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DIRECT MARKETER TOOLKIT | SEPT 2021



## 'Just for you' tailored resources



### TOOLS

#### NEW! KEEP FROZEN STICKER

Make sure your product arrives frozen with ASMI's new sticker created just for direct marketers. Order yours now online (search for part #21-010).

[ORDER NOW](#)

**THANK YOU**  
FOR CHOOSING WILD ALASKA SEAFOOD



**ALASKA SEAFOOD:**  
healthy for you, and contributes to healthy  
local economies and ecosystems, too.

*Thank you for  
your purchase!*  
*-Local Fisherman*

## TOOLS

### NEW! THANK YOU CARD

Thank your customers for choosing to buy your seafood by dropping this 3x5" thank you card into their farmers market bag or shipment box. Easily customize it with your own logo stamp or personal signature! Order online by searching part #40-017.

[ORDER NOW](#)

## RESEARCH

### SALMON SEASON UPDATES

Track the Alaska salmon harvest in real time with weekly salmon harvest updates. ASMI provides weekly salmon harvest updates throughout the season in partnership with McKinley Research Group.

[GET THE LATEST](#)

**Stronger Together: New combined  
industry + consumer website provides  
information at your fingertips**

Have you snuck a peek at our new website? ASMI's new, mobile-friendly website

marketers!

Visit [AlaskaSeafood.org](http://AlaskaSeafood.org)



# MARKET YOUR CATCH

Home | Industry | Fishermen Resources | Market Your Catch

About ASMI | Fishermen Resources | Technical Resources | Quality: From Deck to Dish | Market Information | Economic Impact | Global Food Security

↓ Leverage the Logo   ↓ Quarterly Toolkit   ↓ Tools   ↓ Education   ↓ Resource Links

## Get the tools tailored just for your direct marketing needs

Direct marketers have the ability to connect directly with customers and share information firsthand. Alaska Seafood Marketing Institute (ASMI) can help you build your brand by capitalizing on Alaska

Market Your Catch

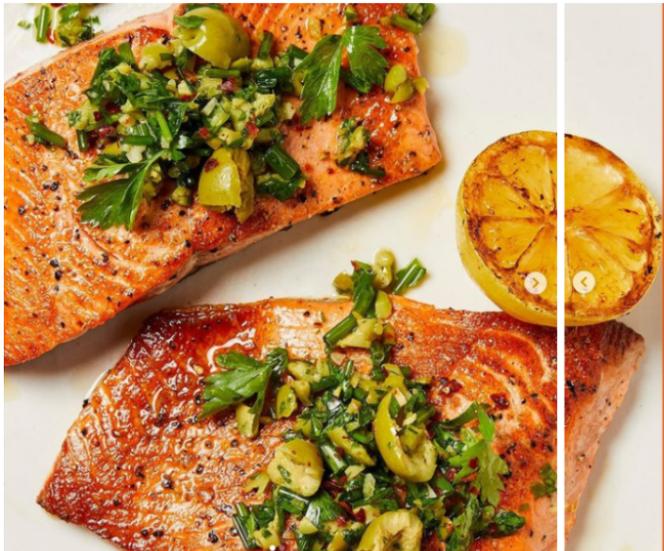
## Engage customers with social media shareables...



SUSTAINABILITY

deep-dive sustainability series on social media. A recent post informs consumers about halibut management. Follow us on @AlaskaSeafood and look for the 🏆 at the beginning of our posts that share our ongoing sustainability story.

SHARE THE POST



COOK TIME 25 minutes

SERVES 4

### SEARED SALMON WITH GREEN OLIVE SALSA VERDE

Just the right amount of spice is nice in this wild Alaska salmon dish. Topped with green olive salsa verde, the recipe packs a punch of flavor and nutritional benefits.

#### NUTRITIONAL BENEFITS

Excellent source of heart-healthy omega-3 fatty acids

Rich in high-quality protein

Excellent source of vitamins B-12 and D

## CULINARY TOP PERFORMANCE

ASMI's recent top performing Instagram post: [Seared salmon with green olive salsa verde](#)

SHARE THE POST

## CULINARY MORE ARTICLES AND RECIPES

[Salmon-and-spinach pot pie](#) - Martha Stewart

[Why migraine sufferers may want to eat more fish](#) - New York Times

[Everything you need to know about sustainable seafood](#) - Good Morning America

[Spice rubbed grilled salmon with black beans and corn](#) - SkinnyTaste

[Wild Alaska salmon smashed cucumber grain bowl](#) - PureWow

[Alaska king crab roll](#) - Vice Munchies

[How to steam crab legs](#) - Martha Stewart

[10 tips to get \(and stay\) healthy this fall](#) - Today.com

## Other resources

## CULINARY WHOLE SALMON COOKING GUIDE

GET THE GUIDE



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MAKE YOUR DISPLAYS POP

Order printed recipe cards, posters and more - just search "Eat Alaska" for our new recipe reprints!

ORDER FREE ONLINE



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