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DIRECT MARKETER TOOLKIT | FEBRUARY 2022



Engage your customers with [#AlaskaSeafoodHacks](#)

[Join the campaign now](#)

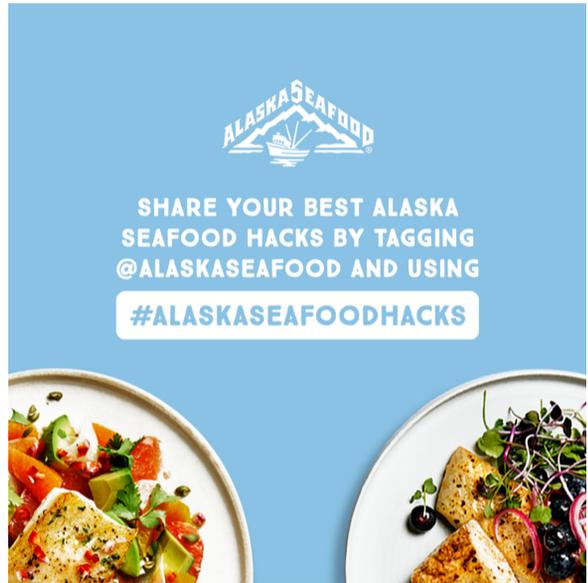
To connect with the growing number of seafood home cooks and viral recipe enthusiasts, ASMI invites you to join [#AlaskaSeafoodHacks](#), a national social media campaign to uncover the best tips and tricks for preparing Alaska seafood.

We've made it easy to participate by creating [a campaign toolkit](#) with shareable graphics and images.

[JOIN THE CAMPAIGN NOW](#)



SEASON AFTER YOU FLIP



Get the numbers

Reports and research tailored for you

REPORT

Fishermen Continue to Power Alaska's Economy

The 2022 update of The Economic Value of Alaska's Seafood Industry report affirms that Alaska's seafood industry is an essential driver of the state's economy.

- Seafood directly employs more workers in Alaska than any other private sector industry.
- The commercial seafood industry directly employs 62,200 workers annually in Alaska.



Alaska's economy.

GET THE REPORT

NEW RESEARCH

Frozen Seafood is Hot

New research shows that more consumers than ever are buying seafood, with frozen seafood seeing a 40% spike in sales since the beginning of the pandemic.

Nearly half of consumers are trying to increase their seafood consumption as part of a healthy diet.

85% say they are motivated to buy seafood because it offers healthy options and easy recipes.

Customers are **HOOKED ON SEAFOOD**

Seafood is having a moment. Let's explore new data around consumers' seafood consumption and how you can give seafood-loving consumers more of what they want.

More consumers than ever are buying seafood — and for good reason. When the pandemic hit, consumers looked for healthy, easy-to-prepare food to cook at home and discovered seafood is easy to prepare and packs a lot of nutritional value and taste for the buck.

- 30% increase in seafood grocery sales in 2021 — stronger than meat, produce, deli, and bakery¹
- 33% spike in fresh seafood sales²
- 35% of consumers are cooking more seafood at home during the pandemic — and most plan to continue after it ends³
- 69% purchased seafood for the first time during the pandemic⁴

Consumers love fresh seafood, but they're also making more frozen & canned food purchases.

- 40% spike in frozen seafood sales⁵
- 69% of general consumers buy frozen seafood at least once a month⁶

DIVE INTO THE RESEARCH

Get the assets

Let the product shine

NEW ASSETS

New Photos Available Now

Check out our brand new collection of Alaska seafood species product photos, perfect for product catalogs and sales tools, available now on the ASMI Media Library. Search for 'Product Shots 2022' for the full collection.

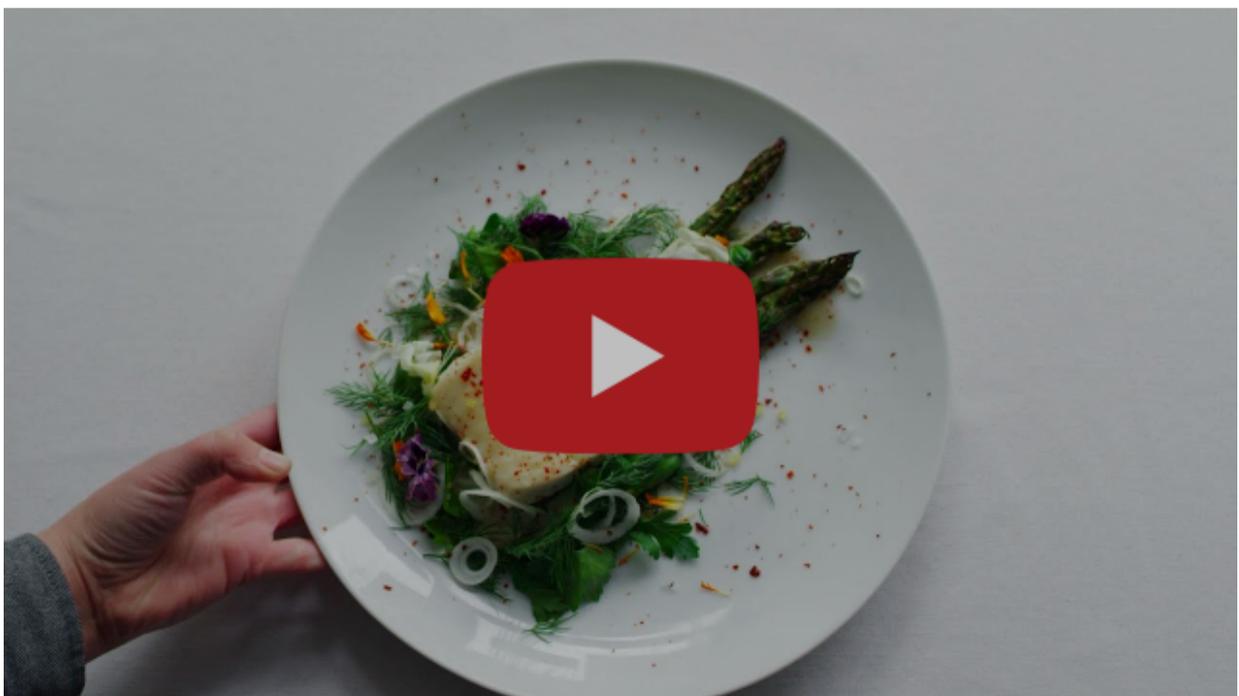
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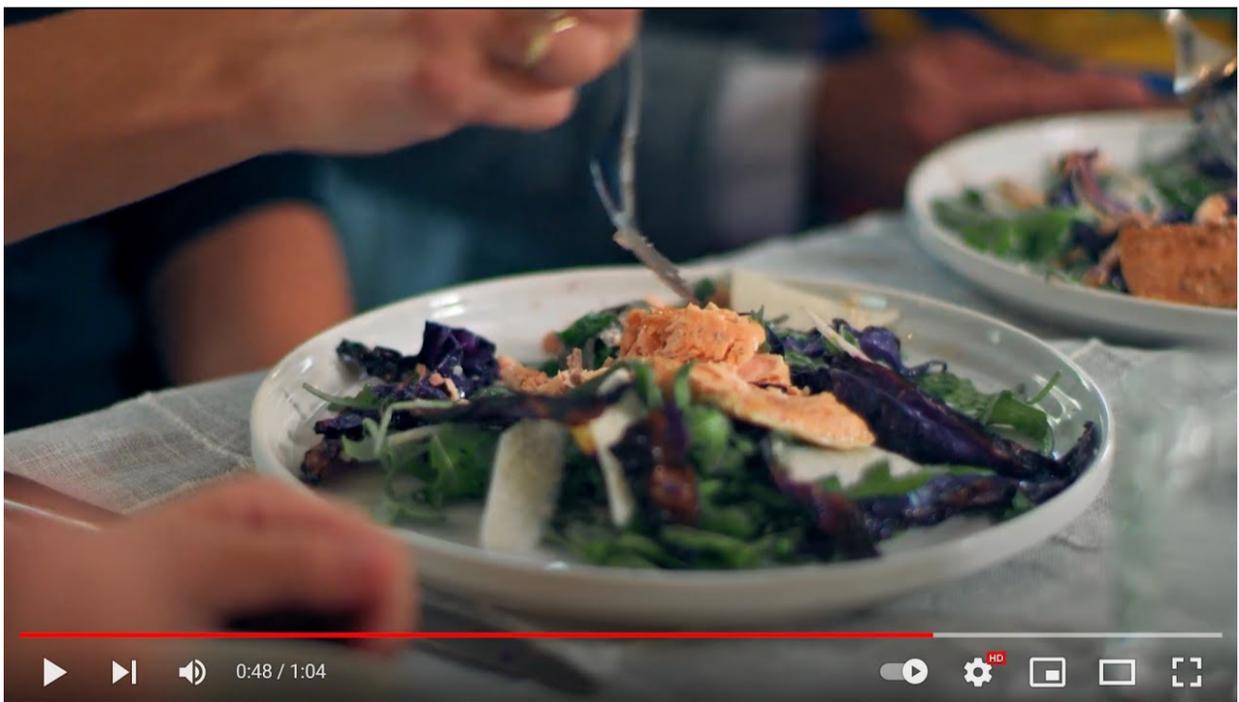


NEW ASSETS

New Videos Rolling Out

Check out these new social media-friendly videos featuring Alaska halibut, Alaska crab, and Alaska sockeye salmon and Alaska pink salmon, available on the Alaska Seafood Youtube channel, or through the ASMI Media Library.





With these social media shareables

SOCIAL

ASMI's Recent Top Performing Instagram Posts

[What's Gaby Cooking](#) shows us how to get the perfect flake for Alaska fish tacos

[Planked Alaska Salmon with Asian Glaze](#) and [Garlic Grilled Alaska Salmon Salad](#) Food Network

[30 Diabetes-Friendly Soups with 400 Calories or Less](#) Eating Well

[Which Type of Salmon Is Healthiest? A Registered Dietitian Reveals](#) The Healthy

[The #1 Best Canned Salmon to Buy, Says Dietitian](#) Eat This, Not That



ARTICLES & RECIPES

Dinner's Off the Hook



Media partner Food52 launched an online hub of shoppable original #AlaskaSeafoodHacks recipes, including the following which featured Alaska sablefish, Alaska cod and canned Alaska salmon:

- [Gochujang-Marinated Alaska Sablefish With Shiitakes](#)
- [Sheet-Pan Breaded Alaska Cod With Sweet Potato Wedges](#)
- [DIY Alaska Salmon Hand Rolls](#)

Recipes, fact sheets, reports and more

RESOURCES

New Fact Sheets Available Now

Download our latest fact sheets, including the Whole Salmon fact sheet, created by ASMI Technical for multiple audiences. Available in the Resource Library on the ASMI website, or for order through the Alaska Seafood Marketing Store.



[RESOURCE LIBRARY](#)

RECIPES

40th Anniversary Recipe Collection



ASMI celebrated our 40th anniversary with a special recipe collection and digital cookbook including new recipes from Chef Maya Wilson, and more of our favorites!

[VIEW THE COLLECTION](#)

2021 Year-End Salmon Harvest Report

The complete 2021 Alaska salmon harvest season beat both the pre-season projection and the 2020 (2019 for pinks) season total by about 25% in terms of number of fish. The harvest totals were led by strong harvests of pink and sockeye salmon.

[READ THE REPORT](#)

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