



2024 ASMI All Hands on Deck Seafood Customer Panel Questions

TOPICS TO DISCUSS:

- 1) Are we seeing any shifts in consumer demand for seafood? If not, what's the fix?
- 2) What promotions are working best in this current climate?
 - a. How or where can ASMI help amplify your sales?
- 3) What do Alaska seafood companies need to do to replace Russian products that are no longer in the U.S. market?
- 4) For Retailers: what's the future of seafood look like in the deli section and how does sushi fit into this category?
- 5) For Foodservice: As the restaurant landscape continues to evolve, what does Alaska seafood need to do to stay on menus?
- 6) What's impacting your purchasing decisions the most? What challenges or opportunities does this present for seafood?
- 7) How important is messaging sustainability? What are you looking for to tell this story? What does your customer expect when they think "sustainable seafood?"
 - a. Where does RFM have a role in this effort for your business?
- 8) Future trends, what are you working on? What are seafood's competitors doing to attract customers? What will customers expect from you and/or seafood in the next few years?
 - a. What innovations work, what will not work, what is needed? Such as packaging, displays, promotions, product forms, etc.
- 9) What's the one thing you want everyone to take away from this panel?

AUDIENCE QUESTIONS: If time allows.



2024 ASMI All Hands on Deck ASMI Species Committee Questions

1. What do your species need from ASMI to be immediately successful in the marketplace?
 - a. Rank the top 3 opportunities you see for your species in international markets?
 - a. Rank the top 3 opportunities you see for your species in the US domestic market?
2. Rank the top 3 challenges/threats you foresee for your species in the next year or near future?
3. For your species, what issues or topics (if any) can ASMI help with messaging and or outreach?
4. What marketing or technical resources can ASMI provide to best help harvesters?
 - a. Are there any areas where ASMI may be able to provide technical support for your species: i.e. quality, products, packaging, health, safety, nutritional.



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ASMI Operational Committee Questions

1. What should ASMI do to make an immediate difference in the marketplace?
2. What long-term challenges must your program continue to monitor and/or address?
3. For Domestic & International: What resources can ASMI provide to best help retailers and foodservice operators?
4. For Communications: What resources can ASMI provide to best help harvesters understand ASMI's value to Alaska's seafood industry?
5. Please review the comments from the species committees that were directed toward your program. In response, do you have any recommendations for which your operational program should take action?
6. Is there an action that this committee recommends the board consider at All Hands or in the near future? If not, write N/A.