

DATE: September 18, 2014

TO: ASMI Board of Directors & Committee Members

FROM: Tyson Fick, Communications Director

RE: Communications Program Activity Highlights, October 2013 – September 2014

New York Media Events

April 29-May 2, 2014



Representatives from Alaska Seafood's communications, domestic public relations, international and technical departments travelled to New York for a wide variety of media events.

Alaska Seafood gave a culinary presentation at the invitation of the Food Network at the network's test kitchen on April 30. Over 30 Food Network executives, program chiefs, procurement experts, chefs and recipe writers gathered to watch a cooking demo and sample Alaska spot prawns, king salmon, rockfish and bairdi crab prepared by Alaska Seafood Chef Alliance member and Seward chef/restaurateur Erik Slater. Meanwhile, ASMI Communications Director Tyson Fick gave an overview of ASMI, Alaska's seafood species and availability, sustainability and health messaging, and opportunities to work with Alaska Seafood in the future, from filming upcoming Food Network show episodes in Alaska to developing recipes around Alaska's seafood. Technical Director Randy Rice was in attendance and answered several detailed questions from the group about the sustainability of Alaska's fisheries.

That afternoon, ASMI's Tyson Fick met with New York Times columnist Mark Blittman and Senior Food Editor Sam Sifton at the New York Times office. They discussed a variety of fisheries issues, and talked about potential coverage on topics ranging from the reauthorization of the Magnuson Stevens Act and the impact the legislation has had on Alaska's sustainable fisheries to Alaska's bumper pink salmon harvest. Both writers are interested in visiting Alaska and seeing some of the more unique fisheries in rural Alaska.



On May 1, ASMI held a Sustainability Briefing at ASCA Chef Ben Pollinger's Oceana Restaurant. The luncheon was specifically aimed at news writers who are interested in a nuanced look at Alaska's sustainable fisheries, but may not be able to accept invitations to join one of ASMI's press trips to Alaska. While the focus was on Alaska seafood sustainability, the presentation also included information on health and nutrition skewed for the prevalent health interests of the attendees. Attendees included writers and editors from the Wall Street Journal, Salon, the New York Times, CBS News, Prevention, Dr. Oz-The Good Life, as well as well-known chef and media personality Sara Moulton, and representatives from Joy Bauer Media and the James Beard Foundation.



Randy Rice gave a knockout presentation, with facts and insights that surprised even the most seasoned writers who thought they were well versed in sustainable seafood. Many guests lingered to ask questions and make personal connections.

That evening, ASMI hosted a dinner for food media celebrating Alaska's most unique and unusual species at ASCA chef Anita Lo's restaurant Annisa, one of New York's most sought after dining experiences. ASMI hosted writers and editors from Bon Appetit, Food and Wine, Epicurious, Everyday With Rachael Ray, Oprah

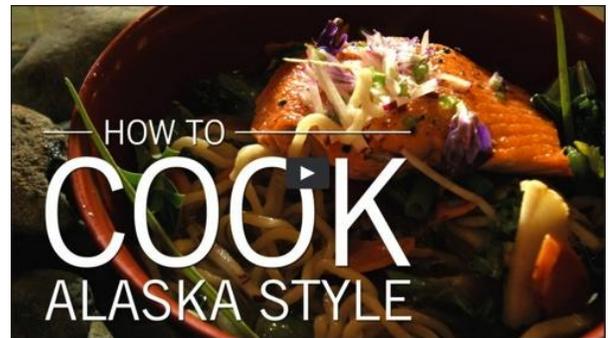
Magazine, Martha Stewart Living, the Food Network, Prevention, Serious Eats, Weight Watchers Magazine, Fine Cooking, Food52, Potluck Video and more.

The meal, promoted as an exploration of the next wave of sustainable seafood, focused on Alaska's seafood species or preparations that were less common. Diners enjoyed butter-poached spot prawns, bairdi crab sandwiches on homemade brioche, cod brandade with sockeye ikura, Weathervane scallops with foie gras, house smoked white king salmon, miso-marinated black cod with crispy tofu, and olive oil poached halibut.

Original Fare Sponsorship

June 25-July 3, 2014

ASMI sponsored several Alaska themed episodes on Original Fare, a web series for culinary tourists that brings viewers to where their food comes from. Currently, PBS Food distributes Original Fare, with a reach of 10 million viewers. ASMI provided financial sponsorship and some trip coordination. The video team visited the Kodiak Paradise Lodge in Port Lions, as well as Tutka Bay and Halibut Cove near Homer. They made videos about traditional fish preparation, a commercial set-net site, and explored all the flavors of coastal Alaska. Three episodes are available online: ["Salmon Fishing on Kodiak Island"](#), ["Kodiak Island Food Traditions"](#), and ["How To Cook Alaska Style"](#).



Sikumi Southeast Media Tour, July 3-11, 2014

This year, the Southeast Media Tour aboard the F/V Sikumi was reprised with a starring role for several culinary luminaries including chefs from each coast, food media covering all topics from pregnancy and nutrition, to high-end luxury food brands, to sustainability.

Groups toured processing plants, watched salmon spawning in streams, sampled local seafood at restaurants, took a floatplane ride over glaciers to a salmon cookout, toured a salmon hatchery and spoke with federal fisheries research directors at NMFS. The highlight of the trip was three days spent visiting various fisheries along Alaska's Inside Passage and Icy Strait, and getting the 'boots-on-the-deck' experience aboard commercial fishing vessels and tenders to experience the wild bounty of Alaska.



Attendees included:

- **Francis Lam**, a James Beard- and IACP-nominated food writer, editor at Clarkson Potter, and judge on the show "Top Chef Masters";
- **Ruth Reichl**, an iconic American food writer and editor former Editor in Chief of *Gourmet Magazine* for ten years and restaurant critic of *The New York Times* and the *Los Angeles Times*;
- **John Willoughby**, the editorial director for *America's Test Kitchens Magazines (Cook's Illustrated and Cook's Country)*, and regular contributor to the *New York Times*, *Martha Stewart Living*, *Metropolitan Home*, and *Saveur*, the *Los Angeles Times*, *The New York Times Magazine*, *GQ*, *Self*, *Elle Décor*, *Diversion*, and *Men's Health*;
- **Chef Renee Erickson**, critically acclaimed chef-owner of Seattle's Boat Street Café and Boat Street Pickles, and co-owner of The Walrus and the Carpenter, The Whale Wins, Barnacle and the Narwhal Oyster Truck, and James Beard Awards 2014 Nominee for Best Chef – Northwest;
- **Chef John Besh**, famed chef and restaurateur, who was recognized as the James Beard Who's Who of Food & Beverage in America in 2014; Alaska Seafood Chef Alliance member
- **Andrea (Andi) Bartz**, Deputy Editor of Natural Health and Fit Pregnancy

- **Rowan Jacobsen**, author of [A Geography of Oysters](#), [Fruitless Fall](#), [The Living Shore](#), and [Shadows on the Gulf](#). He has written for the *New York Times*, *Harper's*, *Outside*, *Mother Jones*, *Orion*, and others, and his work has been anthologized in *The Best American Science and Nature Writing* and *Best Food Writing* collections

- **Lindsay Abrams**, Assistant Editor, Sustainability, Salon.com

"Thank you so much for an amazing experience. I learned so much - still processing it all - and came away with a renewed respect for the last wild food we eat - and the people who catch and process it. The salmon fishery is so beautifully managed; if only all the other food we eat were treated with such care. I can't wait to tell this story." – Ruth Reichl



"You live and work in such a special place, and we all talked about how your love for your home and your people, the culture and the fishery, came through so clearly. It was inspiring to be around people who care so much about what they represent, and truly educational. There are many moments I'll keep close in my memory--listening to whales in the moonlight, the flop of salmon coming out of the net, the fairytale land of Elfin Cove and the fishermen, tenders, cranes and scales that make it possible." – Francis Lam



"Joanne Weir Gets Fresh" Video Shoot
July 25-29, 2014



ASMI has sponsored the upcoming season of the new series "Joanne Weir Gets Fresh" with master chef Joanne Weir. Part of the sponsorship included a four-day video shoot in Alaska to obtain footage for a minimum of four episodes, each featuring an in-kitchen cooking demo of a different Alaska seafood species determined by ASMI. The episodes are scheduled to air in 2015 on PBS nationwide.

Weir, plus her crew of four (producer, culinary producer, and two camera operators) travelled to Southeast Alaska for a wide variety of activities. The crew filmed at Tracy's Crab Shack, the McCaully Salmon Hatchery, the director of fisheries research at the Ted Stevens Marine Research Institute, and even in the middle of a salmon stream. Chef Weir even boarded a few actively fishing gillnetters to speak with the fishermen about quality handling and harvesting. The crew then flew to Excursion Inlet to tour a processing plant, which included a large-scale pink salmon canning operation, and highlighted an outdoor beachside cooking segment. Despite one of the rainiest Julys on record, Chef Weir and the crew were ecstatic to be in Alaska.

Topics covered during filming include: cooking frozen seafood, the role of salmon hatcheries in Alaska fisheries, processing of various Alaska species and the role science plays in effective, long-term responsible management of Alaska's fisheries. After the trip, product including salmon, halibut, and crab was shipped to Weir's in-kitchen studio for filming. The crew is currently in post-production.



Walmart Visit to Alaska

August 4-6, 2014

Several Walmart executives visited Alaska from their headquarters in Bentonville, Arkansas on a trip co-sponsored by Trident. While in Alaska they visited Akutan, Cordova and Anchorage. ASMI sponsored two receptions in Anchorage and Cordova, hosting the Walmart contingent as well as many representatives from the commercial fisheries, including harvesters, management professionals, biologist, NPMC board members, CDQs and other stakeholders. In Anchorage, a reception was at the Captain Cook Hotel, and in Cordova, at the Reluctant Fisherman.

Alaska State Fair Seafood Throwdown

August 24, 2014

ASMI took over this year as sole sponsor of the Alaska State Fair seafood cookoff, which hosted three chefs from around Alaska battling to be named the Seafood Throwdown Champion. Stakes were high, as the winner received a Golden Ticket to compete in the seafood division of the World Food Championships in Las Vegas in November. Chef Erik Lane, of Chinook's in Seward prevailed over Chef Christopher Vane from the Alaska Boathouse Restaurant in Big Lake, and Chef John D'Elia from Urban Bamboo in Anchorage. Chefs competed in three rounds-coho salmon, black cod and spot prawns. They were judged by Kikkan Randall, Alaskan Olympic skier, Naomi Everett, chef/instructor at UAA Culinary School and Alaska Seafood Chef Alliance member, Jason Porter, executive chef at Seven Glaciers at Alyeska and Alaska Seafood Chef Alliance member, and Kerstin Rodgers, UK chef, food writer, photographer and attendee of 2014 Alaska Seafood Culinary Retreat. Hundreds of fairgoers attended



each round, sampling each dish and picking up ASMI's recipe leaflets and sustainability information. The Alaska Department of Fish & Game brought their quarter-scale replica of a Bristol Bay gillnetter for added information about Alaska's commercial fisheries.

**Alaska Seafood Culinary Retreat
August 25-29, 2014**

ASMI Communications and International programs teamed up for the 3rd annual Alaska Seafood Culinary Retreat, hosting a multi-national group of chefs and food writers at the Talon Lodge in Sitka, Alaska.

Alaska Seafood Chef Alliance Chef John Ash treated attendees from Japan, the UK, Spain and the US to culinary education on Alaska's seafood. They observed several kinds of commercial vessels, visited Medevijie Hatchery, toured the Seafood Producer's Cooperative, put out Dungeness crab pots, enjoyed a seaweed foraging workshop, and tasted and prepared almost every single type of Alaska seafood on the market.

Attendees included: Melissa Knific, Associate Food Editor for Family Circle (USA), Sarah Schenck, filmmaker and owner of [Parent Earth](#) (USA), Theresa DiMasi, Editor In Chief, Weight Watchers.com (USA), Sasaoka Takatsugu, owner/chef of EBISU SASAOKA (Japan), Horie Junichiro, owner/chef at RISTORANTE i-unga (Japan), Sakai Ryota- photographer (Japan), Kanai Michiko, journalist/coordinator (Japan), Sasaki Keiko, ASMI Japan overseas marketing representative, Dhruv Baker, chef and 2010 MasterChef Winner (UK), Neil Davey, food writer, (UK), Kerstin Rodgers, food writer and photographer (UK), and Annette Abstoss, food writer and chef (Spain).

In addition to a full schedule of activities, b-roll was shot for upcoming "Cooking with Kids" videos that will be co-produced, co-branded and co-promoted between ASMI and Weight Watchers International, who attract 6 million viewers to their website per month and have a magazine circulation of 10 million.

**Longhouse Food Revival
September 12-14, 2014**

ASMI attended and sponsored the opening night dinner at the outset of this event in upstate New York that brought together a number of highly acclaimed food writers from around the country including Kim



Severson from the New York Times, Kat Kinsman, the managing editor at CNN @eatocracy and Catherine Alford the VP in charge of content at the Food Network.

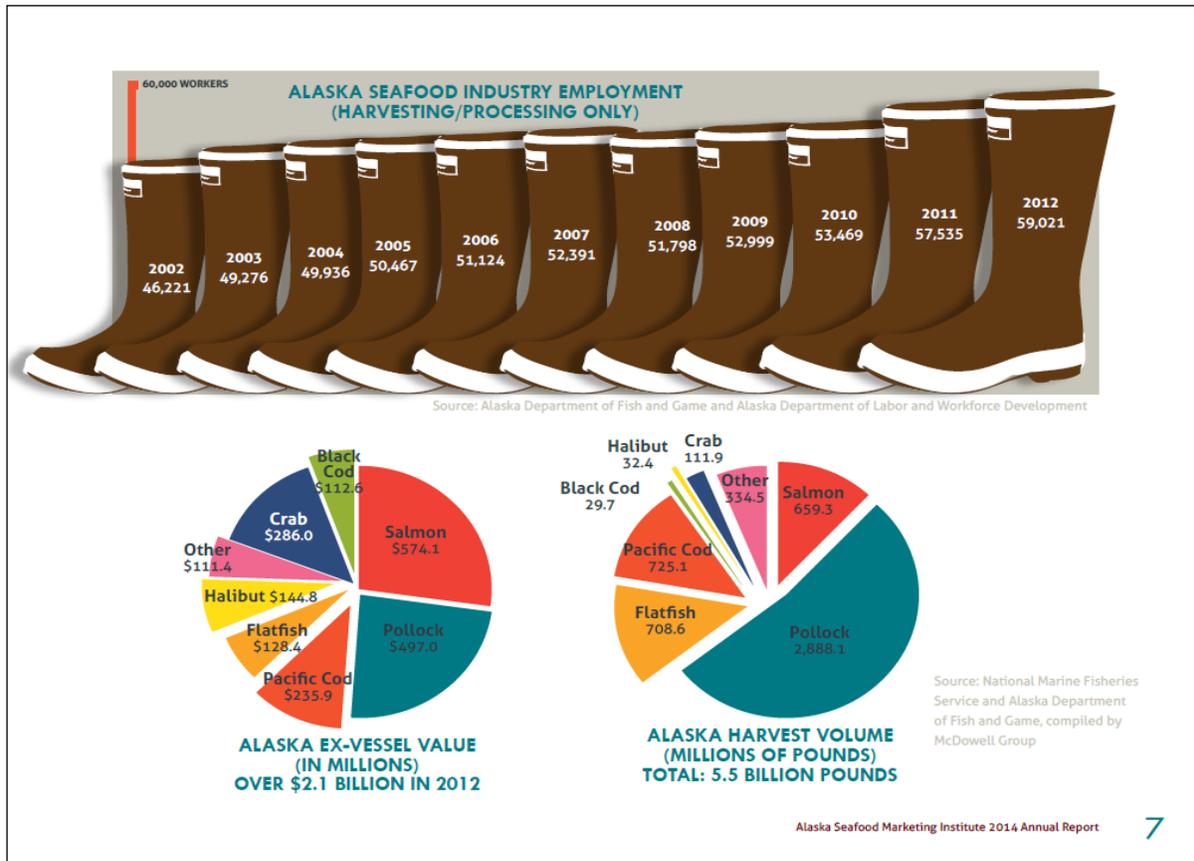


Alaska Seafood Annual Report 2014-

Produced report on ASMI’s performance for distribution to the Governor, members of the Alaska State Legislature, policy makers, and members of the seafood industry. The report is available in print and digital versions as well as posted on the ASMI website.

The report can be viewed here:

http://ebooks.alaskaseafood.org/ASMI_Annual_Report_2014/#/36/



Social Media – In the last year, ASMI increased Facebook fan base to over 84,000. Increased fan engagement and increased number of fans has made the time spent on monitoring and customer service more important. Special care is taken to coordinate with domestic advertising and PR efforts. We schedule content in advance while at the same time being mindful to be spontaneous and take advantage of opportunities as they arise outside of scheduled posts. Through communication on the



page, we answered a number of questions from consumers on a variety of topics including radiation safety, country of origin labels, sustainability, bycatch and how to properly cook king crab legs received for Christmas.

Click here to join the Facebook community:
<http://www.facebook.com/alaskaseafood>

In addition to Facebook, ASMI has increased efforts in social media with a number of platforms including Pinterest, Instagram, Twitter, and YouTube. ASMI social media promotions were popular with an Instagram photo contest and the second ASMI fishing family's photo contest having a Facebook fan favorite component which resulted in thousands of fans and a massive increase in Facebook traffic over the course of the contest.



World Food Championships – ASMI has signed on as the headline sponsor for the seafood division of the World Food Championships, November 12-18, 2014 in Las Vegas, Nevada. As part of the sponsorship, all of the seafood used at the event will be Alaska product and ASMI will be able to use the event and event coverage in upcoming promotional activities.

Upcoming:

Weight Watchers and ASMI Team Up To Promote Alaska Seafood for Kids and Families

As a result of outreach and negotiation during the Alaska Seafood Culinary Retreat, ASMI and Weight Watchers will team up to promote cooking videos for kids, featuring Alaska seafood. Additional kids seafood videos will feature Paul Greenberg, author of American Catch, and John Donohue, food blogger Stay At Stove Dad, a past attendee of the 2012 culinary retreat.

Videos will focus on ease of preparation for families, and the positive taste and health attributes of Alaska seafood. Videos will be produced this fall and ready for release around the New Year.



Seafood Industry Activities and Events, Outreach

Alaska Fishing Families Photo Contest – In February, ASMI put on the second Alaska Fishing Families Photo Contest. Through the effort, ASMI received over 700 entries, over 200 more than last year. Several of the images submitted were of very high quality and all have unlimited usage rights as spelled out in the photo contest rules.



Pacific Marine Expo, Nov 19-22, Seattle, Washington-ASMI had a booth at the Expo where ASMI marketing and educational materials were showcased and shared with the visitors.

Alaska Symphony of Seafood – For the 21st consecutive year, ASMI supported the Alaska Fisheries Development Foundation event to encourage new product development. Winners had space to exhibit their winning entries at the International Boston Seafood Show.

UFA Board Meeting, February 19-21, 2014 –spoke with the UFA board in Juneau about a number of topics including seeking suggestions for improving communications with Alaska fishermen around the state.

SWAMC Conference – March 6, 2014 – spoke on the topic of sustainability and certifications to the group of delegates at the SWAMC annual conference in Anchorage.

Go Wild Alaska Style- This year's Alaska reception at the seafood show was on Saint Patrick's Day, March 17, 2014 at the Seaport Hotel in Boston. This year the Alaska party was again the most sought after ticket at the show and we seriously need to consider moving it to a larger venue in the future.

ComFish Kodiak, April 17-21, 2014 – ASMI again was at the show and hand out materials, swag, and information this annual conference. Andy Wink presented the findings of this year's economic value report while Senator Begich and NOAA Administrator Sobek were in town for the conference.

Advertising and Underwriting - Fish Radio Alaska (written and produced by Laine Welch; printed pieces also carried on seafood.com, material also incorporated into 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- Communications Program works very closely with the McDowell Group to vet any economic queries from the press, industry members and customers regarding Alaska seafood.

Alaska Activities, Events and Outreach

Alaska Marine Gala, February 17, 2014 – ASMI was among the headline sponsors of this 600-person event held in Anchorage to raise funds for the Alaska SeaLife Center in Seward.

Wild, Natural & Sustainable
The Seafood Market Information Service is funded by a portion of the seafood marketing fee paid by Alaska seafood processors. McDowell Group provides the service as a contractor to Alaska Seafood Marketing Institute (ASMI).

The Seafood Market Bulletin is currently published four times a year and is available online to permit holders, processors, and other industry participants free of charge. Sign up to receive email notification of the publication of new Seafood Market Bulletins.

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Salmon Harvest Summary
The 2013 Alaska salmon season produced a record 272 million salmon, led by a record harvest of 118 million pink salmon, the 2013 season surpassed the old record of 222 million salmon set in 2005. Coho harvests were also very strong, posting a 71 percent increase over 2012 and beating the pre-season projection by 37 percent. Chum salmon harvests missed the large pre-season project but were still in line with recent harvests. Sockeye and Chinook harvests were both significantly below the recent five-year average harvest. Based on preliminary valuations, the 2013 Alaska salmon season was the second most valuable season ever (in nominal terms), and will likely go down as the most valuable season after the final figures are released in the spring (factoring in post season bonuses and adjustments). Alaska fishermen reeled in \$651 million worth of salmon in 2013. The 1988 haul of \$724 million is the current high-water mark. [READ MORE](#)

Salmon Price Report
The Alaska Salmon Price Report (ASPR) covers wholesale volume and first wholesale value, by species and area, for six key Alaska salmon products. It is a major data source for salmon market analysis published by the Seafood Market Information Service. The report is published by Department of Revenue is specific to area but is summarized into statewide totals here. The May-August sales period is significant for its capture of more than 90 percent of the year's fresh salmon sales activity (both filets and H&G) and for its indication of early market response to the current-year harvest. [READ MORE](#)

Canned Salmon Production
May-August is by far the lightest sales volume period for canned salmon. In the last three sales seasons, May-August accounts for an average 21 percent of canned pink sales and just 14 percent of canned sockeye sales. Thus, it is appropriate to focus on estimated production and inventory and the resulting broad market implications. [READ MORE](#)

Crab Market Bulletin
Total Allowable Catch (TAC) remains steady in 2013 for Aleutian Island golden, Norton Sound red, and Southeast golden king crab. Bristol Bay red king crab TAC has increased nine percent in 2013 compared to 2012. Surveys indicating lower populations for both St. Matthew blue and Southeast red king crab resulted in the closure of these fisheries in 2013. The partial government shut-down in the fall of 2013 disrupted the crab fleet but nearly all of the king crab TAC will be harvested before the end of the year. [READ MORE](#)

Experience Alaska, New York Media Event, March 19, 2014 – ASMI co-sponsored and participated in this Alaska tourism marketing coordinated event for New York based travel and food writers and editors where sockeye salmon, halibut, and cod were prepared by Alaska chefs in the city.

University of Alaska Anchorage Celebrity Chef Invitational, September 17, 2014 – ASMI sponsored this fundraiser event for the UAA culinary program.

Conference and Event Sponsorships – Association of Village Council Presidents, Bristol Bay Native Corporation, Southwest Municipal Conference, Southeast Conference, Alaska Municipal League, Alaska Chamber of Commerce, University of Alaska Fairbanks Chef School scholarship fundraiser dinner, ASMI sponsored a number of events and conferences, including the Pro Start high school chef competition, Juneau Maritime Festival, and many more.

Lending library of framed ASMI art – made framed posters available to Alaska public officials; had latest ASMI posters added to library.

ASMI Image Library – negotiated photo use rights and coordinated photo shoots of fishing for Atka Mackerel, Pacific Ocean Perch, cod, and snow crab, as well as salmon in Cross Sound. Also put together a shoot for canned pink salmon and salmon roe production. Following is a sample of the new images acquired.



