Alaska Seafood Online Marketplace is meant for anyone looking to buy or sell Alaska Seafood to use as a tool to connect, communicate, and facilitate sales. To join the growing network visit, [suppliers.alaskaseafood.org/register](http://suppliers.alaskaseafood.org/register) or scan the code below.



JOIN THE NEW  
**Alaska Seafood  
Online Marketplace**

formerly the ASMI Suppliers Directory

SCAN NOW  
TO REGISTER



# Connecting with Consumers



## #AlaskaSeafoodHacks Campaign Engages Consumers on Social

Social media influencers, Alaskans and home cooks shared their best *#AlaskaSeafoodHacks* - quick and clever, yet simple tricks for cooking wild Alaska seafood - as part of this exciting digital campaign that drew over 140 million impressions. Share your favorite *#AlaskaSeafoodHacks* by tagging *@AlaskaSeafood* on social media.

## Consumer Research Highlights the Lure of Alaska Seafood

According to research commissioned by ASMI in 2021, the Alaska Seafood brand remains strong with consumers. Today's consumers are more conscientious than ever and care more about what they are putting on their dinner tables, specifically preferring wild and sustainable Alaska seafood by a large margin. View the full report at <https://www.alaskaseafood.org/news/new-infographic-highlights-consumer-demand-for-alaska-seafood/>.

## Seafood Shifts at Global Retail and E-Commerce

Prior to the global pandemic, the majority of U.S. consumer dollars spent on seafood occurred in restaurants or foodservice settings. While the pandemic caused a decline in dining out, research has shown that the number of people preparing seafood at home has dramatically increased.

To account for these changes, ASMI worked closely with domestic partners in the U.S. to develop Alaska seafood promotions in over 35,500 U.S. retail stores and e-commerce platforms, and over 18,000 foodservice establishments. E-commerce partnerships with top nationwide retailers and platforms have shown positive results with household names like Target and Instacart.

As global markets faced similar hardships in the foodservice sector, the ASMI international program successfully shifted to online and e-commerce promotions leading to roughly \$9.5 million in sales of a wide variety of Alaska seafood products in 2021.

# Expanding Global Markets

ASMI's international program executes targeted marketing campaigns in 42 countries in nine key program regions. The import environment in China, Alaska's largest export market, remains challenging as tariff and non-tariff trade barriers continue to plague Alaska exporters. ASMI's China program works to keep awareness of Alaska strong and perception positive to maintain and support sales of Alaska species that rely on the China market.

ASMI's international program also works to diversify and create new markets for Alaska seafood. In its third year as a target market for ASMI, Southeast Asia continues to grow and shows promise as both an end market and a reprocessing market for many Alaska species.

In 2019, ASMI expanded the Brazil program to cover much of South America and Mexico. ASMI trade missions to the region work to reduce barriers to entry and create connections between Alaska suppliers and South American buyers.

## Wild Alaska Seafood Month

The first-ever Wild Alaska Seafood Month (WASM) in January 2022 reached 33 million European shoppers through in-store content and online shopping ads. WASM also reached over 11.5 million people through ASMI-sponsored podcasts, messaging in fitness centers, in addition to radio, print, and smartTV advertisements.

## Alaska RFM Certification Program Expands

The Alaska Responsible Fisheries Management (RFM) certification communicates proof of origin, sustainable harvest, and does not require logo license fees, a major difference between RFM and other certification programs. Several Alaska species are currently RFM certified including Alaska pollock, salmon, cod, sablefish, flatfish, rockfish, Atka mackerel, halibut and crab. Learn about how the program is evolving and expanding at [RFMcertification.org](http://RFMcertification.org).

# For Direct Marketers

ASMI produces new media content that focuses on the origin, sustainability, and nutritional value of Alaska seafood for industry use. Educational materials, videos and high resolution photographs are available in ASMI's Media Library at [netx.alaskaseafood.org](https://netx.alaskaseafood.org).

## Annual Photo Contest Launches June 1

Get your cameras ready, ASMI's annual commercial fishing photo contest to capture and share the best photos from the fishing grounds kicks off June 1, 2022. With categories such as "Best Boat," "Best Action," and "Best Scenic," winning photographers can earn cash and/or prize packages, in addition to having their photos featured in ASMI and industry marketing activities around the world. Enter the contest at <https://www.alaskaseafood.org/about-asmi/photo-contest/>.



## ASMI Celebrates 40 Years

ASMI created a commemorative cookbook titled *40 Years of Fish* in honor of ASMI'S 40th anniversary. The digital cookbook features custom recipes and a historical look back at ASMI through the years. Get the digital version <https://www.alaskaseafood.org/resource/forty-years-of-fish-cookbook/>



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## ASMI News & Updates

### Facebook Page

Follow @ASMINewsAndUpdates for relevant news, videos, resources, staff updates, and highlights of ASMI's work. For recipes, nutrition content and media mentions, follow our consumer Facebook page at @AlaskaSeafood.

## You can find us online at:



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