

DATE: June 16, 2014

TO: ASMI Board of Directors & Committee Members

FROM: Tyson Fick, Communications Director

RE: Communications Program Activity Highlights, June 2013 – June 2014

World Food Championships – ASMI has signed on as the headline sponsor for the seafood division of the World Food Championships, November 12-18 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.



New York Media events – Three separate media events were held by ASMI in New York City in the last week of April. A presentation sampling and cooking demo at the Food Network test kitchen was followed up by a sustainability briefing at Oceana and a food media dinner at Annissa with Alaska Seafood Culinary Alliance chefs being part of each event. The New York trip also included a desk side briefing at the New York Times with food editors Mark Bittman and Sam Sifton.

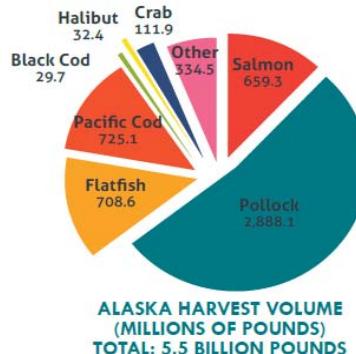
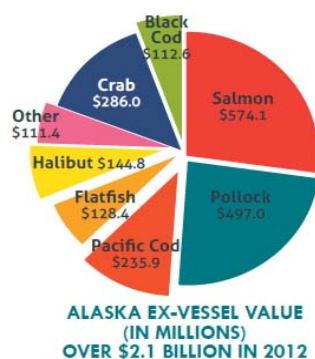
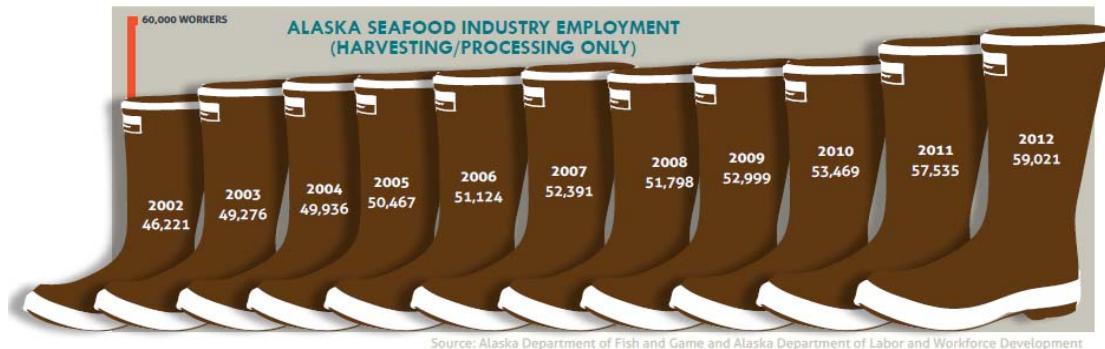
Southeast Alaska Media Tour - ASMI is hosting two groups of food media and chefs from July 5th to July 12th. This tour will include sustainability and harvesting education along with working with the product hands on while aboard a boat visiting several fisheries in the area.



Alaska Seafood 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/



Source: National Marine Fisheries Service and Alaska Department of Fish and Game, compiled by McDowell Group

Alaska Seafood Marketing Institute 2014 Annual Report

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Social Media – Increased Facebook fan base to over 82,000. Increased fan engagement and increased number of fans have made the time spent on monitoring and customer service more important. Special care is made to coordinate with domestic advertising and PR efforts as we schedule content 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 You Tube. 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.

Legislature – The executive director and communications director had several meetings with individual legislators to explain ASMI's budget and current challenges and opportunities. ASMI also presented an overview to the House Fisheries Committee and an overview of emerging markets, with an emphasis on China to the House Economic Development, Trade, and Tourism committee. To date, it looks like ASMI will see a 5% cut in General Fund receipts in FY15. I expect the budget situation to get more challenging as time goes on.

Media Relations – Aside from responding to a number of issues on a regular basis, ASMI has taken advantage of number of opportunities for press coverage in publications and broadcasts around the state and nationally. A lot of time has been spent in the last 3 months planning media trips in Alaska and a series of media briefings scheduled in New York City April 29-May 1. The guest lists for the Alaska trips are very strong with the 3rd Alaska Seafood Culinary Retreat



being a collaborative effort with the international program.

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 will again have a booth at the show and hand out materials, swag, and information this annual conference. Andy Wink will be presenting the findings of this year's economic value report while Senator Begich and NOAA Administrator Sobeck are 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.

The screenshot shows the Winter 2013 issue of the Seafood Marketing Information Service (SMIS) newsletter. The header features a large blue "seafood" logo with "Wild, Natural & Sustainable" below it, set against a background of a coastal landscape with mountains. The main content includes several articles:

- Salmon Harvest Summary:** Discusses the 2013 Alaska salmon season, noting a record 272 million salmon, up by a record 11 percent of 118 million pink salmon, the 2013 season. It also reports the all-time 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. King salmon harvests were down from 2012, but still a successful project but were still in line with recent harvests. Sockeye and Chinook harvests were both significantly below the recent five-year average. Overall, despite the lower harvests, the 2013 Alaska salmon season was the second most valuable season ever (in nominal terms); and will likely go down as the most valuable ever in real terms due to the significant price increases in spring (factoring in post season bonuses and adjustments). Alaska halibutmen reeled in \$691 million worth of salmon in 2013. The 1980 haul of \$724 million is the current high-water mark. [READ MORE](#)
- Salmon Price Report:** The Alaska Salmon Price Report (ASPPR) 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 and is used by many industry participants and analysts. The report as published by Department of Revenue is specific to area but is summarized into statewide totals here. The May-August sales period is the primary sales period for salmon. This report of the year's fresh salmon sales activity (both fillets 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. This is the time of year when the Alaskan market for canned salmon is at its lowest point. Sales for the month of August for an average 21 percent of canned pink sales and just 14 percent of canned sockeye sales. Thus, it is appropriate to focus on estimates for the month of August 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. The partial government shutdown in late October and November 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](#)

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.

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.

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. Following is a sample of the new images acquired.

