

QUESTIONS FOR OPERATIONAL COMMITTEES (INTERNATIONAL)



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Key Questions:

1. What opportunities do you see coming up for the ASMI program you guide? How can ASMI programs capitalize on new markets/categories/platforms? How can ASMI draw in new “customers”/promotional partners?
 - Depending on effects of US China tariff situation, possibly shifting emphasis to alternative markets.
 - Expand to South America and Southeast Asia (Singapore, Thailand, Malaysia, Vietnam, Philippines). Add Greece back into Southern Europe.
 - The German program is conducting an activity aimed at educating incoming college freshmen about affordable and easy to prepare Alaska seafood options. Would like to see this activity recreated in other markets.
 - Emphasizing the nutrition and health benefits of Alaska seafood. Applicable across markets.
 - Participate in more trade shows – both seafood specific and HRI.
 - Better video and photo assets. More video and pictures from industry shared with ASMI, keeping in mind photo rights. Set aside the money to create an extensive media library that is available to all the OMRs around the world.

Motion: The IMC Committee requests that ASMI budget for organizing, cataloging and substantially expanding the ASMI video and photographic library for use by our Overseas Marketing Representatives and domestic marketers with an eye toward short clips for social media, ease of access as well as repeated use without copy write concerns.

2. What specific advice would you give the ASMI program you guide about upcoming challenges in the marketplace or with a particular species or product form?
 - One challenge is younger people are not eating seafood. The advice to ASMI would be to target younger demographic with promotions.
 - Focus on value and quality because of higher price points.
 - Russia poses a challenge and an opportunity. Challenge: competing products. Opportunity: For pollock, when Russia increases production of sea frozen blocks, it lessens supply to China which is a good thing. No advice specifically, just something to be aware of.

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3. Taking into account comments from the species committees, what focused effort do you think could best support industry needs now and in the future?
(Species committee comments and recommendations will be provided in writing at the conclusion of their respective meetings.)
 - More advance communication about promotions. Annual calendar with all activities.
 - Continue to promote canned and frozen pink salmon in preparation for the 2019 harvest.
 - Continue promotion of pollock roe
 - IMC recommends expanding the International Program's current consumer research survey to include species specific questions about Alaska origin.

4. Are there business impacts (so far) of the U.S./China trade dispute and subsequent tariffs that were identified by your committee, beyond those listed by the species committees? These may include shifts in product form, processing locations, or markets.
Based on these impacts and those identified by the species committees, are there marketing opportunities you would like to see explored by ASMI programs?
 - Yes, there have been business impacts identified by our committee as a result of the China tariffs beyond those listed by the species committees.
 - Using proposed ATP funding to expand into other markets. Application was submitted this week, and awards are expected to be announced sometime before the new year. We are hopeful.

5. Are there any specific actions pertaining to your program you would like the ASMI Board to consider?

Motion: The International Committee recommends that the ASMI Board consider developing an ASMI internship program with the goal of encouraging industry stakeholders to choose careers in the seafood industry. He International Committee would suggest that the ASMI board envision a program that would have one or more interns engage with ASMI for 6 months to a year to experience aspects of ASMI's international program as well as ASMI's other programs. The committee further recommends that the

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ASMI board and staff look to funding sources such as the Rasmussen Foundation or Work Force Development grants to partially fund the ASMI internship program. The International Committee stands ready to work with the ASMI Board and Staff to place interns with OMR's and to have them work with our marketing staff.