The Central European Market
Market Overview

Economic Situation
• Region accountants for GDP of USD 4.6 trillion
• Positive economic development in past five years (especially Poland)

Consumer / Retail Market
• Target group between the age of 18 and 50 is largest percentage
• Consolidated markets – Discounters hold close to 50%
• Strong buying power (low food spending of around 12%)

Consumer / Food Trend
• Key drivers health, convenience and innovation
• Social and environmentally conscious shopping

Constraints
• Uncertain political situation within the European Union
• Trade conflict with the USA with unpredictable long-term effects
Market Overview

• Consistent but rather low seafood consumption with 13.5kg per capita
• Alaska species salmon and pollock remain the top two edible seafish
• Major competitors are still Norway, Russia, and China

• Imports of Alaska whitefish registered a decrease
• Key challenge remains pricing (pollock)
• Wild salmon showed growing numbers
• Flatfish imports to the CEU region have also increased

• Top categories are frozen fish, VAPs like smoked seafood and canned fish
• Re-freshed is growing especially in Germany, Switzerland and Austria

• Overall feedback and forecasts are positive.
• Criticism of fish farming leads to demand for wild caught
• Increasing public understanding of the principle of sustainability
**Program Highlights**

**HRI Decision Makers Workshop**

- Education seminar with Transgourmet
- “Sustainability Information Day”
- Focusing on Alaska industry & FAO 67
- Target HRI buyers, managers & chefs
- ASMI presentation & show cooking
- Highlight pollock, cod, salmon & flatfish
- Coop. with ASMI spokesperson Heiko Antoniewicz

- AK species for innovative but easy-to-realized cuisine
- 52 representatives of the HRI sector attended
- Key leads such as the head buyers of *Nordsee*
- Press coverage in specialized HRI industry magazines → Circulation of over 40,000 in trade press
Program Highlights

Alaska Sales Promotions

- Support AK seafood in different distribution channels
- Cooperate with retail, teleshopping, e-commerce, foodservice, and wholesale to promote Alaska products
- Push sales while increasing knowledge & awareness
- Cooperate with multiple industry partners
- Conduct promotions in most leading retail chains

- Combined sales value of close to USD 2.5 million
- Overall ASMI contribution of USD 60,000
  → Return of investment of 4,166.7 %
- Focus on sustainability, origin & catching region FAO 67
- Combined tasting, education and product introduction
- Support new product launches in CEU markets
Program Highlights

Fish International

• Exhibit at largest seafood industry show in CEU
• Present Alaska at two locations on the fairground
• Cooperate with industry to highlight available products
• Inform about health promotion and pollock campaign
• Conduct 34 trade meetings with CEU key contacts

• Built foundation for collaborations with new partners
• Wide media coverage of Alaska’s show attendance
  → Reach of 25,000 professionals
• Hand out of more than 15,000 information materials
• Serve over 500 Alaska sampling plates

fish INTERNATIONAL 25.-27. FEB 2018 MESSE BREMEN
Planned Activities

Sustainability in Foodservice Collaborations

- Benefit from growing demand for sustainable products
- Cooperate with integrated restaurant chains, caterers and foodservice suppliers to cover all HRI channels
  → Work with Nordsee for sustainability campaign
  → Support Chefs Culinar in customer communication
  → Join forces with Transgourmet for catering promotion
  → Run POS activities at wholesalers like Metro
  → Exhibit at HRI events with Deutsche See & Kunkel

- Increase visibility of ASMI & Alaska in HRI sector
- Be active in all segments of the foodservice market
- Built bonds with as many industry players as possible
- Strengthen Alaska as #1 sustainable fishery
Planned Activities

ASMI Outreach Poland

• General increase of ASMI activities in Poland
• Close cooperation with local FAS office
• Target on processing sector and retail
• Built new cooperation between Alaska and Poland

→ Exhibit at leading HRI trade show in Krakow
→ Represent Alaska at Polish Fish Congress in Warsaw
→ Sponsor Polish Chef Conference 2018
→ Run information workshop for retail buyers
→ Send education kits to smaller processors in Poland
→ Conduct a Seafood Mission to Gdansk after SEG

• Focus on sustainability and safe origin Alaska
• Explain why to choose Alaska before others (Russia)
• Inform about how to work with Alaska seafood
Planned Activities

Student Advertisement Campaign

- Cooperate with organization Studentenwerk
- Run Alaska promotion in student canteens
- Position Alaska truck at universities
- Reach 480,000 students through freshman bags
- Combined with social media promotion
- Highlight Alaska as healthy & affordable
- Improve image as “young” and “hip”
- Give tips where to buy and how to prepare
- Work on positive image of Alaska fishery
- Raise interest of young customers
- Invest in future consumer generation
- Convince caterers to work more with Alaska
- Culinary potential & quality at comparably low costs
Planned Activities

The Alaska Diet

- Based on last year’s health campaign (Doc Office)
- Already connected with ASMI student outreach
- Continues the slogan “Be Active – Be Alaska”
- Cooperate with leading fitness influencer
- Develop Alaska seafood based nutrition plan
  → Sports diet for a four week program
- Target athletes and hobby sportsmen
- Chance to use synergies with e.g. sweet potatoes
- Feature all Alaska species / products available
- Improve image as health food product
- Built on basis created in the past marketing year
**ATP Proposal**

**Consumer Program**
- Adaption and launch of Seafood University
- Establish as go-to-platform for consumers

**Trade Program**
- Development of digital marketing tools
- Take advantage of Alaska imagery
- Adjust materials to new media channels
- Respond to retailer’s requests

**HRI Program**
- Produce customized processors kits
- Target small, independent companies
- Inform and educate how to work with Alaska
- Provide support and knowledge
Thank You!