



2022 ASMI All Hands on Deck
ASMI Operational Committee Questions – **COMMUNICATIONS COMMITTEE**

1. What are the biggest opportunities for your program in the coming year or near future?

Research, refine and align consumer targeting and communication methods with the growing paradigm shift to values-based decision making among millennial and Gen Z audiences.

Repurpose ASMI's previous Swap Meat approach to encourage protein exchange to seafood to meet younger audience's desire to reduce their climate impact.

Continue to build partnership and messaging opportunities with Alaska cruise and travel industry to highlight seafood as the best souvenir, and encourage at home purchase to revisit Alaska.

Expand health messaging to highlight value of integrating Alaska seafood into plant forward diets for women experiencing symptoms of perimenopause and menopause.

Gather and share existing efforts by industry members and communities to reduce carbon emissions and water usage in the harvest and production of Alaska seafood

2. What long-term challenges must your program continue to monitor and/or address?

We are seeing more significant fluctuations in Alaska's seafood supply than ever before. These fluctuations have the potential to impact trade and consumer perceptions that Alaska seafood is sustainable. To effectively communicate our sustainability story, we see a need for more-simplified, more engaging tools to explain the process of how Alaska's fisheries are managed for both trade and consumers.

Global inflation, rising food costs, a strong dollar, and challenging economic trends suggest that the Alaska seafood industry will be facing some difficulty in 2023 and beyond in terms of markets. ASMI will need to balance marketing Alaska Seafood as accessible during this time of uncertainty while maintaining that it is a premium product.

With a smaller budget on the horizon due to reduced seafood volumes, ASMI will need to learn to be more efficient with marketing dollars in future fiscal years.

ASMI doesn't currently have the evidence effectively support the claim that Alaska seafood is climate-friendly. There are two major issues here. First, unsupported statements made by ASMI about climate

impact without scientific evidence could damage the credibility of the brand. Second, based on some European trends, climate rankings could become a factor in market access in the future.

The ongoing erosion of ASMI brand messaging by seafood ranking organizations continues. With today's younger consumer eating for the oceans and the climate, ranking organizations will continue to gain the power to degrade the Alaska brand.

3. Please address the comments from the species committees that were directed toward your program. In response, do you have any recommendations for which your operational program should take action?

In addition to the species committee feedback addressed in the joint committee meeting in other questions in this document, the committee received the following requests. All are being addressed in ASMI programs with the additional input provided on each by the committee.

Shellfish: Update existing messaging and reactive talking points on the sustainable management of Alaska crab fishery closures and monitor industry and media response to this news. Messaging updates will rely on content from the agencies effecting the closures to provide details on the science involved, causes for stock declines, and expert interviews.

Halibut/Sablefish: Continue to work with non-chef influencers to promote sablefish and halibut to make the species approachable for home cooks.

Salmon: Increase the number of harvester ambassadors and increase the participation of harvesters at All Hands.

Whitefish: Create messaging about the impacts of climate change on groundfish stocks. This is part of the current communications program.

Whitefish: Continue to expand efforts around lesser known whitefish species with consumers, including Alaska pollock, surimi, sole, and rockfish, including Pacific Ocean Perch.

All Committees: Message the low carbon impact of Alaska seafood. Use available data regarding the carbon footprint of seafood in general and Alaska pollock to expand outreach on topic.

4. Are there any specific questions or items of interest pertaining to your program that you would like the ASMI Board to consider? If not, write N/A.

The committee feels the CAP discussion is one of the most important aspects of All Hands and should be continued.

Create an orientation program for new ASMI committee members at All Hands to explain ASMI's role, committees and how they work, and to introduce them to the program. Consider creating a mentor program to pair new committee members with current committee members for their first All Hands.

5. Is there an action that this committee recommends the ASMI Board consider at All Hands or in the near future?

Committee commends the board on its wise decision to initiate an in-state communications program this year. Although we expect the program will have an impact in the first year it will take a longer term investment to produce measureable results. The committee requests \$300k annually for the next two years to continue this effort.

The committee would like to request board input and action on the request from all species committees to message the low climate impacts of Alaska seafood.

- ASMI currently doesn't have the data necessary to deliver specific messages on Alaska seafood's carbon footprint. It can currently provide information about seafood in general.
- The committee noted that there could be market requirements specific climate impact data about Alaska seafood in the near future.
- The committee asks board to provide direction on the following question:
 - Is it ASMI's role to conduct a climate impact study of Alaska seafood species to provide the data needed for climate impact messaging and to answer market requests for this information?
 - How urgently should this be addressed?
- If the Board would like ASMI to move forward, we recommend the first step be a feasibility study to outline the parameters of the research, approach, and costs.