

DATE: Oct. 13, 2023

TO: ASMI Board of Directors

FROM: Hannah Lindoff, Senior Director of Global Marketing & Strategy

RE: International Program Report

The international program is currently awaiting news on a new FAS program called RATP. This ATP-like program will be a one-time award for ASMI to use over five years. ASMI international seeks to continue its broad diversification strategy that we embarked upon with the advent of ATP funding in the 2019 budget. Southeast Asia and Latin America programs will benefit greatly from this new funding and the international program will explore further opportunities for Alaska seafood in all markets.

ASMI began the spring/summer season with a trade mission to South America, visiting Brazil, Peru, and Columbia in May, led by the Latin America team and International Manager Nicole Alba and International Coordinator- Europe Susana Osario-Cardona.

In early June, ASMI international held a culinary retreat with chefs from around the world in Sitka. This was the international team's first year hosting the culinary retreat by ourselves, with Coordinator Megan Belair leading the effort, and based on the success of the mission, we will continue this model.

Asia Marketing Coordinator Hannah Schlosstein and Japan OMR Akiko Yakata brought the 7-11 Japan team to Bristol Bay in June. They were also joined by some of their customers and AK seafood industry representatives. Lindoff joined the group in Anchorage and Seattle and as a result of the mission and ASMI's ongoing relationship with 7-11, the chain has added two new logoed products, an Alaska pollock burger and tarako and butter spaghetti.

Schlosstein also led an in-bound mission from Southeast Asia to visit Seattle and Kodiak, and although the trip was riddled with complications, as most things in Kodiak are, it overall proved successful, with over \$750,000 in resulting sales reported within a month of the trip.

In August, Schlosstein and Certification Advisor Susan Marks attended the Japan Seafood Show, presented at the reception, and visited the Hiroshima region.

In September, Alba and the Southeast Asia team attended Seafood Expo Asia in Singapore, with seven number of companies also attending.

In October, Belair and Osario-Cardona attended CONXEMAR in Vigo, Spain, and visited processing plants in the region while assisting with a visiting legislative delegation.

Also in early October, Lindoff, a GSA board member, attended the GSA Board meeting at the Responsible Seafood Summit in Saint John, New Brunswick, presented during the plenary session, and sat on a panel at the summit.

In their spare time, Lindoff, Belair, and Marks created and coordinated an outreach program for Alaska fishermen on Royal Caribbean Alaska cruises. Lindoff wrote a preproposal for an SK Grant to create an Alaska seafood pet food brand. The pre-proposal was accepted, and Lindoff and Alba will create a final application for \$500,000 to be spent over two years by the late November deadline.

Please find the trip reports from this summer below. These reports, along with regular quarter reports, are available online at the [Board of Directors Login](#) or [IMC Secure Portal Login](#)) and the international program also writes success stories as part of its grant management.

TRIP REPORTS:

South America Trade Mission; Brazil, Colombia, Peru; May 14-23, 2023

Purpose of Travel: To attend APAS Retail Tradeshow and participate in the ASMI South America Trade Mission. The mission included days in Sao Paulo, Brazil; Bogota and Cartagena, Colombia; Piura, and Lima, Peru. The mission incorporated one-on-one meetings with buyers, processing plant tours, a product showcase, trade receptions, market briefings, and retail tours. The mission's goal is to introduce the Alaska industry to the opportunities in South America, introduce Alaska exporters to the South American market, and connect buyers with members of our mission. For industry that has worked in the market previously, the trade mission and attendance at APAS allowed ASMI's presence allowed Alaska exporters to maintain relationships with current customers and expand their contacts. ASMI facilitated and coordinated all logistics during the mission.

ASMI organized the Alaska Seafood booth at APAS Show 2023, a Supermarket Business and Retail Trade Show, from May 15-18, 2023, in São Paulo, Brazil. ASMI secured a 54-square-meter booth at the Blue Pavilion. The main goal was to bring awareness and focus on the messages of wild Alaska Seafood's superior flavor, healthiness, and sustainability by using videos, printed materials, banners, posters, displays, pamphlets, and distributing tasting samples during a chef demonstration. Due to the overlap of the APAS tradeshow with the ASMI South America trade mission, Alaska seafood exporters co-exhibited alongside ASMI and local traders.

The APAS Show is known around the world as the largest trade show in the supermarket industry, bringing together the entire supermarket chain from Brazil and abroad. Besides being a meeting place for networking and business, the APAS Show is a great opportunity to check out the latest innovations in the supermarket industry, as well as product launches and market trends. More than 73,000 visitors attended the 2023 APAS Show, representing 16,726 companies.

ASMI Latin America was responsible for the Alaska Seafood booth and supporting the seven Alaska seafood companies that co-exhibited within. The pavilion featured a mini kitchen for catering and dedicated meeting tables for each co-exhibiting company.

Trade Mission and APAS Tradeshow Participants:

1. American Seafoods, Mr. Mike Cusack
2. Bornstein Seafoods, Mr. Kevin Larsen
3. Calkins & Burke, Ms. Roxanne Turowski
4. North Pacific Seafoods, Mr. Takeshi Ohki
5. OBI Seafoods, Mr. Steven Nast
6. Trident Seafoods, Mr. Marcelo Eiger
7. SOGDA, Mr. Andrey Belov
8. SOGDA, Mr. Robert Gershberg
9. Harvester, Dr. Al Gross

Sao Paulo, Brazil: The trade mission began in Sao Paulo, Brazil, with the delegation arriving the weekend of May 13 and 14. Our group dinner took place on Sunday, May 14, in the evening. On Monday, May 15, we started the day with welcome remarks and a market briefing by FAS Director, Mr. Nicolas Rubio, of the US Consulate. Mr. Rubio provided the delegation with a Brazil Market Overview. ASMI South America OMR, Carolina Nascimento, shared about Alaska seafood in the Brazilian market.

After the morning briefings, the group departed for retail tours in Sao Paulo. Starting with Carrefour, the group toured the hypermarket and viewed the frozen seafood section, the fresh seafood counter, and the canned seafood aisle. From the hypermarket, we moved to the second retail tour at Swift. Swift specializes in frozen food products and prioritizes customer service and engagement. Swift carries various Alaska seafood products, including Alaska pollock and salmon. The group then was treated to an Alaska seafood lunch at Swift's demo kitchen. The group had the opportunity to taste products that are available in retail chains throughout the city.

Monday, May 15, ended at APAS Tradeshow. The delegation walked the supermarket tradeshow and attended one-on-one meetings with key Brazilian buyers at the Alaska Seafood booth.

On Tuesday, May 16, the US Consul General, alongside FAS and the Consul General's staff, hosted ASMI for a brunch trade reception. Key selected seafood processors, importers, retailers, trade association representatives, and the press attended. The brunch served an assortment of Alaska seafood appetizers. ASMI South America OMR Carolina Nascimento, alongside FAS Director Mr. Rubio, presented about ASMI and FAS and Mr. David Hodge, the U.S. Consul General, provided remarks.

The group once again returned to APAS, where more one-on-one meetings were conducted, in addition to walking the show and viewing the other booths. Roughly 31 booths at the show had seafood in their product portfolios. The show served as a great meeting location.

Wednesday, May 17, was a travel day. The delegation departed Sao Paulo, Brazil, for the first stop in Colombia: Bogota.



Bogota, Colombia: The group attended a market briefing on Thursday morning with Mrs. Abigail Mackey, Agricultural Attaché, and Ms. Ana Salinas, Marketing Specialist, Office of Agricultural Marketing, USDA/FAS. ASMI OMR, Carolina Nascimento, provided an overview of Alaska seafood in the Colombian market. A representative of Antillana also shared about the seafood retail space in

Colombia. These briefings provided a great foundation for the delegation to understand Colombia's retail sector and seafood.

The delegation then conducted retail tours at Exito WOW and Jumbo. Both retailers were examples of modern retail in Colombia. The retail tours were guided by staff members at both companies. The delegation was impressed by the large frozen seafood section at Exito WOW and remarked at the innovation of this retail chain.

The delegation enjoyed lunch at the hotel and one-on-one meetings with key Colombian trade – including retailers, importers, and other key leads. Each meeting was 25 minutes and included an interpreter. After the meetings, the group departed for a trade reception at Criterion restaurant. The trade reception attendees included Colombian government officials, local trade, local press, and other association members and partners.



Cartagena, Colombia: Friday, May 19, was packed with plant tours and travel.

Before departing Bogota for Cartagena, the group toured the processing facility, Costa Dorada. Costa Dorada is one of Colombia's largest salmon processors. The multi-level/multi-floor facility was processing Chilean coho at the time of the tour. After the tour, the delegation flew to Cartagena. Upon arrival in Cartagena, a tour of Antillana was conducted. This company currently processes and sells Alaska seafood products, including Alaska pollock, salmon, and surimi. The tour required a 20-minute boat ride to arrive at their processing facility. Antillana is one of Colombia's largest seafood companies.

Saturday, May 20, included an open morning and afternoon flight to the fourth destination, Lima, Peru.

Lima, Peru: The first day in Lima, Peru included a group lunch to experience the gastronomy of Lima, as well as retail tours and a market briefing. ASMI has identified the gastronomy sector of Peru as a potential niche market for Alaska seafood species. The high consumption of seafood mixed with many notable restaurants presents an opportunity for wild Alaska seafood. After the group gastronomy experience, the delegation visited Plaza Vea and Wong. Both are prominent retailers in Peru. The tour viewed the fresh



seafood counter and the frozen aisle. After the retail tours, the group returned to the hotel for an evening of market briefings – including welcome remarks and an overview of Peru from FAS staff. ASMI also welcomed SNI, the Peruvian Industry Federation, to speak about processing seafood in Peru. The delegation had the opportunity to ask questions and the open dialogue allowed Alaska seafood exporters to understand the country's seafood processing capabilities.

ASMI OMR, Carolina Nascimento also shared an update on Alaska Seafood in Peru and the progress since the last trade mission ASMI conducted in March of 2020.

On Monday, May 22, the delegation departed the hotel at 5:30 AM for their day trip to Piura in Northern Peru. Paita, located a couple of hours from Piura, is the home to most of the seafood processing facilities in the country.

The group toured two facilities, the first being Seafrost. Seafrost is one of Peru's largest seafood companies and one of the leading seafood exporters. Their plant in Paita can be divided into four facilities on the campus; one is dedicated to frozen seafood, one to fishmeal, one to fish oil, and the last to canned seafood. The tour included a presentation and meet and greet between Seafrost staff and the delegation and then ended with a facility tour. Seafrost imports Alaska rockfish and sole and distributes it to the domestic Peruvian market. ASMI is currently supporting Seafrost with marketing funds to help market Alaska rockfish. Seafrost's main export market is the United States.



The second tour was of the Altamar Foods plant. This company is one of the leading seafood companies in Peru. They have 15 vessels and source from another 50 vessels operating in Peruvian waters. They have a very large processing capability and can process 500 MT per day of seafood in their plant in Paita. With its offices in the US and partnerships worldwide, the company is highly interested in exploring opportunities with Alaska seafood products.

Both companies had representatives join the ASMI inbound mission to Seattle, Petersburg, and Juneau in July 2022.

After the tours, the delegation returned to Lima via flight.

On Tuesday, May 23, the final full day of the South America trade mission, the delegation participated in a full day of one-on-one meetings with top Peruvian leads. Each company had up to eight 25-minute meetings in the morning, followed by a trade reception luncheon and an additional eight meetings in the afternoon. The group met with seafood buyers, processors, importers, and retailers. After the day of one-on-one meetings, the group departed for a trade reception taking place at a local Peruvian Japanese restaurant. The trade reception invited 70 Peru trade and other partners. ASMI was pleased to be joined by the USDA FAS Peru staff as well as the U.S. Ambassador to Peru, Ambassador Lisa Kenna. The

restaurant chef, Chef Mayra Flores, was invited and represented the South American market in the ASMI Culinary Retreat that took place in June 2023.



Industry participants departed Lima, Peru, back to the US, Canada, and Brazil on the evening of Tuesday, May 23, and Wednesday, May 24, the next day.

Conclusions and Recommendations:

ASMI surveyed all participating industry members. The responses indicated a high level of satisfaction with the mission overall. All participants noted that the support from ASMI and the overall experience was 'excellent.' Starting with the time spent in Brazil, two industry members noted that they were not interested in participating in APAS 2024, while four noted that they would be interested. Some comments noted that the show was slightly chaotic due to the number of people with loud distractions, making it difficult to meet with buyers. However, others noted that the ASMI booth was well organized and the show was beneficial.

The industry's comments about their time in Colombia included mixed opinions. Some note that there is limited opportunity in the market and that they don't feel a huge growth opportunity. ASMI will also consider that a travel day, plus two plant tours taking place in two different cities, is too much. We will consider separating the plant tours or identifying the higher-priority plant.

In Peru, the one-on-one meetings were well received, and the participants viewed the leads as quality. ASMI will ensure in the future that we are transparent with health-related information. Informing all participants of the risk associated with traveling to rural areas.

The industry reported projected sales from the mission between \$500,000 and 2 million.

International Culinary Retreat; Sitka, Alaska; June 6-9, 2023

Overview: To drive awareness around Alaska Seafood, ASMI International coordinated a culinary retreat at Dove Island Lodge, in Sitka, on June 6-9, 2023. The activity focused on educating 10 chefs from eight of the regions covered by ASMI's international program on the species and sustainability practices of Alaska seafood. Chefs had many opportunities for hands-on learning, including individual and collaborative cooking, tastings, visiting fishing grounds and harvesting. Chefs were encouraged to share their culinary expertise with other participants and to experiment with the different Alaska seafood species to create dishes with unique flavors from their regions. The Dove Island lodge in the fishing community of Sitka provided a perfect Alaska background for this once-in-a-lifetime event.



Guest Chefs

Andre Wolff, Germany
Asana Mori, Japan
Ferdinand (Budgie) Montoya, United Kingdom
Hongyu (Gavin) Fu, China
Nicolas Roman Vanden Berghe, Spain
Kanami Mori, Japan
Kateryna Avdeyeva, Ukraine
Mayra Flores, Peru
Steven Edwards, United Kingdom

ASMI International Staff

Akiko Yakata, Japan, ASMI Japan
Sarina Welsh, Thailand, ASMI SEAsia
Mare Araujo, Brazil, ASMI LATAM
Alicia Parker, United Kingdom, ASMI Northern EU

ASMI HQ Staff

Hannah Lindoff, Senior Director of Global Marketing and Strategy
Nicole Alba, International Marketing and Grants Manager
Susana Osorio-Cardona, International Marketing Coordinator - Europe
Hannah Schlosstein, International Marketing Coordinator - Asia
Megan Belair, Assistant Marketing Coordinator

Lunch at Ludvig's Bistro

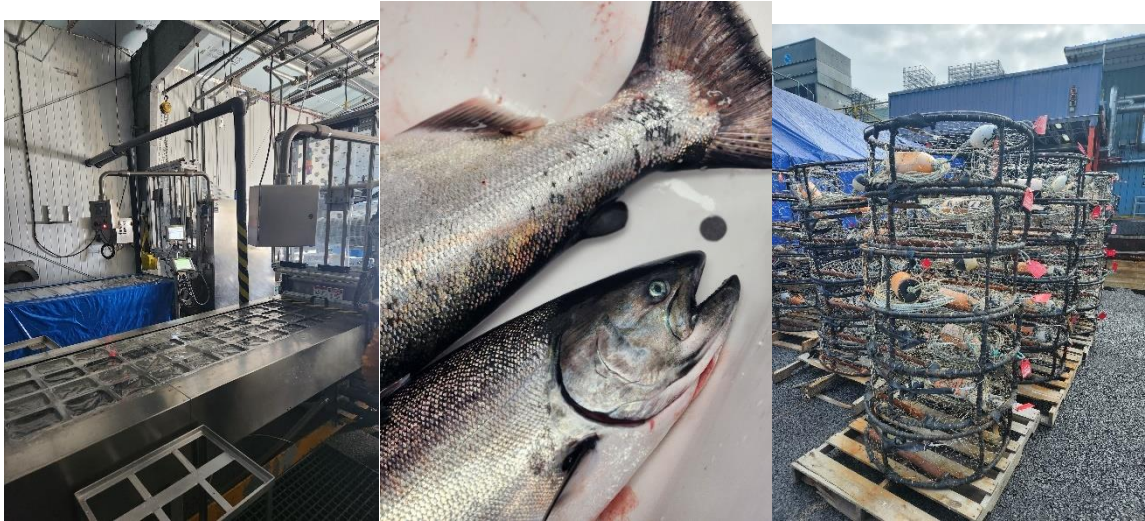
Upon arrival in Sitka on June 6, participants shared a group lunch at Ludvig's Bistro in downtown Sitka. Indigenous chef Edith Johnson and staff prepared a three-course meal featuring locally grown, foraged and harvested ingredients, such as bull kelp, bairdi snow crab and prawns.



Plant Tour of Seafood Processors Cooperative (SPC)



Stephen Rhoads, SPC's VP of Sales, gave an in-depth plant tour to participants. He discussed how the cooperative works and showed different equipment and practices used in seafood processing operations. While at the plant, a salmon troller offloaded their daily catch giving visitors the opportunity to see fresh caught wild Alaska king salmon.



Sablefish Discussion and Hands-on Training

Joel Peterson, President of Bristol Wave Seafoods, and Hannah Lindoff, ASMI's Senior Director of Global Marketing and Strategy, discussed the sablefish fishery including fishing management and sustainable practices, the season's projected catch, and an update on the species characteristics and market.

After the discussion, guest chefs were each given a whole round sablefish to fillet and portion in preparation for the hands-on whitefish training that would take place the following day. Before coming to Alaska, chefs had been encouraged to bring their own special ingredients and preferred tools to use them in dishes with the different Alaska seafood species and to exchange knowledge with other participants.



Sustainability and Responsible Fisheries Management Briefing

Jeff Regnart, Responsible Fisheries Management (RFM) Certification Program Manager, gave a briefing about the RFM Certification Program and the practices that make Alaska's fisheries management sustainable (five pillars of sustainability). Regnart and Richard Riggs, Silver Bay Seafoods Executive Director, then joined guests for dinner giving them the unique opportunity to engage with sustainable fishery and harvesting specialists.

Whitefish + Crab Education Day and Hands-on Training

On June 7, the second day of the retreat, chefs took turns presenting and demonstrating both previously planned and spontaneous preparations with wild Alaska white fish and shellfish, such as pollock, cod, shrimp, sablefish, scallops, bairdi snow crab and golden king crab. ASMI OMRs and staff assisted chefs while conversing with them about the particularities and benefits of the species they were working with. Chefs also attended a showing of some instructive multimedia content produced by ASMI about the species they would have the chance to work with.



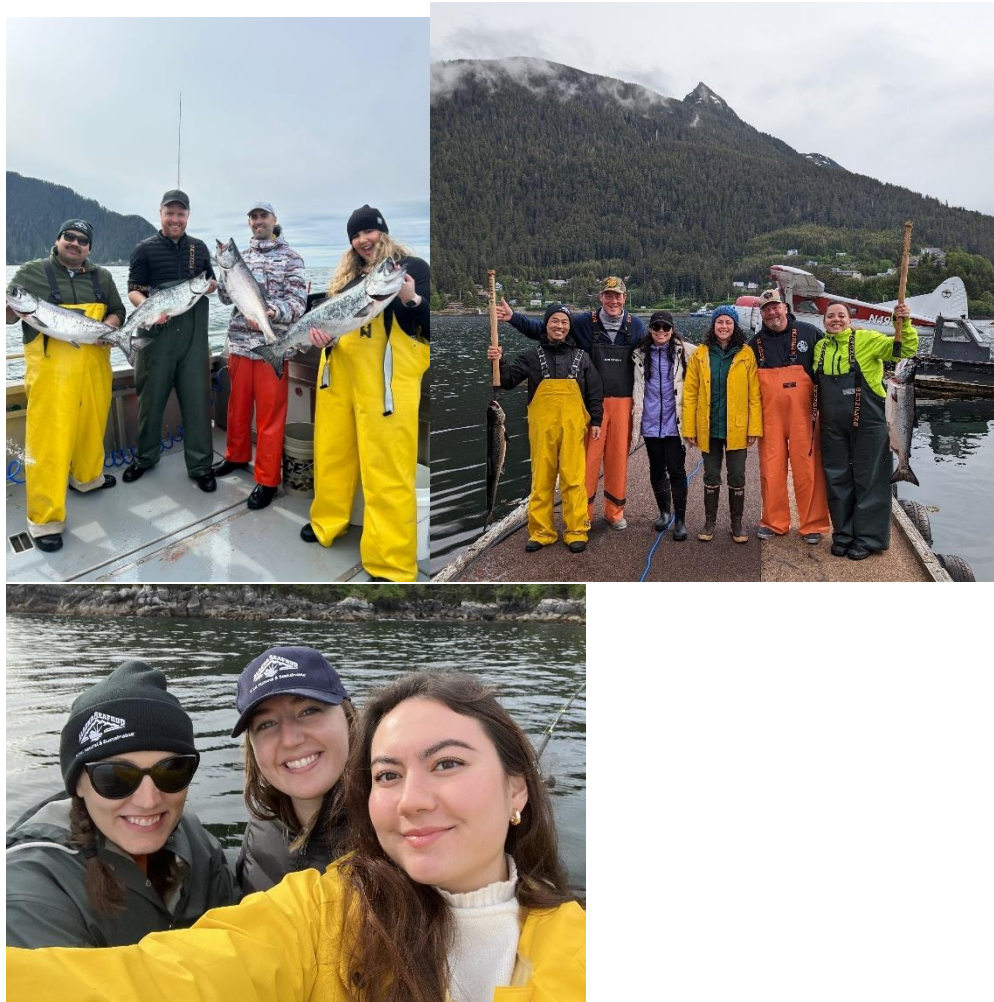
Chefs were so motivated by the creative and relaxed environment the retreat had fostered among peers that they continued to create and experiments with white fish and shell fish preparations all afternoon.





Fishing Grounds Visit and Saltwater Fishing Experience

On June 8, the third day of the retreat, the participants set to the sea to experience fishing for wild Alaska seafood and learn more about the types of fishing gear and fish habitats. The fishing excursion was also successful in terms of catch for all with all participants who were able to experience fishing for king salmon, halibut, rockfish, and lingcod.



Salmon Education Day and Hands-on Training

After the fishing excursion, the chefs had the opportunity to work with and prepare the freshly caught white king salmon, red king salmon and pink salmon, as well as refreshed whole round keta, coho and sockeye salmon. They shared techniques for scaling, extracting pin bones, portioning and maximizing utilization of all parts of the fish. Japanese chef Asana Mori made a filleting demonstration with the fresh white king salmon while other chefs worked with the other four salmon species. This allowed participants to contrast meat colors, textures and tastes. Chef Asana later followed with a sushi and nigiri demonstration aided by chef Elvin from Singapore and Gavin from China.

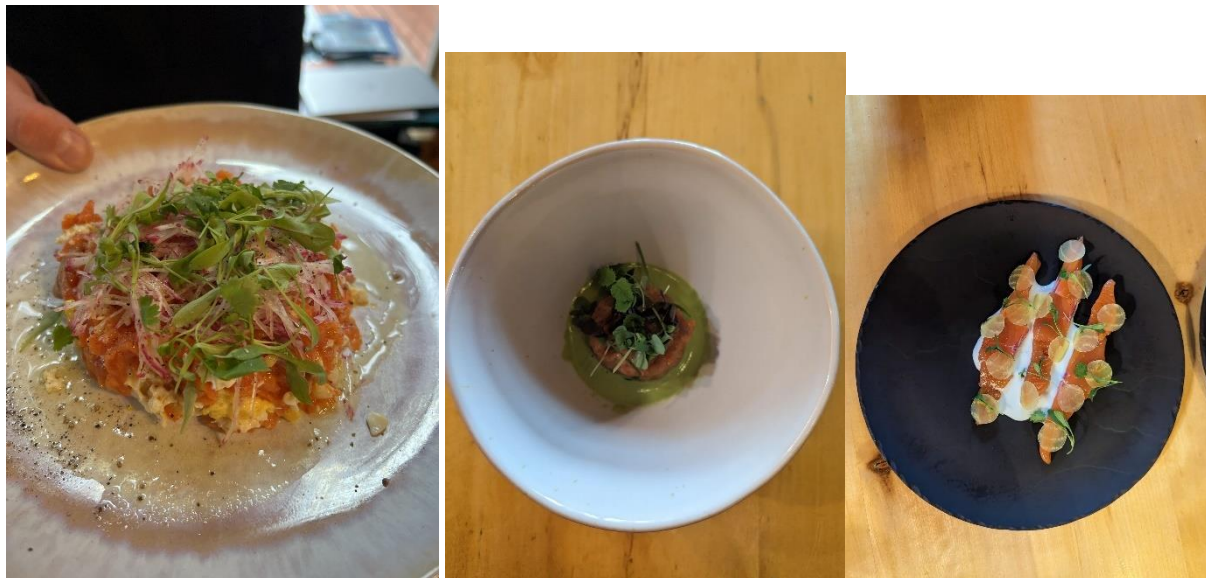


Five Species of Salmon Taste Testing and Wine Pairing

Participants had the chance to taste different preparations and product forms of the five wild salmon species before cooking with them. Chefs were then divided into 5 teams tasked with cooking one species of salmon each (king, coho, sockeye, pink, and keta) by using only heat, oil, salt and pepper. All five plated preparations were then placed in a central table for participants to gather around for a taste test and wine pairing guided by ASMI staff and a trained sommelier. They were able to compare coloration, appearance and flavor profiles. Participants also learned from their peers about the cooking techniques used for each species and learned about technical aspects and species updates.



As with the white fish and crab hands-on training session, chefs were so motivated by the learning experience and by the possibilities offered by the products at their disposal that they continued cooking and creating unique dishes for all to taste.



Conclusion

ASMI's International Culinary Retreat was a great success, with all participants leaving Alaska with a deeper understanding and appreciation for the different species of Alaska Seafood and the management practices that allow fishermen to sustainably harvest them. ASMI's OMRs did a fantastic job of selecting chefs that were open to learning and collaborating while diving all-in to this real Alaska experience, and were a vital support to ASMI staff in the execution of the retreat. The activity had a relaxed atmosphere that fostered good conversation, knowledge sharing and plenty of question answering through hands-on experiences and demonstrations. Participating chefs made meaningful new contacts, broadened their repertoire of preparations and techniques, and left with the desire to become true Alaska seafood ambassadors.

Seven-Eleven Japan Co., Ltd. Inbound Mission; King Salmon, Alaska; July 6-11, 2023

One of the objectives of the inbound trade mission to Bristol Bay was to support buyers in visiting sockeye salmon processing facilities and to learn more about the raw materials used for their essential products. The mission aimed to increase awareness about the sustainability of Alaska seafood products, educate the group concerning fisheries management, and establish long-term partnerships. The industry members toured three processing plants, listened to a presentation from Alaska Department of Fish and Game, observed set netting on the Naknek River, and visited with government officials.

During their time in Bristol Bay our group the group had the opportunity to visit three processing plants located in Naknek, Alaska.

Trident Seafoods shore-based facility processes sockeye salmon and generates it into various product forms including H&G sockeye, IQF fillets, canned salmon and salmon roe, as well as portions and fillets. The plant receives sockeye salmon from small driftnet vessels as well as independent setnet operations in Bristol Bay during the season from late June to August. The group toured the processing plant and observed the processing line as well as the fishmeal and oil plant. The group was accompanied by and held meetings with the Trident Seafoods plant manager, and international sales team. After a presentation from the Seven-Eleven Japan team concerning how sockeye salmon is utilized in their popular *onigiri* (rice balls) products sold in 21,000 stores across Japan, the group visited the fishmeal and oil processing center. The center was opened in 2015 to fully utilize the fish and turn any byproduct into fishmeal and fish oil. The delegation was impressed by the dedication to the full-utilization aspect of the fish oil and fishmeal processing plant provided, and appreciated how this relates to the sustainability story of Alaska seafood.



Following the tour at Trident Seafoods, the group visited Silver Bay Seafoods to have a meeting with the CEO, marketing and sales staff, as well as members of their management team. The organization began in Sitka Alaska in 2007 and has expanded since inception to include six domestic processing facilities in Alaska and the West Coast of the US. The organization is an integrated processor of frozen, headed and gutted salmon for both domestic and export markets. Silver Bay also processes both herring and squid products though these are not the focus at the Naknek operation. The group toured the processing facility and learned about the different product forms for export. The group visited the Silver Bay docks to

learn about the relative brevity of the salmon season in Bristol Bay, the river systems that flow into the Bay, the life cycle of sockeye salmon, and how tenders operate to allow fisherman to return to the fishing grounds quicker and more efficiently.



Jeff Otness, a National, International, and Japanese sales team member of OBI Seafoods provided a tour of the processing plant on July 9th. OBI Seafoods operates ten processing plants throughout the state of Alaska, and is a producer of fresh, frozen, and canned Alaska seafood products. OBI was formed in 2020 through a merger with Icicle Seafoods and Ocean Beauty. The OBI Naknek plant produces primarily

sockeye salmon in fillets, headed and gutted, and canned formats. OBI also processes and creates products from salmon roe. On the tour the group learned that OBI's canning line and technology has essentially remained the same for decades, as it is a highly efficient processing line. The delegation was able to observe the quality control and taste testing of OBI's canned salmon whilst on the tour.



Set-net Excursion:



The group went set netting with an ASMI Salmon Committee member on her family's boat. This experience was a fantastic opportunity to expose the delegation to fishing firsthand, a tender operation, and provide context to the families and communities that Alaska seafood sustains. The fisherman noted that the Alaska seafood industry employs 60,000+ people in Alaska.

The group separated into two boats and observed the fifth-generation fisherman pull the nets and harvest the salmon at the mouth of the Naknek River. During this time the delegation asked questions about sustainability, the spawning patterns of salmon, and fisheries management. Select fish that were harvested were then prepared for dinner.



On July 8th, the delegation flew via Seaplane to Katmai National Park and Preserve. This National park is well known for its wild landscapes, pristine environment, and famous salmon run that attract brown bears to Brooks Falls.

The group attended 'Bear School' to learn about bear safety and then walked to the lookout platforms at Brooks Falls to observe the bears in their natural habitat eating salmon.



Upon returning to Naknek, the group conducted a retail tour at the Naknek Trading Company Store and the Alaska Commercial Company in King Salmon. The delegation represents a large retailer in Japan, and these visits were important to their market research and understanding of consumer habits in the domestic US market.

Alaska Department of Fish & Game (ADF&G) Presentation:

The group visited with Travis Ellison, Naknek/Kvichak Area Management Biologist with the Alaska Department of Fish and Game (ADF&G). Mr. Ellison provided fisheries management education about the Bristol Bay Commercial Salmon districts managed by the State of Alaska. Mr. Ellison highlighted that the State of Alaska has enshrined responsible natural resource management in its Constitution and created a framework for renewable resource management - like fish - to ensure the resource is sustained.



Mr. Elison educated the group about escapement goals, the practices of aerial observation and counting towers, and the importance of ensuring that resources are maintained on the sustained yield principle.

Elison explained that the ADF&G biologists make decisions twice a day, coordinated with the tides, about whether to open or close a fishery for a short or sustained period based on factors like whether escapement goals are met. The delegation left this presentation understanding the importance maintaining, protecting, and extending the life of this resource indefinitely.

Consulate General of Japan Meeting:

Mr. Aniya is the Consulate General of Japan located in Anchorage, Alaska. Mr. Aniya met with the group to explore greater opportunities to expand the Japan-Alaska economic relationship. Mrs. Lindoff from the ASMI International team presented about the role ASMI plays in maximizing the value of Alaska seafood as the marketing body of the public-private partnership with the Alaska seafood industry. To follow, Mr. Yagita from Seven-Eleven Japan presented about the products that utilize raw material from Alaska. Seven-Eleven Japan sells over 200 million rice ball products annually in their stores using wild Alaska sockeye salmon. He remarked that as of November 2022, the Alaska seafood logo is displayed on the product and that sales are steadily increasing.



In response Mr. Aniya highlighted the upcoming “Online Arctic Symposium” that will discuss various themes related to the Arctic, including economic development opportunities. He invited the delegation to attend virtually and provide context to a successful partnership between Japan and Alaska.

Government Officials Meeting:

The group met with ADF&G Commissioner Doug Vincent-Lang and John Springsteen, ex-officio ASMI board member and staff member from the Office of the Governor of Alaska. Commissioner Vincent-Lang welcomed the group and emphasized that the wild resource is stable and that the State of Alaska would like to have a long-term partnership with the delegation. He spoke about the importance of responsible fisheries management to the government and the people of Alaska.

Mr. Springsteen noted that there is an opportunity to collaborate with Alaska and to continue to develop relationships with the Alaska seafood industry. He noted that in summer 2024 there will be a direct air travel route from Anchorage to Tokyo. He hopes this development will increase visits between the two locations and help facilitate and simplify business travel.



After arriving in Seattle from Anchorage the group met local industry representatives for a seafood focused dinner. The group met with Silver Bay Seafoods representatives, Lilani Dunn with Bristol Bay Regional Seafood Development Association (BBRSDA), Jose Montero with Trident and ASMI Salmon committee member, and Mark Fina with the Responsible Fisheries Management (RFM) certification body.

The dinner highlighted Alaska seafood on the menu to demonstrate the diversity of the product in the HRI sector. Salmon was on the menu and was prepared differently than what the average consumer would find in Japan.



On the final day of the mission the group had the opportunity to hold additional meetings with Trident Seafoods and Silver Bay Seafoods representatives whilst in Seattle. Mr. Kohei from Seven-Eleven Japan Co., Ltd. Global and Ingredients Procurement Support Division gave a presentation about the patented technology the company uses in creating their rice ball products using Alaska seafood. He indicated that the company would like to continue to utilize Alaska seafood for other products in the future and asked that ASMI continue to work with them on promotions on soon to be, and not yet developed Alaska seafood products.

Prior to their departure, the delegation conducted retail tours in Seattle at the following retailers: Trader Joe's, Seven Eleven, and Whole Foods. Starting with Trader Joe's the group observed the frozen seafood products, and smoked salmon products available at the major retailer. Whole Foods had a robust fresh

and frozen seafood product section, and the group remarked at the variety that was available. They noted that the canned salmon selection was limited but the designs were eye-catching and set the Alaska seafood canned products apart from their competitors. Finally, the group was interested in seeing a Seven Eleven store in America. They toured the retailer and made notes about the similarities and differences between the retailer in the USA versus their stores across Japan.



The delegation noted that it was imperative to see where they are sourcing their products from within Alaska. The group noted that the average Japanese consumer does not only focus on the taste of the product or the packaging aesthetic, but the story of a product is also a significant motivator in purchasing. The story of sustainable Alaska seafood has purchasing power when coupled with the great taste.

The group noted that they found the meeting with the ADF&G official very interesting, and this allowed them to fully understand the complexities of fisheries management in Alaska. A merchandiser noted that because fisheries are overextended in many parts of the world, they were pleased to learn about the lengths to which Alaska goes to ensure the renewable resource is maintained and protected for the long-term. They are thinking about how to tell the story of Alaska sustainability and responsible management to their consumers because they think this will be excellent in the domestic consumer space.

Southeast Asia Inbound Mission; Seattle, WA & Kodiak, Alaska; July 31 – August 5, 2023

On Monday, July 31st, the group visited the PSQS lab in Seattle. PSQS is a third party, independent food inspection laboratory that focuses on providing analytical and wet chemistry data primarily for seafood products. ASMI International invited Alaska seafood industry members, and ASMI species committee members to the lab to provide educational information concerning a variety of Alaska seafood species. The committee members provided a brief overview of the five species of salmon, whitefish, and shellfish and provided samples to educate the participants in a show-and-tell fashion. The goal was to showcase a variety of product forms and provide both technical information and market specifics about each

product for the delegation. The following ASMI committee members participated in the educational seminar:

- Jose Montero, Jr.; ASMI Salmon Committee
- Joe Logan; Trident Seafoods – Alaska seafood industry member
- Daniel Kusakari, ASMI Whitefish Committee
- Julia Ying; Polar Bay Foods – Alaska seafood industry member

After the presentations concluded, the delegation visited the original Whole Foods store to conduct a retail tour in the grocery chain. The group commented on the large frozen food section, and the availability of pre-prepared items in the fresh seafood case (i.e. bacon wrapped scallops). The group then went to Duke's for a group lunch to sample a variety of Alaska seafood menu items. The group tried rockfish tacos, halibut ceviche, salmon burgers, and crab dip. Duke's Seafood utilizes many ASMI created deliverables like posters, and Alaska maps demarcating different fisheries; this was useful to illustrate the brand recognition that Alaska seafood has in restaurants and other sectors like retail spaces.



From 2-5pm the group conducted one-on-one meetings with Alaska seafood industry members at the Renaissance Hotel Seattle. The meetings were a great opportunity for the delegation to network, establish connections, and conduct business. Each participant met with all of the following organizations:

- Julia Ying, Polar Bay Foods
- Stephen Rhoads, Seafood Producers Cooperative (Sitka, AK)
- Jose Montero, Jr. and Omar Sadaque, Trident Seafoods,
- Daniel Kusakari, Ocean Peace Inc.
- Frank O'Hara and Sana Watterson, O'Hara Corporation
- Trevor Murakami, Westward Seafoods
- Michael McGinley and Jeff Otness, OBI Seafoods

O'Hara Corporation kindly hosted the delegation at the docks of their organization. ASMI sent invitations to the entire Alaska seafood industry to meet with and network with the delegation from Southeast Asia. Guests in addition to the companies that attended the one-on-one meetings included:

Brody Pierson	Bristol Wave Seafoods
Aacha Oyun	SOGDA
Pat Shanahan	Wild Alaska Sole Association (WASA)
Bob Olson	U.S Seafoods
Jason Huang	U.S. Seafoods
Sung Kim	GTI
John Bae	GTI
Jeff Otness	OBI

Reception at O'Hara Corporation docks. Menu: Smoked Alaska salmon, Alaska halibut dip, pan friend halibut cakes, oven poached Alaska salmon, bacon-wrapped Alaska scallops from Pacific Northwest Catering.



Kodiak: August 1 – 4

Due to Alaska's expansive geography, travel to Kodiak requires nearly a full day from Seattle with a stop in Anchorage. The group arrived in Kodiak mid-afternoon. Upon arrival the group was met by ASMI International Marketing committee member, Jeff Stephan. Mr. Stephan accompanied the group during the entire Kodiak section of the mission. Heather Johnson-Smith, Executive Assistant at ASMI headquarters in Juneau also assisted with this section of the programming.

Mr. Stephan toured the group around a fish weir located on the Buskin River in the Kodiak Fish and

Game Management area. Mr. Stephan explained the principles of escapement to the group and highlighted the importance of sustainable fisheries management to the longevity of the wild, natural



resource. He detailed the role of 'fish-counter'

to the group and the importance of accurate salmon counts obtained through fish-counters, aerial survey, and biological sampling done on returning salmon. During this portion of the day, the group met two fly fisherman who had just caught a coho salmon. The delegation asked about preparation of the salmon, and length of time the fisherman had been fishing the river.

After a group dinner with Jeff Stephan, and his wife Karen Stephan, the group drove up to Pillar Mountain where an integrated wind-hydropower-diesel system provides the residents of Kodiak Island with nearly 100% renewable energy. Mr. Stephan detailed the establishment of the wind turbines atop the mountain and noted that the project began with a fisherman from Kodiak, further noting that sustainability is baked into the community.

On August 2nd, the group participated in a half day of fishing with Kodiak Marine Charters. The group was interested in seeing the fishing grounds outside of Kodiak and in catching salmon. For many of the participants this is the first time they would see a salmon alive much less do the catching of the fish themselves.

On the way to the fishing grounds the group observed seiners outside the harbor and ASMI staff provided education concerning the different types of vessels that fish out of Alaska. The group learned about gill nets, seiners, purse seiners, and trollers during the ride to the fishing destination.

All participants pulled in a fish of their own; catching pink, sockeye, and king salmon.

After the fishing excursion, the group conducted a retail tour at both Safeway and Wal Mart stores in Kodiak. The community of Kodiak's main economic driver is fishing, and the group noted that while seafood was not as abundant in the grocery stores – as Seattle - they saw signs of fish for sale alongside the roads and in the harbors.

Trident Seafoods: At 3pm, the group visited the Trident Seafoods processing plant and enjoyed a tour with plant manager, Jed Skidmore. The plant was not operating during our visit due to the salmon

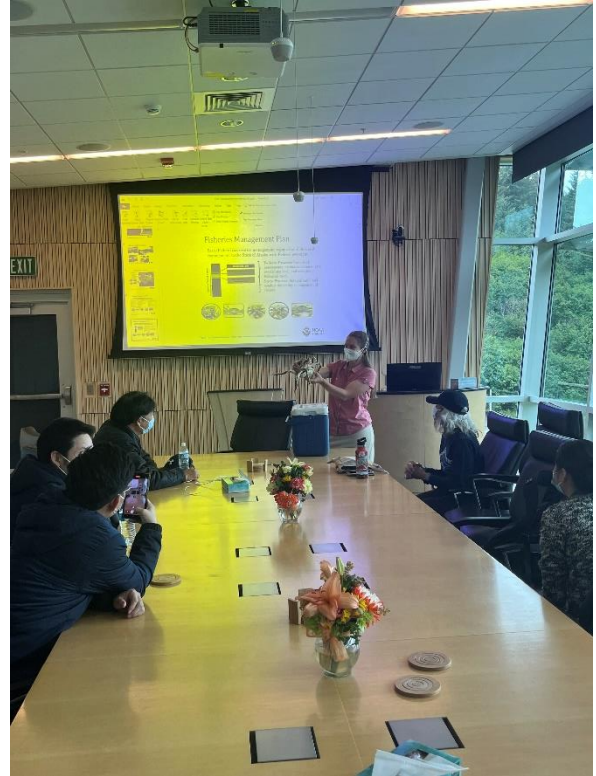
fishery being closed for a 72 hour window. The group learned about the logistics of processing fish in remote communities of Alaska and how Trident's presence has been growing since the expansion of their facilities in 2015. This particular Trident Seafoods facility is capable of processing 1.5 million pounds of H&G pollock a day. It is also a hub for halibut, flatfish, rockfish, and Pacific cod processing. The facility process fish from an independent fleet in Southcentral Alaska, and Prince William Sound.



Later in the evening the group had dinner with Representative Louise Stutes and Senator Gary Stevens, and their respective partners. Local Alaska seafood industry members Jeff Otness from OBI, and Rebecca Skinner from Alaska Whitefish Trawlers Association and an ASMI Whitefish committee member also joined the dinner. The delegation were able to ask guests about the economic and social value of healthy fisheries to Alaskans, questions of sustainability, and life in Kodiak. The local government officials expressed their gratitude to the delegation for visiting and utilizing a fresh, wild, and natural resource that they intended to protect and conserve for perpetuity.



On August 3rd the group was due to participate in meetings with National Oceanic and Atmospheric Administration (NOAA), Alaska Department of Fish & Game (ADF&G) and visit both OBI Seafoods and Pacific Seafoods for plant tours. However, two mission participants tested positive for COVID-19 that morning. ASMI staff notified the respective organizations of the positive cases and the organizations



largely opted to cancel the meetings. The group reorganized travel for the two individuals and extended their hotel reservations for an additional five days, per the Center for Disease Control and Prevention (CDC) COVID-19 public health guidelines. At-home test kits were acquired and utilized to limit the spread of the virus.

A NOAA representative was willing to meet with the group outside of the NOAA facilities for a socially distant, fully masked presentation. The ASMI team was able to rent a large conference room to both eat lunch in and participate in an educational seminar in. The group ate a lunch prepared from their catch on the fishing charter the previous day consisting of king salmon filets, salad, and salmon berry dessert.

Ms. Downey from NOAA brought live Dungeness crab, and bairdi crab samples to show the cohort and assist in explaining the fisheries management strategies surrounding these two species. She discussed the daily management issues made by the State of Alaska for the health of each individual fishery based on scientific information and escapement data. Ms. Downey educated the group on the interdependence of government agencies and resource sharing necessary to make critical management decisions. August 4th, the group returned to Seattle before flying back to their respective countries.

Overall, the Southeast Asia inbound mission was a success and participants were pleased with the opportunity to meet with Alaska seafood industry members. Southeast Asia is a growing region with healthy opportunities for re-processing and re-export. The growing middle class in the region also makes locations like Vietnam and Thailand especially opportune markets for the expansion of Alaska seafood consumption domestically.

ASMI will continue to expand promotional opportunities in the region and support both inbound and outbound trade missions to the region.

Japan International Seafood & Technology Show; Tokyo, Hiroshima, Osaka, Japan; August 20 – August 29, 2023

Purpose: To attend and exhibit at the 2023 Japan International Seafood & Technology Expo in Tokyo, Japan and to make visits in the market. ASMI Japan provided a booth space to display materials and meeting space for Alaska seafood industry. ASMI will utilize the show for relationship building and business meeting opportunities. ASMI staff members, alongside our ASMI Japan team, will be responsible for managing the ASMI booth. Staff assisted with the distribution of informational materials and collection trade leads. Susan Marks represented the Responsible Fisheries Management (RFM) program and holds a small booth space during the show.



The show provided a great opportunity for ASMI staff to meet with local trade members, the overseas marketing representative in the region (OMR), Alaska seafood buyers, and media. The ASMI booth is adjacent to the USDA booth which creates opportunities for information sharing as well.

After the show, ASMI staff will conduct plant tours, retail tours, and other market visits. This will allow ASMI to continue to refine our marketing strategy and strengthen existing partnerships in the retail and HRI space.

August 20, 2023	Schlosstein departed Juneau to Seattle. Marks departed a day prior. Departed Seattle to Japan.
August 21, 2023	<p>Schlosstein arrives at Narita International Airport in Tokyo.</p> <p>Schlosstein utilizes Express Train from airport to Tokyo Station and checks into The Courtyard Marriott Hotel in Ginza. Yakata, Marks, and Schlosstein meet for dinner at local yakiniku restaurant.</p>
August 22, 2023	<p>The ASMI Japan team focused on booth set-up. Yakata joined Schlosstein, Marks, and Tom Sunderland from Global Seafood Alliance for retail tours. Firstly, the group visited Seven-Eleven Japan, the largest convenience store chain in the country with 21,000 locations. Seven-Eleven offers a variety of shelf-stable, ready-to-eat, and easy-cook items. The delegation was most interested in seeing the Alaska seafood rice ball (<i>onigiri</i>) that was launched in November of 2022 and over 200 million of which have been sold over the last year. The rice ball contains Alaska seafood sockeye salmon in a flake format, and there is also a <i>sujiko</i> protein option bearing the Alaska Seafood brand logo. A Seven Eleven Japan delegation visited Bristol Bay in July of 2023 to learn about sustainable fisheries management and observe where they are sourcing raw materials from. During the visit it became clear that responsible management practices are at the core of the Seven-Eleven business model, making Alaska seafood a strong partner.</p> <p>The group then visited Central Square Life, a mid-range grocery and lifestyle store to conduct another retail check. The grocery store offers a large variety of surimi products, consumer-ready products, lunch, and dinner items, as well as bento box offerings. Bento boxes are typically convenience boxes containing protein, rice, and vegetables. Bento boxes often contain Alaska seafood products including Alaska pollock surimi, <i>mentaiko</i>, sablefish, sockeye salmon, and cod or herring roe. Herring roe is traditionally eaten during the New Year season for good luck. Sunderland and Marks took note of the eco-labelling on packaging in order to compare the use of RFM or MSC labels.</p> <p>The group then traveled to Shibuya Stream to meet the rest of the K&L team that make up the ASMI Japan marketing representatives. Shibuya Stream is a large-scale, multi-purpose retail complex that opened in 2018. It is in the space where the Tokyu Toyoko Line terminal once sat before it was relocated underground. Within the complex there are approximately 30 shops, restaurants, hotels, and an events hall. ASMI Japan partnered with ten restaurants between August 15th and 31st to highlight a variety of Alaska seafood species including sockeye salmon, silver cod, Atka mackerel, <i>ikura</i>, and roe on kelp. The promotion was called the Alaska Seafood Fair and was a collaboration with the free fashion magazine 'Omasan Street' which helped to drive attendance. To view all the dishes offered, please click here. Our team</p>

ate at one of the restaurants and tried the *ikura* rice bowl, and sockeye salmon.

August 23, 2023

Schlosstein, Marks, and Yakata departed from the hotel for day one of the Japan International Seafood and Technology Expo at the Tokyo Big Sight location. Yakata attended a pre-show meeting to launch the expo. Yakata and Schlosstein assisted the rest of the ASMI Japan team with organizing ASMI's booth space within the US Pavilion; laying out educational materials, giveaway items, and materials for co-exhibitors. Schlosstein assisted Marks with organizing her mini-booth space located in the eco-labelling section of the hall. The group welcomed Trident Seafoods, OBI Seafoods, and American Seafoods members into their booth, and provided adequate seating for business meetings. Trident Japan had a freezer-space to highlight their products that utilize Alaska seafood including pollock surimi and crab.

After the conclusion of day one, Schlosstein attended a small business dinner with OBI Seafoods industry members. Yakata and Marks attended a reception at the exhibition hall.

August 24, 2023

Day two of the Japan International Seafood and Technology Expo was spent collecting trade leads, meeting with local media outlets, answering questions from visiting buyers, and connecting with retailers based in Japan. ASMI distributed Alaska salmon and whitefish buyers' guides, species factsheets, and other promotional materials to customers and other visitors. Yakata connected industry members with appropriate buyers visiting the booth, and supported meetings where appropriate. Alaska industry members who were not actively co-exhibiting at the booth utilized the space for business meetings as well.

Schlosstein and Yakata visited with the ATO Director in Osaka, Alex Blamberg, who was exhibiting in the space adjacent to ASMI. They discussed the current market in Japan, the exchange rate, and geopolitical influences on the domestic market.

In the evening, ASMI hosted a reception at the Conrad Hotel to welcome Japanese industry members to meet Alaska seafood industry members and try Alaska seafood items. The menu consisted of a variety of Alaska seafood options including sockeye salmon, *ikura*, and rockfish. Schlosstein delivered a speech to introduce Alaska seafood industry members including Jeff Ottness of OBI, Susan Marks of ASMI, Tom Sunderland of Global Seafood Alliance, and Lilani Dunn of Bristol Bay Regional Seafood Development Association (BBRDSA). Chanda Berk, Director of the Agricultural Trade Office (ATO) in Tokyo, delivered remarks about the continued partnership of Japan and Alaska

seafood. The ASMI Japan team was introduced and expressed interest in working with members of the Japanese seafood industry, and presented on various past and upcoming activities taking place. Susan Marks gave a speech to thank Mr. Matsumoto, the previous ASMI Customer Advisory Panel (CAP) member for his service to the organization.

August 25, 2023

Schlosstein and Lilani Dunn traveled with ASMI Japan representative, Yuka Inui, to the Trident Seafoods processing plant in Choshi via train. After a 2-hour journey, they were welcomed by Mr. Kato for a tour of the manufacturing facility, and a meeting with the Trident Japan team. Yakata stayed at the ASMI booth in Tokyo to conduct meetings, support visitors, and collect trade leads.

After Dunn and Schlosstein returned to Tokyo, Yakata organized a dinner at the Conrad Hotel for Alaska seafood industry members.



August 26, 2023

Schlosstein conducted a retail tour of the other convenience store chains in Japan: Family Mart and Lawson. Family Mart has 16,000 stores in Japan, and Lawson has 14,000. The variety of seafood options on the ready-to-eat shelves included *mentaiko* products, a variety of surimi options, and a salad bowl containing salmon.

Yakata, Schlosstein, Marks, and Dunn departed Tokyo via *shinkansen* on the Nozomi73 at 1:48pm and arrived in Hiroshima at 5:42pm. The group checked into the Sheraton Grand Hiroshima Hotel connected to the train station, and then ate at a local restaurant.

August 27, 2023

Schlosstein opted for a morning cultural excursion to Shukkeiein Gardens. The entirety of the group then visited two of the YouMe Town stores during their sockeye salmon promotion. The supermarket chain has 64 locations in Kyushu, Shikoku, and Chugoku regions of Japan. They have been partners with ASMI for almost three years. This promotion highlighted sockeye salmon fillets on their endcaps, coupled with in-store demonstrators talking about the product to consumers. The demonstrator wore an Alaska Seafood apron and provided samples of the product cooked lightly in a crock-pot. During the duration of our visit, we saw six fillets purchased and significant interest from consumers.

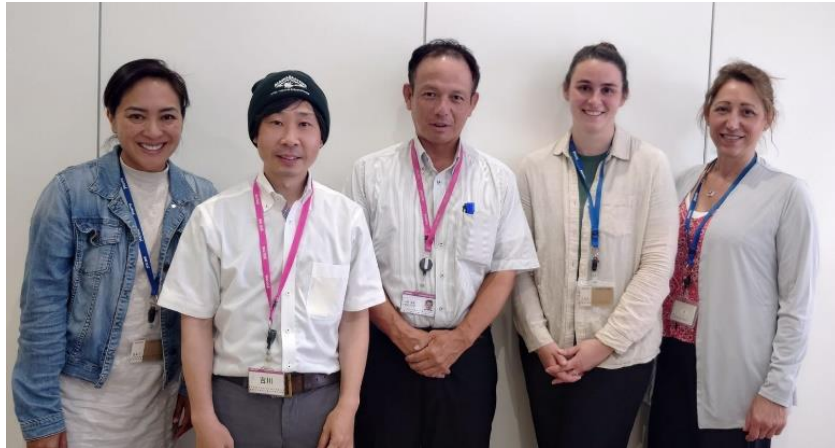
August 28, 2023

Yakata, Dunn, and Schlosstein visited Osaki Suisan. Osaki Suisan is a 50-year-old processing company headquartered in Hiroshima. They specialize in crab leg surimi (*kanikama*) processing and production. They source Alaska seafood for their products and have a large market in Japan. The group was able to sample their products and tried specialized surimi items unavailable in the US, like surimi and cheese bites or surimi and ham sticks.



At 1pm the group went to YouMe Town headquarters for a discussion of future promotions and product forms they are interested in expanding for the domestic consumer. The group discussed the current sockeye salmon promotion highlights and collaboration opportunities with the supermarket operation company. YouMe Town noted that imagery of fisherman resonates most with consumers and would like to highlight sustainability stories in future promotions.

The group departed Hiroshima on Nozomi 100 *shinkansen* to Osaka, arriving at Shin-Osaka at 4:28pm, and ate at a local seafood restaurant.



August 29, 2023

The group departed Osaka Kansai airport at 11:10am to fly back to the US.

The trip's purpose was to attend the Japan International Seafood and Technology Expo, and to conduct meetings and visits in the Japanese market.

During the show, ASMI supported Alaska seafood industry members by connecting them with current and new customers and providing a space for sales meetings.

Japan is a mature seafood market, but there were many buyers who were interested in learning more about the sustainability story of Alaska fisheries management. ASMI Japan's booth highlighted the Five Pillars of Sustainability, a message that is increasingly important to Japanese consumers and retailers. The booth posited a question to visitors about which pillar they considered most important and asked them to write their response on a note. Of the responses, most gave equal weight to all five (Families & Communities, Social Responsibility, Fisheries Management, Resource Utilization, and Certification). The booth supplied visitors with additional educational materials including Japanese buyer's guides, factsheets, information about Responsible Fisheries Management (RFM) eco-labelling, and other promotional materials highlighting each species relevant to the market.

Members of the Alaska seafood industry who utilized the ASMI booth space at the Japan International Seafood and Technology Expo included:

- Jeff Ottness of OBI Seafoods
- Atsuro Tanii of OBI Seafoods
- Jostein Rortveit of American Seafoods
- Han Sol Kim and Hiroshi Kato of Trident Seafoods
- Shigeki Okano of Silver Bay Seafoods
- George Li of Whittier Seafoods

The retail tours, processing plant tours, and business meetings with YouMe Town were beneficial for the International Marketing Coordinator in further understanding the market. This was also beneficial for the OMR to check-in with current partners and reinforce their commitment to Alaska seafood.

Seafood Expo Asia; Singapore; September 11-13, 2023



Seafood Expo Asia (SEA) is a prestigious gathering for professionals and industry leaders within the fish and seafood sector. It serves as a global nexus where seafood buyers and suppliers come together to foster connections and facilitate trade. Established in 2009 by Diversified Communications, SEA has consistently established itself as the foremost event for Asia's fish and seafood industry. The 2023 edition marked the event's second time it was hosted in Singapore, relocating from its previous home in Hong Kong. Taking place from September 11-13, 2023, this annual event was held at the impressive Sands Expo & Convention Centre in Singapore's bustling business district.

This year's exhibition space expanded significantly, with an 86 percent increase compared to the previous year, welcoming 359 exhibiting companies from 40 countries. Furthermore, the Expo featured 26 national and regional pavilions, a significant increase from the 2022 edition. The primary participants included retail and foodservice companies, such as restaurants, supermarkets, hotels, and catering services, as well as importers, distributors, and broader figures from the food industry.

Beyond its exhibition function, Seafood Expo Asia 2023 emerged as a dynamic hub for networking, knowledge exchange, and the cultivation of new business prospects. It presented a valuable opportunity for ASMI to engage in substantive dialogues with key figures from the seafood sector, potential clientele, strategic collaborators, seafood processors, manufacturers, and discerning buyers, including key retail and

foodservice companies, such as restaurants, supermarkets, hotels, catering services, importers, and distributors. These interactions fostered connections of significant value that have the potential to fuel growth and enhance ASMI's presence in Southeast Asia.

Our 81 sqm booth allowed Alaska seafood industry members to meet with their new and current Southeast Asian customers and conduct sales meetings. Members of the Alaska seafood industry who joined us at Seafood Expo Asia 2023 included:

1. Ron Risher of Grobest Seafood Global
2. Kevin Gantner of The Alaska Guys
3. Eric Tan of E&E Foods
4. Joie Lee, Lionel Low, and Eileen Ang of EB Frozen Food
5. Malcolm Ong, Kelly Jin, Marc Chung, and Krsytal Wee of The Fish Farmer
6. Mike Ng and Careen Chew of SeaGreen Food Industries
7. Jirachai Kanchitavorakul and Monthinee Muangsiri of Bangkok Seafood

Recipe posters were displayed, and informational materials, including Alaska Seafood A-Z brochures and the Salmon, Whitefish, and Shellfish Buyer's Guide, were distributed to attendees. This year, ASMI SE Asia took a different approach for food sampling. A chef's table was created within our booth, and the four local importers (The Alaska Guys, EB Frozen Food, The Fish Farmer, and SeaGreen) invited their VIP customers for a special tasting session showcasing their products expertly prepared by Chef Elvin Chew of KIAM.SNG.DI. In addition to the VIP tasting sessions, show visitors were also treated to flavorful Alaska seafood dishes samples. Gochugara Honey Ginger Glazed Alaska Pollock Block, Garlic Crusted Alaska Pollock Block with Capers & Dill Butter Sauce



On Tuesday, September 12th, we hosted a special tasting session for Jonathan Kaplan (U.S. Ambassador to Singapore), Karen Richards (FAS Agricultural Attaché to Singapore and Malaysia), Alice Kwek (FAS Agricultural Marketing Specialist for Singapore and Malaysia), and Chef Lih Guah (U.S. Chef of Mission Residence).

The group met with all the ASMI industry members at our booth and tasted all the dishes Chef Elvin and his team prepared using each importer's product. Chef Lih regularly uses Alaska seafood when cooking at the Ambassador's residence, especially for the ambassador's special guests. The Ambassador is also very

familiar with Alaska and its seafood, as he travels to Alaska to go fishing every summer. We discussed our promotional activities in the region and with our local importers in Singapore.

Ms. Low Yen Ling, Minister of State for Culture, Community and Youth and Minister of State for Trade and Industry, also visited our booth and greeted our local Singaporean importers. She was happy to hear that more healthy and sustainable seafood is available for Singapore consumers and encouraged ASMI to connect with the Seafood Industries Association Singapore (SIAS).



Southeast Asia's growing demand for seafood imports and consumption made the Seafood Expo Asia 2023 in Singapore a vital platform for ASMI. It provided an opportunity to explore business potential and connect with the seafood community across Asia and worldwide. Singapore, a gateway to Asia, is a significant global trade hub, boasting the world's busiest shipping hub connected to 600 ports in over 120 countries. Changi Airport is also a leading regional air hub, renowned internationally for its excellence.

The expo yielded several promising trade leads for ASMI, with 55 trade leads and 37 contacts successfully gathered and detailed in a separate Excel file. These contacts encompassed various industry players, including importers, distributors, retail purchasing departments, processors, hotels, and restaurants. While most contacts were based in Singapore, a substantial number hailed from various international locations, including Vietnam, Thailand, Laos, Malaysia, Indonesia, the Philippines, the Maldives, Taiwan, Japan, China, Hong Kong, Turkey, Bangladesh, Saudi Arabia, Spain, the United Kingdom, Australia, South Africa, and Canada. This diverse network underscores the global reach and potential of emerging trade opportunities from Seafood Expo Asia 2023, highlighting Asia as a central hub for seafood trade, where ASMI stands poised for significant growth.

Our local importers reported US \$2,239,761 in estimated sales at the show and US \$3,750,000 in 12-month projected sales. These numbers do not include the sales that are currently in discussion. Overall, our

importers from Singapore and Thailand reported the show to be a 4 out of 5 stars and commented that it was a great chance to network with current and new contacts in the seafood industry, discuss recipe development and cooking techniques with Chef Elvin and his team, and to educate themselves on product development and the Singaporean seafood market.



On the evening of September 12, 2023, ASMI hosted an Alaska Seafood Trade Reception at Dao by Dorsett Hotel in Singapore. This event brought together approximately 100 guests, comprising a diverse array of industry figures, including importers, distributors, retail procurement professionals, processors, esteemed representatives from hotels and restaurants, as well as various culinary experts.

The event started with an opening speech by Karen Richards, FAS Agricultural Attaché to Singapore and Malaysia, and Tim Welsh, ASMI Southeast Asia Overseas Marketing Representative.

The chefs from the four restaurants participating in our month-long menu promotion were also invited to showcase their skills by cooking at the three food stations we offered to our guests. The chefs included:

1. Chef Chan Wei Peng of Chef's Table by Chef Stephan cooking Western cuisine
2. Chef Ray Ong of Black and White/Primal Cut cooking Modern Asian cuisine
3. Chef Dexter Lim of Dao by Dorsett cooking Singaporean cuisine/ barbeque and canapés

The dishes served to our guests were:

1. Sockeye Salmon Madras Curry
2. Slow Cooked Pacific Cod with Sunchoke Purée
3. Miso Glazed Sockeye Salmon
4. Alaska Pollock with Asian Spices & Coconut Otak
5. Sockeye Salmon Otah with Coconut Peanut Sauce
6. Black Cod En Papillote with Oriental Gremolata

7. Keta Salmon Mousse
8. Pacific Ocean Perch Cake
9. Alaska Pollock Ceviche with Onion and Tomato
10. Pacific Cod Brandade Croquette



The reception provided an invaluable platform for ASMI to spotlight Alaska seafood, fostering meaningful exchanges with key industry stakeholders. It served as an opportunity for constructive dialogues, enabling ASMI to engage in conversations with influential figures from the seafood sector. Furthermore, it created a conducive environment for Alaska seafood importers and distributors to forge meaningful connections with prospective buyers, catalyzing partnerships that would propel the presence and growth of Alaska seafood in Southeast Asia.

