



2023 ASMI All Hands on Deck  
Key Questions for Operational Committees – [Domestic Marketing](#)

**1. What should ASMI do to make an immediate difference in the marketplace?**

- Emphasize Alaska and USA origin in messaging.
- Make the Alaska story personal by increasing interactions and activations with harvesters in various ways. Have them included in videos, podcasts, in store demos and share it on social channels to increase outreach.
- Increase presence in Sushi sector in retail and foodservice
- Highlight the following species in retail and foodservice promotions:
  - Frozen Keta salmon fillets
  - Canned Pink Tails salmon
  - Bairdi crab
  - Scallops
  - Small sablefish
  - Sockeye fillets
- Value added products of multiple species

**2. What resources can ASMI provide to best help harvesters?**

*\*realizing this is more pertinent to the communications program; this is the DMC perspective\**

- Create resources focused on educating harvesters about current global markets and supply chain structure.
- Schedule reports from McKinley research to summarize pre-season conditions and expectations that include global fishery statistics.
- Reaching out to harvesters through fishermen centric organizations and increasing presence through swag distribution.

**3. What long-term challenges must your program continue to monitor and/or address?**

- Education on proper treatment and handling of product by distributors and retailers to ensure quality in seafood display cases.
- Marketing product year round considering we can't offer fresh all year round; and because we do not dedicate marketing dollars to fresh. Education around quality frozen product and freezing technology. Refresh the Cook it Frozen campaign.

**4. Please address 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?**

- Emphasize Alaska and USA origin in messaging.
- Continue recipe development for whitefish species for the home cook.
- Raise visibility of sablefish in general with recipe development, e-commerce and influencer campaigns in the hopes of increasing sales of smaller sablefish.

**5. Is there an action that this committee recommends the board consider at All Hands or in the near future? If not, write N/A.**

- The DMC recommends the board investigates pursuing a sushi program which may require additional resources.