



Alaska Seafood Marketing Institute

2022 ASMI All Hands on Deck

Key Questions for Species Committees – HALIBUT-SABLEFISH

1. What are the top 3 opportunities you see for your species in international markets?
 - a. Continue promotions and emphasize how to use smaller (under 4lbs) Sablefish globally.
 - b. Change the perception of 4-5lb Sablefish as larger fish.
2. What are the top 3 opportunities you see for your species in the US domestic market?
 - a. Continue with promotions on Sablefish. Increase promotions on how to use smaller (under 4lbs) Sablefish. In at retail setting, promote ready to eat Sablefish products that are easy to take home and prepare.
 - b. Continue social media promotions from influencers who are not chefs by trade. Seeing lifestyle vloggers making Sablefish makes it more accessible to at home cooks.
 - c. Highlight the health benefits of Sablefish on the ASMI website under the nutrition tab and on social media.
3. Are there any areas where ASMI may be able to provide technical support for your species, i.e. quality, products, packaging, health, safety, nutritional?
 - a. Research the health benefits of Sablefish including vitamin D and Omega 3 levels.
 - b. The committee would like the technical committee to explore Henneguya found in Halibut.
 - c. A third area technical could provide support would be to look at sustainable packaging. For us, particularly, direct to consumer and fresh product shipping packages. This could lend itself to a collaboration with other institutions or universities.
4. For your species, what issues or topics (if any) can ASMI help with messaging and/or outreach?
 - a. The committee would like ASMI to strengthen messaging around the industry's low carbon footprint.
5. What challenges/threats do you foresee for your species in the next year or near future?
 - a. Looking at a potential recession, affordability will be a challenge. It is important to improve our yield and add more value to the fish.
 - b. Lower Halibut quotas could increase prices.
 - c. Ex vessel prices have gone down but we have not seen that translate to consumer prices.
 - d. There is concern about a potential to reduce size limits for Halibut, which would have significant negative impact on the market.