

ISSUE 08 | MAY 2023

WHEEL WATCH

ASMI REPORT TO THE FLEET



SCAN CODE
FOR LINKS

Welcome to the 8th edition of Wheel Watch, ASMI's annual fleet newsletter. It is said that the only constant is change, which we find true when we look at the state of global economic conditions, a changing earth, and even at the harvest rates of some of our beloved species right here at home. What hasn't changed is ASMI's commitment to telling the story of wild, sustainable Alaska seafood. The men and women who harvest the catch have always played the starring role in this story.

Research by Datassential shows that consumers continue to place a high value on seafood when they know it's from Alaska, preferring it 2-to-1 over other seafood origins. And, as 1 in 3 consumers is reducing their meat consumption, with younger generations leading the way, seafood is by far the top meat replacement choice outranking vegetables, nuts, chicken and plant-based sources of protein. Consumers are hungry for healthy, delicious and responsible sources of protein and Alaska seafood delivers on all counts.

From global market expansions to multimedia campaigns across the US and Europe, ASMI works to show these new consumers how easy it is to identify, select and enjoy delicious Alaska seafood meals whether they are trying a new seafood dish at a favorite restaurant or preparing the latest social media trending dish at home.

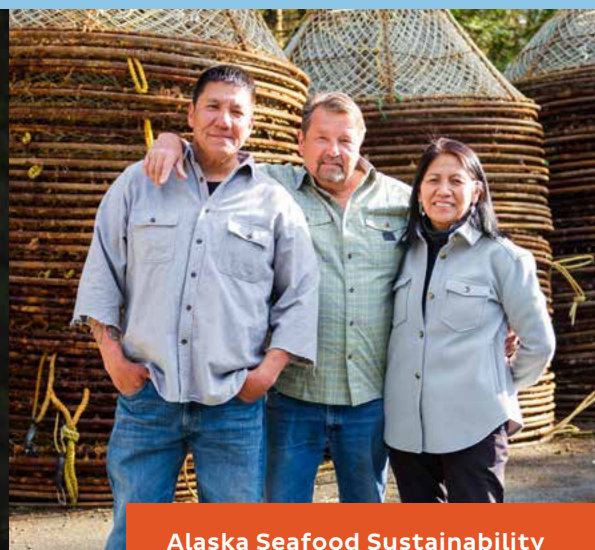
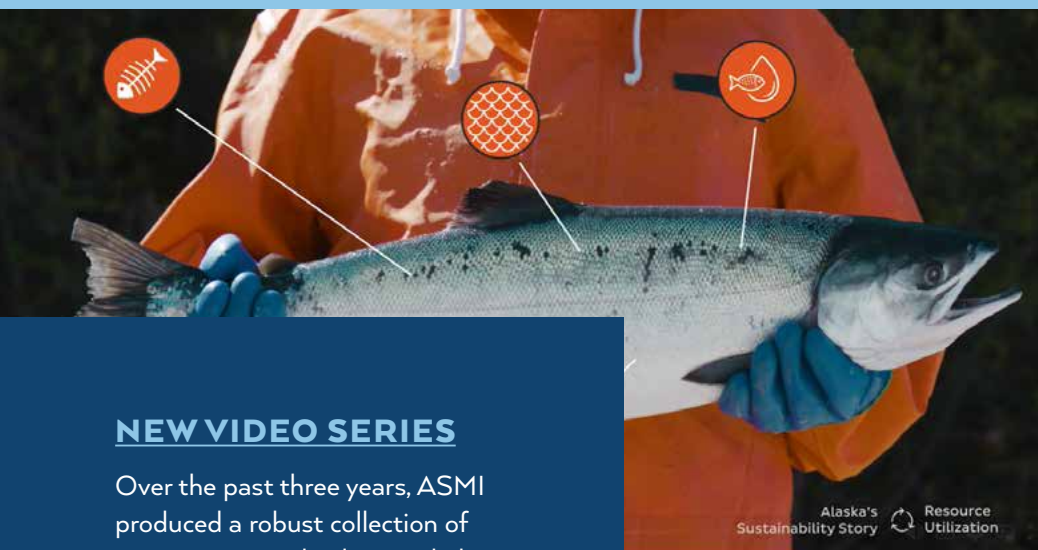
This past year has seen new initiatives in Alaska that drive deeper connections with the brand. Through several new cruise line partnerships, Alaska Seafood received top billing on Alaska sailings in 2022 through tools like in-room video with celebrity chefs, new menu items featuring Alaska seafood, and a series of educational resources. ASMI also worked with Holland America Line to become the first cruise line awarded RFM certification by serving certified sustainable and traceable wild Alaska seafood on all six cruise ships sailing to Alaska.

In early 2023 ASMI rolled out the Seafood Sustains Alaska campaign to highlight the many ways Alaska's commercial seafood industry sustains Alaska's economy. Fishermen know better than anyone how Alaska's thriving commercial seafood industry supports and sustains families, businesses and communities across the state. In addition to social media graphics, posts, messaging and content, you can look for ASMI's eye-catching TV commercials and print ads now. A new fish sticker series, custom ball caps and insulated market tote bags will be coming to farmer's markets across Alaska this summer. We invite you to use these materials to help share your own stories about the ways Alaska seafood sustains your family, your business and your community. Visit SeafoodSustainsAlaska.org to order your own Seafood Sustains Alaska swag to show your support for Alaska's commercial seafood industry! Fishermen play a huge role in telling the Alaska seafood story in markets all over the globe. We are proud to be on deck with you!

Sincerely,

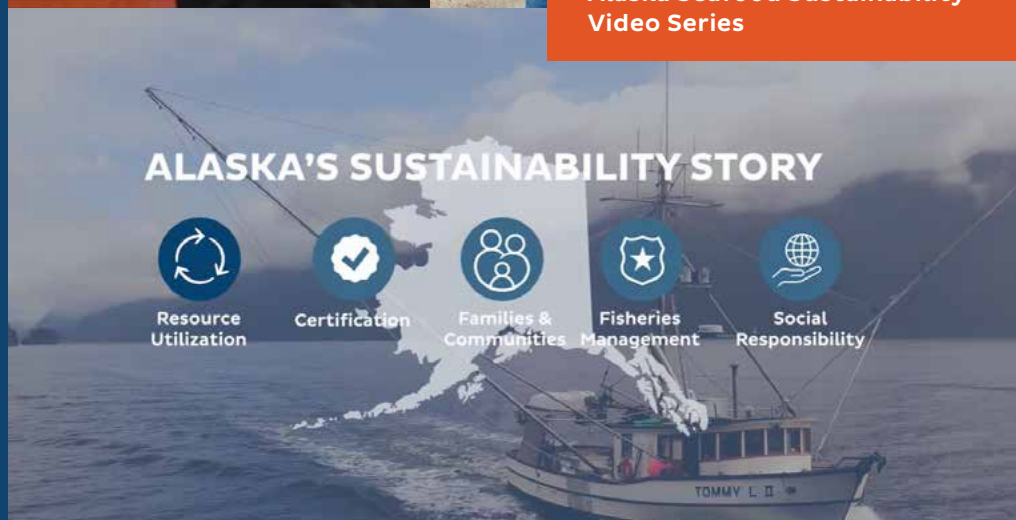
JEREMY WOODROW
Alaska Seafood Marketing
Institute Executive Director

New Industry Resources



NEW VIDEO SERIES

Over the past three years, ASMI produced a robust collection of new promotional videos and photo collections highlighting each major species of Alaska seafood and the key pillars of Alaska's sustainability story. A critical feature of the series is featuring real Alaska harvesters filmed on location throughout Alaska over the past three years. ASMI invites you to view and share these videos, and thanks the many fishermen and industry member who made this project possible!



MENU THE WILD

The latest research shows that wild Alaska seafood is poised to drive demand for younger consumers at restaurants and foodservice. Fish and seafood is by far the top meat replacement choice among consumers limiting meat, and **94% of consumers are more likely to order fish or seafood when they see the Alaska Seafood logo on the menu.** Read the full report at alaskaseafood.org/fleetlinks.

OTHER NEW RESOURCES

- ✓ [Seafood for All Seasons harvest calendar and map](#)
- ✓ [New sharable health and nutrition videos](#)
- ✓ [Seafood U](#)

Find these and other resources at alaskaseafood.org/resources



Connecting with Consumers

SOCKEYE ON SPOTLIGHT

With the significant amount of sockeye salmon caught in Alaska last year, ASMI focused on moving product in the domestic market. In addition to traditional brick and mortar promotions, ASMI created digital inroads with retailers through digital coupon platform Ibotta, launching a national campaign with major retailers like Publix, Walmart, and Albertsons, resulting in over 18 million impressions and a 23% 'unlock' rate of the digital coupon. These initial purchase events helped create sockeye-savvy shoppers, as over 50% of these purchasers made follow up, non incentivized purchases after the campaign, half of whom had never purchased Alaska seafood prior to the campaign.

Online connected commerce site Chicory to cross promote digital purchase opportunities to over 110 million high-intent grocery shoppers across over 5,200 recipe websites and blogs, allowing shoppers to view a recipe, click on a direct link to add Alaska seafood to their online shopping carts for over 60 connected retail chains. For retailers with 'clean store' policies like Whole Foods and Trader Joe's, ASMI developed online banners, digital advertisements, imagery, influencer posts, blogs, and shoppable recipes, resulting in over 7.5 million impressions.

ASMI is also partnering with its traditional retail partners like Costco, Walmart, Publix, Kroger and more to conduct brick and mortar trade promotions to further move product.

MAKE THE WILD CHOICE

ASMI's Make the Wild Choice campaign keeps the conversation going about Alaska seafood all year through articles, social media posts from Alaska Seafood partner influencers, high profile chef and RD recipes on Instagram, Facebook and TikTok, a sweepstakes to visit Alaska, online grocery shopping sites and more. To date the campaign has driven over 7.2 billion impressions for the Alaska Seafood brand across multiple channels

Expanding Global Markets

WILD ALASKA SEAFOOD MONTH

The second annual European campaign Wild Alaska Seafood Month, a set of coordinated multi-channel marketing efforts spanning all of Europe took place in January 2023. From subway ads in the UK to Spanish television programs, consumers across Europe connected with the benefits of wild and sustainable Alaska seafood in new and impactful ways.

VIETNAM TRADE MISSION

ASMI completed a successful trade mission to Vietnam this spring. Staff and industry members traveling to Hanoi, Nha Trang, and Ho Chi Minh City, meeting with local industry members, sales and processing reps, and the USDA Under Secretary for Trade and Foreign Agricultural Affairs and USDA Under Secretary for Marketing and Regulatory Programs to further explore reprocessing and sales opportunities in the region.

UKRAINE CANNED SALMON DONATION

With support from the Alaska State Legislature and Governor Dunleavy, ASMI coordinated the purchase and delivery of nearly 9,600 cases of wild Alaska pink salmon to Ukraine. ASMI's global food aid program tapped into its network of global food and nutrition organizations to deliver 460,000 servings of canned Alaska pink salmon in February 2023, providing much needed nourishment and relief for the duration of the winter.



Calling All Direct Marketers!

[Sign up for our quarterly newsletter](#) and make sure you don't miss out on the latest resources ASMI has to offer, including Alaska species fact sheets, recipe booklets, nutritional videos, new photography and video in the media library, our direct to consumer online shopping portal, and more!

ASMI PHOTO CONTEST

Don't forget to capture those photo and video moments while you are out on the water this season. Submit them to ASMI in the fall for a chance to win great prizes and be featured across Alaska Seafood channels!

Photo: Savannah Yatchmeneff, 2nd place 'Best Catch', 2022



**GET LISTED
& REACH NEW
CUSTOMERS!**

Companies listed in the new Alaska Seafood Online Marketplace that sell direct to consumers will soon be featured on alaskaseafood.org.

Login now and make sure your listing is up-to-date at suppliers.alaskaseafood.org



Wild, Natural & Sustainable®

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Find us online at:



Scan the QR code for digital version and resource links



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