

ASMI Domestic Foodservice Program
Alaska Pink Salmon

Marketplace overview: The vast majority of Alaska canned pink salmon moves through domestic retail and international markets. Less than 1% of the total production is packed in 64 oz. cans, and the number of tall pinks sold through foodservice operators and distributors is limited. Tall pinks present an operational challenge for many foodservice operators. In addition, the majority of H&G pink salmon also moves through international and retail channels.

Pink fillets and new value-added products do offer long-term opportunities at domestic foodservice. ASMI will continue working to educate operators and distributors about this underutilized species. There are also opportunities to promote canned pinks with certain broadline distributors and small regional chains primarily in the southeastern part of the country.

The goal of the industry is to move this year's pack which can be best accomplished through the domestic retail and international programs. **For the remainder of this fiscal year, the foodservice program will continue to promote pink salmon through its existing budget and is recommending utilizing only \$25,000 of the 1.5 million allocated at this time.** The foodservice program also shares responsibility for the domestic consumer PR program and will help support efforts to communicate to the U.S. consumer and increase awareness of canned and frozen pink salmon.

Strategy: Generate awareness and product usage of canned pink salmon and frozen fillets at foodservice. Consumers are looking for new, great tasting, healthy seafood menu items and pink salmon offers foodservice operators a profitable fish alternative. Alaska seafood commands a premium while providing the healthy halo consumers desire.

Foodservice opportunities and tactics:

- Communicate to foodservice trade publications utilizing new chef recipes and photography - **\$10,000**
- Distributor education and promotions - **\$15,000**
 - Gordon Foodservice will be conducting a Lenten canned pink salmon promotion for 2014. Will also include the Marketplace stores.
- Operator education and promotions – primarily regional chains headquartered in the southeast that utilize canned salmon on the menu (i.e. Luby's Cafeteria).
- Support industry efforts to develop value-added pink salmon products and promote to foodservice operators.
- Training and education – continue to include pink salmon in ASMI foodservice events and training seminars.
- Utilize ASMI's Chef Alliance to help promote and communicate pink salmon's unique attributes.
- Support domestic consumer public relations efforts along with the retail program.

Total Budget: \$25,000

