



Alaska Seafood Marketing Institute

DATE: November 1, 2025
TO: ASMI Board of Directors and Committee Members
FROM: Greg Smith, ASMI Communications Director
RE: FY2025 Communications Program Activity Highlights;
November 2024 - October 2025

The communications program supports ASMI's organizational objectives, derived from ASMI's mission statement, through the following key initiatives as detailed in the following report.

- I. ASMI Objective: Increasing positive awareness of the Alaska Seafood brand among consumers.
 1. Leading consumer public relations program
 2. ASMI spokesperson & media relations lead
 - II. ASMI Objective: Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry though:
 3. Centralized marketing services for ASMI
 4. Stakeholders communications
 - III. ASMI Objective: Quality assurance, technical industry analysis, education, advocacy and research;
 5. Industry economic value research and other seafood market research as needed
 6. Promote benefits of ASMI and the seafood industry within Alaska
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1. Leading Consumer Public Relations Program

Consumer Public Relations Management

The communications director manages the domestic public relations program coordinated by ASMI's PR agency, Edelman.

See Appendix A: Edelman PR Update for All Hands On Deck 2025 Board Report (P. 10)

Always In Season Recipe Collection

The communications program produced the Always in Season collection of videos and recipes to support the Consumer PR campaign, highlighting Alaska seafood as a year round go-to staple that fits into any season.

- [Alaska Pink Salmon Smashburger](#)
- [Alaska Crispy Pollock Bowl With Winter Slaw](#)
- [Alaska Surimi And Summer Vegetable Pappardelle](#)

- [One-Pan Chili Crisp Sablefish](#)
- Alaska Halibut Green Goddess Salad
- Smoked Alaska Salmon Deckhand Pie
- Alaska Pink Salmon Rice Bowls
- [Cranberry-Glazed Alaska Sablefish](#)

[Alaska Pink Salmon Recipe Collection](#)

A dozen new recipes were created as part of a larger content package showcasing Alaska pink salmon’s versatility and convenience for today’s health conscious, on trend and busy home cooks.

- Alaska Pink Salmon Summer Rolls
- Alaska Pink Salmon Yakisoba
- Alaska Pink Salmon Gimhap
- Alaska Pink Salmon Onigiri
- Double Crunch Alaska Pink Salmon Salad Sandwich
- Air-fried Yogurt Alaska Pink Salmon Bites
- Honey Crunch Alaska Pink Salmon Salad
- Open-faced Salmon Alaska Salad Sammies
- Mini Alaska Pink Salmon Cake Stacks with Basil Creme Fraiche
- Alaska Pink Salmon Dip Pinwheels
- Mediterranean Alaska Pink Salmon Grain Bowl with Roasted Vegetables
- [Sea-Cute-Rie Board With Tinned Alaska Salmon](#)



[Spotlight: Alaska Fishermen Sustainability Videos](#)

The communications team produced a variety of high-quality videos that help tell the Alaska story by celebrating the people, places, and pride that help establish strong emotional ties to Alaska. These videos have been featured online and on our social media channels, offering a powerful look at how the adaptability of Alaska’s fisheries managers ensure the sustainability of Alaska seafood—told through the lens of Alaska’s fishing families.

- Fishermen Featured on Social Media 2025
 - [“Why We Fish: Alaskan Harvesters Share Their Love for the Sea”](#)
 - [“Alaskan Fishermen Reveal Their Favorite Ways to Cook Alaska Seafood”](#)
 - [“We’re the eyes, ears and voices of the ocean”](#)
- Sablefish Adaptability (July 2025):
 - [“Adapting for the Future: Alaska's Wild Sablefish Fleet Innovates”](#)
 - [“Whales were eating the catch. So Alaska’s fishermen changed the gear.”](#)
- Generations of Fishing Families (October 2025):
 - [“The Nelson Family Story: Generations of Fishing Alaska”](#)
 - [“The Nelson Family Story: Generations of Fishing Alaska”](#) (short)
 - [“Fishing with Purpose: Fisherman Tom Meiners on Alaska’s Pink Salmon Legacy”](#)
 - [“Fishing with Purpose: Fisherman Tom Meiners on Alaska’s Pink Salmon Legacy”](#) (short)

Social Media Influencer Trip – Seward, Alaska (June 2025)

To expand Alaska Seafood’s reach with younger, digitally-native audiences, [ASMI brought six leading chefs, writers, and influencers to Seward](#) for an immersive experience showcasing Alaska’s commitment to sustainability, quality, and responsible fisheries management. Their posts reached nearly 3 million consumers, generating strong engagement and storylines that continue to develop. By working with trusted creators, ASMI ensures Alaska seafood remains relevant, aspirational, and in demand, strengthening future markets for Alaska’s fishing families and coastal communities. These trips are often the start of a relationship between attendees and ASMI.

2. ASMI Spokesperson and Media Relations Lead

Media Interviews / Spokesperson Opportunities

The communications director and staff serve as the primary point of contact for consumer, in-state and industry trade media. This often involves data collection, identifying the best spokesperson (if not the communications director), giving interviews, follow-up calls, and media monitoring of time-sensitive issues. The Communications team responded to nearly 100 media requests since November 2024.

Spotlight: In State Media Opportunities

The ASMI team supports outside public relations requests for information on where to visit while in Alaska as well as connecting teams with Alaskan fishermen. Two notable in-state public relations connections in 2025 were assisting [Carrs/Safeway with chef Joel Gamoran](#) and two Outdoor network film crews shooting in Sitka.

Press Releases/News Posts

The communications team posted 28 news posts about a variety of relevant topics to [alaskaseafood.org](#) since the last All Hands on Deck.

Crisis Monitoring & Messaging

The communications team supports the Alaska seafood industry by drafting and circulating consistent talking points in response to emerging industry and consumer issues. In the past year these topics have included:

- Chinook Salmon Endangered Species Act; Situation analysis, scenario plan and messaging
- Oceans by David Attenborough; Situation risk analysis, scenario plan and media monitoring
- Nematode in Seafood; Talking points distribution and media monitoring
- Halibut Sustainability; Talking points in development
- Outlaw Oceans; Media monitoring
- Shark Meat in Surimi; Media and issue monitoring, holding statement development, outreach to research team

3. Centralized Marketing Services for ASMI

[Alaskaseafood.org](https://alaskaseafood.org)

ASMI's centralized communications platform is managed by the communications team. Keeping the website refreshed and relevant helps maintain our high SEO ranking and remains a priority. New recipes, events, news posts, reports, and publications are continually added.

Spotlight: Website highlights

- We continue to see strong performance overall on the Wild Alaska Pink Salmon page, available via QR code on Global Food Aid pink salmon cans, with 5,300 sessions in the last 6 months and an incredible 60% engagement rate.
- Top content from this period includes Cook It Frozen, Alaska Pollock Nuggets recipe, Nutrition Information and Pink Salmon Spread recipe. Top species include sockeye, halibut, Alaska pollock and cod.

Digital Media Library (NetX)

The communications team maintains the vast database of ASMI's digital assets year-round.

- 1,483 users (~190 new users in the past fiscal year)
- Over 18,000 assets including photos, illustrations, documents, and video
- Over 2,000 assets added over the last year

Spotlight: Industry Website Redesign & Fleet Species Hubs Launch

In response to direct input from industry and fleet partners, ASMI redesigned and relaunched the [Industry and Fleet](#) section of alaskaseafood.org. The updated site features streamlined navigation, concise pages, and new [species-specific hubs](#). These improvements allow for more efficient communication among stakeholders while clearly showing how ASMI supports their success.

- The redesigned Industry and Fleet hub has seen increased engagement since launch in spring of 2025, with an average engagement rate of 89%. The economic harvest data page ranks among the top ten pages for the site overall.

Photo & Video Asset Development, Management

The communications program creates content and assets that are responsive to the needs of ASMI and industry. Since the last All Hands on Deck, the communications program led the following content and asset development projects:

- "Always in Season" Campaign: Recipes, photography and video content created to support the public relations campaign, including Reels utilizing target species and seasonal food ingredients.
- Alaska Pink Salmon Media Package: Led the development of a cohesive pink salmon media package, including over 12 new recipes, food and lifestyle photos, Reels, sustainability storytelling videos, custom logos and other content positioning pink salmon as affordable, accessible and convenient to appeal to today's seafood consumer.
- Species Photo Shoots: Conducted on-location photo shoot capturing photos of people holding whole fish, nearly completing our species collection. Species captured included: pink, sockeye,

and keta salmon, bairdi crab, rock sole, Alaska plaice, yellowfin sole, flathead sole, surimi and herring.

- Katmai Bears photo and video shoot
- Holiday Photos: Produced holiday-themed photos to promote Alaska seafood as celebratory foods.
- Harvesting Video and Photography: Produced video content featuring
 - sablefish processing video content
 - sablefish harvesting (longline and slinky pot)
 - pink salmon harvesting and processing (as part of Pink Salmon Media Package)
 - king salmon harvesting
 - halibut longlining and processing
 - coho trolling
- Icon Collection: Added custom iconography featuring health and nutrition, sustainability, species and harvesting methods.

Newsletter Management

The communications program provides oversight and digital support for the various newsletters that ASMI sends out including:

- Monthly marketing update: 3,486 contacts, 20% open rate, performing nearly 10% better than comparable peers
- Weekly update: 333 contacts, 50% open rate, performing nearly 15% better than comparable peers
- International trade leads: 455 contacts, 40% open rate, performing nearly 15% better than comparable peers
- Direct marketer toolkit: 412 contacts , 34% open rate, performing nearly 20% better than comparable peers

4. Stakeholders Communications | Fleet, Industry, Government Leadership

Fleet & Industry

Resources and Publications

ASMI communications distributes information via a variety of assets and distribution channels to stakeholder groups throughout the year. This year's focus includes:

- Processor pre-season send outs
- Resource one-sheets for harvesters, processors, direct marketers in development
- Website audit and re-design of industry section: new species hubs, improved navigation, minified imagery all designed to feature and support data first
- Conveyed importance of ASMI to relevant trade media including secured coverage in *National Provisioner*, *Progressive Grocer* and *Shelby Report*
- Wheel Watch Volume 10 (June 2025) annual newsletter mailed to 15,500 Alaska commercial harvesters and crew. This year's edition was updated in response to industry requests to focus on communicating ASMI resources to fishermen.

Direct Marketer Resources

- Continue partnership with Alaska Sea Grant for their direct marketer class.
- ASMI Technical was involved in creating SeaGrant's 6th Edition Direct Marketing Manual. ASMI hosts a [link to download on ASMI website](#), and also developed a simplified 1-pager.
- Adding a link to ASMI's direct marketer resources on [ADFG's Direct Marketer webpage](#)

Seafood Information Services

A variety of [market and harvest updates](#) are produced and distributed for ASMI by McKinley Research Group, including

- Weekly Alaska salmon harvest updates (378 email recipients)
- Monthly groundfish harvest reports (118 email recipients)
- Species-specific market outlook and summary reports
- Comparative Tariff Analysis February, June 2025

Advertising

- Trade advertising campaign tie in to Seafood Sustains Alaska campaign messaging.
- Print and digital ads rotate through various trade publications, including *National Fisherman*.

Events

ASMI staff, board and committee members often attended ASMI's booth at key events to talk with fishermen and industry members, listen and provide feedback, and distribute ASMI resources. McKinley Research Group often also presents a current Alaska seafood market update.

- Alaskan Leader Crew Swag (August 2025)
- Anchorage School District Seafood Launch (April 2025)
- ASMI Customer Advisory Panel Fishermen Meeting, Homer (August 2025)
- ASMI FAM Trip, Seward (June 2025)
- ComFish Alaska and Fisherman's Town Hall, Kodiak (April 2025)
- Genuine Alaska Pollock Producers Annual Meeting (September 2025)
- Juneau Maritime Festival (May 2025)
- NOAA & NMFS Staff Presentation, Juneau (August 2025)
- Pacific Marine Expo, Seattle (November 2024)
- Seafood Expo North America, Boston (March 2025)
- SeaGrant Power to the Pinks (September 2025)
- Silver Bay Seafoods Fishermen Meeting (October 2025)
- Southeast Conference and Fisherman's Town Hall, Sitka (September 2025)
- Southwest Alaska Municipal Conference Economic Summit, Anchorage (March 2025)
- Symphony of Seafoods Juneau (February 2025)
- United Fishermen of Alaska Fall Board Meeting, Kodiak (October 2025)
- Wild Seafood Connection, Bellingham, WA (February 2025)
- Young Fishermen's Summit, Juneau (January 2026)

[Spotlight: NFI Future Leaders Program Visits Alaska](#)

The National Fisheries Institute Future Leaders program visited Juneau in June of 2025. The 40 attendees, from companies across the United States, observed salmon fishing, toured a fish processing plant and salmon hatchery, visited the NOAA Alaska Fisheries Science Center, learned about ASMI, SeaShare, CDQs and the NPFMC, as well as ate Alaska salmon, surimi, halibut and prawns.

[ASMI News & Updates Facebook Page](#)

ASMI continues to see strong growth and community participation on the industry-facing Facebook page with over 1,700 followers. Weekly posts maintain relevance to allow for agile information sharing. Reach improved by 48% organically - likely through followers sharing posts to their feeds. @ASMINewsAndUpdates provides industry with relevant news, videos, resources, and communication of ASMI's work and the value it brings to the Alaska seafood industry.

[Government Leadership](#)

[Resources and Publications](#)

- Legislative Welcome Letter (January 2025)
- [Seafood Industry Legislative Handout with PSPA, UFA](#) (January 2025)
- [FY2024 ASMI Annual Report](#) (April 2025)
- Value of ASMI Website and Handout

[Events](#)

- Symphony of Seafood Juneau Reception (February 2025)
- Great American Seafood Cook-Off (August 2025)

[Presentations to Alaska Legislature](#)

ASMI Executive Director Jeremy Woodrow and Communications Director Greg Smith testified multiple times to the Alaska State Legislature on active legislation, as well as presented agency operations and budget information to legislative committees. The main pieces of legislation (which could be considered by the legislature during the 2026 session) where ASMI staff testified were:

- House Bill 135/Senate Bill 131 - Duties of ASMI Board (bill related to marketing of mariculture products)
- House Bill 111/Senate Bill 108 - Finfish Farms and Products

[Seafood Industry Task Force](#)

ASMI staff continued to provide information and feedback to the Seafood Industry Task Force as the Task Force developed [their final report](#) (released January 28, 2025).

5. Industry Economic Value Research

[Economic Value of Alaska’s Seafood Industry Report \(2026\)](#)

ASMI’s biennial report—published every two years—serves as a critical tool for understanding the Alaska seafood industry’s economic contributions. The report provides a comprehensive look at ex-vessel and first-wholesale values by key species, along with direct and secondary labor and income impacts at regional, state, and national levels. It also distinguishes between resident and nonresident participation within the harvesting and processing sectors and includes regional breakouts highlighting employment, labor income, tax revenue generation, and other key indicators. Beyond the data, the report is relied upon by industry representatives, legislators, media, and policymakers as a trusted, objective, and fact-based source that highlights both the benefits and challenges facing the industry. The next report is scheduled for release in early 2026.

[Economic Value of Alaska’s Seafood Industry One-Sheet with PSPA, UFA, ASMI \(2025\)](#)

Produced annually in partnership with the United Fishermen of Alaska and the Pacific Seafood Processors Association, the one-sheet highlights key updated metrics from ASMI’s biennial economic value report. This collaborative snapshot presents a united industry voice before state leaders and policymakers to showcase the continued strength and value of Alaska’s seafood industry.

6. Promote Benefits of ASMI and the Seafood Industry Within Alaska

[Awareness About ASMI](#)

ASMI staff engage in multiple events throughout the year to help share the value of Alaska’s seafood industry and ASMI’s work throughout the state. This includes sending out ASMI swag, resources and gear to serve as industry event door prizes, silent auction bundles, annual meeting prizes, fleet ambassador specialty swag, trade shows tabling materials and more.

[Spotlight: The Value of ASMI](#)

In response to requests from state and industry leaders, ASMI created *The Value of the Alaska Seafood Marketing Institute*—a clear, results-driven overview of how Alaska’s investment delivers measurable returns. This effort highlights sales generated through international trade shows, measurable retail and foodservice promotions, and the overall market strength of the Alaska Seafood brand. A concise one-sheet handout highlights ASMI’s crucial role in supporting Alaska fishermen, generating economic value throughout the state, and preserving the long-term health of one of Alaska’s most vital industries.

- The [Value of ASMI webpage](#), handout and social posts
- News posts about ASMI activities and value added
- Upcoming social media ad campaign targeting Alaskans



Spotlight: Return on Investment Analysis (May 2025)

ASMI engaged fisheries economist Andy Wink to independently assess the measurable economic impact generated by ASMI programs. The analysis quantifies key outcomes including market premiums for major species, retail and foodservice advertising leverage, USDA seafood purchases, advertising and social media reach, statewide economic benefits, and the leveraging of industry funds through competitive federal grants. Together, these findings demonstrate ASMI’s strong, quantifiable return on investment and its ongoing role in sustaining and growing the value of Alaska’s seafood economy.

- The report was condensed into a one-sheet highlighting topline results and key metrics.

Seafood Sustains Alaska Restaurants Clings

In an effort to continue the campaign messaging to both Alaska and visitors, tools were made to engage Alaska restaurants. A window cling stating “Proudly Serving Alaska Seafood” and informational one-sheet about resources for restaurants was distributed to over 200 restaurants and chefs statewide.



Airport Advertising

Alaska Seafood’s digital video ads continued to run in Anchorage and Juneau, utilizing Seafood Sustains Alaska messaging and imagery. New videos will be developed in the coming year.

Visitor Industry Collaboration

Due to added capacity, the domestic program assumed primary responsibility for visitor industry efforts. The communications program continues to support the domestic program and engage with the visitor industry on certain key efforts (amplifying public relations efforts, for example).

Juneau Airport Cling + Alaska Air Cargo

ASMI partnered with Alaska Airlines to produce a floor cling touting the region’s seafood industry awareness, and featuring an image of seining near Juneau.



Appendix A: Edelman PR Update for All Hands On Deck 2024 Board Report

Executive Summary

FY25 marked a pivotal year for ASMI Communications, launching the Always in Season omnichannel platform — a unifying call to action reminding consumers there is always a reason, and a season, to choose wild Alaska seafood. The campaign successfully connected sustainability and origin storytelling with contemporary food culture, reinforcing ASMI's leadership in wild, sustainable seafood and strengthening trust with both consumers and trade audiences.

Across paid, earned, influencer, and owned channels, ASMI delivered **7.16B+ total impressions, 483 combined placements and posts, and 104K+ engagements throughout FY25**. The program established Alaska seafood as a premium, approachable, and purpose-driven choice for consumers seeking quality, health, and sustainability.

FY25 set the foundation for FY26's earned engine, influencer partnerships, refined social strategy, and measurement framework for continued integration with ASMI's domestic marketing and trade workstreams.

Communications Overview

The FY25 Communications program, managed in partnership with Edelman, aimed to grow awareness, consideration, and affinity for Alaska seafood through authentic storytelling, creator partnerships, and integrated digital content.

Key objectives included:

- **Reinforcing ASMI's core pillars** of sustainability, origin, quality, and health through everyday meal storytelling.
- **Expanding visibility** among consumer and trade audiences through credible, trend-driven earned coverage.
- **Driving engagement and trust** via mid-tier influencers and authentic social voices.
- **Leveraging digital performance data** to continuously refine creative and content across paid, owned, and earned channels.

"Always in Season" guided all communications, positioning Alaska seafood as accessible year-round, aligning with consumer habits around seasonal eating and wellness, and integrating moments from National Seafood Month to Earth Month to Lent.

Domestic PR Program Management

In FY25, Edelman and ASMI continued to evolve the integrated domestic communications program to strengthen awareness, consideration, and affinity for wild Alaska seafood among U.S. consumers and trade audiences.

Day-to-day operations are jointly managed by ASMI's Communications Director and Edelman's PR team to ensure message alignment and integration with Domestic Marketing's food service and retail initiatives. The program remains grounded in ASMI's mission to drive preference for Alaska seafood by highlighting its wild, sustainable origin and the people and communities behind it.

FY25 Campaign Overview — #AskForAlaska / Always in Season

In FY25, ASMI and Edelman introduced the Always in Season omnichannel campaign — a comprehensive earned, digital, and influencer initiative that built on the long-running #AskForAlaska call to action. Channels tapped into the growing cultural moment around seasonal shopping and cooking to showcase that there is always an Alaska seafood species available for any occasion and any budget.

Running July 2024 through June 2025, the campaign was executed in three phases — Fall, Winter, and Spring/Summer — each tying Alaska seafood to timely culinary moments such as National Seafood Month, Lent, and Earth Month. The integrated approach combined earned media, influencer content, paid amplification, and ASMI's owned social channels to deliver consistent, seasonally relevant storytelling.

Total FY25 Results

- **7.16B+ impressions** across earned, influencer, and owned channels
- **483 total placements and posts** (249 earned stories between consumer (237) and domestic (12), 38 influencer posts, 196 social pieces)
- **104K engagements** across influencer and social content
- **Average influencer engagement rate:** 3%, exceeding industry benchmarks

The FY25 program reaffirmed ASMI's position as the leading voice for wild, sustainable seafood and expanded its connection with consumers through authentic, people-led content.

FY25 Campaign Highlights and Results

Phase 1 (Fall 2024 – National Seafood Month):

Introduced the Always in Season platform with a focus on cozy, weekday meals featuring Alaska cod, sockeye, and sablefish. Earned, social and influencer content generated **842 million impressions**,

anchored by coverage in [seasonal recipe roundups](#) and [RD interviews](#) highlighting frozen seafood's convenience and nutrition.

Phase 2 (Winter 2025 – Alaska Seafood Month / Lent):

Shifted to health and wellness messaging, showcasing species such as [black cod](#) and surimi seafood as nutrient-dense, accessible options during the New Year and [Lent](#). The phase delivered **5.3 billion impressions** (across earned, social and influencer), a six-fold increase from Phase 1, and introduced fresh assets including [seasonal guides](#) and [interactive reels](#).

Phase 3 (Spring 2025 – Earth Month / FAM Trip):

Phase 3 saw a total of **1.3 billion impressions** and **90 placements/posts** across earned, influencer and social culminating from a major earned push around Alaska's sustainability leadership and culinary storytelling. The program also hosted a five-day media and [influencer](#) FAM trip in Seward, Alaska, connecting participants with fishermen and chefs and generating **2.9 million social impressions** and **78 total social posts placements**.

FY25 Earned Media Highlights

Media relations continued to anchor the program, positioning Alaska seafood as a trusted source on sustainability, nutrition, and culinary innovation.

Key FY25 Earned Outcomes:

- **7.14B+ impressions across 249 placements** between domestic and consumer.
- Balanced coverage across national consumer, trade, and lifestyle media.
- Deep integration with cultural moments (Southern Smoke, Lent, National Seafood Month).
 - **FY25 Lent coverage generated 22 placements, compared to FY24 with 7 placements, a 103.4% increase.**

Highlights included:

- [Food & Wine](#) feature "Out of the Wild," showcasing Alaska's fishing culture, sustainability, and culinary excellence (Print reach: 7M).
- [Saveur](#) double feature spotlighting premium Alaska seafood, with ASMI providing the seafood and being featured in the photoshoot and recipes
- [Eater Houston](#) and [KHOU-TV](#) coverage tied to Alaska's participation in the Southern Smoke Festival, reinforcing culinary partnerships.
- Retail and foodservice trade coverage in [The Shelby Report](#), [Perishable News](#), and [Supermarket Perimeter](#) positioning ASMI as an expert resource for operators navigating menu trends and sustainability requirements.

Earned coverage reinforced core brand pillars of wild origin, responsible harvest, and culinary quality while maintaining steady visibility during a highly competitive media landscape.

FY25 Social Media Performance

The owned social channels served as a continuous touchpoint for education and engagement, translating earned and influencer stories into daily conversation with consumers.

Results Overview:

- Owned social generated **12.2M+ impressions**, an average **7% engagement rate**, and **26K total engagements**—reflecting strong reach and audience interaction across platforms.
- Paid and organic reach were optimized by A/B testing and seasonal alignment, **driving 31% increase in reach** when compared to FY24.
- Top-performing owned posts featured fishermen, user-generated content (UGC), and creator-led videos, validating the shift toward people-first storytelling.
- Expanded “Always On” calendar with a 70/20/10 mix of evergreen, planned and agile content.

Key Themes:

- **Community & Authenticity:** UGC posts consistently outperformed static imagery, with audiences responding to content featuring real fishermen, creators, and Alaskans.
- **Seasonal Storytelling:** Seasonal storytelling resonated with audiences, sparking high engagement as users planned grocery lists and explored new, approachable recipes.
- **Platform Optimization:** Video-first content on Instagram and Facebook delivered the highest engagement compared to static content.

Social efforts also emphasized educational storytelling, illustrating ASMI’s messaging pillars — wild, sustainable, healthy, and delicious — through practical meal inspiration and easy-prep recipes.

Influencer Program Results

Influencers remained a core pillar of the integrated strategy, bringing authentic recipe and lifestyle storytelling to life across Instagram and TikTok.

FY25 Influencer Impact:

- **3 Influencer partnerships, 30 influencer placements** across three phases
- The influencer program generated more than **5.5 million impressions and 78K engagements**, achieving an average engagement rate of 3%, which exceeded industry benchmarks and reflected strong audience resonance across platforms
- Content published across Instagram Reels, TikTok, and Instagram Stories

Top-performing creators included **Justine Doiron** ([@JustineSnacks](#)), **Christy Wang** ([@GirlFromCalifornia](#)), and **Lilie Pascale Randazzo** ([@LifeWithLilie](#)) — each bringing unique culinary styles and audiences.

Performance Drivers:

- **“Convenience and quality” content** consistently outperformed across all platforms.
- **Recipe videos** showcasing comfort foods (e.g., [Miso Black Cod](#), [Rice Cooker Alaska Cod](#), [Sablefish Soup](#)) drove the highest saves and shares.
- **Relatable, wellness-focused storytelling** (e.g., Justine’s soup series, Christy’s family-centered recipes) amplified purchase intent.
- **Paid amplification** of influencer content extended reach and efficiency, with average paid engagement rates between 0.28–0.73%, exceeding industry benchmarks.