



*Wild. Natural & Sustainable®*

# Brazil



The collage consists of twelve images arranged in a grid. The top row features: 1) A logo for 'Alakoa Seafood Brasil' with a stylized fish and the text 'Sustentabilidade & Inovação'. 2) A circular badge with the text 'Alakoa Seafood' and 'BACALHAU'. 3) A small figurine of a bear wearing a Santa hat, standing next to a sign that says 'Alakoa Seafood'. The middle row features: 4) Three plates of prepared seafood dishes. 5) A white rabbit figurine with the text 'Est. meus queridos' above it. 6) A tray of small, round seafood appetizers. The bottom row features: 7) A dish of nachos topped with seafood. 8) A large glass bowl filled with a colorful salad. 9) A person in an orange protective suit working in a processing facility. 10) A close-up of a tray filled with fish fillets. 11) A landscape view of a forested mountain range. 12) A dramatic, cloudy sky over water.

## Cod:

- 2,243 tons of finished product end up in the Brazilian market = 12% of total Bacalhau imports into Brazil are of Alaska cod
- Corresponding to about 2,915 tons of HG cod (raw material) exported from Alaska to third countries to be processed and exported to Brazil
- Considering HG Cod average price \$3.55/kg in 2017 = about \$10.3 million of AK cod exports are going to Brazil through third-party countries

	2010	2017	Change
--	------	------	--------

## Salmon:

In 2017, Brazil imported 3,150 tons of salmon from China (fillets)

Considering 50% of this product is made from wild Alaska salmon, we have 1,575 tons

Considering +30% lost in the processing, then we have **2,047 tons** of raw material exported to China to serve the Brazilian market

**2,047 tons @ \$3.90/kg = about \$ 8 million of AK salmon exports to Brazil through China**

## Pollock:

In 2017, Brazil imported 10,000 tons of pollock fillets from China

Considering 50% of the product is made from Alaska raw material, then we have 5,000 tons

**5,000 tons @ 1.50/kg = about \$ 8.4 million of AK pollock exports to Brazil through China**

Total	2,041	\$ 6,489	1,559	\$ 5,128	-24%	-21%
-------	-------	----------	-------	----------	------	------

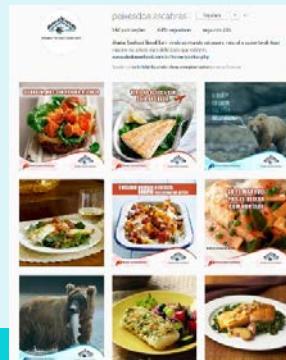
Source: NMFS export data

**\$ 26.7 million exports to Brazil through other countries in 2017 (about 12,000 tons).**

# Demographics



- At the consumer level, the middle/upper classes are familiar with wild Alaska seafood and ask for it in restaurants, as reported by importers and distributors.
- There is an existing demand for wild Alaska seafood in the major cities.
- Other income classes, especially in the Northeast region, have been introduced to pink and keta salmon.
- Brazilians spend on average FOUR hours a day on Instagram!



# Trade Trends



- **Pollock roe:** A new product in this market. Despite interest, the trade put it on hold, due to the economic downturn. Currently a middle and long-term project. There is no product in the market from any origin.
- **Salmon roe:** Alaska ikura is available through a California company that sources the raw material in AK. Direct product registration is facing issues related to the “standard of identity” and ASMI is working with USDA/FAS to address this issue.
- **APO blocks:** There is increased interest from processors to develop products from blocks. ASMI is working with leads who are willing to invest in APO processing machinery. Currently we have only two companies able to process APO blocks with Alaska specs.
- **Refresh/Modified atmosphere packaging:** Retail is interested in adding AK species. It's a new trend in the market (working with Pão de Açucar and Oba supermarkets)



# Strategy

- Go back to the basics: boost new plant/product registrations and Alaska attendance at events in the market
- Keep prospecting new leads for the creation of new wild Alaska seafood lines: the target is to have at least two new lines in FY19
- Grow volumes and include new species in the portfolio of current importers
- Seminars on species, harvest seasons, formats and processing and international seafood products trends
- Explore more nutrition and sustainability opportunities with retail, foodservice, and universities
- Keep using social media as educational and retail merchandising tool
- Continue working with USDA/FAS on regulatory issues, i.e. parasite inspections, product registration barriers
- Trade Shows, seminars and trainings
- Expand number of in-store promotion partners



# Strategy after the budget cut



- **Activities we are no longer conducting:**

- Missions
- Foodservice promotions
- Japan Food Show
- Ads (foodservice/consumer)
- Sihra Foodservice Show
- Marketing material (recipe books)

- **Reduced Activities/Opportunities:**

- Trade ads with *Seafood Brasil Magazine*
- Smaller booth at APAS, no networking reception
- Social Media ads
- PR (foodservice usually boosts PR efforts, without budget, it will be limited)
- Smaller Trade Gathering (dinner only)
- Recipe development, photos, videos
- Joint promotions with Federal Gov (FAS, State Dept, etc)



# Training Example



# Product Launch/promotion



Alaska keta salmon  
private label  
Available at retail  
in Pão de Açúcar,  
Carrefour,  
and Wal Mart

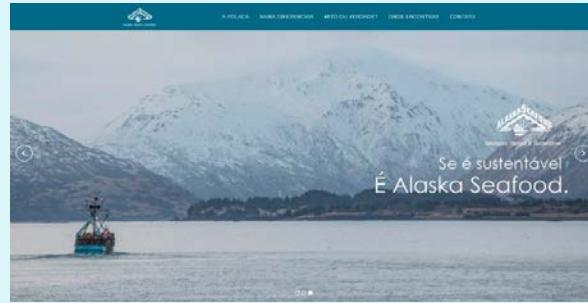
In-store promo of AK cod loins  
at 140 outlets during Easter



# Polaca do Alasca website build

The screenshot shows the homepage of the Polaca do Alasca website. At the top, there's a navigation bar with links to 'A POLACA', 'SAIBA DIFERENCIAR', 'MITO OU VERDADE?', 'ONDE ENCONTRAR', and 'CONTATO'. Below the navigation is a large, stylized title 'Polaca do Alasca' with the scientific name 'Theregra chalcogramma' underneath. To the left of the title is a small logo for 'ALASKA SEAFOOD' with the tagline 'Sabor. Natureza. Sustentabilidade.' Below the title, there's a paragraph about the fish being the most abundant in the Bering Sea (Alaska, Pacific North) and its excellent cost-benefit ratio. A social media sidebar on the left includes icons for Facebook, Twitter, WhatsApp, and Telegram. To the right of the title, there's a section titled 'Genuína Polaca do Alasca Importada diretamente do Alasca, EUA' featuring an image of a fish fillet and a green thumbs-up icon. A list of product features follows.

- ✓ Produto Premium;
- ✓ Congelada uma única vez, na origem da pesca e do processamento / filetamento;
- ✓ Corte em formato J;
- ✓ Sem aditivos e tratamentos químicos;
- ✓ Produto natural;
- ✓ Perda de peso dentro dos padrões no descongelamento;
- ✓ Textura firme e uniforme;
- ✓ Cor branca perolada;
- ✓ País de origem: Estados Unidos.



[www.polacadoalasca.com.br](http://www.polacadoalasca.com.br)

[www.genuinapolacadoalasca.com.br](http://www.genuinapolacadoalasca.com.br)



# Foothold in S. America Strategy



- Uruguay and Argentina have become seafood reprocessing centers (needs more investigation) and some foreign products enter Brazil through these countries.
- Chile, Colombia and Peru have an FTA with the US. They have good seafood processing capacity and are open to new species.
- International shows ASMI OMRs attend in the region:
  - ❖ APAS- Sao Paulo Brazil, May 6-9, 2019
  - ❖ Alimentec- Bogota, Colombia June 2020
  - ❖ Espacio Food & Service- Santiago, Chile Sept. 25-27, 2018
  - ❖ Alimentaria- Lima, Peru Sept. 26-28, 2018
- ASMI OMRs have an office in Colombia and travel in the region for other cooperators.
- Propose a report: “Opportunities in South America” to present at the IMC.



alimentec  
corferias  
Feria Internacional de la  
Alimentación



# Discussion/Questions

