



2023 ASMI All Hands on Deck Key Questions for Species Committees – [Halibut/Sablefish](#)

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.
 - 1) Partner with a reputable a) celebrity chef, b) culinary school, and/or c) R&D chef to create an education campaign about how to cut, cook, and add value to small sablefish, working closely with the overseas representatives to target appropriate regions and sectors each in market.
 - 2) Use consumer buying behavior, demographics, and other data to target precise audiences, whether distributors, other chefs, foodservice buyers, or consumers to maximize impact in each regional market.
 - 3) Explore the use of smoked sablefish in international markets.
 - b. Rank the top 3 opportunities you see for your species in the US domestic market.
 - 1) Partner with a reputable a) celebrity chef, b) culinary school, and/or c) R&D chef to create an education campaign about how to cut, cook, and add value to small sablefish.
 - 2) Target groups who are familiar with traditional uses of sablefish in, for instance, in Los Angeles and New York markets, using traditional product forms, presentation, and packaging to provide a 'nostalgia' opportunity at retail. Combine it with the use of consumer buying behavior, demographics, and other data to target specific audiences, whether distributors, other chefs foodservice buyers, or consumers to maximize market impact.
 - 3) Explore the use of online promotions to support online sales to be delivered to consumers directly, as is done in many Asian countries, using social media influencers to tailor initiatives to specific ethnic markets.
2. Are there any areas where ASMI may be able to provide technical support for your species? (i.e. quality, products, packaging, health, safety, nutritional)
 - We would support literature research on henneguya (sp), including components of the parasite, detection abilities, mitigating strategies, natural inhibitors, or handling techniques that can mitigate the impacts of the parasite.
 - We would also support an info paper on 'sushi grade', using cited references. This could be used by producers and marketers to help educate their customers.

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3. For your species, what issues or topics (if any) can ASMI help with messaging and/or outreach?
 - We would like to have a one-page poster on Alaska seafood's low 'carbon footprint', citing sources and references.
 - We appreciate how ASMI has mentioned Omega-3 fatty acid content in different species and would support a quick review of all ASMI material to ensure that nutrition information is included everywhere that it is relevant.
 - We would support a biological, nutritional, and perhaps flavor comparison research and report between Atlantic halibut and Pacific halibut. It may need to include an event, such as a taste test among food critics and prepared by celebrity chefs, but would leave that to ASMI staff for appropriate and most impactful outcomes.
 - Due a potential market slow down for halibut if the 2024 quota is lower than last year, proactively drafting ASMI messaging that draws on IPHC verified statements that the biomass is not overfished, in the 100-year history of the IPHC, saying that these cycles have happened before, that it is well managed under IPHC, etc. This accurate messaging was used by ASMi for Pacific cod in the Gulf of Alaska several years ago and more recently with tanner crab.

4. Rank the top 3 challenges/threats you foresee for your species in the next year or near future.
 - 1) Threat: Losing market share to East Coast halibut.
 - 2) Challenge: The negative perception that surrounds small sablefish in many markets. Most consumers/chefs are not aware that, like large sablefish, it is high in vitamins, Omega-3s, and is among only a few species of fish that appears to thrive in warming oceans.
 - 3) Challenge: A potential market slow down for halibut if the 2024 quota is lower than last year, creating negative perceptions.
 - 4) Challenge: low domestic consumption of sablefish due to lack of awareness.

5. What resources can ASMI provide to best help harvesters?

The issues of using transparency in communications between industry sectors, supply chains, and customers during this time of change and uncertainty was mentioned several times. Much of the conversation centered on the general issue of product price increases as the product advanced up the supply chain. Regardless of the issue, we agreed that now more than ever the sectors in the industry needed to operate with a foundation of trust and mutual success summarized by the word transparency.