



2022 ASMI All Hands on Deck
ASMI Operational Committee Questions – DOMESTIC MARKETING

1. What are the biggest opportunities for your program in the coming year or near future?
 - a. Nationwide Ibotta campaign for all retailers focused on sockeye salmon due to large harvest. Additionally, increasing digital and print advertising for sockeye.
 - b. Formation of WASA- focusing on flatfish could create an opportunity for collaborations.
 - c. Possibility for use of recipe development to inspire restaurants to add seafood to their menu in a cohesive way. Foodservice continues to work closely with Datassential to stay on top of trends and create recipes accordingly.
 - d. Highlighting underutilized species in innovative recipes that will be new and exciting to chefs, restaurants, other food service operators.

2. What long-term challenges must your program continue to monitor and/or address?
 - a. Reframing frozen product as high quality while competing with other regions ability to provide fresh product year round.
 - b. Lack of cold storage
 - c. Increased marketing and popularity of plant-based proteins on menus.
 - d. Continue to monitor industry ask of USDA RFPs for canned sockeye salmon.
 - e. Large supply of Sockeye.
 - f. Monitoring trade reaction to Alaska fishery closures.

3. Please address the comments from the species committees that were directed toward your program. In response, do you have any recommendations for which your operational program should take action?
 - a. Continue promoting Alaska Crab (species specific) product when available.
 - b. Increase promotion of pollock fillets as well as value added pollock.
 - c. Increase promotion of sustainability aspects and low carbon footprint of all species and possible use data of already completed studies.

4. Are there any specific questions or items of interest pertaining to your program that you would like the ASMI Board to consider?

N/A

5. Is there an action that this committee recommends the ASMI Board consider at All Hands or in the near future?
 - a. Increase domestic marketing budget by \$1,000,000 (\$300,000 dedicated to exclusively to Sockeye salmon) due to strong U.S. dollar, record sockeye salmon harvest, trade barriers, and further interest in investing, building and growing the U.S. market.