

# Canned Salmon in the NEU: Proposed Additional Activities

Prepared by Jon Harman

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# Spot analysis

- Canned salmon continues to decline in NEU
- Since 2006
  - Ambient canned category declined by 34% by volume
  - Salmon has declined in same period by 57% in volume
  - Salmon is becoming a minor product in ambient category
  - Market share (UK) fallen from 13.1% to 8.4%
- In last six years canned salmon volume has halved

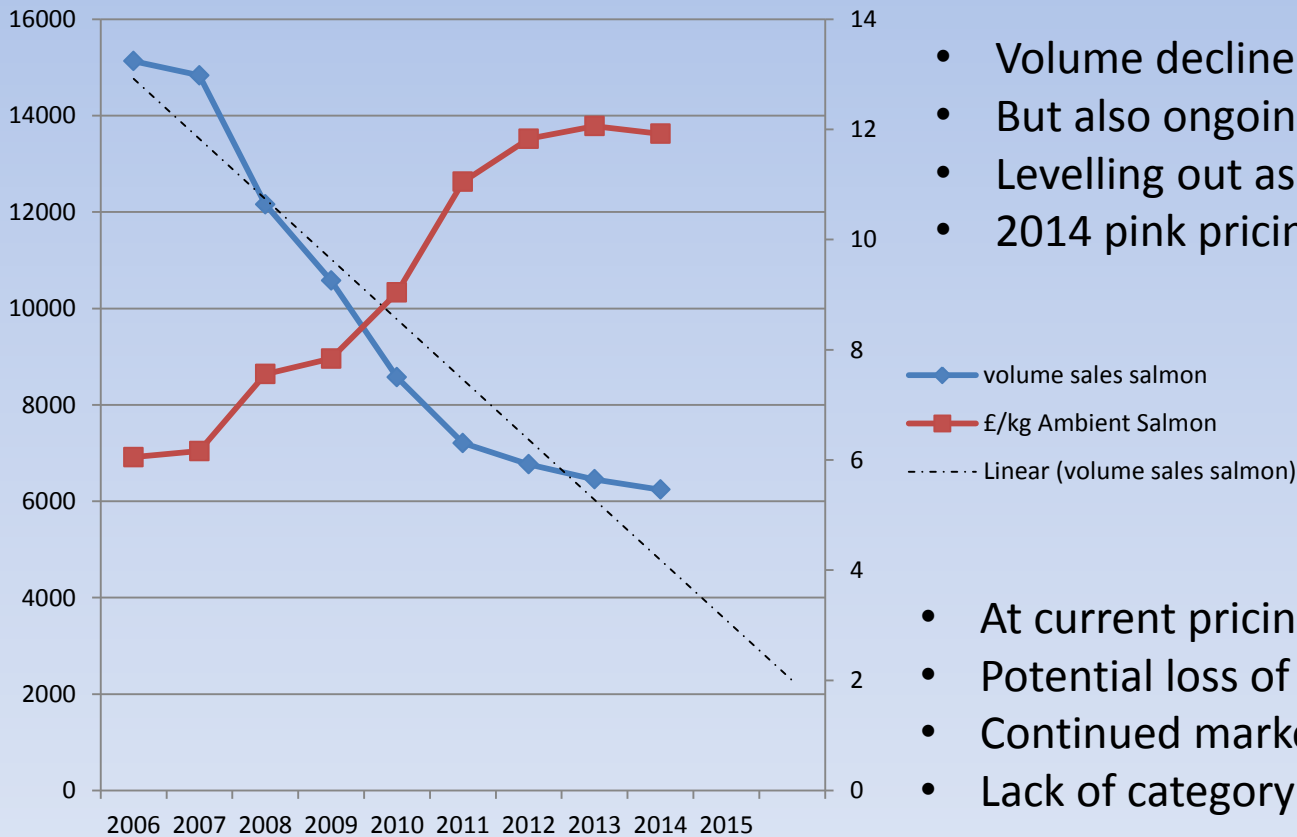
## Current and forward look:

- UK inventory still high (volume and price)
- Stock from 2014 still to be purchased
- Anticipated good season in 2015 expected to add to problem
- An example of Market Failure?

An economic term that encompasses a situation where, in any given market, the quantity of a product demanded by consumers does not equate to the quantity supplied by suppliers.

# Trends Volume and Value

## Canned Salmon Sales '000 Kgs



- Volume decline mainly price driven
- But also ongoing decline in category
- Levelling out as price stabilises
- 2014 pink pricing/activity helped

- At current pricing: levels slow decline
- Potential loss of shelf facing/brands
- Continued market share erosion
- Lack of category investment

# Addressing Market Failure longer term

- Recognise the importance of canned in that
  - Helps buffer intra and inter seasonal volumes
  - Helps buffer intra and inter seasonal size changes
  - Absorbs “outgrades and slightly damaged” fish
  - Provides a production capacity mix
  - Has a robust stock and low energy stock life
- Is a classic “mature market product”: neglected in terms of marketing, innovation and production investment
- Consider developing a long term market and innovation programme aimed at
  - Reducing unit price (not just can size!)
  - Modernising product – e.g. ring pull
  - Widening product range and introducing “price fighters” eg: pink flake
  - Extend skinless boneless
  - Invest in long term strategic market support programme
  - Open other new markets – food aid
- This will not be resolved in one season

# Dealing with stock issue and new season

- Will have to be led by a “price regime shift”
- **ASMI - Cannot directly support price promotions/reductions but could:**
  - **Place: editorial and linked advertorial (6-12wks lead time)**
  - **Sponsor: banner advertorial on ecommerce sites (6-10 wks lead)**
  - **Try n buy: product tastings (8+ week lead)**
  - **Radio : Pre –Easter local radio campaign (6-8 weeks lead)**
  - **Engage: Feed your fitness – endurance event samples and info (event led)****Cost, Scope, Impact, timing on each above covered in next 5 slides**
- Producers have to liaise with NEU importers/retailers on price changes
- Producers should consider targeting discounters through importers or directly
- Messages: “value, well managed fishery, healthy superfood, its all salmon in the tin, versatile”
- Challenges: coordinating ASMI activity with importers and retailers, lead times. Will require good communications.
- Timing: Pre Easter/Early March

	Activity	Scope & Reach	Target Channel	Cost	Impact
Place: Advertorial 6-12 weeks lead	Advertorial & possibly linked editorial	Female Shopper. Circulation 5,000,000	Magazines 4 retail 2 food glossy 2 Women's	\$160,000	+200-300% volume if linked with price promotion, this adds 40-50% . Alone 20-40%
Sponsor: online 6-10 weeks lead	Online banners, web links	Retailers, specialist online grocers 2,000,000	Sainsbury, Tesco, ASDA, Ocado	\$80,000	5% groceries bought online. 1000% increase combined with price. 20-40% standalone
Try N buy: Shopping centres 8+ weeks lead	Tasting and sampling	General public C. 30,000 ppl	10 Shopping Centres over 3 days	\$60,000	Increases awareness long-term: +5% overall?
Radio: local radio	Local radio program/slot	Use journalist who has Alaska knowledge 1,000,000+	Radio: local, shopping, internet	\$25,000	Awareness increase. Guestimate 5-10% overall
Engage: Endurance event	Tasting and sampling endurance event	Event dependent direct-20,000 PR linked- 200,000	Triathlon or marathon + PR generation	\$15,000	Awareness increase. Guestimate 5-10% overall

# Place: editorial and linked advertorial

AD PROMOTION



## FINE FOOD, FAST

*Make canned Alaska salmon one of your storecupboard staples – it will help you create nutrition-packed meals in minutes*

**H**igh in flavour, with a distinctive colour and texture, Alaska salmon is as nutritious as it is delicious, offering a variety of health benefits. It's an excellent source of high-quality protein – containing all the essential amino acids – while also being low in saturated fat. What's more, it is rich in many vital vitamins and minerals, including zinc, iron and vitamins A, C, D and E, while the omega-3 fatty acids it supplies help to support heart and brain function. And because it's available in convenient cans, it couldn't be easier to enjoy the benefits.

After being caught wild from the icy waters of the North Pacific, canned salmon is packed swiftly, according to strict criteria, from arrival at the dock through to being graded, sorted, cleaned and canned, to ensure the highest quality product. What's more, because Alaska's constitution states that all fish must be maintained sustainably, you can tick in, knowing that you've made an ethical choice. Under harvesting guidelines – which are monitored and certified by independent bodies – once each Alaska Seafood fishery reaches its annual quota, it closes, preserving future fish generations to keep the industry flourishing.

The perfect storecupboard ingredient, canned Alaska salmon is supremely versatile: it's a great sandwich filler, good in soups and salads, as a jacket potato filling for a quick lunch, or as the main event in a tasty dinner. Try this delicious, Asian-style salad – ideal for a fresh summer supper or a lunchbox treat.



### QUICK ASIAN-STYLE WILD ALASKA SALMON SALAD

Ready in 15 minutes. Serves 4

- 1 Drain 2 x 215g cans wild Alaska salmon, reserving 2 tbsp of the liquid. Remove any skin and bones. If needed, and break the salmon into large chunks.
- 2 In a large salad bowl, make a dressing by whisking together finely grated rind and juice of 1 lime, 2 tbsp soy sauce, 1 tbsp toasted sesame oil, 1 tbsp sweet chilli sauce and the reserved salmon liquid.
- 3 Rinse 300g bean sprout stir-fry vegetables under running water, drain well and tip into the bowl with 2 heads shredded pak choy (or 1 head shredded Chinese leaves) and 3 tbsp roughly chopped fresh coriander. Toss to coat everything in the dressing, then share among four plates or bowls.
- 4 Add the salmon chunks to the salad and serve, sprinkled with 1 tsp sesame seeds.

**FREE BOOK OFFER**

To help you discover more ways to enjoy canned Alaska salmon, Alaska Seafood is offering 200 readers a free glossy recipe book. To receive your copy, send your name and address (UK only) to [info@alaskaseafood.org](mailto:info@alaskaseafood.org), quoting 'M&S Magazine'.



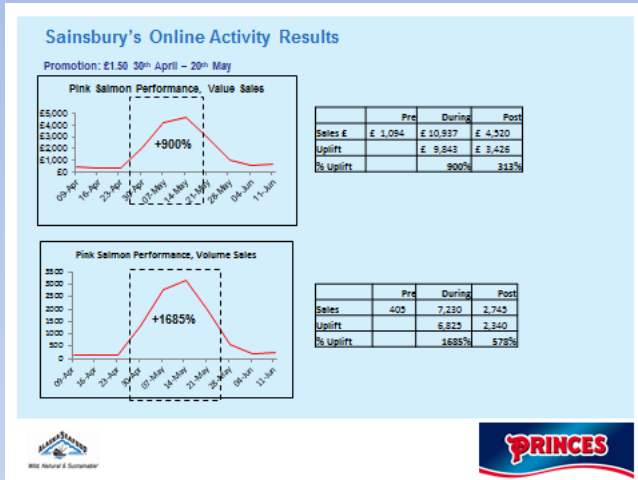
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**CANNED ALASKA SALMON IS AVAILABLE IN M&S STORES. FOR MORE INFORMATION ABOUT ALASKA SEAFOOD, GO TO [ALASKASEAFOOD.ORG.UK](http://ALASKASEAFOOD.ORG.UK). FOLLOW TWITTER @ALASKASEAFOODUK AND FACEBOOK.COM/ALASKASEAFOODUK**

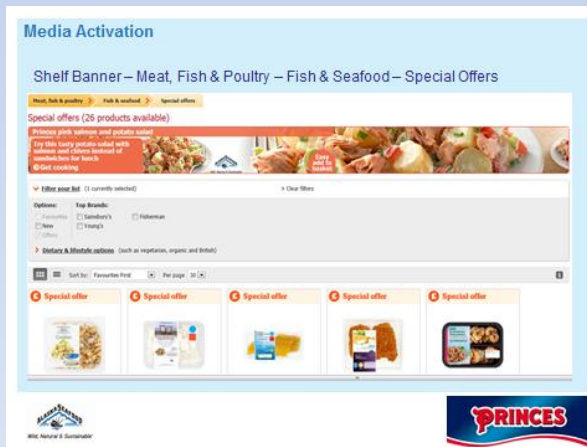
ALASKA SEAFOOD

- **Activity:** Display, advertorial and possibly linked editorial consumer magazines
- **Scope and Reach:** One or two placements insufficient. Seeking wide reach to mainly female shopper and fitness aficionado. Reach: 5+ Million
- **Target:** 4 retailer magazines (Tesco, Sainsbury, ASDA, Waitrose) 2 food glossy (Observer, Good Food) 2 Women's or Fitness magazines (e.g. Women's Health, Men's Health, Health and Fitness)
- **Cost:** Range from \$10,000-\$30,000. Average \$20,000 Total: \$160,000
- **Impact:** If linked with strong price promotion 2-300% in linked stores, adds 40-50% to promotion, stand alone 20-40%
- **Timing:** 6-12wks lead time, greater linkage longer leads. Quicker turnaround with display than advertorial. To coincide with Lent, we would probably be looking at display, with advertorials for Easter

# Sponsor: banner advertorial on ecommerce shopping sites



- **Activity:** banners, recipe links, product links, shopping basket links & repeats
- **Scope and Reach:** Retailers and specialist grocery sites. 5% of grocery sales online. Total Reach: 2,000,000+
- **Target:** Sainsbury, Tesco, ASDA, Ocado
- **Cost:** Range from \$10,000-\$30,000. Average \$20,000 Total: \$80,000
- **Impact:** If linked with strong price promotion 1000% (on 5% of sales) in that channel, stand alone 20-40%,
- **Timing:** 4 weeks – this activity could be implemented in time for Lent as stand alone.





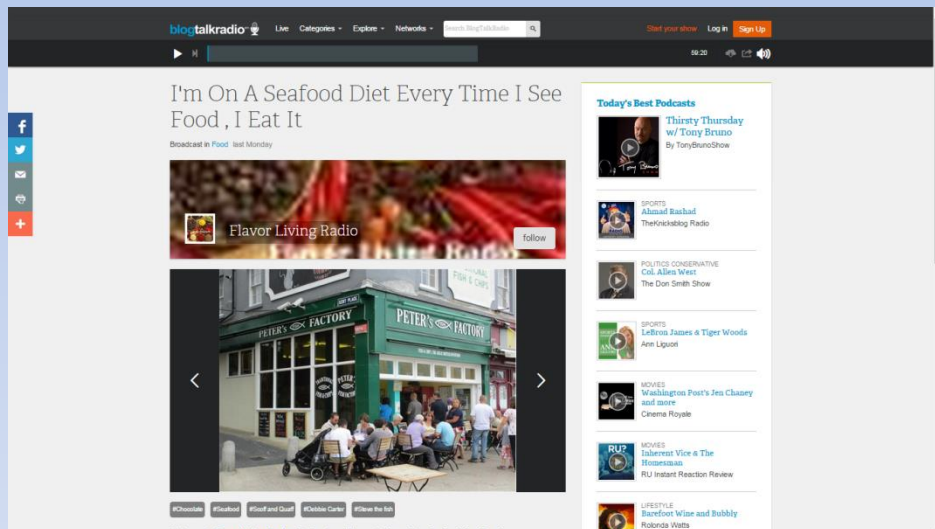
# Try n buy: product tastings



- **Activity:** tasting and sampling direct to public
- **Scope and Reach:** Limited reach dependent on location and demonstrator
- **Target:** Major shopping centres with grocery presence. Target 10 centres over 3 days
- **Cost:** Still being evaluated: estimate \$60,000? TBA.
- **Impact:** long-term awareness. Limited reach reduces impact to less than 5% overall volume increase
- **Timing:** 8 weeks + lead time, greater linkage longer leads

# Radio : Pre –Easter local radio campaign

- **Activity:** radio programme or slot featuring local radio and podcasts. Healthy & versatile eating
- **Scope and Reach:** In evaluation. Use Chef/cook/writer CJ Jackson who visited Alaska 2013 to create an engaging story for radio broadcast. Reach: 1,000,000+ - dependent on interest of story and assets available to us (e.g. celebrity cooperation etc.)
- **Target:** Local radio, shopping radio, internet radio
- **Cost:** Still being evaluated: estimate \$25,000 TBA.
- **Impact:** long-term awareness. Impact guestimate 5-10% overall volume increase
- **Timing:** 6 weeks + lead time



# Engage: Feed your fitness

Sampling and information leaflets at endurance event



- **Activity:** tasting and sampling direct to event competitors
- **Scope and Reach:** Limited reach dependent on event and location. Theme Feed your fitness, natural etc. (use US ASMI Retail materials) Reach 20,000? Direct + 200,000 indirect
- **Target:** Major events e.g. triathlons or marathon
- **Cost:** Still being evaluated: estimate \$15,000? TBA.
- **Impact:** from event likely to be low/not measurable. But create linked media interest across number of channels. Product image building
- **Timing:** Event dependent