



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

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) More directed funding for building demand at retail and foodservice to educate consumers about Alaska whitefish species globally – highlighting the affordability and accessibility of Alaska frozen species.
- 2) Emphasize the Alaska, USA origin of whitefish products, for example: “Product of Alaska, U.S.A,” “Wild caught in Alaska, U.S.A” and incorporate the sustainability story.
- 3) Employ a targeted strategy to identify and develop new customers in favorable markets and leverage industry studies, for example, WASA and GAPP’s 2040 “Favorable” and “Very -Favorable” market study.

b. Rank the top 3 opportunities you see for your species in the US domestic market.

- 1) More directed funding for building demand at retail and foodservice to educate consumers about Alaska whitefish species domestically – including sharing home preparation and convenience recipes.
- 2) Highlight the affordability, accessibility, and quality of frozen Alaska whitefish species.

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- 3) Surimi – Leverage the significant increase in the U.S. retail sushi market and educate consumers about the health benefits of Alaska pollock surimi. Highlight the full utilization story of Alaska pollock.

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)

- 1) Increase research into and education on the nutritional value of whitefish.
- 2) Compile research on the lower carbon footprint of Alaska whitefish compared to other proteins and effectively message to consumers.
- 3) Consider a feasibility study on increasing domestic value-added processing capability in Alaska. Bringing more processing back to the U.S. must happen and will likely require diverse efforts across multiple fronts. A feasibility study would be one step along that road.

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

- 1) Improve communication strategy, including managing response to negative press, emphasizing the highly sustainable management of Alaska's fisheries, and noting our management remains strong even with climate change impacts on stocks.
- 2) Promoting social responsibility, including labor standards and job safety, that Alaska businesses practices and regulations.
- 3) Encourage and facilitate more collaboration between industry groups promoting and marketing Alaska seafood. For example, if one group produces images or video, encourage the sharing and promotion across multiple social media platforms to leverage the reach of all groups combined.

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

- 1) Most whitefish is caught by trawl gear, and U.S. trawl is constantly under attack in the media. The negative messaging around trawling fails to recognize or acknowledge that Alaska trawl fisheries are sustainability managed and have a low carbon footprint, particularly compared to trawl fisheries outside the U.S. jurisdiction. Fisheries management is complicated, and consumers often don't know enough to parse out what's accurate, so this negative coverage negatively impacts all whitefish and all fisheries in Alaska as consumers are being told these fisheries are unsustainable. Confused consumers often pass up a product altogether if they hear negative things, whether true or not.
- 2) Challenges finding qualified crew and processing workers.
- 3) Lack of skilled reprocessing facilities outside of China and the industry's continued dependence on China.
- 4) High levels of low-priced Russian seafood have had a negative impact.
- 5) Increased operating costs through raising interest rates and higher fuel prices.

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

- 1) Research and identify market conditions and trends for Alaska seafood finished product markets and share with industry. I.e., Circana report.
- 2) Expand the McKinley harvest updates reports to include Global competitors and better communicate the information to harvesters.