



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

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. Trade promotions in Europe, specifically the UK, for tinned fish
 2. Tinned salmon educational workshop prior to SEG
 3. Pink roe and fillet portions (Europe, LATAM)
- b. Rank the top 3 opportunities you see for your species in the US domestic market.
 1. Promoting keta fillets in foodservice and retail sectors
 2. Promotion of pink salmon (fillet, canned talls) at larger retailers
 3. Emphasis on origin and telling the harvester story of wild Alaska salmon in the continued push of sockeye salmon fillets.
 - a. Marketing assets featuring Alaska salmon harvesters (reestablish ground game with harvesters at retail for promotions)
 - b. Harvest ambassadors at retail locations

*Based on Circana presentation, start developing more targeted promotions tailored to education of the top 10% of salmon consumers.

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)

- a. Seafood counter display best practice education for retailers – display techniques, handling techniques for counter staff. Develop a

product display card included in fillet boxes for retail and start a feasibility/proof of concept.

- b. Inform consumers about the quality of frozen product forms.
- c. Create QR code to highlight wild salmon's nutritional value at the grocery store.

3. For your species, what issues, or topics (if any) can ASMI help with messaging and/or outreach?

- a. Continue to educate about and promote RFM in all facets possible.
- b. Continued focus on 'Buy It Frozen' and 'Cook It Frozen' promotions.
- c. Sushi influencer to work with salmon.
- d. Establish pilot program for culinary programs in schools like the Growing Chef program with insight from ASMI Salmon Committee member Carleigh Hugh.

4. Rank the top 3 challenges/threats you foresee for your species in the next year or near future.

- 1. Unsustainable prices
- 2. Liquidity needs based on the absence of ability to sell to China.
- 3. Competing on both a domestic and global scale with Russia

*Ongoing challenge for a continual loss of market share with growing consumption of salmon. Data shows wild salmon, Alaska origin, and harvester stories are preferable and has a definitive ROI, but education programs seem to be falling behind the growth of consumption for salmon.

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

- a. Education for harvesters concerning supply chain and real-time market conditions.
Investigate partnership opportunities, for example with UFA, to facilitate webinars.
- b. Growing education through the importance of RFM (increases awareness, origin, value, and protection for erroneous media messaging).