



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

1. What should ASMI do to make an immediate difference in the marketplace?
 - Emphasize Global Food Aid program in order to move product in large quantities.
 - As recommended by the whitefish committee, highlight country of origin, product of the USA and wild caught in Alaska. Focus on markets that have a positive relationship with the USA, and appreciate the gold-standard fisheries management process that Alaska has. Put the Alaska seafood label on all products to grow visibility at a consumer level. We must enhance the messaging, and think of how to get it out louder, and broader.
 - Create messaging to differentiate the gear type labelling, and catch methods along the entirety of the supply chain to educate individuals and expand messaging to demonstrate the carbon footprint efficiencies, and lower fuel consumption of this industry. We need tools to tell that positive story.
 - The committee suggested pushing legislators to develop better universal monitoring of catch certificates such as seen in the EU. Accurate supply chain documentation is crucial to industry

2. What resources can ASMI provide to best help harvesters?
 - Harvesters need to understand what ASMI is doing. More communication and transparency will help, may it be through social, at events, with committee members acting as ambassadors, etc. As stated at the halibut sablefish committee, regardless of the issue, we understand now that we need to operate with mutual trust and expand transparency for harvesters.
 - Poor handling can create issues with buyers down the line. We would like the Technical program to create education around the effect of handling on the product to the harvesters in net caught fisheries (especially salmon). Tools to improve the quality of the product and doubling down on the messaging to the fisherman that time and temperature affect the fish. The materials already created are popular, but more is needed.

3. What long-term challenges must your program continue to monitor and/or address?
 - In all programs, we've got to correct misinformation and be diligent in addressing false claims.
 - The large margins that retailers are maintaining currently are an issue and should be monitored.
 - ASMI needs to start considering how to separate Alaska seafood sustainability or responsible management from the rest of the brands making sustainability claims.
 - ASMI must continue making sure we have diversified reprocessing centers. Trade and inbound missions have been effective and growth has occurred. Continuing to ensure the

Alaska seafood industry is present in those areas and diversifying reprocessing options is vital.

- The industry needs help to market the Alaska seafood sector as an attractive place to work.

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?

- **Whitefish**

- Double down on country of origin and call out wild caught Alaska, USA.
- For pollock and other whitefish, communicate the value of the product to consumers through social media and other promotions.

- **Salmon**

- The committee embraced the idea of a canned salmon seminar at SEG and discussed a chefs table/tinned salmon educational workshop which can start with the OMRs.
- The committee agreed that we should continue promotions of tinned fish in the UK and were pleased by recent efforts. They also want to continue to push the canned fish trend beyond the UK. The quality of canned salmon needs to be highlighted and promoted.
- The committee requested feedback from OMRs about the trends in canned fish around the world

- **Halibut/Sablefish**

- The promotion of small sable fish with chefs has already started and the international program should keep it up.
- In order to promote sable fish to smokers in Europe, we'd like information from the technical program about best practices for smoking sable fish.

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 committee was pleased to have the meeting back in Anchorage, although the technical issues at this venue were extreme and more support is needed in the future. The format of All Hands could be tweaked to better use the CAP. The Circana data was very useful and a deep dive at another topic next year would be great.
- The committee requests that ASMI use its services to provide additional data such as the export and harvest numbers of global competitor fisheries.
- In the future, it would be good to give the industry a refresher on RFM, how it's evolved and where it's going. This is a suggestion for All Hands next year.