



Wild, Natural & Sustainable®

INTERNATIONAL PROGRAM BUDGET PROPOSAL FY26

RAPP, MAP, EMP, MATCH

Nicole Alba, International Marketing Director
May 15, 2025



FY26 FUNDING SNAPSHOT:



FUNDING SOURCE	AMOUNT
MAP: Market Access Program	\$4,523,826
MATCH/SDPR	\$3,100,000
RAPP 2025 TII	\$4,411,000 <i>(some carry-over from T1 + out of \$8.5 total T2 award)</i>

RAPP TRANCHE II: **\$8.5 MILLION AWARD!**



- Future RAPP tranches are unknown. No official news from FAS.
- Multi-year funding - each tranche program period is five years.
- EU markets are now eligible for RAPP TII funding.
- Continued focus on market diversification with emphasized markets: Africa, Latin America/Caribbean & Southeast Asia.
- USDA endorsed tradeshow allowable (Seafood Expo Global & Seafood Expo North America).
- Mexico and China remain ineligible under RAPP TII.

FY26 FUNDING SNAPSHOT:

FUNDING SOURCE	AMOUNT
MAP: Market Access Program	\$4,523,826
MATCH/SDPR	\$3,100,000
RAPP 2025 TII	\$4,411,000 <i>(some carry-over from T1 + out of \$8.5 total T2 award)</i>
Total FY26 Budget	\$12,034,826

INTERNATIONAL PROGRAM FY26 FUNDING PRIORITIES



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1

Maintain increased budgets in **Southeast Asia and Latin America programs**, with continued focus on reprocessing, and the consumer sector in Thailand, Singapore, and Brazil.

2

Continue to diversify marketing efforts and target audiences in the UK, Europe, and Japan. Focus on new and innovative consumer marketing activities (out-of-home Promotions, etc.).

3

Continue marketing program in **Middle East North Africa West Africa (MENAWA)** which officially began in Q3 of FY25.

4

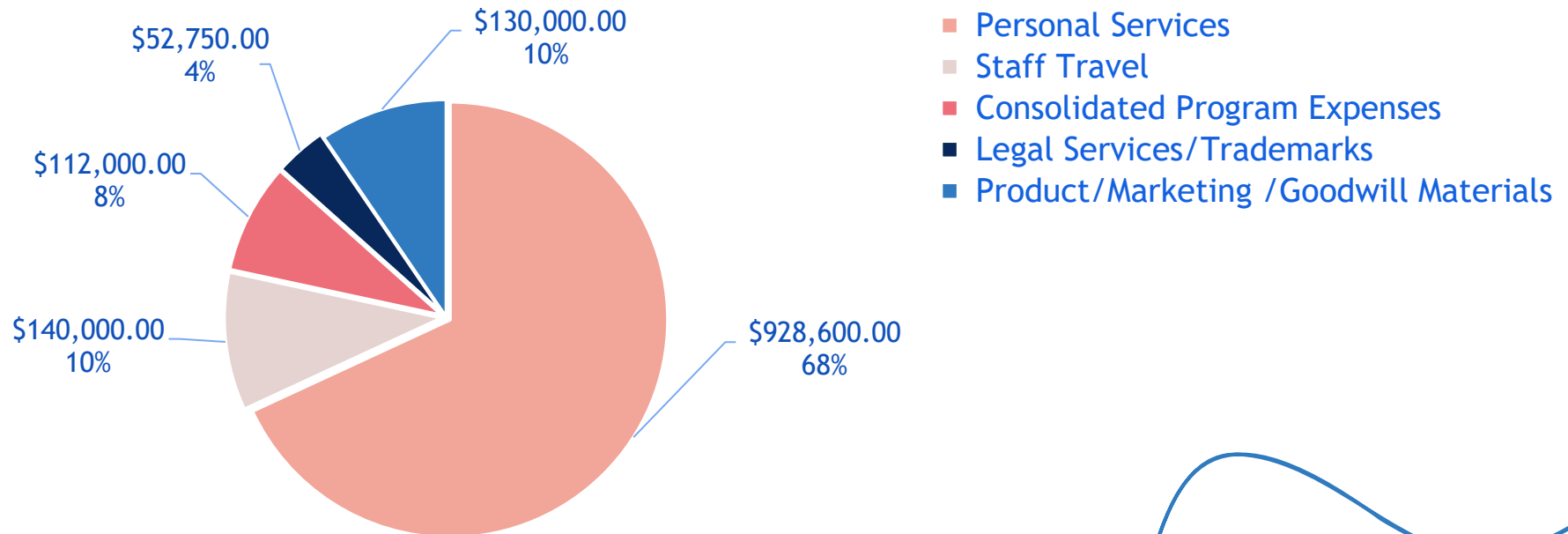
Support ASMI's U.S. Domestic program by funding USDA-endorsed tradeshows, including SENA and Americas Food & Beverage Show, with RAPP dollars.

HQ PROGRAM OPERATIONS



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ASMI Program Operations	2025	2026	Difference
Personal Services	759,000	928,600	22%
Staff Travel	140,000	140,000	0%
Consolidated Program Expenses	112,000	112,000	0%
Legal Services/Trademarks	52,750	52,750	0%
Product/Marketing /Goodwill Materials	130,000	130,000	0%
Total	\$1,193,750	\$ 1,363,350	14%

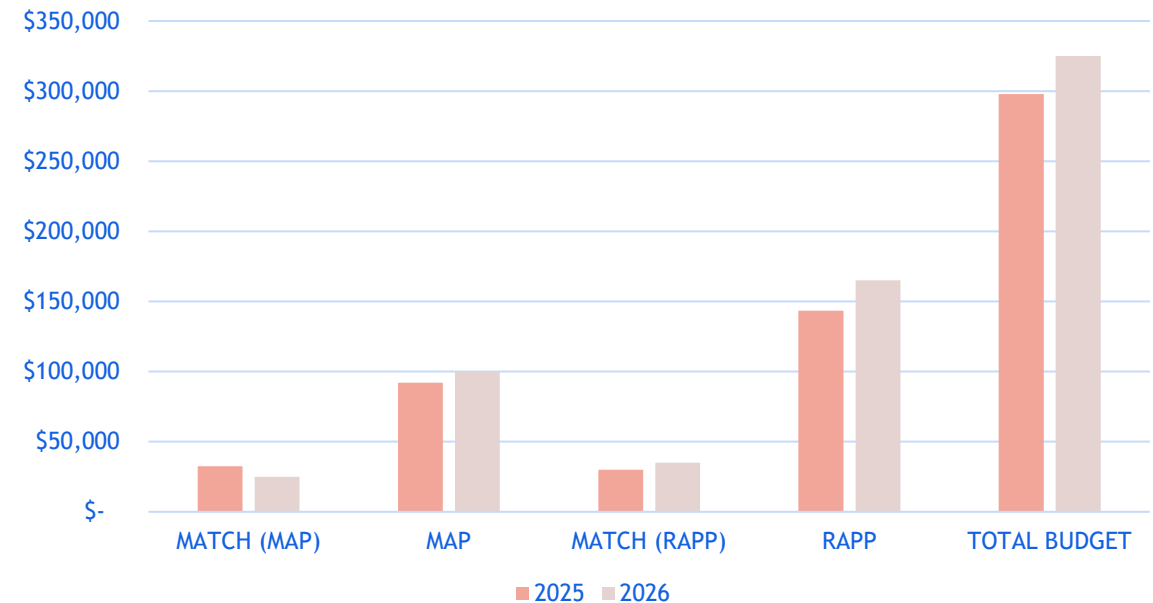
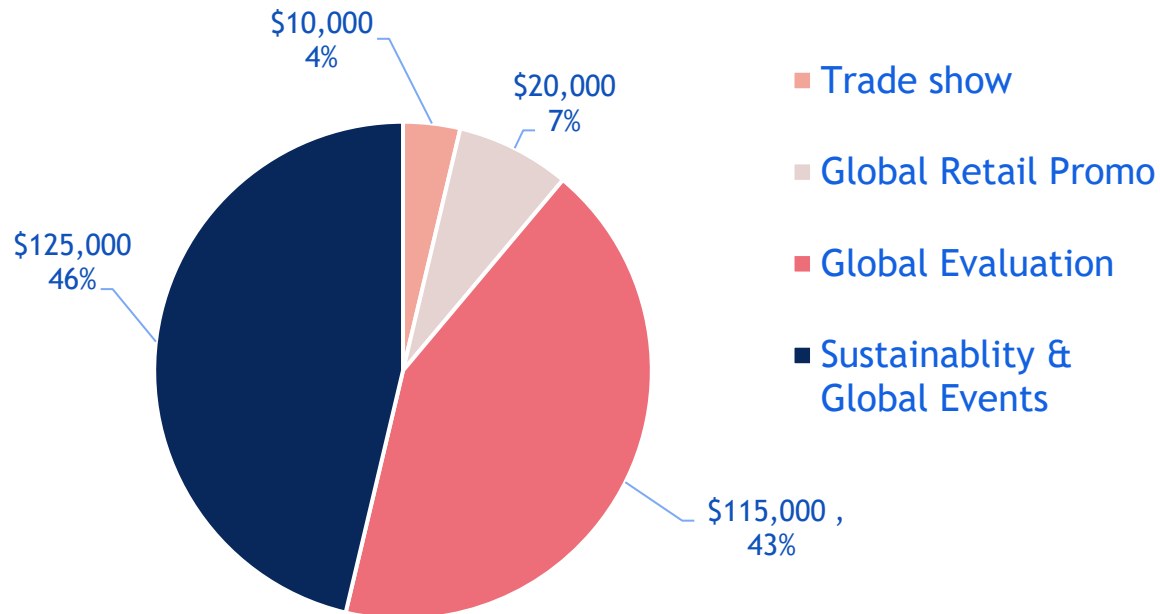


GLOBAL

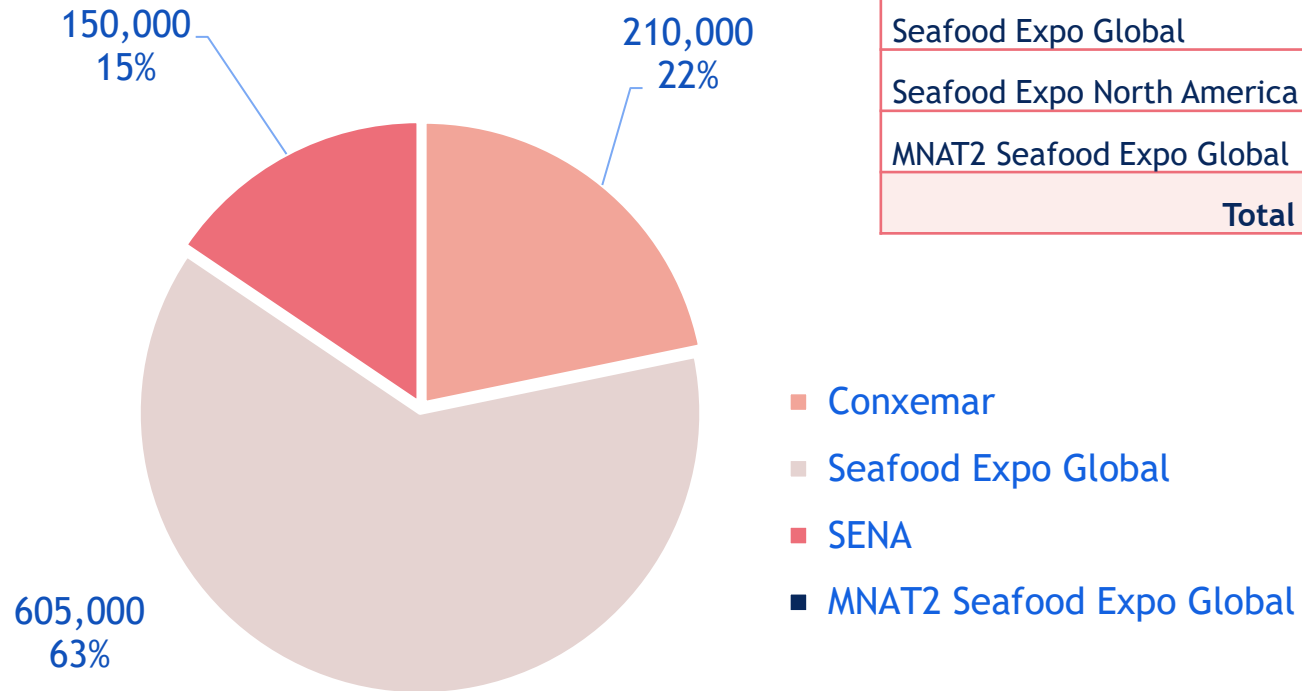


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	Global	2025	2026	% change
WG017	Trade show	\$ 15,500	\$ 10,000	-35%
WGL0S3	Global Retail Promo	\$ -	\$ 20,000	-
WG013	Global Evaluation	\$ 109,000	\$ 115,000	6%
WGL0S1	Sustainability & Global Events	\$ 113,334	\$ 125,000	10%
WGL0S2	Global Evaluation	\$ 60,000	\$ 55,000	-8%
	Total	\$ 297,834	\$ 325,000	9%



INTERNAL PROJECTS



ASMI Internal Projects	2025	2026	Difference
Conxemar	208,698	210,000	1%
Seafood Expo Global	603,020	605,000	0%
Seafood Expo North America	50,400	150,000	198%
MNAT2 Seafood Expo Global	100,000	-	-100%
Total	\$ 962,118	\$ 965,000	0%



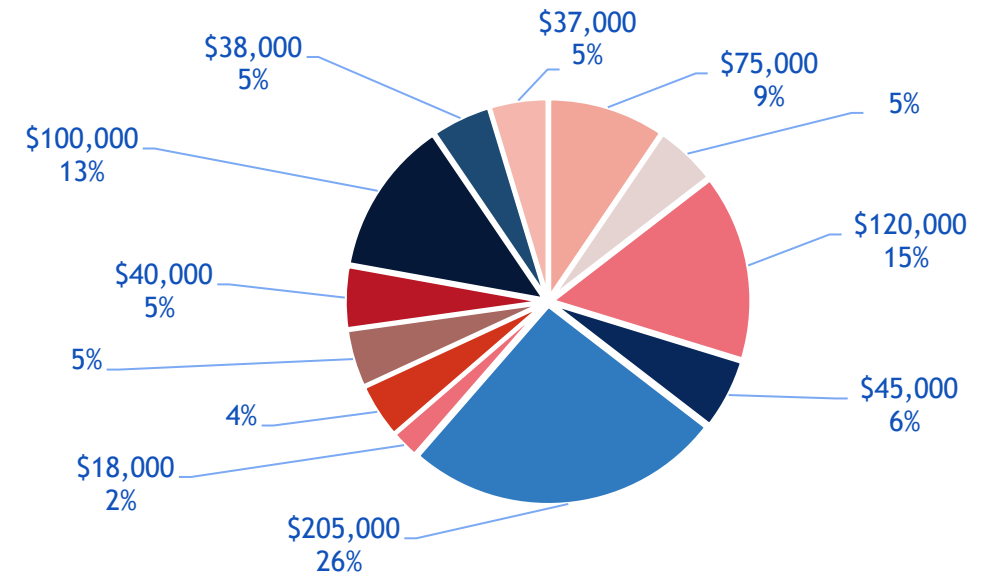
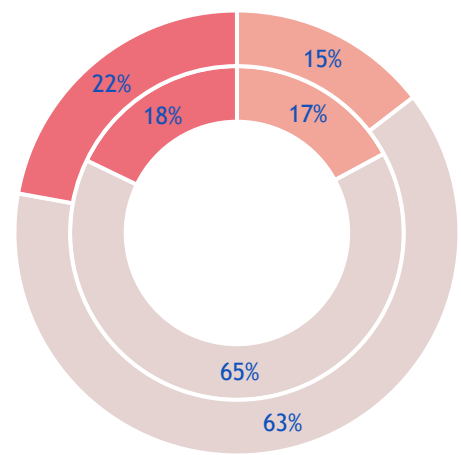
CENTRAL EU

(AUSTRIA, CZECH REPUBLIC, GERMANY, POLAND, SWITZERLAND)

Central EU	2025	2026	% Change
Consumer PR	\$ 132,500	\$ 75,000	-43%
Consumer Out of Home	\$ -	\$ 40,000	*New*
Trade PR/Advertising	\$ 120,000	\$ 120,000	0%
Trade Shows	\$ 45,000	\$ 45,000	0%
Retail Merchandising	\$ 320,000	\$ 205,000	-36%
Website	\$ 18,000	\$ 18,000	0%
Innovate AK Seafood	\$ -	\$ 35,000	*New*
AK Private Label	\$ -	\$ 37,000	*New*
Poland Promotions	\$ -	\$ 40,000	*New*
Foodservice Promotions	\$ 100,000	\$ 100,000	0%
HRI Trade Shows	\$ 38,000	\$ 38,000	0%
Alaska Chef Roadshow	\$ -	\$ 37,000	*New*
Contractor Services	\$ 195,000	\$ 160,000	-18%
Contractor Services	\$ -	\$ 35,000	
Contractor Travel	\$ 12,000	\$ 12,000	0%
Total	\$ 980,500	\$ 997,000	2%

2025 budget on outside

■ Consumer ■ Trade ■ HRI



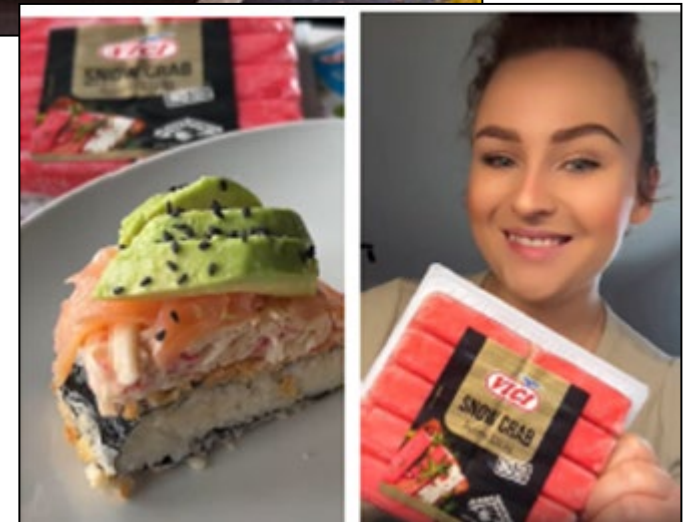
- Consumer PR
- Consumer Out of Home
- Trade PR/Advertising
- Trade Shows
- Retail Merchandising
- Website
- Innovate AK Seafood
- AK Private Label
- Poland Promotions
- Foodservice Promotions
- HRI Trade Shows
- Chef Seminars
- AK Chef Roadshow

ALASKA POLLOCK SURIMI STICK - PROMOTIONS IN POLAND



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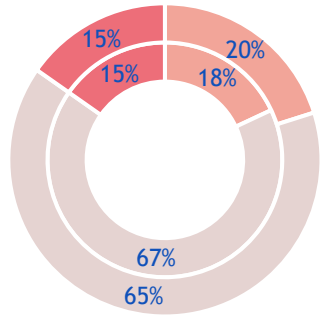
- ASMI collaborated with Vici to boost the image and origin recognition of Alaska Snow Crab Surimi in Poland.
- The campaign was multi-channel, utilizing social media influencers to share recipe content, alongside public transit ads in Warsaw.
- Product was stocked in all major Polish retailers during the campaign period, from September to December 2024.
- ASMI's \$49,900 investment helped drive an estimated 695,447 kg in surimi sales (~\$7.5M retail value), with Alaska Snow Crab Surimi sales increasing by 153% (\$1-1.2M in value).



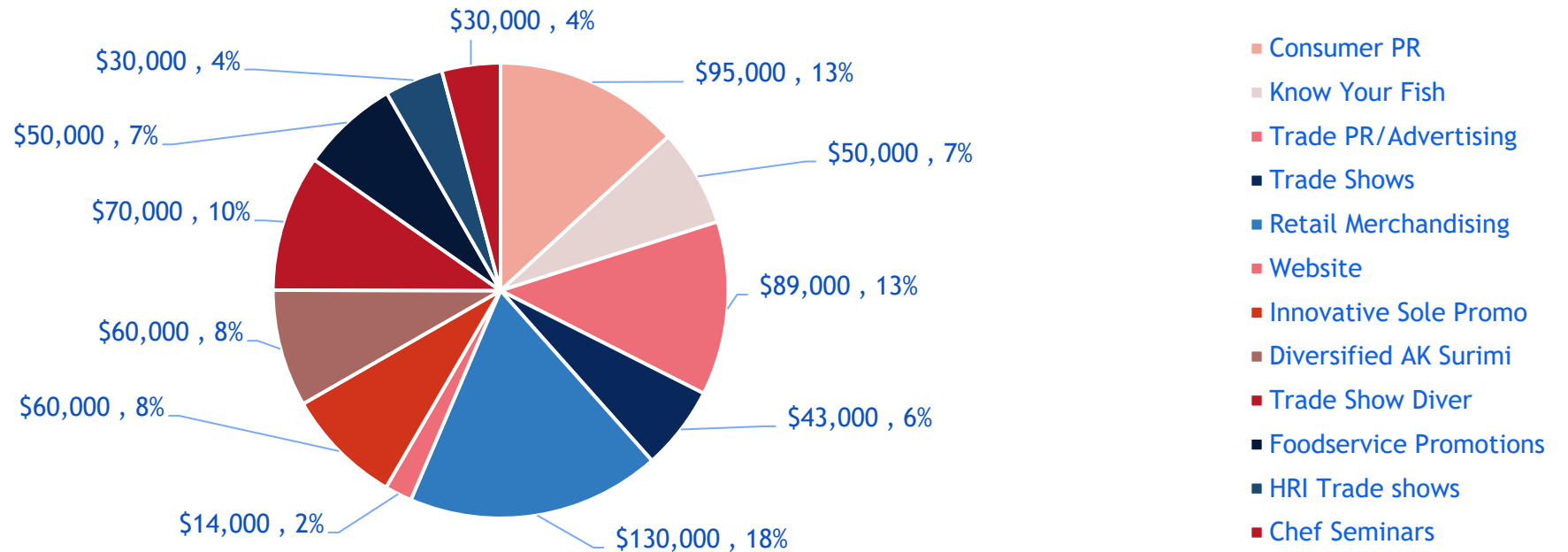
WESTERN EU (BELGIUM, FRANCE)



Western EU	2025	2026	% change
Consumer PR	\$ 130,000	\$ 95,000	-27%
Know your Fish	\$ -	\$ 50,000	*New*
Trade PR/Advertising	\$ 89,000	\$ 89,000	0%
Trade Shows	\$ 43,000	\$ 43,000	0%
Retail Merchandising	\$ 335,000	\$ 130,000	-61%
Website	\$ 14,000	\$ 14,000	0%
Innovative Sole Promotions	\$ -	\$ 60,000	*New*
Diversified AK Surimi Promotions	\$ -	\$ 60,000	*New*
Trade Show Diversification	\$ -	\$ 70,000	*New*
Foodservice Promotions	\$ 50,000	\$ 50,000	0%
HRI Trade shows	\$ 30,000	\$ 30,000	0%
Chef Seminars	\$ 30,000	\$ 30,000	0%
Contractor Services	\$ 180,000	\$ 180,000	0%
Contractor Travel	\$ 10,000	\$ 10,000	0%
Total	\$ 911,000	\$ 911,000	0%



■ Consumer ■ Trade ■ HRI



CANNED PINK SALMON IN-STORE PROMOTIONS IN BELGIUM

- Partnered with Fish Tales for an in-store campaign in Belgium to boost canned Alaska pink salmon sales.
- 180,000 cans labeled with Alaska Seafood stickers directed consumers to online info and to enter a competition.
- The promotion highlighted AK canned salmon as a versatile, high-quality alternative to canned tuna, supported by recipes and digital engagement.
- Over \$1 million USD in retail sales, with cans sold at an average price of \$5.72.
- The second stage of the campaign will start in FY26 with in-store tastings at Belgian retail and expanded promotions in the neighboring French market, which has considerable undeveloped potential in the canned salmon category.



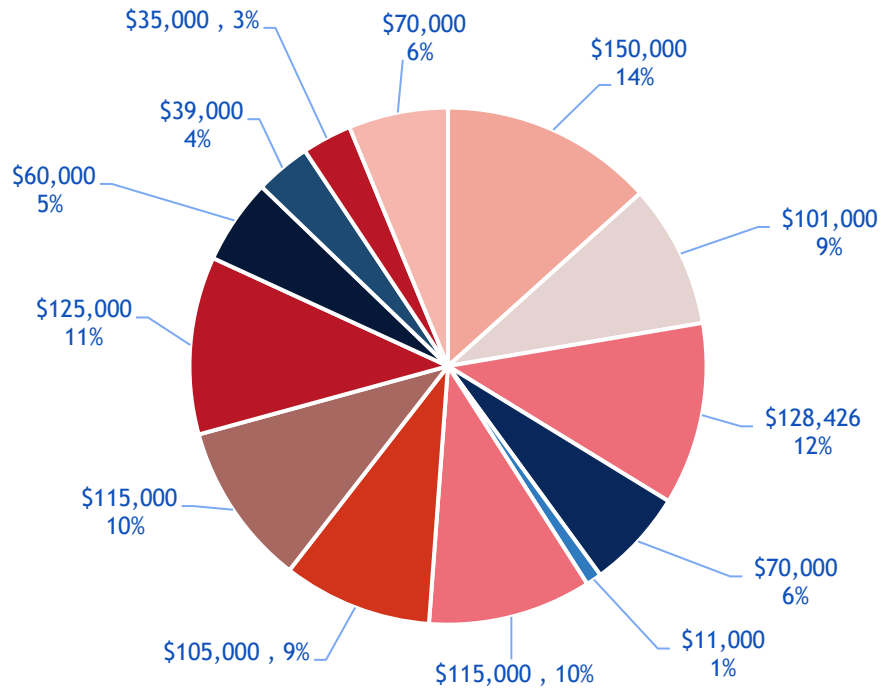
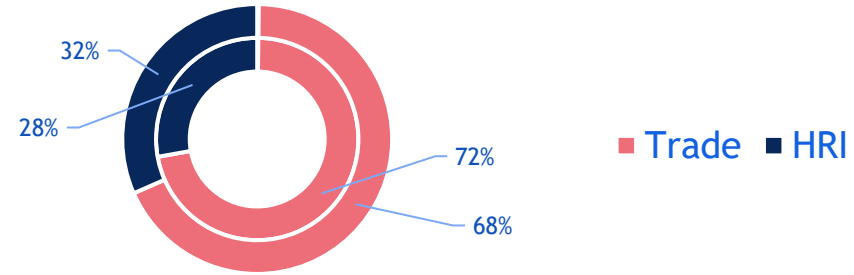
SOUTHERN EU

(SPAIN, PORTUGAL, ITALY, GREECE)



2025 budget on outside

- Trade Shows
- Retail Merchandising
- Website
- Omnichannel AK Seafood
- HRI Trade Shows
- Chef Seminars
- Digital Marketing
- Trade Advertising
- Trade PR
- Trade Show Diversification
- AK Seafood Sample Bank
- Foodservice Promotions
- Diversified Foodservice



Southern EU	2025	2026	% Change
Trade Shows	\$ 282,302	\$ 150,000	-47%
Trade Advertising	\$ 101,000	\$ 101,000	0%
Retail Merchandising	\$ 175,000	\$ 128,426	-27%
Trade PR	\$ 230,000	\$ 70,000	-70%
Website	\$ 11,000	\$ 11,000	0%
Market Access & Trade Show Diversification	\$ -	\$ 115,000	*New*
Omnichannel AK Seafood	\$ -	\$ 105,000	*New*
AK Seafood Samples Bank	\$ -	\$ 30,000	*New*
HRI Trade Shows	\$ 126,905	\$ 125,000	-2%
Foodservice Promotions	\$ 143,000	\$ 60,000	-58%
Chef Seminars	\$ 39,000	\$ 39,000	0%
Diversified Foodservice	\$ -	\$ 35,000	*New*
Digital Marketing & Online	\$ -	\$ 70,000	*New*
Contractor Services	\$ 208,000	\$ 208,000	0%
Contractor Travel	\$ 7,000	\$ 7,000	0%
Total	\$ 1,323,207	\$ 1,254,426	-5%

SEAFOOD EXPO GLOBAL



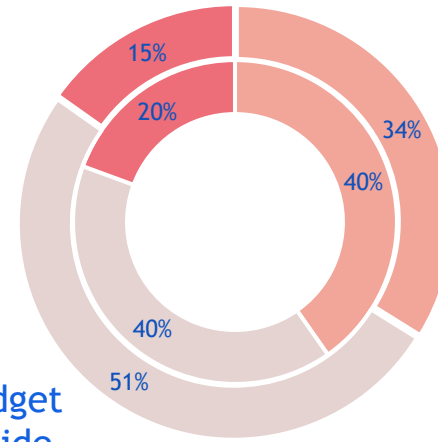
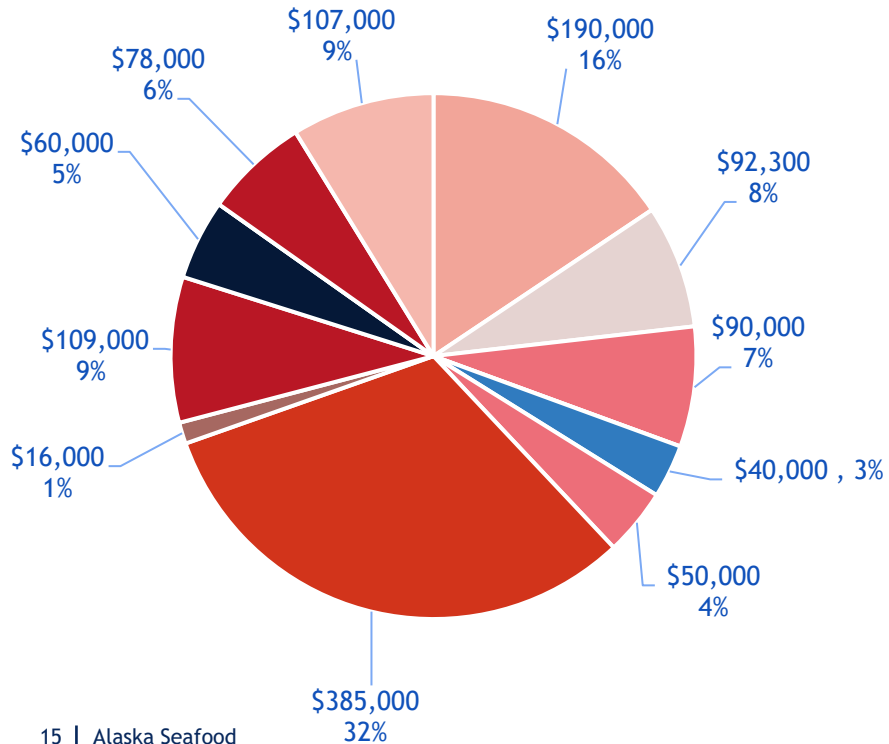
NORTHERN EU

DENMARK, IRELAND, SWEDEN, THE NETHERLANDS, THE UK



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- Consumer PR
- Consumer Advertising
- Consumer Out of Home
- Occasion Diversification
- Trade PR/Advertising
- Retail Merchandising
- Website
- E-Commerce & Digital Sales
- Trade Shows & Missions
- Foodservice Promotions
- Foodservice PR/Advertising
- Diversified Foodservice



2025 budget on outside

- Consumer
- Trade
- HRI

Northern EU	2025	2026	% Change
Consumer PR	\$ 185,000	\$ 190,000	3%
Consumer Advertising	\$ 76,500	\$ 92,300	21%
Consumer Out of Home	\$ 120,000	\$ 90,000	-25%
Wild Ak Seafood Month	\$ 96,000	\$ -	-100%
Occasion Diversification	\$ -	\$ 40,000	*New*
Trade PR/Advertising	\$ 55,060	\$ 50,000	-9%
Retail Merchandising	\$ 300,000	\$ 385,000	28%
Website	\$ 14,000	\$ 16,000	14%
E-Commerce & Digital Sales	\$ 109,000	\$ 109,000	0%
Trade Shows & Missions	\$ -	\$ 60,000	*New*
Foodservice Promotions	\$ 85,000	\$ -	-100%
Foodservice PR/Advertising	\$ 38,000	\$ 78,000	105%
Diversified Foodservice	\$ 107,000	\$ 107,000	0%
Contractor Services	\$ 100,000	\$ 100,000	0%
Contractor Services	\$ 248,000	\$ 248,000	0%
Contractor Travel	\$ 17,000	\$ 21,904	29%
Total	\$ 1,550,560	\$ 1,587,204	2%



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WEMBLEY STADIUM AD CAMPAIGN

- Out-of-home media campaign at the UK's largest stadium: Wembley
- 10-week campaign connecting 630,000 fans to Alaska seafood, across seven sporting events
- The sporting events include major events such as the men's FA Cup Semi-Finals and Final, the Women's Cup Final, and the England vs. Portugal UEFA Women's Nations League game
- 50 banners included in the campaign, ensuring a 1:3 Share of Voice (SOV) to dominate the streets of Wembley



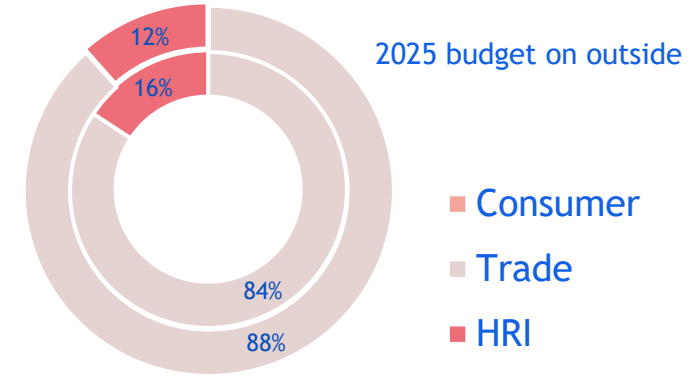
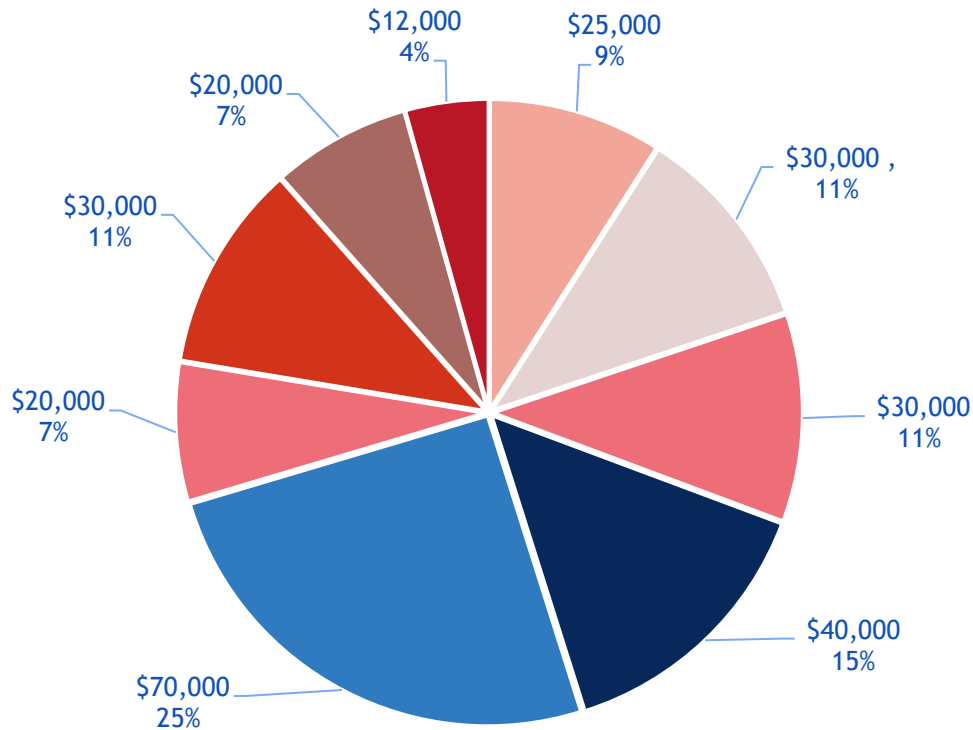
EASTERN EU

GEORGIA, MOLDOVA, UKRAINE, LITHUANIA, FINLAND, LATIVA, ESTONIA, ROMANIA, ISRAEL, KAZAKHSTAN, ARMENIA, AZERBAIJAN



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- Trade PR/Advertising
- Retail Merchandising
- Digital Marketing
- Trade Missions
- Omnichannel AK
- Trade Shows
- Innovative Surimi
- Technical Education
- Sample Banks



Eastern EU	2025	2026	% Change
Trade PR/Advertising	\$ 24,000	\$ 25,000	4%
Retail Merchandising	\$ 75,000	\$ 30,000	-60%
Digital Marketing	\$ 30,000	\$ 30,000	0%
Trade Missions	\$ 13,000	\$ 40,000	208%
Omnichannel AK	\$ 53,000	\$ 70,000	32%
Trade Shows	\$ 35,000	\$ 20,000	-43%
Innovative Surimi	\$ -	\$ 30,000	*New*
Technical Education	\$ 41,000	\$ 20,000	-51%
Sample Banks	\$ 2,000	\$ 12,000	500%
Contractor Services	\$ 30,000	\$ 63,000	110%
Contractor Services	\$ 96,000	\$ 66,000	-31%
Contractor Travel	\$ 12,000	\$ 12,000	0%
Total	\$ 411,000	\$ 418,000	2%

TV & SOCIAL MEDIA PROMOTION WITH GELIOS COMPANY, UKRAINE

- ASMI partnered with Ukrainian-based Gelios Company to **promote Alaska salmon roe via top TV channels and social media** during the 2024–25 holiday season.
- TV features on popular shows and festive-themed digital content **generated 4.3M TV views and 1.5M social media views**.
- The **campaign drove a 20% sales increase over the previous year**, with strong seasonal demand and heightened consumer interest in Alaska roe.
- Emphasized **the Alaska origin (non-Russian)** of the roe and educated consumers on identifying authentic products, countering counterfeit risks.
- Reinforced **Gelios Company as a leading and trusted Alaska Seafood** partner with a 35% roe market share in Ukraine.
- The integrated media approach **significantly boosted visibility and effectively drove consumer awareness and purchase behavior**.



TV segment
<https://www.youtube.com/watch?v=HapamdkXNS0>



TV segment
<https://www.youtube.com/watch?v=9sz6NIEqBHM>



TV segment
<https://www.youtube.com/watch?v=vJ7idHxNeuY>



TV segment
<https://www.youtube.com/watch?v=qIM3xOpXGLk>



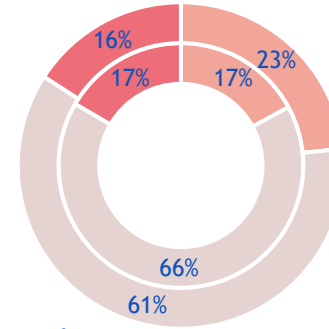
Culinary segments and product placements at morning shows
<https://www.youtube.com/watch?v=13WV50vx8VM>



Culinary segments and product placements at morning shows
<https://www.youtube.com/watch?v=uOKovXo8nIk>

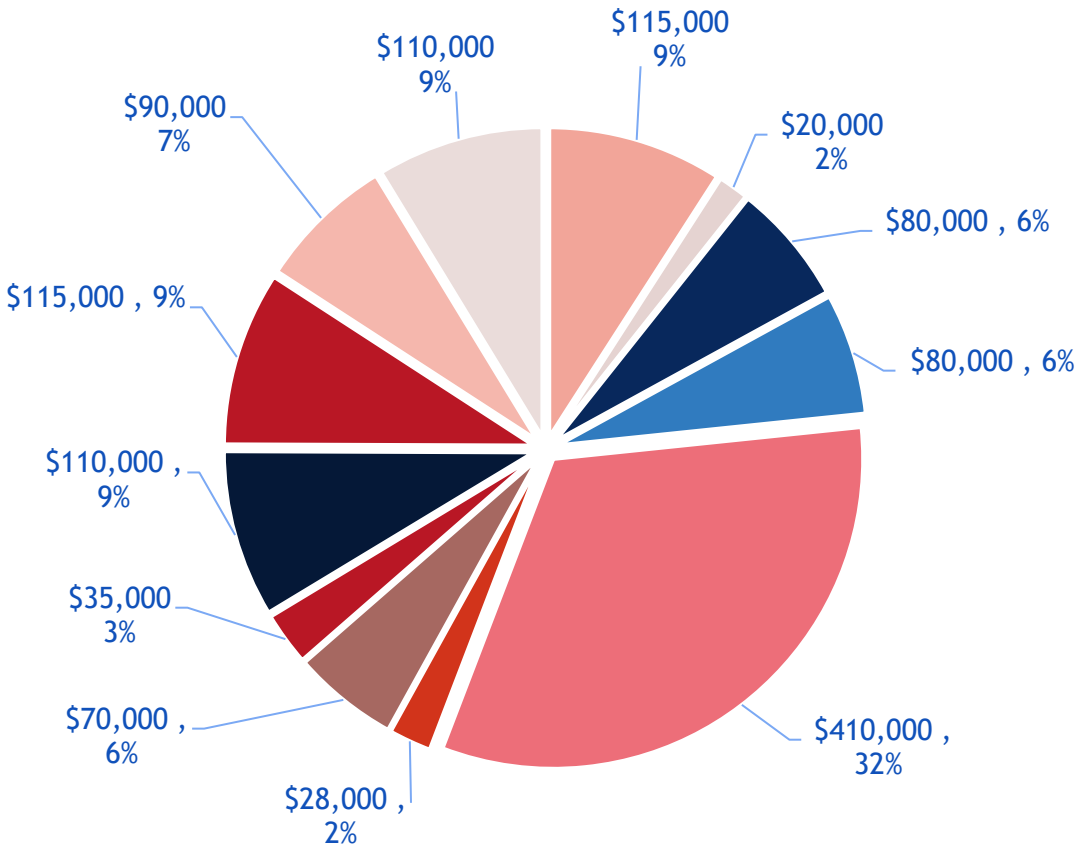
JAPAN

- Consumer PR
- Active Senior Outreach
- Retail Merchandising
- Trade Shows
- Roe Product Promotions
- Foodservice Promotions
- Consumer Promotions
- Millennials Outreach
- Trade PR/Advertising
- Website
- Fact-Based Promotion
- Innovation Product



- Consumer
- Trade
- HRI

2025 budget on outside



Japan	2025	2026	% Change
Consumer PR	\$ 75,000	\$ 115,000	53%
Consumer Promotions	\$ 14,000	\$ 20,000	43%
Influencer Outreach	\$ 117,000	\$ -	-100%
Active Senior Outreach	\$ -	\$ 80,000	*New*
Millennials Outreach	\$ -	\$ 80,000	*New*
Retail Merchandising	\$ 411,000	\$ 410,000	0%
Trade PR/Advertising	\$ 23,000	\$ 28,000	22%
Trade Shows	\$ 70,000	\$ 70,000	0%
Website	\$ 35,000	\$ 35,000	0%
Roe Product Promotions	\$ 130,000	\$ 110,000	-15%
Black Cod Promotion	\$ 130,000	\$ -	-100%
Fact-Based Promotion	\$ -	\$ 115,000	*New*
Foodservice Promotions	\$ 90,000	\$ 90,000	0%
Innovation Products	\$ 110,000	\$ 110,000	0%
Contract Services	\$ 250,000	\$ 250,000	0%
Contract Services	\$ 165,000	\$ 165,000	0%
Travel	\$ 15,000	\$ 15,000	0%
Total	\$ 1,635,000	\$ 1,693,000	4%

SHIBUYA-OMOTESANDO WOMEN'S RUN 2025



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- Engaged over 5,000 runners at a high-profile women's run in central Tokyo, promoting wild Alaska pollock surimi to health-conscious consumers.
- Distributed 5,500 flyers and leaflets highlighting wild-caught Alaska pollock's nutritional benefits and sustainability.
- Featured a life-size capsule toy machine designed by Alaska Native artist Rico Worl; attendees who followed ASMI Japan on Instagram could win a surimi product giveaway—360 packs distributed in just two hours, and 300 new Instagram followers gained.
- Collaborated with five running influencers (500 - 40,000 followers) who wore branded Alaska Seafood gear during the 10km race and promoted the event to their audiences via social media.



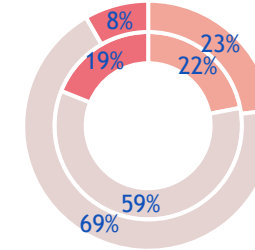
SOUTHEAST ASIA

THAILAND, SINGAPORE, MALAYSIA, INDONESIA, VIETNAM, PHILIPPINES



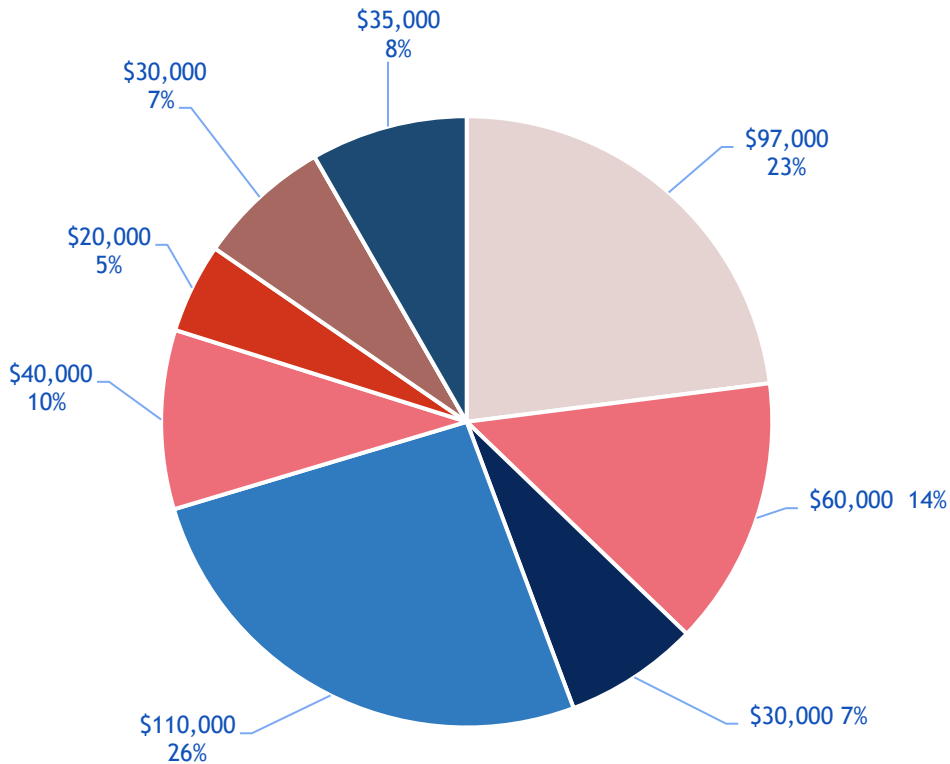
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- Digital Marketing
- Market Access & Trade Ed
- Omnichannel AK Seafood
- Japan & SE Asia Collaborate
- Trade Servicing/Events
- Int'l Missions & Shows
- AK Seafood Samples Bank
- Culinary Campaigns



- Consumer
- Trade
- HRI

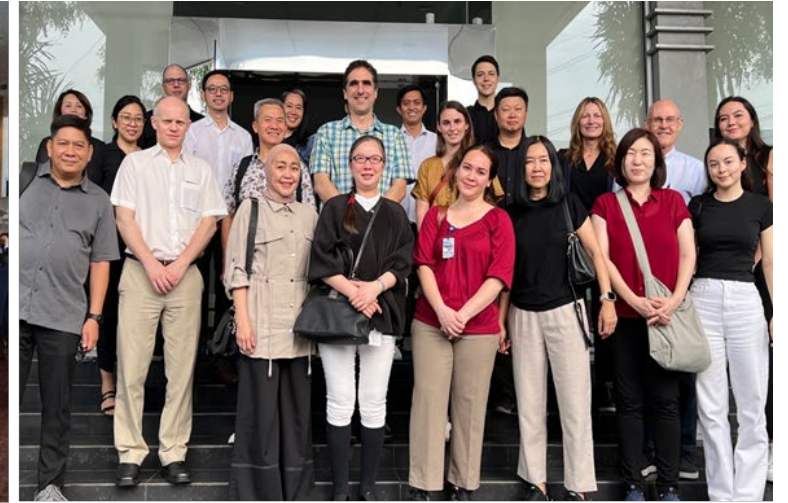
2025 budget on outside



SE Asia	2025	2026	% change
Consumer Public Relations	\$ 92,050	\$ -	-100%
Digital Marketing	\$ -	\$ 97,000	*New*
Trade Servicing/Events	\$ 40,000	\$ 60,000	50%
Market Access & Trade Ed	\$ 30,900	\$ 30,000	-3%
Int'l Missions & Shows	\$ 109,100	\$ 110,000	1%
Omnichannel AK Seafood	\$ 37,950	\$ 40,000	5%
AK Seafood Samples Bank	\$ 30,000	\$ 20,000	-33%
Japan & SE Asia Collaborate	\$ -	\$ 30,000	*New*
Fusion & Int'l Cuisine	\$ 34,400	\$ -	-100%
Foodservice Trade Shows	\$ 45,000	\$ -	-100%
Culinary Campaigns	\$ -	\$ 35,000	*New*
Contract Services	\$ 50,000	\$ 140,000	180%
Contract Services	\$ 240,000	\$ 150,000	-38%
Travel	\$ 15,350	\$ 15,350	0%
Total	\$ 724,750	\$ 727,350	0%

TRADE MISSION TO INDONESIA

- In February, nine industry members traveled to Surabaya and Jakarta for a trade mission to Indonesia.
- Seven factory tours, one supermarket visit, and one-on-one meetings with 24 local companies were held.
- The trade mission generated \$525,000 in immediate sales, and 12-month projected sales are \$4,230,000.

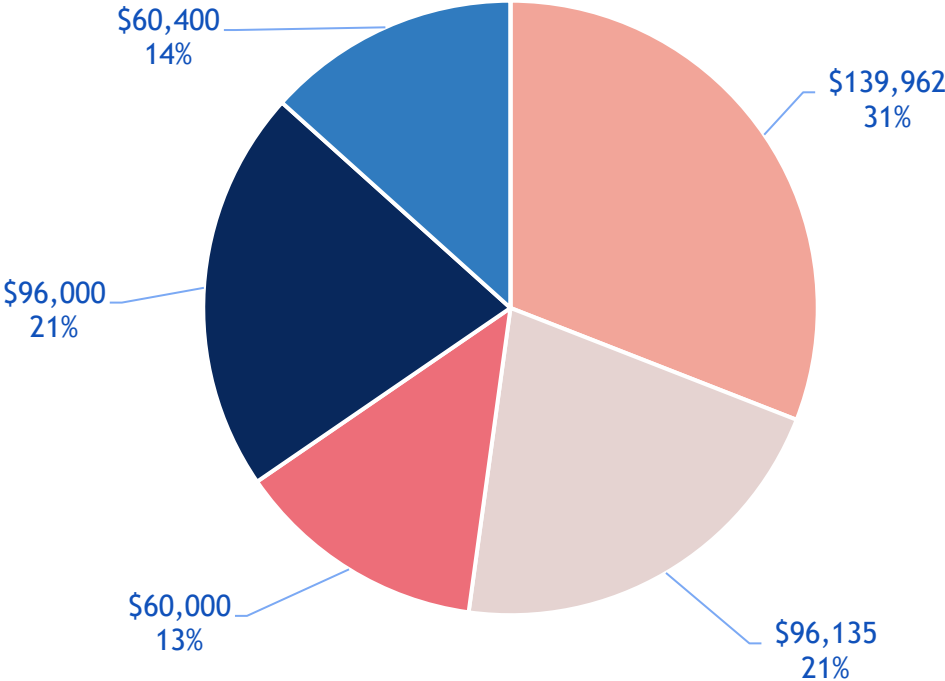
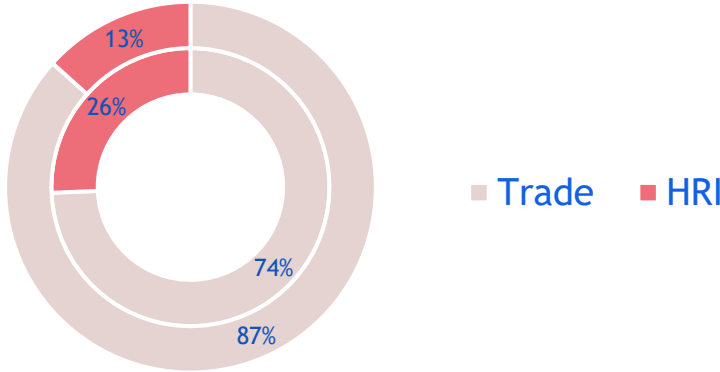


HONG KONG & CHINA

2025 budget on outside



- Retail Merchandising
- Trade PR/Advertising
- Foodservice Promotions
- Trade Shows
- E-commerce Sales
- Chef Seminars



China	2025	2026	% Change
Retail Merchandising	\$ 154,962	\$ 139,962	-11%
Trade Shows	\$ 96,135	\$ 96,135	0%
Trade PR/Advertising	\$ 60,000	\$ 60,000	0%
Website	\$ 96,000	\$ 96,000	0%
Foodservice Promotions	\$ 100,400	\$ 60,400	-66%
Chef Seminars	\$ 40,000	\$ -	-100%
Contractor Services	\$ 108,000	\$ 108,000	0%
Travel	\$ 24,904	\$ 20,000	-25%
Total	\$ 680,400	\$ 580,496	-17%

ALASKA SEAFOOD TARIFF RATES - CHINA



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HS Code (8- digit)	Product	Applied MFN Rate	Provisional Rates	Punitive Tariffs	Punitive Tariffs	Additional Punitive Tariffs	Additional Punitive Tariffs	Final U.S. Tariff
	Implementation Date	11-Dec-24	1-Jan - 25		Can be applied for exemption (Mar 2020)	4-Mar - 2025	5-May-25 (125%-91%-24% =10%)	
3031100	frozen sockeye salmon	7%		30%	-30%	10%	10%	27%
3031200	other frozen pacific salmon	7%		30%	-30%	10%	10%	27%
3033190	other frozen halibut	10%		30%	-30%	10%	10%	30%
3049400	frozen meat of Alaska pollock	7%		30%	-30%	10%	10%	27%
3054120	smoked salmon	7%		30%	-30%	10%	10%	27%
3033200	frozen plaice	7%	5%	30%	-30%	10%	10%	27%
3033300	frozen sole	7%		30%	-30%	10%	10%	27%
3033900	other frozen flat fish	7%		30%	-30%	10%	10%	27%
3035400	frozen mackerel	7%		30%	-30%	10%	10%	27%
3036300	frozen cod	7%	5%	30%	-30%	10%	10%	32%
3036700	frozen Alaska pollock	7%	5%	30%	-30%	10%	10%	32%
3047100	frozen cod fillets	7%		30%	-30%	10%	10%	27%

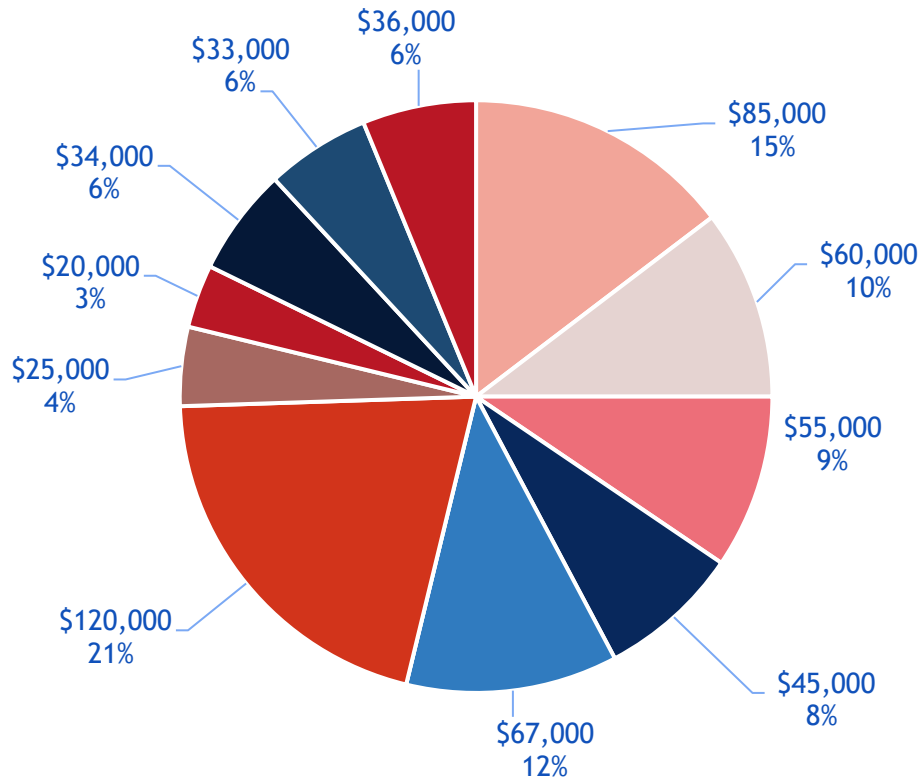
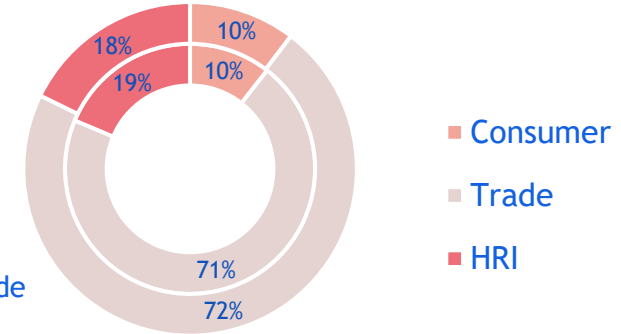
LATIN AMERICA

ARGENTINA, BRAZIL, CHILE, COLOMBIA, ECUADOR, MEXICO, PERU, URUGUAY, PANAMA, DOMINICAN REPUBLIC



Wild, Natural & Sustainable*

- Retail Merchandising
- Market Analysis & Visits
- Peru Reprocessing
- Foodservice Promotions
- Consumer Public Relations
- Omnichannel AK Seafood
- Technical Samples
- HRI Trade Shows
- Digital Market/Online
- Int's Missions & Tradeshows
- Chef Education



Latin America	2025	2026	% change
Retail Merchandising	\$ 40,000	\$ 85,000	112.5%
Consumer Public Relations	\$ 60,000	\$ 60,000	0.0%
Digital Market/Online	\$ 65,000	\$ 55,000	-15.4%
Market Analysis & Visits	\$ 45,000	\$ 45,000	0.0%
Omnichannel AK Seafood	\$ 67,000	\$ 67,000	0.0%
Trade Education	\$ 50,000	\$ -	-100.0%
Int's Missions & Tradeshows	\$ 74,600	\$ 120,000	60.9%
Peru Reprocessing	\$ 35,000	\$ 25,000	-28.6%
Technical Samples	\$ 25,000	\$ 20,000	-20.0%
Chef Education	\$ 34,000	\$ 34,000	0.0%
Foodservice Promotions	\$ 36,000	\$ 33,000	-8.3%
HRI Trade Shows	\$ 36,000	\$ 36,000	0.0%
Contractor Services	\$ 150,000	\$ 180,000	20.0%
Contractor Services	\$ 170,000	\$ 140,000	-17.6%
Travel	\$ 15,000	\$ 15,000	0.0%
Total	\$ 902,600	\$ 915,000	1.4%

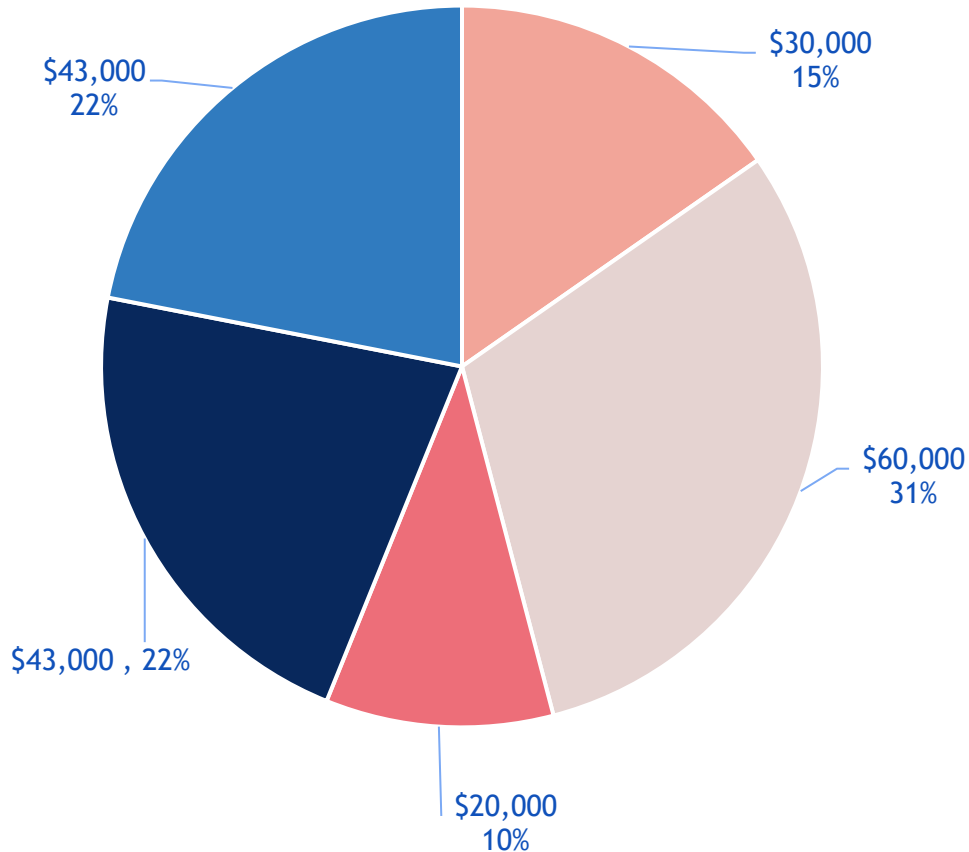
MENAWA: MIDDLE EAST NORTH AFRICA WEST AFRICA

MOROCCO, EGYPT, ALGERIA, TUNISIA, UAE, SAUDI ARABIA, QATAR

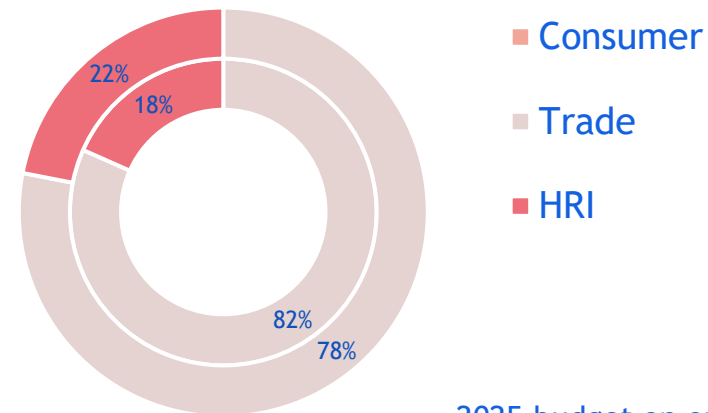


Wild, Natural & Sustainable*

- Trade Servicing
- Trade Shows
- Sample Bank & Technical Training
- Omnichannel AK Seafood
- HRI Trade Shows



Middle East-N Africa	2025	2026	% Change
Trade Servicing	\$ 80,000	\$ 30,000	-167%
Trade Shows	\$ 55,000	\$ 60,000	8%
Sample Bank & Technical Training	\$ 25,000	\$ 20,000	-25%
Omnichannel AK Seafood	\$ -	\$ 43,000	100%
HRI Trade Shows	\$ 36,000	\$ 43,000	16%
Contractor Services	\$ 80,000	\$ 90,000	11%
Travel	\$ 7,000	\$ 12,000	42%
Total	\$ 283,000	\$ 298,000	5%



2025 budget on outside

HRI ACTIVITIES IN DUBAI & TRADE SERVICING IN MOROCCO



UPCOMING EVENTS:



IMC Meeting & OMR Strategy Session

- Monday, August 4, 2025; Glacier Fish Corp in Seattle

Summer Inbound Missions

- International Culinary Retreat; Southcentral AK
- Inbound Mission of Urk, NL Processors; Seattle & Kodiak
- Buyers Mission from LATAM; Seattle & Ketchikan
- Family Mart Japan Inbound; Bristol Bay & Sitka

Trade Shows

- APAS Sao Paulo, Brazil
- HOFEX, Hong Kong
- Thaifex- Bangkok, Thailand



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