



2025 ASMI All Hands on Deck
Answers to ASMI Operational Committee Questions
International Marketing

Please review the summaries of the species committees and incorporate relevant points when considering the following topics as points for discussion by your committee (*not all questions require answers*). Please provide a summary to the ASMI Board of Directors.

If relevant to your committee: How are changes in foreign trade policies impacting the market? Are you experiencing, or do you foresee, shifts in exports, markets, regions. If so, where and how? How could ASMI help?

- Educating and engaging the AK, WA, OR, and Indiana state delegations about the impacts/effects of trade policy to Alaska seafood companies.

How can ASMI make an immediate difference in the marketplace?

- Inbound missions are impactful and exactly what the industry needs. Continued support for the inbound missions and expanding to include emerging markets. The face-to-face relationship is one of the most impactful ways to communicate the Alaska origin story.
- Continue promoting Alaska origin and the Alaska seafood logo use to distinguish our products from Russian-origin products.
- Converting the Japanese consumers of Norwegian Atka mackerel to Alaska-origin Atka mackerel through promotional activity.

For Domestic & International: What resources can ASMI provide to best help retailers and foodservice operators?

- Continuing the great work ASMI has been doing with recipe development, promotional materials, sales aids, chef education, retailer activations, etc.
- Materials related to the benefits of frozen vs. fresh. Consider introducing 'chilled' to marketing materials for refreshed programs.

After reviewing the summaries from the ASMI Species Committees, do you have any recommendations for which your operational program should take action?

Sablefish

- Continue work on promoting Alaska sablefish (5-7 and 7+) in Dubai and Europe
- Create a trim guide for sablefish fillets to promote consistency (include PBO vs. PBI language) and identify ways in which different trim styles may reduce parasite content.

Whitefish

- Keep YFS as a priority species and continue to support/promote this. Turning YFS into a premium product rather than a value product.
- Increased efforts for Alaska pollock surimi in Japan, in particular with the recovery grades.
- Work with Japan Program to place the Alaska seafood logo on Atka mackerel products in 7-11 and capitalize on the Norwegian mackerel decline, and highlight Alaska seafood as filling the gap.

Salmon:

- ASMI should continue to promote pink and keta salmon, reinforcing their importance to Alaska's seafood portfolio and highlighting their value and versatility across market segments, despite the lower-than-forecasted supply.

The word 'sustainability' has become ubiquitous in the marketplace. How should Alaska differentiate itself? What does Alaska do that no one else does? Are there non-sustainability stories that could be highlighted to better tell the Alaska story?

- Showing rather than telling: more video footage depicting and illustrating how sustainability is woven into daily Alaska life and how it has been a model for the world.
- Highlighting the strength that comes from stakeholder access and collaboration at all levels. Elevating Alaska's responsible fisheries management process, which is unique to Alaska.
- The monetary investment made by everyone involved – from the fisherman to the retailer - in Alaska's responsible fisheries management.
- Sustainability being written into the constitution. It extends beyond just commercial fisheries, encompassing coastal communities and Alaska families, and so much more.

Is there any action that this committee recommends the ASMI Board consider at All Hands, or in the near future?

- ASMI should, when possible, advocate for regulatory changes that would improve Alaska's fishery competitiveness on a global scale, including the recapitalization of our fleets and infrastructure.
- Start work on ensuring that AI-generated content is pulled from ASMI-owned sources.
- Continue promoting Alaska Seafood's nutritional messaging for all species.

The Alaska seafood industry plays an important role supporting ASMI and promoting the Alaska Seafood brand. Please share some examples of how your harvest group, business, affiliate organization or company supports ASMI or effectively promotes the Alaska Seafood brand.

- Supporting inbound missions with plant tours, tastings, etc.
- Participation in trade missions and trade shows.
- Knowledge sharing and educating each other – ASMI staff/contractors and industry
- Leverage ASMI and marketing groups, such as GAPP and WASA, dollars for maximum value and maximum impact.