

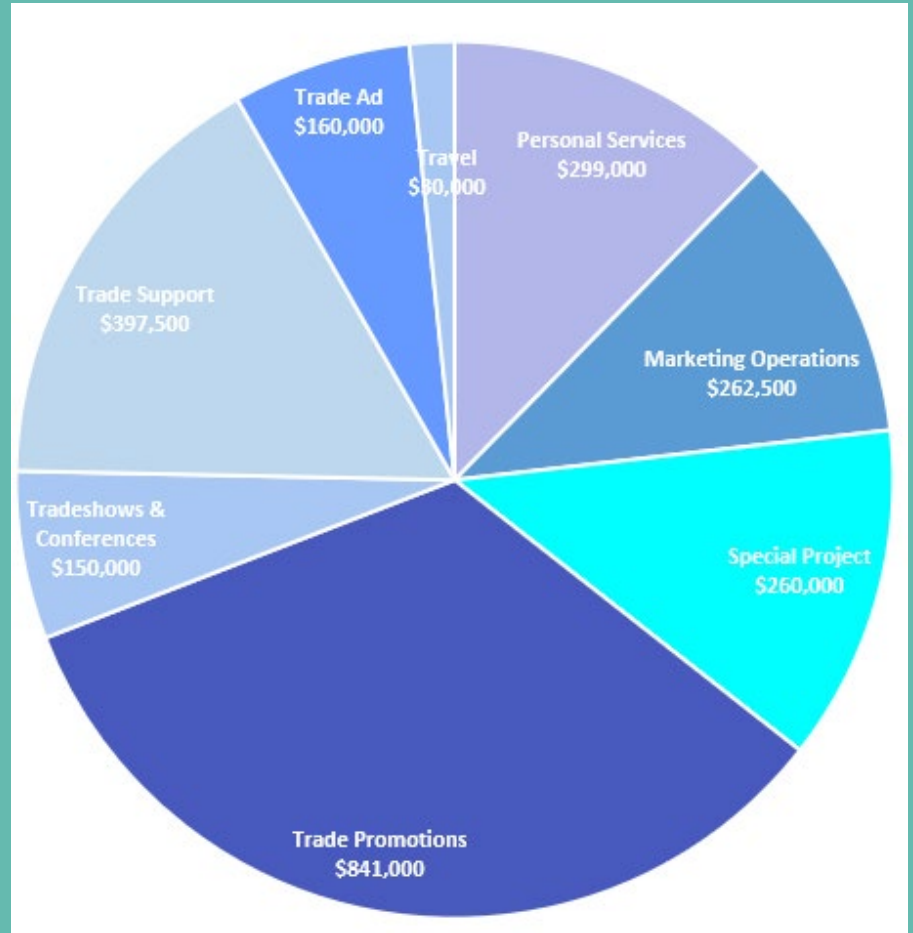
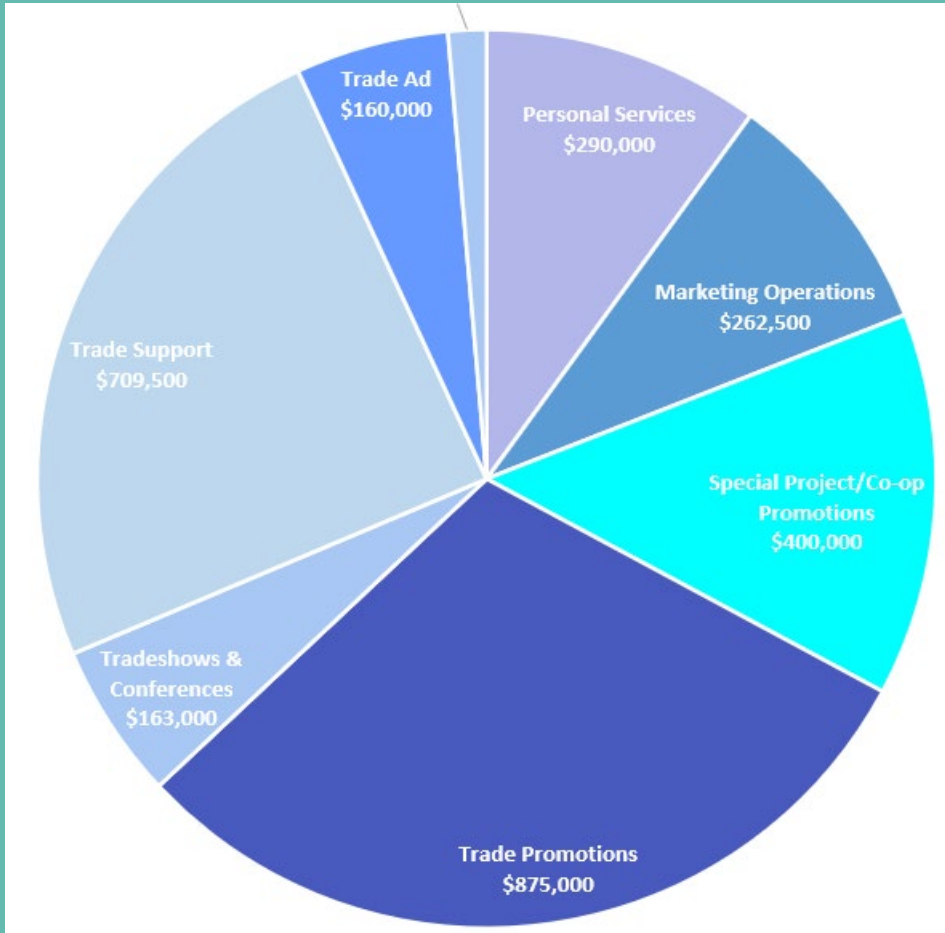


# Domestic Marketing Program Fiscal Year 25 Budget Proposal

Presented by: Megan Rider  
Domestic Marketing Director  
For the ASMI Board of Directors  
May 9, 2024

A photograph of a table set with several bowls of food. The central focus is a large orange bowl filled with noodles, topped with several pan-fried dumplings, shredded carrots, green onions, and fresh cilantro. To the left, another orange bowl contains noodles with a red chili sauce and sliced red peppers. In the background, there are smaller white bowls: one with a yellowish-orange sauce and a white spoon, and another with a light brown powder. In the foreground, a white bowl is filled with fresh green cilantro leaves. A pair of wooden chopsticks rests on the right side of the central bowl. The entire scene is set on a red and white striped tablecloth. The word "Retail" is overlaid in the center in a large, white, sans-serif font.

Retail



## Program Operations

(Staff): \$329,000

(↓\$1,000 ) *Salary and benefits funding determined by fiscal.*

## Salary, Benefits, and Travel

50% Marketing Director (Megan Rider)

100% Marketing Coordinator (Amy Dukes)

50% Marketing Coordinator (Sarah Wallace)

*Slight decrease due to losing 12.5% of floating Assistant Coordinator Position.*



# Marketing Operations

\$262,500

(No change recommended)

## Contract and Travel

### Expenses

100% Retail National Accounts (Mark Jones)

50% Marketing and Sustainability Consultant (Tricia Sanguinetti)



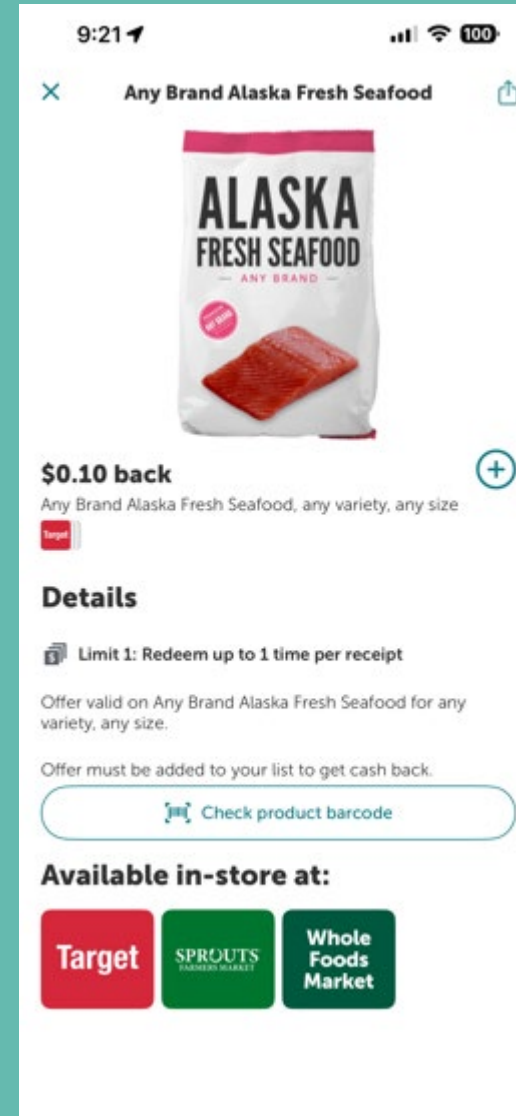
# Special Projects

\$260,000

(↓ \$140,000)

Alaska seafood coupons promotions are funded in this category.

*Slight decrease due to becoming less reliant on coupon activations.*



# Trade Promotions

\$841,000

(↓ \$34,000 recommended)

In-store promotions, demos, merchandising contests, and custom point-of-sale materials. We are enjoying increased participation from retailers in the United States and Canada.

*Slight decrease due to less funding.*

**TRUST WHERE YOUR SEAFOOD COMES FROM.**

Alaska seafood is always wild-caught and sustainable. With one of the purest and most natural environments on earth, it's no wonder every single bite of seafood from Alaska is so delicious.

**ALASKA SEAFOOD**  
Wild, Natural & Sustainable®

Product	Price
8 Oz. Trans-Ocean Crab Classic Flake	3 <sup>99</sup>
4 Oz. Pkg. - Local Cold Smoked Ducktrap Wild Sockeye Salmon	11 <sup>29</sup>
4 Oz. Pkg. Echo Falls Sockeye Salmon	10 <sup>99</sup>
4 Oz. Pkg. Echo Falls Cracked Pepper Salmon	8 <sup>49</sup>
16 Oz. Ducktrap Smoked Wild Salmon Trim	7 <sup>99</sup>
Frozen at Sea - Line Caught Hand Trimmed Cod Fillets	10 <sup>99</sup> lb.
Previously Frozen Wild Caught Sockeye Salmon Fillets	12 <sup>99</sup> lb.
32 Oz. Hannaford Family Size Sockeye Salmon Boneless Fillets	32 <sup>99</sup>
12 Oz. Pkg. Nature's Promise Alaska Cod Fillets	11 <sup>99</sup>
12 Oz. Pkg. Nature's Promise Alaska Sockeye Salmon Boneless Fillets	12 <sup>99</sup>





# WILD ALASKA SABLEFISH

BUTTERY, VELVETY  
DELICIOUSNESS







**365**  
WHOLE FOODS  
MARKET

**32g Protein**  
per serving\*

# Wild-Caught Sockeye Salmon Fillets

923mg Omega-3 per Serving\*

NET WT 10 OZ (283g)

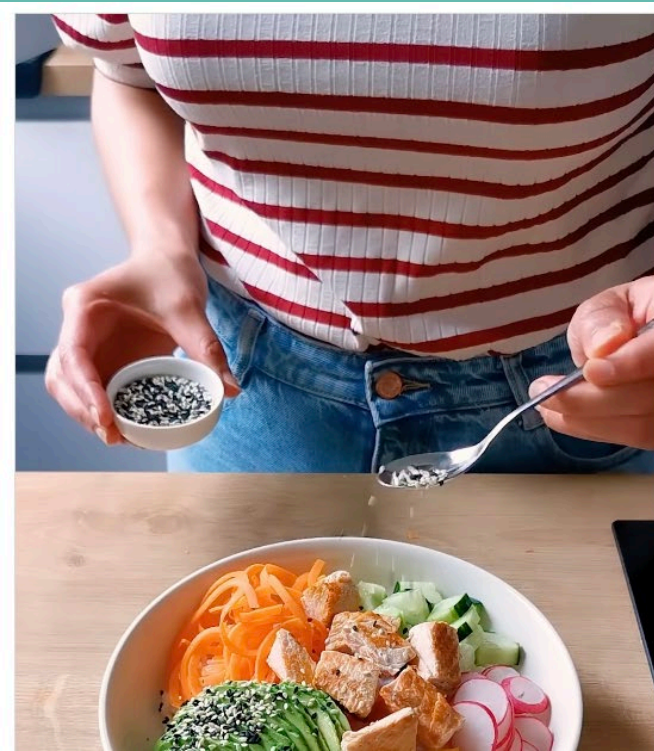
CERTIFIED  
SUSTAINABLE  
SEAFOOD  
MSC  
www.msc.org  
MSC-C-5056

ALASKA SEAFOOD

KEEP  
FROZEN

\*SEE INGREDIENTS INFORMATION  
FOR OMEGA-3 CONTENT





**fultonfishmarket** ✓

Deuxhyun • Slow It Down (Instrumental) ...



**fultonfishmarket** ✓ 1w

Maintaining a healthy lifestyle is easy with a wild Alaska seafood subscription. Get a steady supply of lean protein for delicious and nutritious meals, like this wholesome wild Alaska salmon bowl. 🐟



Tap the link in bio for the full recipe, courtesy of [@alaskaseafood](#)



**alaskaseafood** 6d

We love healthy and delicious meals featuring wild Alaska salmon! ❤️ 🍷 🍴

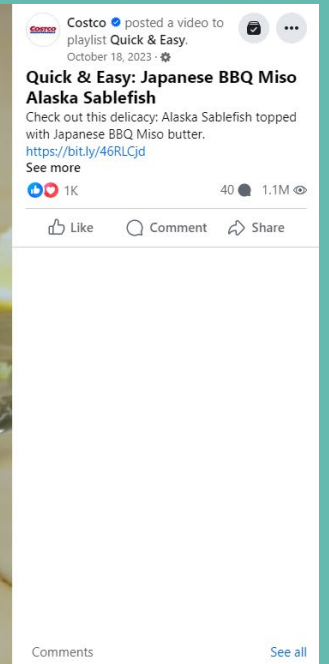
1 like Reply



**fultonfishmarket** ✓ Swapping chicken for wild Alaska halibut gives this classic Marsala recipe a healthier twist and satisfyingly meaty texture and richness. Tap the link in bio for the full recipe.

Recipe courtesy of Chef Chris Cosentino and [@alaskaseafood](#)







*Quick & Easy*  
THE COSTCO WAY

KIRKLAND SIGNATURE  
**ALASKA**  
*Salmon Burgers*





Search...



ACCOUNT



CART

OUR PRODUCTS

SUBSCRIPTIONS

DISCOVER

ABOUT

GIFTS

One FREE Lb of Wild Alaska Sockeye Salmon in Your First Subscription Box

Claim Promo

# Natural Seafood

Delivered Directly to Your Door

Get Started



## Tradeshows and Conferences

\$150,000

(↓ \$13,000)

Key to building new partnerships, strengthening existing relationships, launching or amplifying new marketing campaigns, staying up-to-date with industry, and on top of trade trends.

*Decrease reflects having slightly smaller footprint at events like RDBA, also we plan to repurpose SENA booth for one more year.*





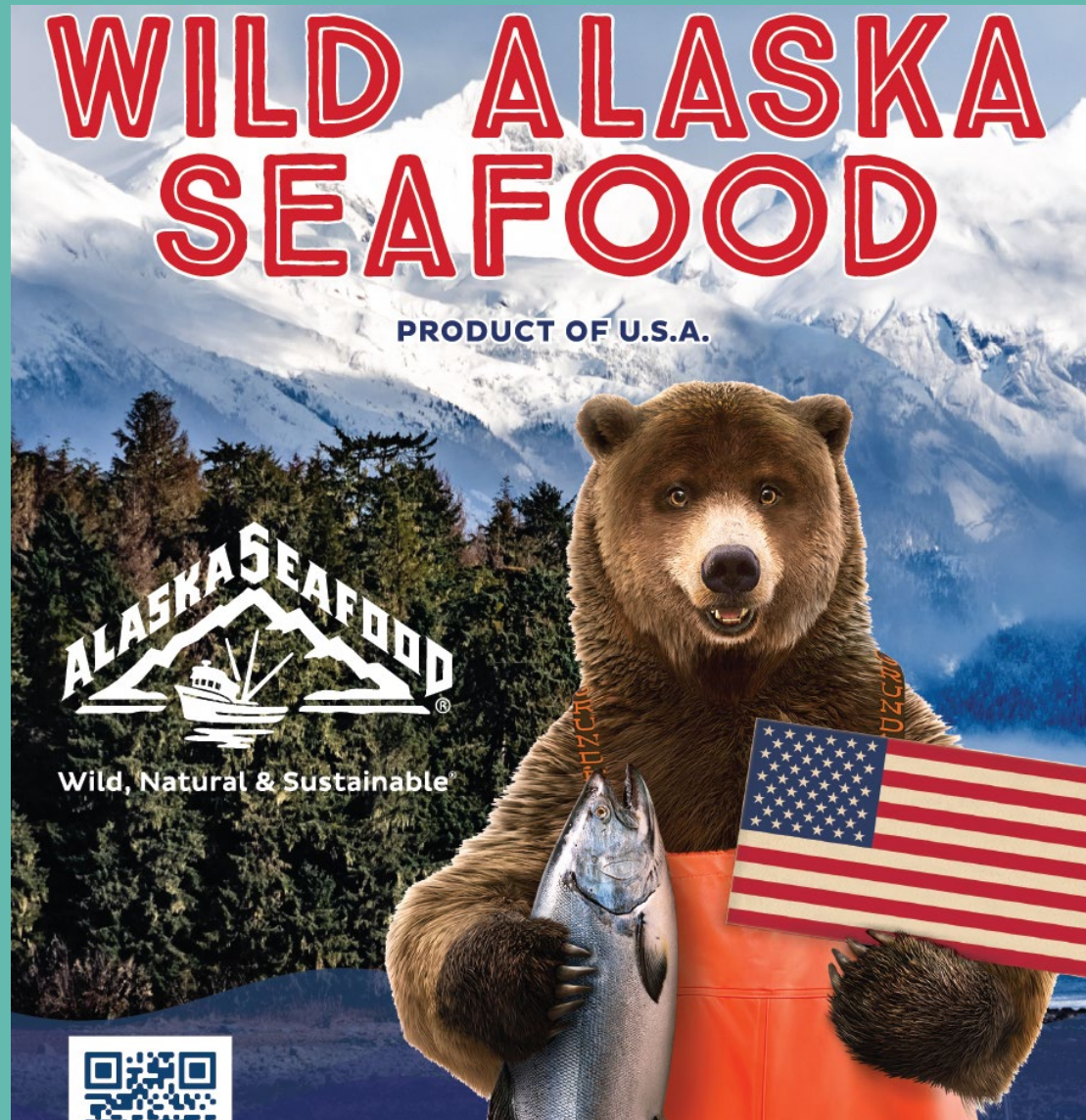
# Trade Support

\$397,500

(↓\$312,000 recommended)

Funding for the digital asset library, recipe development, photography/video production, research, POS development, and reprints, storage fulfillment costs, website updates, and product for display and public relations events, and Alaska Seafood logo push. Finally, 50% of the trade PR budget for Edelman comes out of this line.

*Slight decrease as we refreshed our point-of-sale material and sent out a record number of shipments to retailers in the last couple of years thus ideally, they will be satisfied for some time.*





SEAFood  
SUCCESS

Powered  
by

ALASKA

Retail Consumer  
Research







# Trade Advertising

Trade Advertising: \$160,000  
(No change recommended)

Domestic executes a combination of print and digital advertising with Progressive Grocer, Grocery Business, FMI Daily Lead, Grocery Dive, and others.



## Circana Research Reveals How to Catch More SEAFOOD SALES

Seafood purchasing is on the rise. The Alaska Seafood Marketing Institute teamed up with Circana to conduct an in-depth study into what's driving evolving consumer preferences.

ASMI shared vital findings with Progressive Grocer that will help retailers hook more shoppers and generate higher transactions.

**82%** of customers indicated a greater selection would encourage them to eat seafood more often.

**78%** of customers indicated a greater selection would encourage them to eat seafood more often.

**PG:** There is already a huge demand for seafood, but how can grocers catch even greater sales based on the Circana findings?

**A:** The answer is simple—give them more. Almost 80% indicated a greater selection would encourage them to eat seafood more often.

Drilling down, a greater array of wild-caught seafood encourages one-third of consumers to purchase more frozen seafood. Wild caught is preferred four to one over farm raised.

The reasons wild-caught lures consumers mirror the motivators that make seafood so attractive overall. They believe seafood tastes great, is healthy and natural.

Sustainability is also rising to the top, with one in three consumers indicating more sustainability choices would inspire them to buy more frozen seafood.

Seafood from Alaska is a winner with consumers by a wide margin and that's why it is important in grocery assortments.

It all comes down to taste—59% of consumers say Alaska salmon tastes better. Unaided, the top terms people use to describe seafood from Alaska are fresh/fresher, great taste and high quality.

The bottom line is that labeling your seafood with WILD and ALASKA together is likely to boost the likelihood of purchase.

**PG:** What does carrying seafood from Alaska mean to the bottom line?

**ASMI:** Based on the lure of Alaska seafood, Circana's research reveals that the Alaska Seafood logo ignites purchase interest. Eighty-two percent indicated they would be "a lot more or somewhat more likely" to buy with the Alaska Seafood logo. Also, 78% expressed they would pay more for seafood displaying the logo.

Spotlighting the **WILD** label in store tells customers that the products are high quality (52%), the store cares about the quality of the fish it sells (48%), they recommend Alaska seafood/fish, and the retailer supports sustainable fisheries.

Transactions with refrigerated Alaska seafood in the basket are more than 5% higher than other refrigerated options. Trips per shopper and units sold per trip are higher for Alaska seafood. Annual units per customer per buyer are up 7% higher with Alaska refrigerated seafood versus the competition, where units are down 6%.

The Circana research validates the power of seafood to build traffic, baskets, sales and satisfied shoppers.

**The Alaska Seafood Marketing Institute (ASMI) is a partnership between the State of Alaska and the Alaska seafood industry promoting the benefits of wild and sustainable Alaska seafood and offering seafood industry education. For more information: [www.alaskaseafood.org/retail/](http://www.alaskaseafood.org/retail/)**

SPONSORED

# Alaska Seafood offers health, convenience benefits for consumers

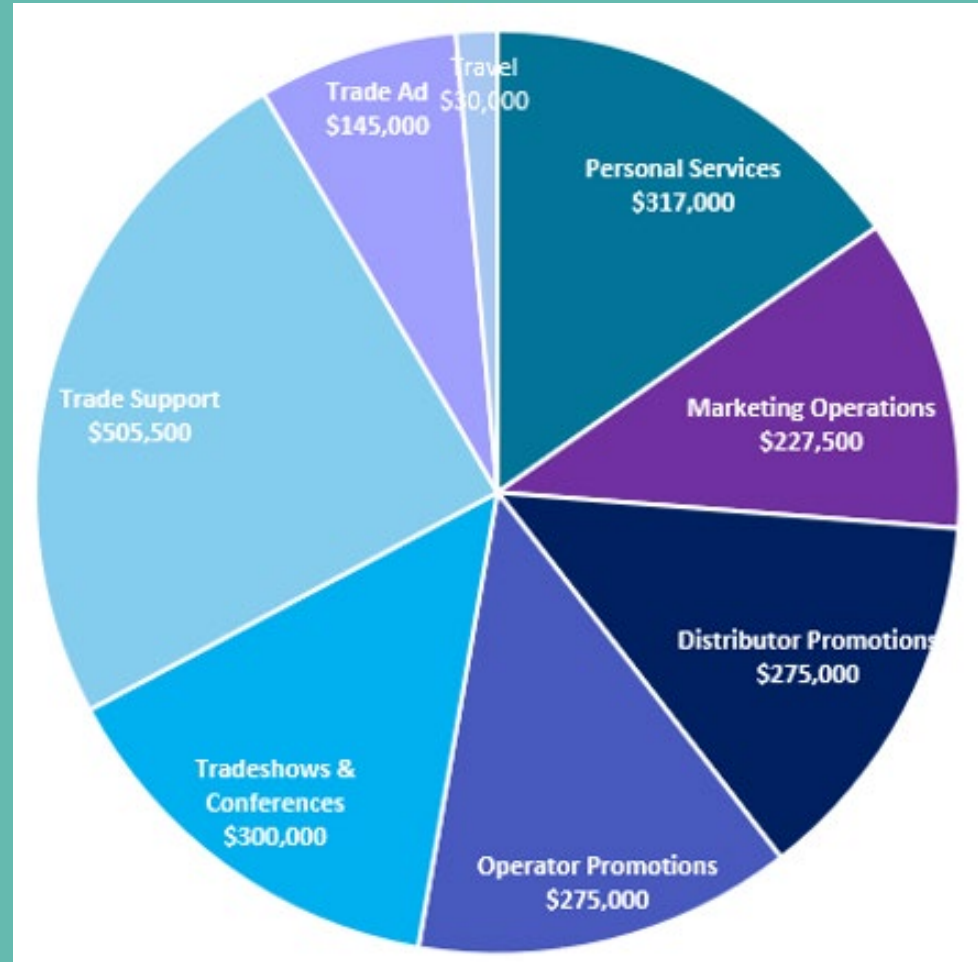
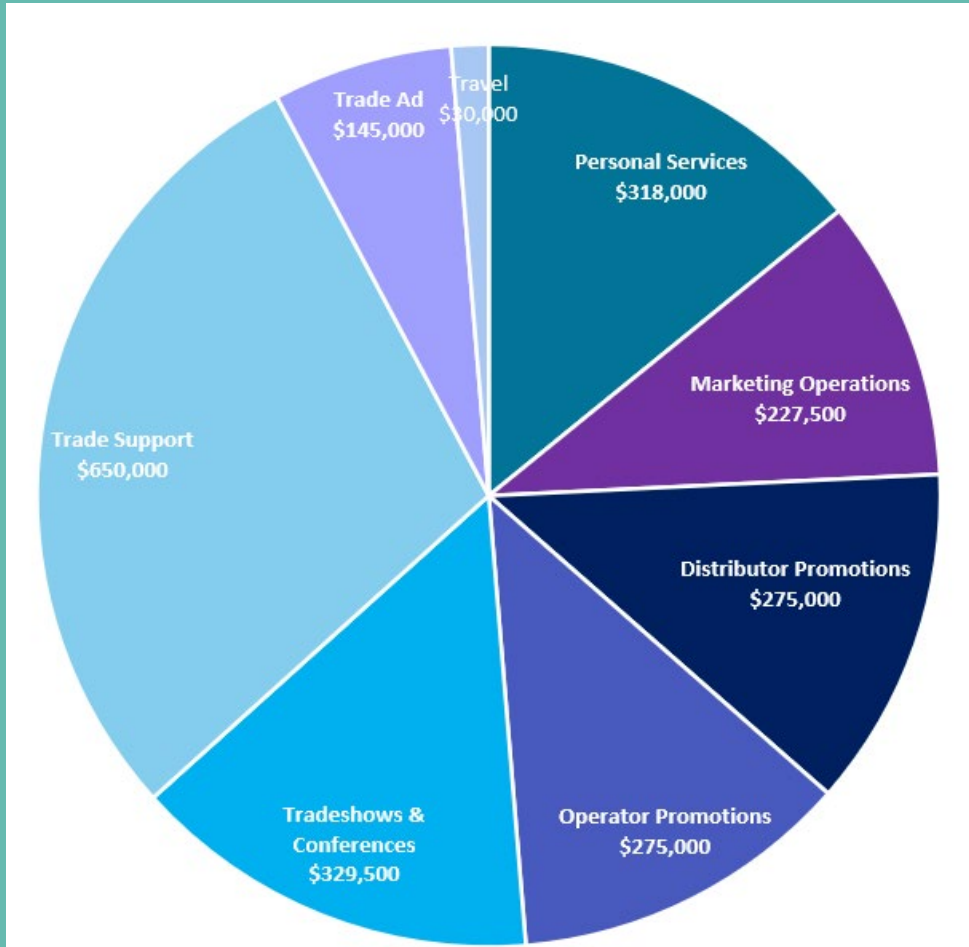
Published April 22, 2024

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# Foodservice





# Program Operations

(Staff):\$347,000

(↓ \$1,000) *Salary and benefits funding determined by fiscal.*

## Salary, Benefits, and Travel

50% Marketing Director (Megan Rider)  
100% Marketing Manager (Leah Krafft)  
50% Marketing Coordinator (Sarah Wallace)

*Slight decrease due to losing 12.5% of floating Assistant Coordinator position.*





## Marketing Operations

Marketing Operations: \$227,500  
(no change recommended)

## Contract and Travel Expenses

100% Distributor Promotions/National  
Accounts Representative (Jann Dickerson)  
50% Marketing Consultant (Tricia  
Sanguinetti)



# Operator Promotions

\$275,000

*(No change recommended)*

Custom promotions with  
16,000+ units across the  
country.





THAT'S WHAT

out





# SEAS THE DAY

with ALASKA FISH TACOS

## Time for a Wild Alaska Fish Taco Promotion

Fish tacos are a no-brainer. They're an affordable seafood item for your menu and with Alaska's huge variety of wild and sustainable seafood you can create some of the most mouthwatering tacos your students will ever bite into. Once you offer an assortment of accoutrements, sauces, and flavor profiles, there really is something for everyone. We have the recipes, tools and promotional ideas for you to seas the day with an Alaska fish taco promotion.



# Distributor Promotions

Distributor Promotions: \$275,000  
*(No change recommended)*

Domestic has been successful partnering with broadline and specialty distributors selling to chain accounts, foodservice management, and independent operators. Current estimate 5M pounds moved during ASMI promotions on average each year.



# Tradeshows and Conferences

\$300,000

(↓ \$29,500)

To heighten awareness of the Alaska Seafood brand and build relationships throughout the foodservice industry, Domestic participates in key trade shows and conferences. Product demonstrations and chef seminars are conducted to maximize impact.

*Decrease due to slight shift in strategy. We plan on making more sales calls moving forward.*



# Trade Support

Trade Support: \$505,500  
(↓ \$144,500)

Recipe development, webinars, chef demonstrations, photography, website and social content, Seafood University, culinary training programs, research, sample seafood products, and all print collaterals. Finally, 50% of the trade PR budget for Edelman comes out of this line.

*Decrease reflects shift in tradeshow/conference strategy, thus resulting in sending less product as a result of tightening budget.*







# Trade Advertising


\$145,000

*(No change recommended)*





Domestic executes a combination of print and digital advertising with Plate, Flavor in the Menu/Seafood in the Menu, CIA Smartbrief and Hotel Smartbrief.



**ALASKA SEAFOOD INNOVATIONS**  
CHEF VIDEO SERIES







**HEAR HOW ALASKA SEAFOOD IS FUELING THESE CHEFS' PASSION**




Whether its Chef Justin Sutherland proclaiming Alaska Bairdi crab as the fisherman's crab, or Chef Jo Chan sharing her excitement about using Alaska Sablefish in her seasonal applications, or an animated Chef Domenica Catelli expounding on what a joy it is to cook with Alaska Seafood, there's no doubt that Alaska seafood ignites these chefs' passion.

Hear theirs and other chefs' stirring reasons for innovating their menus with Alaska Seafood. [CLICK TO VIEW VIDEO.](#)





[CLICK HERE TO SEE ALL INDIVIDUAL CHEF VIDEOS](#)

CHEF VIDEOS **INNOVATIONS**





**WHEN WORLD CLASS CHEFS FIND QUALITY INGREDIENTS...THE RESULTS ARE MAGICAL**



Whether its Chef Justin Sutherland proclaiming Alaska Bairdi crab as the fisherman's crab, or Chef Jo Chan's love of Alaska Sablefish in her seasonal applications, or the animated Chef Domenica Catelli sharing what a joy it is to cook with Alaska Seafood, there's no doubt that Alaska seafood ignites these chefs' passion.





**BAIRDI CRAB**



**SABLEFISH**



**SALMON**



**CIOPPINO**

Hear theirs and other chefs' stirring and impassioned reasons for innovating their menus with Alaska Seafood. [CLICK TO VIEW VIDEO.](#)

[CLICK HERE TO SEE ALL CHEF VIDEOS](#)



A scenic view of a glacier and mountains from a boat. The water is a vibrant turquoise color, reflecting the surrounding landscape. In the foreground, the white hull and rigging of a boat are visible on the left. The background features a large, blue-tinted glacier flowing through a valley, with rugged, snow-capped mountains rising on either side under a clear blue sky.

# Cruise Industry







Holland  America



# Injection of Extra Funds

\$1.5 million dollars:

- Trade promotions
- Sushi program
- McDonald's



Thank you!

