

DATE: April 21, 2015
TO: ASMI Board of Directors and Committee Members
FROM: Tyson Fick, Communications Program Director
RE: Communications Program Activity Highlights, November 2014 – April 2014

Social Media

In coordination with domestic advertising and PR efforts, ASMI has amplified social media efforts by expanding our presence and activity on numerous social media platforms including Facebook, Twitter, Instagram, Pinterest and YouTube. Through consistent communication, there has been a significant increase in fan engagement and followers on all platforms. ASMI engages with fans by regularly posting content such as Alaska seafood recipes, harvesting information, and Alaska facts, as well as answering consumer and industry questions. During the third Fishing Families Photo Contest ASMI conducted a successful Facebook Fan Favorite promotion which resulted in a surge of traffic leading to new fans.



Wheel Watch: Newsletter to the Fleet

In a continuous effort to communicate with the owners of the Alaska Seafood brand - the hardworking fishermen - the Communications Program produced a fleet newsletter summarizing the marketing activities over the course of the past year. Wheel Watch - ASMI's Report to the Fleet - was distributed to the Alaska Commercial Fisheries Entry Commission permit holder database along with the Alaska crewman database – over 36,000 people.

Fishermen Database: Alaska Seafood Ambassador

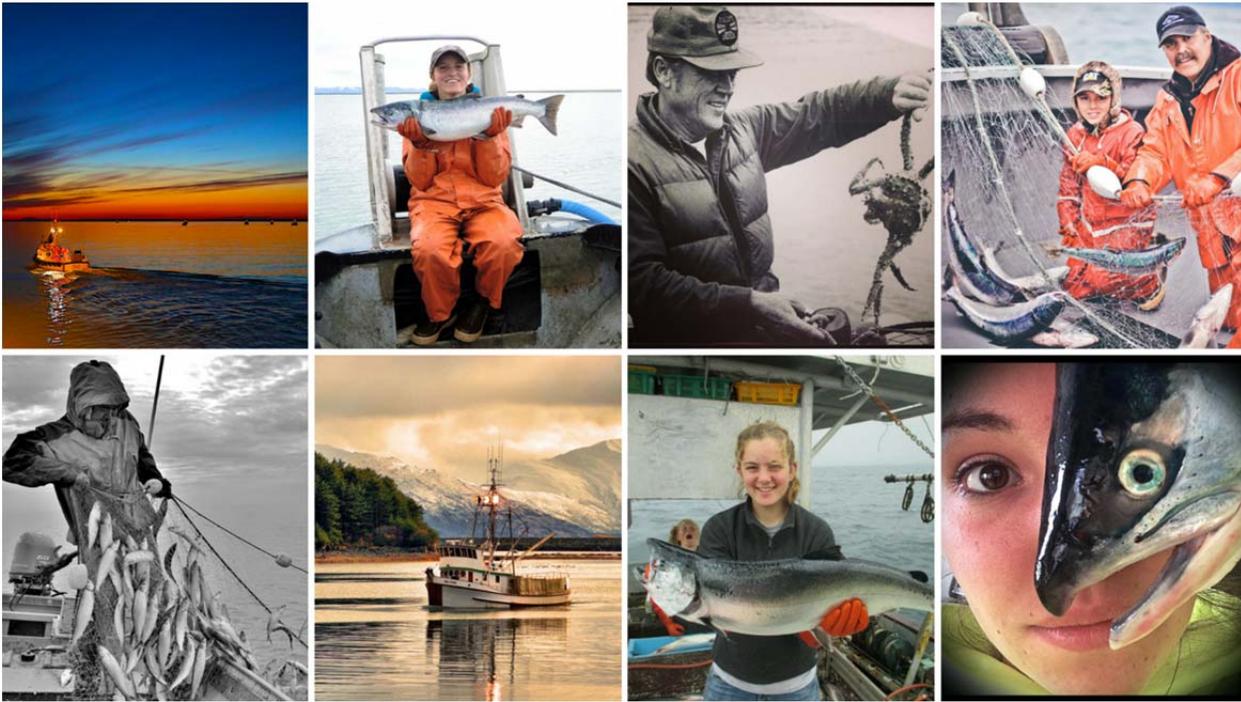
In November 2014, ASMI launched a new opt-in Alaska Seafood Ambassador program. The online database allows Alaska fishermen to sign up and provide information about themselves and the fisheries they are involved in. The ongoing program will allow ASMI to use the database information to identify those Alaska fishermen who are willing to help bring Alaska Seafood's story to life, be it through interviews, personal profiles, photo shoots, speaking to guests during media tours or attending events in their hometown.



ALASKA SEAFOOD FISHERMAN AMBASSADORS

Alaska Fishing Families Photo Contest

In November, ASMI held the third Alaska Fishing Families Photo Contest. Through the effort, ASMI received over 900 entries - over 200 more than the last time. The contest was an overall success having received many high-quality photos which all have unlimited usage rights as spelled out in the photo contest rules.



Website Redesign

ASMI's corporate website, www.alaskaseafood.org, is being redesigned under the management of the Communications Program. A request for proposal was issued and proposals were accepted through April 3, 2015. The purpose of the redesign is to create a new and improved business-to-business website with enhanced navigation and an updated design. The goal is to keep the website relevant and performing for the Alaska Seafood industry, State of Alaska, and Alaska Seafood customers. ASMI will be issuing the contract on May 1, 2015.

Eat Alaska Project: An Alaska Grown and ASMI Partnership

The Eat Alaska project is underway. A partnership between ASMI and Alaska Grown, this promotion meets Alaskans at all the places they buy food - the grocery store, restaurants, and farmer's markets - and motivates them to select Alaska seafood and Alaska grown products. The promotion includes tote bags, banners, and recipe cards with recipes submitted by 20 chefs from all around Alaska. This promotion will commence in early June around the state and positions Alaska seafood as an essential flavor and economic component of Alaska's food universe that supports families and communities around the state.



Milan Expo

The Communication and Technical Program are teaming up to manage an ASMI sponsored component at the USA Pavilion at the Milan Expo, May 1 through October 30. The USA Pavilion theme is American Food 2.0: United to Feed the Planet, and explores American innovation and leadership in the food sector. Alaska Seafood is a natural fit to promote Alaska's sustainability leadership and will have high visibility not only among the millions of attendees of the Milan Expo but among our non-profit and corporate peers, sending a definitive message about ASMI's intention to engage in and lead the dialogue around sustainable seafood. While details are still firming up, ASMI will likely center our participation around World Oceans Day in cooperation with Monterey Bay Aquarium, with a series of events and speakers planned - including Secretary of State John Kerry. Alaska sockeye salmon will be featured at the event's food centerpiece, the Food Truck Nation. Additionally, Alaskan chefs Kirsten and Mandy Dixon will travel to Milan in October to cook at the Expo-affiliated James Beard House and will be using a variety of Alaska seafood species.

Alaska Seafood in the Media

Alaska Salmon Featured on MasterChef Junior:

Wild Alaska salmon was featured on episode 6 of MasterChef Junior. Their first challenge was to break down the salmon into as many perfect fillets as possible in 30 minutes. Following the fillet challenge, the junior chefs had to make an Alaska salmon dish using their best fillet from the previous challenge.



Alaska Canned Salmon Featured in Dr. Oz Magazine: Wild Alaska canned salmon was featured in the November issue of *Dr. Oz The Good Life* for being the best choice on the shelf. Dr. Oz recommends wild Alaska canned salmon for its brain and heart healthy omega-3's, calcium, and all around nutritional benefits, while being budget friendly.

Alaska Seafood Featured on PBS Show, Project Smoke: King salmon, sockeye salmon, scallops, black cod, bairdi crab, and spot prawns were sent to Tucson for the filming of a new PBS show called "Project Smoke", starring Chef Steven Raichlen. The show, which starred Alaska seafood, focuses on methods to smoke foods with a variety of devices.



Seafood Industry Activities and Events

Pacific Marine Expo: November 19-21, Seattle ASMI had a booth at the Expo where Alaska seafood marketing materials and educational information was distributed to attendees.

Alaska Food Festival and Conference: ASMI sponsored the Alaska Food Policy Conference inaugural event which lead discussions around numerous food security and community issues. Alaska seafood recipes, health information and various publications were distributed.

Alaska Symphony of Seafood: For the 22nd consecutive year, ASMI supported the Alaska Fisheries Development Foundation's event which encourages new product development. This year there was a new product category, Beyond the Plate, which included consumer ready products made of by-products.

UFA Board Meetings: ASMI attends and typically presents or is available for questions at UFA board meetings.

SWAMC Conference: Presented on global salmon markets and ASMI marketing efforts at the SWAMC annual conference in Anchorage in March.

Go Wild Alaska Style: This year's Alaska party at the Boston Seafood Show was once again a success and remained the most sought after ticket at the show. Following the event, ASMI reached out to over 400 of the event attendees thanking them for their support and attendance and encouraging them to sign up for the ASMI Marketing Update and RFM e-newsletters.

ComFish: ASMI exhibited at the annual ComFish event in Kodiak on April 2-4. The event is the largest and longest running commercial fishing tradeshow in Alaska.

Maritime Festival: ASMI will be exhibiting at the Juneau Maritime Festival on May 9, 2015. ASMI is a sponsor for the local event that celebrates maritime culture, community and commerce.

Advertising and Underwriting

Fish Radio Alaska (written and produced by Laine Welch, printed pieces also carried on seafoodnews.com, material also incorporated in Welch's columns in Alaska newspapers), **Alaska Fisheries Report** (carried on public stations reaching many small Alaska communities, Anchorage and Juneau), **National Fisherman**, **Pacific Fishing**, **Alaska Journal of Commerce**, Coastal Journal, **Alaska Business Monthly**.

National Fisherman, "Northern Lights" columns: ASMI and Alaska seafood industry leaders nurtured the creation of this column as a national forum for Alaska seafood industry voices and issues. ASMI communications staff coordinates the submissions.

Seafood Marketing Information Service (SMIS) McDowell Group: The Communications Program works closely with the McDowell Group to vet any economic queries from the press, industry members and customers regarding Alaska seafood.