



Alaska Seafood Marketing Institute

Alaska Seafood Marketing Institute (ASMI)  
**International Marketing Committee Meeting**

Thursday Nov. 10  
8:30am – 4:30pm

**Draft Minutes**

**Call to Order**

A meeting of the Alaska Seafood Marketing Institute (ASMI) International Marketing Committee (IMC) was called to order in person by Madame Chair Julie Yeasting at 8:38 am

**Roll Call**

*Committee Members Present*

Julie Yeasting, Chair

Frank O'Hara III, Vice Chair

Shigeki Okano

Michael McGinley

Phil Young

Joel Peterson

Rasmus Soerensen

Bob Barnett

Jeffrey Stephan

George Li

Bart Lovejoy

Dr. Al Gross

Richard Riggs, Board Member

Duncan Fields, Board Member

*Not Present*

*Tom Marsh, Board Member*

*ASMI Staff and Others Present*

Hannah Lindoff, Senior Director of Global Marketing & Strategy

Nicole Alba, International Marketing & Grants Coordinator

Susana Osorio Cardona, International Marketing Coordinator – Europe

Megan Belair, International Marketing Coordinator

David McClellan, Southern Europe Marketing Representative

Anastasia Talalay, Southern Europe Marketing Representative  
Tim Welsh, Southeast Asia Marketing Representative  
Surisa Taechawiratchon, Southeast Asia Marketing Representative  
Terence Chang, ASMI China  
Roger Zhang, ASMI China  
Carolina Nascimento, Brazil and Latin America Marketing Representative  
Mare Araujo, Latin America Marketing Representative  
Lucero Flores, Latin America Marketing Representative  
Sarah Johnson, ASMI UK  
Alicia Parker, ASMI UK  
Akiko Yakata, ASMI Japan  
Aya Hamamoto, Japan  
Maiko Saito, ASMI Japan  
Jens Hombeck, Central and Western Europe Marketing Representative  
Ksenia Gorovaya, Eastern Europe Marketing Representative

#### **Honorary Committee Members**

Merle Knapp  
Bob Janzing

#### **Other Guests Attending**

Robert Gershberg (on Zoom)  
Victoria Caltagirone (on Zoom)  
Stephanie Madson (on Zoom)  
Ron Risher, OBI Seafoods  
Julia Ying, Whitefish Committee  
Jeff Otness, OBI Seafoods, Whitefish Committee  
Jose Montero, Trident, Salmon Committee  
Bill Sullivan  
Jason Smith, Undercurrent Nets  
Heather Brandon, McKinley Research  
Allen Kimball, Trident, ASMI Board

#### **Approval of Previous Minutes and Agenda**

McGinley moved to approve draft minutes from previous IMC meeting on August 15<sup>th</sup>. O'Hara Seconded. All agreed. Motion passed.

Barnett Moved to approve agenda. Soerensen Seconded. All agreed. Motion passed.

#### **Announcements**

Yeasting announced Knapp and Janzing are here as honorary committee members and thanked them for their service to the committee.

### **Guest Introductions**

All non-IMC members were welcomed to the meeting by Chair Yeasting.

### **Public Comment**

No comments.

### **Chair's Report and Comments**

Yeasting expressed being happy to be here in person with the committee and ASMI team in Alaska. Yeasting thanked ASMI staff for their hard work on the All Hands Meeting. She thanked the OMRs for their hard work. She also thanked committee members. Yeasting welcomed new board members Gross and Lovejoy.

Yeasting spoke on the anti-trust statement. She spoke on previous All Hands presentations including CAP and OMR presentations, including being seafood evangelists, digital marketing materials, how to run a good meeting, seafood being a healthy and sustainable resource, but most of all that our best resource is each other.

### **Vice Chair's Report and Comments**

O'Hara thanked Yeasting for her guidance. He expressed optimism with the strength of Alaska Seafood and expressed gratitude for the committee and ASMI staff.

### **Program Director's Report and Comments**

Lindoff acknowledged Alba and Osoria for their hard work on projects and programs over the past year. She welcomed Belair to the ASMI team and welcomed new committee members Gross and Lovejoy. She spoke on electing new committee chairs at the end of the meeting.

### **Species Committee Feedback Review**

Peterson read Whitefish committee feedback for international opportunities.

Soerensen asked for clarification of US origin vs. Alaska origin.

Ron Risher, Chair of the Whitefish committee, clarified that the whitefish committee's intent was to call out origin and to make sure we get Alaska products promoted.

Yeasting spoke on opportunity to promote made in Alaska.

McGinley asked Risher to speak on opportunities in Saudi Arabia.

Barnett read Halibut/Sablefish committee feedback for international opportunities.

Committee members discussed promotions of smaller sablefish and value-added products.

McGinley read Salmon committee feedback for international opportunities.

Knapp asked if there is an ambassador for sports and fitness as he sees that there is opportunity in this area.

Lindoff said we do partner with athletes around the world.

Committee members and OMRs discussed "Feed your Fitness," an NEU marketing program, and the increase in popularity of women's sports.

McGinley expressed opportunity for canned and convenience salmon with fitness and sports. Okano expressed that we need to continue and increase promotion for sockeye in Europe.

Yeasting read the Shellfish committee feedback for international opportunities.

James (from Trident?) discussed challenges with crab.

Gross discussed inflation and a weaker dollar in Cambodia and Indonesia.

### **SE Asia Update**

Welsh thanked the ASMI team, OMRs, and Risher for guidance.

Welsh discussed covid and country openings. Travel is normalized but tourism is slow. Chinese tourists have not returned. China makes up 1/3 of tourism. Business is coming out of China and into SE Asia. This creates opportunity but challenges. Inflation is hitting SE Asia. Vietnam has good growth.

Taechawiratchon discussed marketing updates and highlights including:

- Food and Hotel Asia in Singapore. Trade leads from this show are 64 with 28 new contacts
- Eb Frozen Food in Malaysia- Alaska pollock promotion
- Seafood Expo Asia Singapore- 81 trade leads and 31 new contacts

Welsh discussed upcoming activities including:

- Singapore Fair Price Supermarket
- Alaska Seafood Week
- Thailand Menu Promotion
- Indonesia Culinary Schools Technical Training
- Vietnam Trade Mission
- Indonesia International Seafood & Meat Expo
- Thaifex-Anuga Asia Show

McGinley asked for comment on partners for reprocessing in Malaysia. Welsh answered that there is no one set up for big volume yet but there are small volume processors. Processors see opportunity and there may be more ready for big volumes in the future. Risher discussed reprocessing opportunities in Malaysia and agreed with Welsh's sentiments. There is a presence of wild Alaska salmon that has been processed in SE Asia and stays in the region.

Yeasting asked for dates for Vietnam trade mission. Welsh proposed week of Feb 28<sup>th</sup>, 2023.

Yeasting asked for hands for interest in Vietnam trade mission. A high level of interest was shown.

Yeasting asked for vote on week of February 28<sup>th</sup>. None opposed.

### **South America Update**

Nascimento thanked the committee and welcomed South American team members Mare Araujo and Lucero Flores. Nascimento presented a market overview including covid update, GDP, inflation, elections and seafood trade. US Seafood exports to SA up 23% until September and 37% up to LATAM.

Nascimento presented SA Marketing Strategy including:

- Strong outreach to trade
- Education
- Retail Merchandising
- Foodservice development
- Virtual

#### Highlights:

- Tradeshows generated around 50 new trade contacts.
- LATAM inbound buyers mission resulting in \$4 million in sales.
- Market Access- working closely with Peruvian industry and government.
- Trade and Foodservice Education- culinary students certification, E-learning and hands-on. Fish Training school.
- New retail products, retail merchandising- 31 chains, 560 outlets, 26MT=\$500k. Three promotions: Easter, Seafood week, winter.
- Social Media- Working with influencers. Four million people reached in Q1 22. Increased followers by 10%.
- Smartfit Gym campaign, in gym product promotions.

#### Upcoming:

- Trade mission Peru and Colombia May 7-12
- APAS 2023 May 15-18
- Seafood Show LATAM Oct 24-26
- Trade Seminars in Mexico
- Technical samples to new potential markets and clients
- Marketing plan for POP in Peru

Nascimento expressed wanting to set up 1:1 meetings in Boston for match making with processors and LATAM retailers/distributors.

Nascimento asked for questions. Janzing asked about a refresh program for sockeye. Nascimento answered that currently there is not a program, but the team is looking into it. McGinley acknowledged the South American ASMI office as a great resource. Yeasting and Nascimento discussed the fitness program. O'Hara discussed opportunity for matchmaking for processors and buyers. Question from guest: Is there any interest in reprocessing in Mexico? Nascimento answered there is potential but we need to grow our relationship with processors in Mexico. This could be a good time to explore the opportunity for trade seminars for processors.

Yeasting thanked Nascimento for presentation.

#### **Japan Update**

Yakata welcomed her team members Aya Hamamoto and Maiko Saito. Yakata presented on Japan including:

#### Highlights and Lowlights:

- Assassination of prime minister

- Yen fell to 150 vs. US dollar
- Tourists coming back
- Suppliers transferring increased costs to customers

Seafood market update

Japan market update for foodservice

Japan program activities

- 7-11 Rice Balls- sockeye salmon and mentaiko pollock roe most popular

Yakata presented 7-11 merchandiser's comments including praise for the sustainability of Alaska seafood fisheries. Yeasting commented on large push for ASMI logo on 7-11 packaging and recognized the accomplishment. Soerensen thanked the ASMI Japan team on this huge accomplishment. He expressed the difficulty in the past with getting the sustainability message out in Japan and has hope that the message is finally on the move. Yakata said the process is slow, but it is happening. Knapp asked how many processors are supplying rice balls and where roe is coming from auction vs. supplier. Yakata said there are several processors. Roe is coming mainly from suppliers. Janzing asked if other convenience stores will follow 7-11. Yakata said she would consider it but is giving 7-11 priority for the time being. Okano discussed onigiri expansion to North America.

Yakata continued presenting on Japan promotions including:

- Sockeye promotions in the west
- More Alaska seafood fair requests from traditional and new partners
- Costco Promotions for Alaska origin mentaiko pollock roe
- Consumer facing activities
- Upcoming events: Sakana Japan Festival, Zakoba Asaichi in Osaka, Coop Tohoku Alaska Fair, Arrowtooth Flounder recipe, Costco connection, and more...

Yeasting asked for questions or comments.

Barnett asked about shelf life of a rice ball. Yakata responded with one or two days, sometimes they are restocked multiple times per day.

## **SEU Update**

McClellan presented on Southern Europe including:

- Economy and inflation
- High unemployment rates
- Russian invasion of Ukraine
- Post-pandemic tourism growth
- At home seafood consumption 14.5% below 2021 and 9.2% below 2019.
- Salmon imports to S. Europe. Demand for salmon continues to grow. Good growth in fillet exports from US to SEU. Record AK sockeye and keta fillet export.
- September 2022 Eataly in-store AK sockeye salmon promotion.

McClellan referenced Okano's question about promoting refreshed H&G sockeye. McClellan expressed concern with the appearance and texture of refreshed H&G sockeye on ice. He suggested it be filleted and sold in portions instead of whole. Committee discussed reprocessing and packaging. Yeasting expressed there is interest in finding a distributor to process sockeye for retailers. McClellan will be working to find these opportunities.

Knapp asked how much H&G vs how much fillet were produced and where marketing emphasis needs to be made. Riggs answered we don't have that information. There is not a singular report like we have for cans. We should have this information but, at the moment, it is not produced.

McClellan continued to present on cod imports to S. Europe. He discussed that they have worked to create an Alaska cod category within the light salted market and asked for continued support from longline cod producers to support the Spanish and Portuguese companies working to maintain sales of light salted Alaska cod. This is a good product for promotion, but it has been difficult to get consistent product.

Peterson asked about demand for CBO vs. J cut. He sees higher demand for CBO and not seeing J cut demand. McClellan responded CBO is going for salting. He said the processors are probably set up to only work with CBO due to salting process. Peterson expressed it would be easier to provide J cut.

McClellan presented on demand for pollock. Demand for fillets are very price sensitive. Total imports from the US were down 21% last season. Knapp questioned why Russian imports were up 81%. Yeasting would like committee to circle back on this issue.

McClellan presented pollock promotions in schools including "Alaska Pollock Day." The Committee discussed official name of Alaska pollock and Yeasting decided to circle back.

McClellan presented on surimi imports to S. Europe. Krissia, a high-quality surimi brand is selling a surimi protein bar. McClellan also gave a rockfish market update.

#### 2022 highlights:

- Conxemar Seafood tradeshow 2022 10 Alaska exhibitors, 285 buyer meetings, over \$6 million in at show sales, \$29 million in projected 12-month sales.
- Seafood Expo Global 21 Alaska exhibitors, 445 buyer meetings, \$81 million in at show sales, \$1.6 billion projected 12-month sales

#### 2023 Promotions:

- 4-5 HRI trade shows
- 4-6 retail promotions
- Social media campaigns
- Four Wild Alaska Seafood Week restaurant promotions
- Trade journal advertising
- Chef training sessions

Yeasting thanked McClellan for his efforts at Seafood Global. Soerensen asked about the previous reference to trading down in seafood industry but commented that salmon is going up in SEU and that seems to be going against trends. McClellan spoke about the large quantities of farmed raised salmon from Norway that is available in Southern Europe.

## China Update

Chang and Zhang presented on China.

Zhang spoke on covid concerns in China. In Mainland China international travel is still not open; there is still a mandatory quarantine. Chang presented more info on covid situations. Shanghai had a two month lock-down in June. Cold storage and processors in North are being closely monitored and there's strict enforcements of protocols. Lockdowns are affecting businesses and there's weak retail spending. Frozen food imports are also being closely monitored and there have been cancellations of large-scale events. Hong Kong is looking to connect with the world. Hong Kong has high vaccination rates. Covid policies are relaxed for the HRI sector. Restaurants and bars are open. The Chinese economy has seen slow, steady growth. Inflation is rising. Retail sales are increasing. There's a shift toward online consumption. In Hong Kong economic growth is stagnant, with high inflation since September, and retail sales down.

### Program Highlights:

Bringing Alaska Seafood to the hotpot industry

Tasting seminar in Chengdu, products featured: snow crab, pollock, surimi, surimi noodles, pollock roe, sole, cod, Pacific Ocean perch

Tasting seminar in Guangzhou products featured: Pollock, surimi, surimi noodles, pollock roe, sole, cod, Pacific Ocean perch

Results: 140 HRI professionals, 49 million impressions from media, relationships with the Hotpot Association, suppliers are in talks with restaurants; there's interest in pollock surimi.

Increase exposure in online world- TikTok, etc., ASMI KOL Campaign- 1.4 million impressions

Online menu promotion with Ufuel- fitness KOL used on Tik Tok- 12 million impressions

Online training with Great Chef platform- Impressions of 27 million

Retail promotions- Nature Village Hong Kong highlighting pink salmon can, smoked sockeye, pollock nuggets. Drive sales valued at 1.1 million HKD.

Delifans in Hong Kong. Sales valued over 846k HKD

### Upcoming:

SIAL Shanghai December 2022

HOFEX Hong Kong May 2023

Tasting seminar in Chongqing for Hotpot

Investing in digital assets, videos

### Questions:

Soerensen expressed that he likes the hotpot relationship and asked what about other restaurant chains? Chang discussed possible opportunities at fast casual chains.

Li asked if Alaska Seafood would be represented at CIEE (China Imports and Exports Expo). He said that the Norway ambassador will be at this show promoting Norway Seafood and expresses that he believes

Alaska Seafood should have a presence here. Zhang responded that no, we will not be at this show. This expo is not only focused on food, but all imports. He expressed that the seafood show is the best for ASMI.

### ***Break for lunch***

#### **NEU Update**

Johnson gave updates on the UK including the death of the Queen, new King, new prime minister, Rishi Sunak. Johnson discussed inflation, high fuel costs, and a future recession.

#### Marketing Strategy:

Focus on education

Brand building

Canned salmon promotions

Wild Alaska Seafood Month

#### WASM Promotions:

Sainsbury's campaigns- 1.3million pounds of sales

Ocado home screen take over campaign

Costco in-store product tasting promotion

Waitrose- Frozen pollock

Times Radio interview with Duncan Fields

Daily Telegraph editorials

#### Education:

Working with Food Innovation Solutions to identify trends in food consumption and produce recipes resulting from research. The team will be holding pop-ups to recreate recipes. There's a campaign in schools about mental health and well-being of children and the importance of well-balanced diet. We are using the program to encourage children to cook in schools using pink salmon. ASMI also did a Chef competition with Salon Culinaire and used pollock, yellowfin sole, sockeye, and blackcod.

Johnson described the retail promotion Princes red salmon, an Easter campaign with Tesco which resulted in 20,000 new customers. She also described the Jubilee feature in the *Times* promoting canned salmon and the England Rugby Player influencer promotion focusing on canned salmon. Johnson also described the partnership with FAS in London to improve the perception of US food in the UK including a beautiful cookbook.

#### Parker presented future projects including:

At Home Delivery- Mindful Chef, featuring an Alaska sockeye salmon recipe.

LEAP Christmas Activations: reduced packaging size, smoked keta salmon, festive packaging.

Christmas retail promotions: Sainsbury's- promoting wild fish discovery wild sockeye salmon 100x stores

Trade outreach resulted in a foodservice promotions with Bagels and Beans, communication with Dutch Seafood Marketing Board, and restaurant week in collaborating with US Embassy. Further outreach in Denmark.

Salon Culinaire 2.0

Canned salmon- using social media trends to promote

WASM 2.0 January 2023

Questions:

Yeasting expressed the team has done so well with healthy narrative. She suggested they keep working with this message. She asked about the availability of the cookbook.

Gross asked if it is possible to build in the word sustainability in the “Best Fish Swim Free” campaign. Parker answered that this campaign is for the LEAP brand so we do not have control over their packaging and messaging but expressed that we are always beating the sustainability drum and use it in our messaging.

Yeasting asked about Alaska Seafood University. Parker answered that yes this program has been launched and can be found on [alaskaseafooduniversity.co.uk](http://alaskaseafooduniversity.co.uk).

### **EEU Update**

Gorovaya discussed 21/22 EEU season, the eight months before the invasion of Ukraine began.

Highlights included:

Partnerships with importers for retail merchandising in Fozzy, Goodwine, WestInvest, and Klion group. In-store promotion of salmon roe with Rimi, Lithuania. Articles with on-line media on benefits of Alaska salmon roe in Ukraine. Recipes were created and shared by chef influencers. ASMI EEU worked with influencers on social media for recipes for roe and partnered with Goodwine stores in Ukraine with a celebrity chef for social media campaigns featuring salmon. A culinary masterclass at the Blogger Camp in Romania featured Alaska sockeye and roe. There was also a Cochran Mission to Alaska.

Gorovaya discussed the importance of digital marketing campaigns and the continued promotion of pollock to families with children. The team worked with an influencer to update school menus- four Alaska pollock recipes were included. Consumer research has helped ASMI EEU understand what consumers wanted in terms of pollock roe. Recipes were developed from this research. Recipes were published on the website and influencers used to spread the word. The product is available and affordable.

Gorovaya discussed the region after the invasion began on February 24, 2022.

Economic overview: Inflation over 25% in Ukraine, Baltic Countries 15%, Moldova 27%

Ukraine- civilian losses, 50% of businesses shut down, GDP is forecast -34.5%. Infrastructure destroyed.

Seafood Imports Jan-Aug 2022. Pacific Salmon imports have increased. Georgia is taking Lithuania's volume. Salmon Roe has decreased. Surimi exports have increased. Seafood retail prices have risen:

Ukraine 48%. Romania/Lithuania 14%. Gorovaya discussed impact of war on Ukrainian fish industry and showed photos.

22/23 Updates:

Digital materials to reuse- translate ASMI materials into Ukrainian. Repurpose materials into new formats (reels and shorts)

Pollock roe promotions

Pollock surimi promotions

Salmon roe promotions outside of Ukraine.

Sockeye in Lithuania- there have been quality complaints, including parasites.

Wild pink salmon cans for food aid in Ukraine.

Useful promotional pieces with new slogan “It’s natural to be Free”- batteries, multi-tools

Simpler recipes for Ukraine (using portable stoves)

## Questions/Comments

Yeasting expressed gratitude to Gorovaya and said she has our support.

Questions from guest: Is Lithuania a potential growth market for reprocessing?

Gorovaya responded that Lithuania is more affordable than Poland but capacity is limited. Not much development in this area. It is growing steadily over the years. Workers in factories came from Ukraine, so there is a large labor shortage.

Yeasting discussed that the US Seafood industry had a lot of Ukrainian workers, and the industry is feeling the effects of war and labor shortage due to this. She again expressed that "We stand with Ukraine".

## **WEU/CEU Update**

Hombeck presented marketing updates for the CEU region. Including:

Economy Update- High inflation, potential recession, labor shortage, high energy cost

Trade climate and consumer confidence is down due to global and national challenges

Forecast down across entire area.

Covid situation- CEU is returning to normal as citizens learn to cope with pandemic. 78% are vaccinated.

## Food Market Update:

Retail is being affected by inflation and high pricing. Some down trading is being seen so there is a potential for whitefish and smoked salmon. Godfrey Fredrick's, one of the largest smoked salmon companies in Germany, is up for sale. They sell mainly smoked coho and a lot of Alaska product. So far there is no buyer, so this could be a big loss. Other salmon smokers trading sockeye are seeing an increase in demand.

Retail Promotions: Quick commerce partnerships have been running for five months. Flick, Grutto, Lelka cover a full range of Alaska products, reaching 1.4 million potential customers and generating \$600,000 in retail sales value.

## HRI promotions:

Developed Alaska promotions and brochures targeting canteens, cafeterias, and caterers. ASMI partnered with the Hop Growers of America and did a flavor pairing event for gastro media and chefs, achieving a media reach of 1.3 million.

## Consumer Campaigns:

Health and Fitness "Be Healthy with Alaska," ASMI worked with fitness influencers, and worked with Women Health Camps and promoted Alaska Seafood in gyms across Germany.

## Upcoming:

Health remains a focus. Wild and sustainable are seen as a luxury. We will shift focus to value as core messaging for all Alaska products and intensify work with nutritionists and dieticians. Sockeye salmon needs special attention this year. ASMI will widen our scope to include private label goods. We can combine generic projects and brand partnerships and connect with processors to support product development.

The McDonald's campaign will happen in January under the Alaska Seafood Month in Europe. Quantity wise they are very important. It is difficult to get into McDonalds with any marketing materials. 708 restaurants will use the pollock video footage.

Sports ambassador- Ice Cross downhill- ASMI sponsored an athlete for next year. They are pushing to be included in Winter Olympics. Races are shown on Redbull TV.

#### Questions/Comments:

Yeasting asked if McDonalds promotions was happening now. Hombeck answered that it will take place in January. They reached out to processors to make sure this partnership was ok.

Soerensen asked if trading down is happening or if it's too soon to tell. Hombeck answered that it is not too soon, we are seeing it across the board with consumers and retailers. Private label and discount brands are seeing solid numbers. So we are seeing the trend that people are cutting back on higher priced foods. The trend has been moving this direction for three to four months.

Yeasting discussed fish stick price going up. Hombeck answered that this increase is manageable for consumers. Other categories like higher priced salmon smokers are trying to find a way to keep prices under control i.e., reduced packaging size. Yeasting asked if this was the same for other products like beef and poultry. Hombeck responded all categories are going up, especially beef. Poultry is affordable with many different options. Soerensen asked if this is an opportunity for pollock based products. Hombeck answered yes definitely, people are turning towards more affordable options so any protein with reasonable pricing has better chance now than before.

Okano asked about opportunities for a sockeye refresh program. Hombeck answered yes, there is opportunity. Product will not take off immediately because of price, but there is potential. We will need to find the right processors for this process. Times are changing due to Russia so there may be capacity at Poland processing plants.

Okano discussed sockeye markets in the US, Europe, and Japan and the importance of spending money this season to promote this season's catch. He worries that the money spent this season will create a new market and the catch may not be as strong next year. He also discussed the H&G market and marketing efforts. Hombeck responded that there is already an existing market for frozen fillets and the refreshed product is the same product just in a more convenient format. He expressed that the consumers already exist, and not much education would be needed. He told the committee ultimately it is up to them if they want to continue to try to grow the market. He sees more potential for growth. Okano discussed ikura also.

Soerensen noted that Hombeck mentioned processing companies in Poland are trying to avoid sourcing raw materials from Russia. Are you seeing this in retail? Hombeck responded no, unfortunately not. They are positioning themselves against conflict but action is very slow.

#### **WEU**

Hombeck presented on the WEU market including:

Sales Promotions:

High-visibility during pre-Christmas sales season.

In-store promotions have resumed.

HRI programs:

Strong presence in gastronomy events in WEU

Exhibit at Salon des Saveurs

Sponsorships of 50's Best Restaurants

Lessons at well-known culinary academies

Presentations of species to future chefs

#### Consumer Campaigns:

New culinary program with Flymenu. Recipe platform directly linked to retail webshops. 60 recipes are now available. ASMI is also working on development of virtual assets to spread the Alaska message. The creation of non-promotional GIFS is to encourage further use.

#### Upcoming:

Health campaigns: ASMI is working with experts to promote Alaska seafood. We need to convince consumers why Alaska is worth the price. ASMI will run a booth and workshops at dietecom tradeshows in both CEU and WEU. ASMI partnered with Food Export USA to save costs for SIRHA. This is the only tradeshow where both USA origin and Alaska origin are combined. The first canned salmon promotion for Belgium is scheduled. The ASMI Brand logo will be on top of the can.

#### Questions/Comments:

O'Hara asked about the EU market name for rock sole in the French market. The current translation is "false Pacific flounder." Homebeck said he is working with Pat on translations for sub species to find what the best market name would be. Discussion on name translations continued.

Yeasting asked what the slogan "Alaska the Value of the Wild" was being used for. Homebeck responded that they are hoping to use this more on social media to differentiate wild Alaska vs. farmed.

#### **Vote for committee chair and vice chair**

Yeasting proposed we move vote for committee to chair and vice chair to accommodate people leaving on 4:15 shuttle.

Yeasting nominated Soerensen for chair, Peterson seconded.

Soerensen nominated Barnett for chair.

Young nominated Barnett for vice chair. Gross seconded.

Yeasting asked for discussion. Discussion amongst the committee members continued. Ballots were filled out.

**Soerensen was appointed Chairman of the International Marketing Committee.**

**Bob Barnett was appointed Vice Chair of the International Marketing Committee.**

#### **Operational Committee Board Recommendations**

Committee discussed questions and board recommendations:

1. **What are the biggest opportunities for your program in the coming year or near future?**
  - a) Focus on Buy Alaska – there is an opportunity in the current global unrest to call out origin.
  - b) Continue to focus on and promote health attributes and fitness applications for Wild Alaska Seafood. OMR's are doing a great job with this!

- c) Good for Our Planet – go beyond sustainability –
  - Renewable healthy resource - be a Seafood Evangelist like Barton Seaver
  - Develop materials targeted to each different region subject that region's priorities
  - Focus on water use compared to growing vegetables or other proteins
- d) Follow the opportunities to expand reprocessing centers in other global regions such as SE Asia, Poland, Netherlands, South America. Focus on value add to Alaska Seafood products for sale in those regional markets

**2. What long-term challenges must your program continue to monitor and/or address?**

- a) Inflation and recession and impact on pricing compared to competing proteins.
- b) Exchange rates and impacts on price and marketability in each region compared to seafood products from other global producers such Norway, Chile, Russia & Canada.
- c) Competition from farmed species (whitefish and salmon) - continue to call out wild.
- d) Impacts of the Russian invasion of Ukraine – Alaska industry should be ready to help.
- e) Future funding: In order to continue to support and grow our vibrant programs, ASMI board needs to support an increase in current MAP funding. ATP funds are a good example of how ASMI increased market presence in SE Asia and Japan. This program is funded by ATP \$ that run out in 2024. Is there opportunity in the State of Alaska budget to fund ASMI programs to continue the benefits to the Alaska seafood industry.
- f) Study impacts of climate change on Alaska species (technical committee).

**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) Help with distribution of samples in Europe. Cohesive effort from industry to provide samples. Sample bank is strong, but there is no one capable of doing the logistics of shipping across Europe.
- b) Allocate funds to market Alaska Seafood in the Middle East markets – high value species such as Pacific cod, black cod and crab to high end consumers.
- c) Promote the good value of Alaska whitefish compared to alternatives in each market in response to inflation trends.
- d) Examine opportunities to refreshed sockeye and other Alaska salmon species in Europe.
- e) Expand McKinley Research report to include groundfish catch, production and market data on species which compete with Alaska seafood such as Norwegian redfish, Russian salmon and pollock, European flatfish and Atlantic cod.
- f) Shellfish: Focus on food service promotions of golden king crab and Bairdi in Japan. Examine opportunities for Dungeness crab in the cruise ship sector and specifically whole-cooked crab in

the commodity markets in SE Asia.

**4. Are there any specific questions or items of interest pertaining to your program that you would like the ASMI Board to consider? If not, write N/A.**

Continue to work with US government representatives address trade restrictions in China and increase presence of Alaska seafood in their domestic markets.

**5. Is there an action that this committee recommends the ASMI Board consider at All Hands or in the near future?**

We are so proud of our large international program. ASMI continues to go deeper into mature markets and expand our reach in new markets. Our recommendation to the board is that they continue to fight hard for funding to support and grow all ASMI programs which are adding value to our Alaska Seafood.

Feedback on 2022 All Hands: Committee enjoyed this year's meeting at Alyeska. ASMI staff really did a great job keeping us engaged and occupied. The trivia night was brilliant. We appreciate that the meeting will be back in Anchorage next year. Suggest smaller meeting rooms at Captain Cook like we had here. Suggestion for meetings at Alyeska every other year.

**Good of the Order**

McGinley welcomed new members.

Young thanked thr chair and vice chair for service.

Yeasting and O'Hara both thanked the committee and expressed it was an honor to serve.

**Adjourn**

Soerensen moved to adjourn, Gross seconded. None opposed. Motion passed at 4:24 p.m.