



2022 ASMI All Hands on Deck
ASMI Operational Committee Questions – INTERNATIONAL MARKETING

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 Seavers
 - 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 refresh 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.