

2025 ASMI All Hands on Deck

Answer to ASMI Operational Committee Questions

COMMUNICATIONS

If relevant to your committee: How are changes in foreign trade policies impacting the market? Are you experiencing or do you foresee shifts in exports, markets, regions. If so, where and how? How could ASMI help?

- Provide information to government officials, fleet, industry and processors (especially smaller processors) on trade policies, such as export requirements.
- Continue to monitor the ban on Russian seafood imports, share the benefits of the ban and encourage its continuance.
- Advocate where appropriate for S-K grant continuation.

How can ASMI make an immediate difference in the marketplace?

- Increase or continue production of materials (such as recipes, and handling and processing guides) for species needing support such as sablefish, Dungeness crab, pink and keta salmon, flounder/sole, and pollock (surimi).
- Increase in-state efforts to improve the perception of the Alaska seafood industry including utilizing visitor industry, retail and foodservice synergies, and engagement with government officials and decision makers.
- Continue Alaska storytelling efforts, including highlighting the personal story of harvesters and the industry, and “American-caught” attribute.
- Continue efforts on health and nutrition messaging, with emphasis towards current consumer and policy trends, such as contaminants, protein-to-calorie value, inflammation, insulin and diabetes, perimenopause and anti-cancer properties.
- Increase awareness of assets, materials and messaging for industry use with retail and foodservice partners.
- Increase distribution and development of materials regarding quality to fleet and industry.
- Increase synergy and collaboration between consumer/digital marketing efforts and retail and foodservice promotions.
- Explore market development of herring as an underutilized species, especially internationally, including inclusion in the international samples bank, and asset, materials and messaging development.

After reviewing the summaries from the ASMI Species Committees, do you have any recommendations for which your operational program should take action?

RE: The Salmon Committee:

- Continued awareness of pink and keta species as priorities

- Expanding opportunities for fishermen to engage directly with consumers focusing on priority species, through in-store appearances and storytelling campaigns to help create personal, emotional connections to Alaska seafood.
- ASMI should continue to communicate the tangible value it provides to the fleet and industry, referencing ROI analyses and performance metrics that demonstrate the organization's impact and accountability.
- Continue bringing chefs and influencers to Alaska to build authentic advocacy and firsthand connections to the fishery.
- Explore partnerships with athletes to align Alaska seafood with performance, wellness, and active lifestyle narratives.

RE: The Whitefish Committee:

- Growing demand for sushi and poke type applications were discussed in the Circana presentation, so continue to capitalize on that. Younger consumers eat more sushi than previous generations so there is room to benefit from this generational preference.
- A request for more videos of flounder and sole that are market worthy and consumer facing. For example, we would like more assets of people working in the fishery, harvesting, and imagery that tells the story of these fisheries.

RE: The Halibut/Sablefish Committee:

- Industry continues to emphasize Alaska's broad seafood portfolio by highlighting alternative Alaska species when halibut availability is limited.
- Adapt technical resources (e.g., frozen seafood study) into consumer- and chef-facing materials.
- Consumer Education: Continue clarifying the difference between cod and black cod and reinforce that "black cod" and "sablefish" are synonymous.

RE: The Shellfish Committee:

- Additional marketing resources could help strengthen domestic demand—especially for Dungeness, which continues to have strong potential in the U.S. market.
- For direct marketers, resources like infographics on cooking, cleaning, and caring for live crab would support dockside sales and consumer confidence. Additionally, reframing product availability to highlight seasonal harvests as consistent, sustainable, and high-quality—rather than unpredictable—would strengthen market understanding and trust.

The word sustainability has become ubiquitous in the marketplace.

How should Alaska differentiate itself?

- Continue telling (both in written as well as visual formats) the Alaska and Alaska seafood story, with a focus on people, families and communities.
- Highlight the devotion and passion of people involved in industry, including fisheries managers.

What does Alaska do that no one else does?

- Long history of robust fisheries management.

Are there non-sustainability stories that could be highlighted to better tell the Alaska story?

- Highlight resources (financial as well as human capital) devoted to Alaska's robust fisheries management system.
- Could ASMI market brand more broadly, possibly including lifestyle.

Is there any action that this committee recommends the ASMI Board consider at All Hands, or in the near future?

The Communications Committee recommends:

- With a realization of ASMI budget constraints, the Communications Committee strongly supports additional financial resources for in-state marketing and public relations efforts, including the Seafood Sustains Alaska campaign.
- Continued support and promotion of Certified Seafood International (CSI) as a strong alternative wherever possible.
- Revisiting the decision to house herring under the Whitefish Committee and instead consider whether herring should be placed under the Salmon or Shellfish Committees.
- Continued coordination and alignment of ASMI messaging with industry and fisheries managers, including the Alaska Department of Fish and Game, regarding the upcoming Gulf of Alaska Chinook salmon Endangered Species Act (ESA) finding due to possible significant brand impacts.

The Alaska seafood industry plays an important role supporting ASMI and promoting the Alaska Seafood brand. Please share some examples for how your harvest group, business, affiliate organization or company support ASMI or effectively promote the Alaska Seafood brand?

- Use of ASMI messaging, assets, and materials, especially consumer research, to support and align company efforts.
- Alignment with ASMI in regional marketing efforts.
- Our organization partners with ASMI to develop, print and distribute one-pagers with the data or substance provided by ASMI (ex: economic importance of seafood to AK; locations of fishing communities, etc.). We provide ASMI swag at various events and talks about what they do (ex: AK State Fair; plant tours). We advocate for ASMI's work and funding directly at the AK legislature and with the administration. Members use the ASMI logo in multiple ways on multiple products.
- My family-owned commercial fishing business did direct crab sales at the dock the past two summers. This year, I asked ASMI for swag and recipe cards to hand out to people waiting in line. People were adorably excited about the free ASMI stuff and the stickers were a huge hit! Long story short, the more people know that they can secure marketing resources from ASMI, the better we are as an industry. Keep pushing that info to direct marketers and others!
- We leverage the broader AK seafood story and all the work that ASMI does. We look to ASMI for market cues and marketing trends.
- ASMI logo on retail packaging, ASMI swag at in person events, plant tours for Government officials and FAM trip, location for photo shoots, because the ASMI info is so reliable and consumable we are

constantly directing customers to the ASMI website for anything from national information to recipes to sustainability info.

- We continue to promote ASMI campaigns on our social media channels and member updates. We invite ASMI to our membership meetings every year to be able to speak to the board and to members attending in person/online to highlight campaigns and strategies. We co-hosted a webinar with ASMI to bring a presentation to the harvesting audience.
- As a small business, I use ASMI on so many levels. The recipes, banners, table runners, stickers on packaging, logo recognition, Rico fish stickers - all uplift the presentation on a daily basis. I also refer folks to the website all the time. It gives validity and consumer confidence to have a reputable hub for everything from recipes to nutrition to science. This needs to become the norm. Harvesters and direct marketers are not utilizing a fraction of what they could. We desperately need to bump up and streamline how this occurs. The seafood species shirt and hat get noticed. Would love to see the swag line beefed up, including an online store for purchase.
- We introduce ASMI promotional support to new customers, connect ASMI to customers during ad planning, collab with ASMI on In State events, utilize technical materials in facilities, arm sales team with talking points and data to discuss changes to species abundance, etc. (chalky halibut, king salmon management, etc.), utilize ASMI stock imagery in new packaging. 99% of the time we are utilizing ASMI messaging and storytelling to educate customers and consumers, we reinforce ASMI-positive messaging in our outreach.