

**DATE: November 4, 2024**

**TO: ASMI Board of Directors**

**FROM: Nicole Alba, International Marketing Director**

**RE: International Program Report**

In May 2024, the International Program was awarded \$4,041,000 in RAPP 2024 funding for FY 2025, thanks to a robust proposal focused on diversifying markets and target audiences for Alaska seafood. The funds were allocated to Southeast Asia, Japan, Latin America, the UK, and non-EU countries in the Eastern EU program based on grant eligibility criteria. RAPP funding is an addition to the MAP program funds, ASMI International's traditional funding source. Due to an expedited schedule from the USDA, we had the opportunity to apply for a second tranche of RAPP funding this fall, which ASMI plans to use for fiscal year 2026. The proposal, submitted in early October 2024, includes all ASMI markets except for the ineligible markets of China and Mexico. However, the program and ASMI's proposal now include the EU. We are awaiting our award amount and expect to receive notice by the end of 2024.

The International program began the winter 2024 season by participating in the Gulfood Tradeshow in Dubai, UAE, from February 19 to 23. Alongside seven participating Alaska seafood exporters, ASMI staff Nicole Alba, Susana Osorio Cardona, and OMR Ksenia Gorovaiia exhibited with an ASMI umbrella booth. Over 218 business meetings were conducted, resulting in 100 trade leads and an estimated \$3.6 million in 12-month projected sales.

The week following Gulfood, ASMI's Southeast Asia team, with ASMI HQ staff Megan Belair and Hannah Schlosstein, hosted a trade mission to Bangkok, Thailand. Twelve Alaska industry participants had the opportunity to meet with key Thai contacts, including importers, foodservice and retail operators, local officials, and other important market players. The trade mission generated over \$14 million in 12-month projected sales, and participant feedback was positive, with participants rating overall satisfaction with the mission 4.9 out of 5.0.

In the first week of March, Nicole Alba, alongside ASMI LATAM OMR Claudia Lecarnaque, hosted a buyer mission to Seattle and Dutch Harbor. Five key buyers from the LATAM market representing Mexico, Brazil, Colombia, and Chile, gained insights into Alaska's whitefish species. During the mission, they toured processing plants and engaged with industry representatives. The mission has resulted in positive follow-up and several promotional partnerships with participants, including Marativa in Mexico and MGS Foods in Brazil.

In March, Hannah Schlosstein visited Osaka and Tokyo, Japan, to support ASMI Japan's activities during the Sakana & Japan Festival. ASMI was a co-sponsor of this consumer-focused food festival and had a strong presence alongside Alaska Seafood Ambassador and Culinary Retreat alum, Asana Mori.

The focus in April was Seafood Expo Global, which requires significant staff time to prepare and organize, led by Susana Osorio Cardona and ASMI SEU OMR David McClellan. ASMI's pavilion booth space welcomed 24 Alaska seafood co-exhibiting companies. The tradeshow resulted in 1,058 meetings

conducted, 471 serious contacts met, \$43.7 million in on-site sales, and \$966.5 million in 12-month projected sales.

In May, International Program Coordinator Megan Belair helped lead a pan-European press tour to Anchorage and Cordova with support from Hannah Schlosstein and NEU OMR Alicia Parker. The objective of the press tour was to provide the media with an in-depth understanding of Alaska's fisheries and Alaska's commitment to sustainability. Thirteen formal online and offline publications were produced, reaching 5.6 million people.

The International program held its annual culinary retreat in Homer in June. Twelve renowned chefs from around the world came together for an in-depth educational program focused on Alaska seafood species and sustainable fishing practices. The chefs experienced hands-on learning, including individual and collaborative cooking sessions, tastings, and excursions to fishing grounds for harvesting. Detailed results can be found in the trip report below.

Hannah Schlosstein and Susana Osorio Cardona hosted inbound missions to Bristol Bay in July, including the Japanese Consumers' Co-operative Union (JCCU) and a delegation of Polish Seafood Processors. JCCU members have been sourcing sujiko from Alaska for many years. Their visit was an opportunity to visit partners and processors whose relationships are invaluable to the co-op members and their customers. The Polish Processors mission resulted in discussions about promotional campaigns and collaborations featuring Alaska seafood products in participants portfolios. Most notably, ASMI renewed its cooperation with Suempol, Poland's fourth largest seafood company, after they participated in the mission. The goal is to help promote and increase sales of their four *wild Alaska sockeye salmon* products at retail, which are part of a broader range of premium Alaska salmon products developed in the past two years and successfully launched with ASMI's support.

ASMI welcomed the OMRs for the IMC meeting in Seattle and the strategy session in Juneau in August. The session provided an opportunity to gather and discuss proposals for RAPP 2025, engage with the industry about the current harvest situation, tour processing facilities, and participate in other educational activities.

Two key trade shows took place in Southeast Asia in August and September. Vietfish was held in late August in Ho Chi Minh City, where the ASMI Southeast Asia team gathered 63 trade leads. ASMI participated in Seafood Expo Asia in Singapore in September, securing 42 trade leads and generating over \$430,000 in onsite sales. The industry projects over \$2 million in sales for the next 12 months.

Megan Belair arranged a day of Alaska seafood-focused activities in Seattle for seafood processors from Urk, Netherlands. WUSATA managed the full trade mission, but ASMI had a dedicated day with the group and introduced them to the Alaska industry through one-on-one meetings and a reception. Both parties are discussing organizing a full inbound trade mission to Alaska in FY26.

An important tradeshow for maintaining and strengthening relationships with key EU trade partners, ASMI exhibited at CONXEMAR in October under a large umbrella pavilion like that at Seafood Expo Global. This year's show received positive feedback from the 11 co-exhibiting industry companies that reported \$20 million in projected estimated sales over the next 12 months.



In addition to the key tradeshows, press tours, and trade missions ASMI International facilitated this year, the program issued a Request for Proposal for an India Key Export Analysis. To begin in 2025, the study will assess the key export factors to consider when exporting to India. By examining these factors on behalf of the Alaska seafood industry, ASMI aims to help exporters gain easier access to the Indian market, thereby increasing the potential for growth.

Following the work completed with the EMP (Emerging Markets Program) grant, which concluded in December 2023, ASMI plans to establish a trade servicing program in the MENAWA (Middle East, North Africa, West Africa) region. As detailed in the RAPP 2024 proposal, ASMI will open an office in the region beginning in February 2025. The RFP was issued, and evaluations will be completed in December and January.

ASMI International's nine overseas marketing programs carried out various targeted activities to enhance the value and awareness of the Alaska Seafood brand. These activities included retail and foodservice promotions, technical seminars, training for chefs and retailers, inbound missions to Alaska, trade shows, outbound trade missions, advertising, and public relations efforts. The quarterly reports provide detailed information on all activities, including results and achievements.

#### **QUARTER REPORTS (LINKS TO PDF)**

- [\*International Program Quarter Reports \(FY24 Q4 with cumulative annual results + FY25 Q1\)\*](#)

Please find the detailed trip reports with outcomes and achievements from this past year below.



Alaska Seafood Marketing Institute

Alaska Seafood Marketing Institute  
Gulfood Tradeshow  
February 19-23, 2024  
Dubai, UAE

### **TRIP REPORT**

#### **ASMI Travelers:**

Susana Osorio Cardona, ASMI International Marketing Coordinator – Europe  
Nicole Alba, ASMI International Marketing Manager  
Ksenia Gorovaiia, ASMI Eastern Europe Overseas Marketing Representative (OMR)  
Alexa Tonkovich, ASMI Northern Europe Overseas Marketing Representative (OMR)

#### **Activity Budget:**

WGO 17 – Global Tradeshow

#### **Itinerary and Events:**

Friday - Saturday, February 16-17:

- Travel to Dubai, UAE

Sunday, February 18:

- Booth set-up day, including Alaska seafood display set-up, arranging meeting and display tables, and organizing materials at the tradeshow.
- Delivery of AK seafood product and meeting with the International Centre for Culinary Arts

Monday, February 19:

- First day of tradeshow
- General exhibition: meetings conducted and trade leads obtained.
- U.S. Consul General and FAS Dubai Post staff visited the Alaska Seafood booth.

Tuesday, February 20:

- Second day of tradeshow
- General exhibition: meetings conducted and trade leads obtained.
- USDA FAS Gulfood Extravaganza reception.

Wednesday, February 21:

- Third day of tradeshow
- General exhibition: meetings conducted and trade leads obtained.
- International Centre for Culinary Arts - ICCA Dubai Culinary Program event

Thursday, February 22:

- Fourth day of tradeshow
- General exhibition: meetings conducted and trade leads obtained.
- Co-exhibitor surveys conducted

Friday, February 23:

- Fifth and final day of tradeshow
- General exhibition: meetings conducted and trade leads obtained.
- Booth dismantling

Saturday, February 24:

- MBI ends and staff departures.

### **Purpose of Travel:**

The primary purpose of the trip was to attend the Gulfood Dubai Tradeshow 2024. ASMI reserved a 15 sqm booth space within the US pavilion and was accompanied by Alaska seafood exporters. ASMI staff provided booth management, obtained trade leads, and supported the industry members present at the tradeshow. Participation in Gulfood aligns with ASMI's work to expand into the MENA market. The tradeshow saw 5,500+ exhibitors from over 127 countries and is the largest F&B Show in the world.

The Alaska seafood industry found participating in this trade show to be a great opportunity to connect with new potential customers, as well as explore the global hub of Dubai. Their attendance allowed them to visit various markets, including retail chains and restaurants, and gain firsthand experience of the market.

ASMI staff members were responsible for organizing and executing the Alaska Seafood booth and supporting the seven companies co-exhibiting alongside ASMI. Their responsibilities included coordinating the pavilion design and construction, managing the shipment of display products and dry goods, reaching out to visitors, and distributing informational materials, recording trade leads, and facilitating the participation of the Alaska seafood industry before and during the event. Additionally, staff conducted post-event surveys with all co-exhibiting companies to gather feedback and suggestions for improvement. This information helps ASMI adapt and offer the best service possible to the Alaska seafood industry, participating in this or other trade shows in the future.

Gulfood Tradeshow is also an excellent opportunity for staff to connect with ASMI's Overseas Marketing Representatives (OMRs), members of the local trade, members of ASMI's International Marketing Committee, regional Alaska seafood customers, NGOs, media, the USDA FAS, and high-level government officials.

Gulfood was a global event that brought together importers, processors, chefs, and traders from various regions such as the Middle East, Africa, Europe, and Asia. The tradeshow resulted in the acquisition of 100 trade leads from over 24 countries, which is a testament to the strong demand and interest for Alaska seafood products worldwide. The trade leads were then shared with the entire Alaska seafood industry and are available here:

[ASMI Trade Leads Gulfood 2024.xlsx](#)

**Summary:**

On the day of the set-up, ASMI staff members Nicole Alba and Susana Osorio Cardona, along with ASMI OMR Ksenia Gorovaiia, visited the World Trade Center venue to conduct a site check at the ASMI booth. They rearranged tables and worked with Oak Overseas, the US Pavilion Manager, to track down ice and shift the freezer around to accommodate the Alaska seafood product display. The staff spent the afternoon of Sunday, February 18th, arranging display materials and seafood products and familiarizing themselves with the layout of the area in preparation for the start of the tradeshow.

The display freezer are a key educational element present in the booth space, attracting visitors' attention to the variety and bounty of wild Alaska seafood. The head-on/portioned species displayed included Pacific cod, sablefish, Pacific Ocean perch, golden king crab, bairdi snow crab, all five species of head-on Alaska salmon, salmon fillets, salmon roe Alaska pollock surimi, and sea cucumbers.

On set up day, ASMI staff delivered AK seafood products to be used for the FAS-sponsored International Culinary Arts takeover event coinciding with the tradeshow. The ICCA takeover was part of the ongoing cooperator-focused programs with MENA-wide impact that featured cooking demonstrations, a full culinary curriculum, a dedicated food display showcase, and cooperators' presentations, all promoting US agriculture products.

The companies co-exhibiting within the Alaska Seafood booth included primary processors, exporters, and traders. The seven companies that took part in this year's Gulfood Tradeshow, supplying a wide variety of species and product formats, were:

- EC Phillips & Son
- Trident Seafoods Corporation
- Icy Strait Seafoods
- Sogda Limited
- Icy Strait Seafoods
- Seafood Producers Cooperative
- Bristol Wave Seafoods

During the five-day tradeshow, ASMI and Alaska seafood exporters had the opportunity to meet with a diverse group of interested attendees. This group included retailers, processors, importers, and traders from various parts of the world, including regions with which ASMI and the industry have had limited interaction before. The tradeshow attracted buyers from Africa, the Middle East, and West Asia who were keenly interested in Alaska seafood products.

ASMI staffed the booth, offering support to co-exhibitors and connecting them to qualified contacts. They also engaged with visitors in general to communicate the foundational sustainability practices around wild Alaska seafood and its nutritional and health benefits through conversations, videos, photos, and other educational materials.





ASMI participated in the FAS organized ICCA culinary event. The event served as a soft launch of a regional promotional program, which was a value-add for ASMI's investment in the tradeshow. ICCA would be a great partner to tap into the HRI sector in the Middle East (and beyond since they are global). More specifically, the event was an opportunity to interact with cooperators who are currently active in MENA, with whom ASMI may wish to collaborate in the



future. Chef educators, alongside students, prepared Alaska cod, sablefish and sockeye salmon portions to press and



### **Conclusions and Recommendations:**

Through the post-event surveys conducted on the last day of the show, ASMI staff could determine how participating Alaska seafood companies felt about their time at the tradeshow and how they rated the show's overall success for their businesses. According to the industry, participating in the Gulfood tradeshow benefited Alaska seafood as it provided valuable exposure in the market. Participation helped companies connect with potential new customers and either open the market to new business or expand sales in the region.

Co-exhibitors conducted more than 218 business meetings and estimated almost \$3,650,000 in 12-month projected sales. They also provided very encouraging feedback to ASMI staff about the overall coordination and execution of the event.

## 2024 Thailand Trade Mission Trip Report

<b>Activities</b>	JJ23 SEAT1 Trade Mission to Thailand
<b>Cooperator(s)</b>	Alaska Seafood Marketing Institute
<b>Dates</b>	February 25 – March 2, 2024
<b>Location</b>	Bangkok, Thailand
<b>Accommodation</b>	Marriott Marquis Queen's Park, Bangkok
<b>Traveler(s)</b>	Rasmus Soerensen, American Seafoods, ASMI IMC Chairman Michael McGinley, OBI Seafoods Shane Halverson, North Pacific Seafoods, Inc. Stephen Rhoads, Seafood Producers Cooperative (SPC) Rebecca Skinner, Alaska Whitefish Trawlers Association Julia Ying, Polar Bay Foods Noboru Masuda, Trident Seafoods Japan Liling Pan, Trident Seafoods Japan Sidney Riggs, Silver Bay Seafoods Roxanne Turowski, Calkins & Burke Brody Pierson, Bristol Wave Seafoods George Li, Whittier Seafoods Hannah Schlosstein, ASMI International Megan Belair, ASMI International Tim Welsh, ASMI SE Asia Hataithip Veeraprechanon, ASMI SE Asia Sarina Welsh, ASMI SE Asia Surisa Techawiratchon, ASMI SE Asia Amber Beseli, International Trade Specialist, USDA FAS
<b>Summary</b>	<p>The main objective of the Thailand Trade Mission was to increase awareness of Alaska Seafood products in Thailand's domestic market. ASMI invited Alaska seafood industry members to meet with key Thailand contacts, including importers, foodservice and retail operators, local officials, and other important players in the market. Another important objective was to arrange one-on-one meetings and high-quality factory tours with Thailand seafood companies that are processing for both re-export and local markets. ASMI's Marketing Specialist was also able to join to learn about ASMI outbound trade missions and opportunities for Alaska seafood in the region.</p>

## Travel Itinerary

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### **Hannah Schlosstein**

23 February, 2024: Alaska Airlines 176, Juneau to Seattle - 5:20am – 8:43am  
23 February, 2024: American Airlines (AA) 8445, Seattle to Narita, 12:30 - 4pm  
24 February, 2024: AA8411, Narita (NRT) to Bangkok, 6:25pm-11:35pm  
8 March, 2024: AA8412, Bangkok to NRT, 8:05am-3:55pm  
8 March, 2024: AA8446, NRT to SEA, 5:25pm-9:20am  
8 March, 2024: Alaska Airlines 71, Seattle to Juneau, 6:30pm-8:11pm

### **Megan Belair**

23 February, 2024: Alaska Airlines 176, Juneau to Seattle - 5:20am – 8:43am  
23 February, 2024: American Airlines (AA) 8445, Seattle to Narita, 12:30 - 4pm  
24 February, 2024: AA8411, Narita (NRT) to Bangkok, 6:25pm-11:35pm  
11 March, 2024: AA8412, Bangkok to NRT, 8:05am-3:55pm  
11 March, 2024: AA8446, NRT to SEA, 5:25pm-10:20am  
11 March, 2024: Alaska Airlines 71, Seattle to Juneau, 6:30pm-8:11pm

### **Shane Halverson**

23 February, 2024: Delta Airlines 9011, Seattle to Incheon – 10:55am – 3:55pm  
24 February, 2024: Delta Airlines 7852, Incheon to Bangkok, 5:20pm-9:30pm  
2 March, 2024: Delta Airlines 7853, Bangkok to Incheon, 9:40am-5:20pm  
2 March, 2024: Delta Airlines 196, Incheon to Seattle, 8:05pm – 1:50pm

### **Stephen Rhoads**

Participant organized and paid for their own flights.

### **Michael McGinley**

Participant organized and paid for their own flights.

### **Brody Pierson**

Participant organized and paid for their own flights.

### **Rebecca Skinner**

22 February, 2024: Alaska Airlines 66, Juneau to Seattle, 6:55pm-10:25pm  
23 February, 2024: American Airlines (AA) 8445, Seattle to Narita, 12:30 - 4pm  
24 February, 2024: AA8411, Narita (NRT) to Bangkok, 6:25pm-11:35pm  
2 March, 2024: AA8412, Bangkok to NRT, 8:05am-3:55pm  
2 March, 2024: AA8446, NRT to SEA, 5:25pm-9:20am  
2 March, 2024: Alaska Airlines 71, Seattle to Anchorage, 1:25pm-4:15pm  
2 March, 2024: Alaska Airlines 177, Anchorage to Kodiak, 6:25pm-7:26pm

### **Julia Ying**

23 February, 2024: Delta Airlines 9011, Seattle to Incheon – 10:55am – 3:55pm  
24 February, 2024: Delta Airlines 7852, Incheon to Bangkok, 5:20pm-9:30pm  
2 March, 2024: Delta Airlines 7853, Bangkok to Incheon, 9:40am-5:20pm  
2 March, 2024: Delta Airlines 196, Incheon to Seattle, 8:05pm – 1:50pm



**Rasmus Soerensen**

23 February, 2024: Delta Airlines 197, Seattle to Incheon - 11:15am-4:15pm  
24 February, 2024: Delta Airlines 7852, Incheon to Bangkok, 5:20pm-9:30pm  
2 March, 2024: Delta Airlines 7853, Bangkok to Incheon, 9:40am-5:20pm  
2 March, 2024: Delta Airlines 196, Incheon to Seattle, 8:05pm – 1:50pm

**Noboru Masuda**

Participant organized and paid for their own flights.

**Liling Pan**

25 February, 2024: ANA Airlines NH847, Haneda to Bangkok, 11:05am-4:20pm  
2 March, 2024: ANA Airlines NH850, Bangkok to Haneda, 10:50pm – 6:30am

**Sidney Riggs**

23 February, 2024: American Airlines (AA) 8445, Seattle to Narita, 12:30 - 4pm  
24 February, 2024: AA8411, Narita (NRT) to Bangkok, 6:25pm-11:35pm  
2 March, 2024: AA8412, Bangkok to NRT, 8:05am-3:55pm  
2 March, 2024: AA8446, NRT to SEA, 5:25pm-9:20am

**George Li**

23 February, 2024: Delta Airlines 9011, Seattle to Incheon – 10:55am – 3:55pm  
24 February, 2024: Delta Airlines 7852, Incheon to Bangkok, 5:20pm-9:30pm  
2 March, 2024: Delta Airlines 7853, Bangkok to Incheon, 9:40am-5:20pm  
2 March, 2024: Delta Airlines 196, Incheon to Seattle, 8:05pm – 1:50pm

**Roxanne Turowski**

Participant organized and paid for their own flights.

**Schedule**

Date	Time	Activities
24 Feb, 2024	All-day	Group arrives to Bangkok
25 Feb, 2024	All-day	Rest day Remainder of group arrives in Bangkok
	16.000	Optional free Royal Bangkok Symphony Orchestra concert in Lumpini Park
26 Feb, 2024	09.00	Thailand cultural tour – long tail boat river cruise
	Noon	Group lunch
	14.00	Retail visits: 1. Villa Market Lang Suan 2. Gourmet Market at EmSphere

### 3. Makro Sukhumvit 22

	Evening	Optional group dinner
27, Feb, 2024	08:00	Market briefing with the USDA Foreign Agricultural Service (FAS), Mr. Anucha Techanitisawad (Thai Frozen Foods Association), Mr. Tim Real (SK Foods), and Mr. John Evans (Tractus) at Marriott Marquis
	10.00	Group departs from hotel
	11.30	<a href="#">Talay Thai seafood market</a> visit and group lunch
	13.00	<a href="#">Pan Food</a> factory visit
	Evening	Dinner on own
28 Feb, 2024	07.30	Group meets in lobby to depart
	09.00	<a href="#">Thai Union</a> factory visit
	11.30	Group lunch at Thai Union
	13.00	<a href="#">Bangkok Seafood</a> factory visit
	15.30	<a href="#">Kingfisher Holdings</a> factory visit
	Evening	Dinner on own
29 Feb, 2024	Morning	Open for meetings and/or factory visits
	Noon	Group lunch at Goji Kitchen in the Marriott Marquis
	13.00	One-on-one meetings with processors and importers begins
	17.00	One-on-one meetings with processors and importers concludes
	17.30	Trade and media reception night at Ezoya Japanese restaurant begins
	19.30	Reception concludes
1 Mar, 2024	All-day	Open for meetings and/or additional factory visits
	Evening	Wrap up meetings and group farewell dinner
2 Mar, 2024	All-day	Group departs Bangkok to return home

## Bangkok: February 26 – March 1, 2024

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### Cultural Tour

On Monday, February 26<sup>th</sup>, the group went on a longtail boat river tour through the heart of Bangkok's canals. Participants were able to learn more about Thai history and culture and see Wat Arun from the water. The group completed the tour and had a group lunch along the river, across from the Grand Palace.





## Retail Tours

After the group lunch, the group visited Villa Market Lang Suan to conduct a retail tour and observe an ASMI in-store retail promotion. ASMI worked closely with Villa Market, one of Thailand's premium supermarkets that sells fruits, vegetables, meats, and seafood. The group has 34 branches throughout Thailand, and Alaska Seafood products are available for both online and in-store purchase. ASMI worked with chefs to arrange food sampling at four Villa outlets during the Thailand Trade Mission. Samples were offered to mission participants, and they observed fresh and frozen products available in the market.



After visiting Villa Market, the group moved to the Gourmet Market at EmSphere, a high-end shopping mall and gourmet market that opened in late 2023. Participants found fresh seafood products available at the market, and toured the well-appointed food court where a variety of seafood items were on the menu.

Finally, the group completed the retail tours at Makro Sukhumvit 22, a member-based wholesale center with locations throughout Thailand. Makro's mission is to become the number one B2B and B2C retailer in Asia. Makro offered a large frozen seafood section.



## Market Briefing

On the morning of February 27th, FAS gave a brief overview of the domestic Thailand market and trade relations with the U.S. Mr. Anucha Techanitisawad from the Thai Frozen Foods Association, Mr. Tim Real from SK Foods, and Mr. John Evans from Tractus also kindly met with the group to give briefings on what it is like to conduct business in Thailand and the opportunities and challenges available in the market.

Below is key information from the market briefing:

- Thailand expects to welcome 40 million foreign visitors in 2024, compared to the 11.15 million in 2022
- Thailand is the #3 import market, and #25 U.S. export market with a total U.S. export value of \$1.38 billion. The highest export value by commodity in 2023 was wheat (\$282 million) followed by soybeans (\$252 million), and seafood in third place (\$120 million)
- Opportunities are: increased urbanization, growing domestic consumer base, importance of tourism, growth of food delivery channels, and digital influence
- Challenges include the high tariffs on certain products, supply chain logistical challenges, and strong competition in the market from Russia and Norway
- The Thai Frozen Foods Association (TFFA) has 136 member companies
- Main market destinations for Thailand seafood products are Japan at 32%, followed by the US at 23%
- Thailand's surimi production in 2022 totaled 47,000 MT and 53% of that stayed in the domestic market
- Despite political turnover in Thailand, the country's markets remain stable and there is a focus on maintaining a strong and stable economy
- Doing business in Thailand often means that you must be able to go with the flow, also known as 'mai pen rai' in Thai

The group asked questions of each speaker, exchanged information, and was invited to the Thaifex-Anuga trade show taking place in Bangkok May 28-June 1<sup>st</sup>. ASMI Southeast Asia will have a booth at the show.



## Talay Thai Seafood Market visit and group lunch

After the morning briefing, the group headed to Talay Thai Seafood Market in Samut Sakhon province. This is the country's largest seafood market with renowned 'Fresh Market Awards' from the Ministry of Public Health. Visitors can purchase a variety of fresh seafood from local fisherman including crab, oyster, shrimp, and local fish. The group also enjoyed a seafood lunch at



the market.

## Pan Food Factory Visit

<https://www.panfood.co.th>

The Pan Food Co., Ltd. was established in 1995, and has become a large manufacturer, importer, and distributor in Thailand. The company has more than 10 food production lines and can provide processing lines for ready-to-cook items; breaded and crumbed line, grilled items, and



tamagoyaki production lines. Pan Foods imports and distributes fresh and frozen seafood from all over the world to Thai consumers. They are certified by GMP, HACCP, ISO:22000 and HALAL. Currently they are processing salmon from Norway, pangasius, yellowtail, and crab meat. Our group walked through the processing line in two separate groups. Those who remained in the conference room were able to get one on one time with the processors and make business connections. A representative from Pan Food also attended the one-on-one meetings.

## Thai Union

<https://www.thaiunion.com/en>



Thai Union has a number of global brands with name recognition around the globe; Chicken of the Sea in the U.S., John West and Ostsee Fisch in Europe, and Sealect, Fisho, and QFresh in the Asia Pacific region. Thai Union started in 1977 as a processor and exporter of canned tuna and has since expanded its offerings into chilled, shelf-stable, and fresh seafood products and snacks. The group toured both the tuna processing line and salmon processing lines in a facility that employs over 1,000 processing employees. After the tour, the group enjoyed a lunch of Thai Union products, including breaded salmon. During lunch, trade mission participants watched a short film about the origins of the company, its expansion, and highlights of their commitment to innovation and sustainability. A representative from Thai Union also attended ASMT's one-on-one meetings.

## Bangkok Seafoods

<https://www.bangkokseafood.co.th/index-en.html>

ASMI Southeast Asia has a strong partnership with Bangkok Seafoods. Mr. Jirachai Kanchitavorakul participated in the Southeast Asia inbound mission to Kodiak, Alaska and Seattle in July 2023. At the time of arrival, Bangkok Seafoods was processing yellowfin sole, so the group was able to observe the processing line from an overlook. Mr. Kanchitavorakul gave a presentation to the group about their processing capacity, new cold storage facilities, and the background of the company utilizing Alaska seafood. They have a private brand called Alaska King that has done promotions in partnership with ASMI in the past, including a TastyUSA Day event, cooperative promotion, and menu promotions. A representative from Bangkok Seafoods also attended the ASMI one-on-one meetings.



## Kingfisher Holdings Limited

<https://www.kingfisher.co.th/>

The final factory tour of the trade mission was at Kingfisher Holdings Ltd. History of the company courtesy of their website: “In 1972, an Australian, Thai, and Hong Kong partnership took a leap of faith to build Thailand’s first tuna cannery named SAFCOL (Thailand) Ltd., for export. The name was changed to Kingfisher Holdings, Ltd. in 1989 and Maruha Nichiro Corporation of Japan, one of the biggest seafood enterprises in the world, joined Kingfisher as a shareholder in 1990.”

Half of the group was able to walk the processing line, and the other half observed a shrimp processing line from an observation deck. Kingfisher supplied samples of breaded pollock fillet



and breaded rockfish to the trade mission participants. They also provided details about their processing facilities and sustainability goals for the future.



### One-on-one Meetings with importers, distributors, and processors

All eleven Alaska seafood suppliers met with attendees from 24 local companies in Bangkok and other provinces and countries who are current or high potential buyers of Alaska seafood. ASMI received positive feedback from both the suppliers and buyers about the one-on-one meetings, and their potential for business.





## Reception at Hokkaido Sushi Izakaya EZOYA

ASMI Southeast Asia hosted a reception at a Hokkaido Sushi Izakaya EZOYA, Japanese restaurant, where we were running a two-month long menu promotion. The menu promotion highlighted a variety of Alaska seafood items prepared for Japanese cuisine. The restaurant provided a sampling tasting menu for attendees including the Alaska seafood industry members, companies that attended the one-on-one meetings, local media, influencers, and other importers, processors, and distributors in the area. Attendees came from as far as Malaysia, Singapore, Vietnam, and Indonesia to attend the one-on-one meetings and the reception that followed.

Tim Welsh gave opening remarks on behalf of ASMI, while Rasmus Soerensen, ASMI International Marketing Committee chair and American Seafoods CCO, introduced the group to attendees. Each industry member gave a brief introduction about themselves and their respective companies. Ms. Meera Chandra, Area Director of USDA Animal and Plant Health Inspection





Service (APHIS), gave a speech about Alaska seafood imports to Thailand and the importance of building bridges between the respective countries.



## Summary

U.S. exports of Alaska seafood to Southeast Asia set new records in volume and value in FY 2022/23. Export volume jumped 22% to 45,092 MT, while the value rose 6% to US \$139.6 million. As a comparison, in FY 2021/22 the volume was 37,081 MT and US \$131.5 million. Exports to all the major markets increased in volume, with Thailand up 27%, Vietnam +0.1%, Singapore +76%, the Philippines +53%, and Indonesia +283% (from a small base).

The value of export shipments increased by 32% for Thailand. Shipments of Alaska seafood to Southeast Asia in FY 2022/23 continued to be dominated by exports of salmon, i.e., frozen pink (H&G), chum (frozen H&G), and sockeye (frozen H&G) at 19,466 MT, valued at US \$75.6 million. These volumes were followed by groundfish at 12,134 MT valued at US \$38.2 million, most importantly pollock (surimi, frozen filets, and frozen H&G). Flatfish (mainly sole) followed at 6,522 MT and a value of US \$11.0 million, and herring (especially frozen) at 5,467 MT at a value of US\$7.5 million were the third and fourth largest categories. These categories accounted for almost 97% of exports. Thailand is ranked at #18 among U.S. agricultural export markets with a total export value of \$1.67 billion in 2022. The three-year average for Thailand's export value is \$1.79 billion.

Thailand is the largest market for Alaska seafood in Southeast Asia, purchasing about 65% of the volume of Alaska's seafood exports to the region in FY 2022. The volume and value of shipments in FY 2022 at 29,138 MT and US \$93.5 million were 27% and 32% higher, respectively, than in FY 2021. These increases were especially impressive given the already large volume and value of Thailand's purchases. Thailand tourism and hospitality sector - a leading source of employment and earnings for the country - was especially hard-hit by COVID-19, with tourist numbers totaling only 380,000 in 2021, versus almost 40 million in 2019. However, 2023 data through June 11, indicates that this sector is well on its way to recovery with 11.4 million visitors and tourist projections for the entire year at 30 million. The increased 4 tourism-related business income, as well as improved agricultural crop yields, are contributing to higher private spending. Additionally, Thailand experienced surprisingly strong service exports in the first half of 2023 causing the Asian Development Bank to revise its forecasts for 2023 economic growth upward to 3.5%, with its forecast of 3.7% for 2024 remaining the same. Recent political issues have created some economic uncertainty and currency instability, but Thailand's economic fundamentals are strong, and the country is well-placed to capitalize on economic and tourism growth opportunities over the medium term. The sizable Japanese community and local affinity for Japanese cuisine, as well as continued movement of seafood processing investment from China to Thailand, should also strengthen Alaska seafood exports to this market.

In FY 2022, frozen pink salmon (H&G) was positioned at 16,123 MT, making this product form the largest Alaska export to Thailand. Pink salmon was followed by pollock surimi at 4,183 MT, sole at 3,934 MT, and pollock frozen filets at 1,585 MT. Significant increases in shipments of all four of these products, as well as chum salmon (frozen, H&G), pollock (frozen, H&G), pacific cod (frozen, H&G), other groundfish/NSPF (minced), halibut, and NSPF (frozen, H&G), more than offset the relatively large losses in snow crab (frozen), rockfish, Atka mackerel, and other NSPF flatfish.

## Post-Mission Feedback

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ASMI compiled a post-mission survey and requested industry members to provide feedback concerning the Thailand mission. Responses were received and compiled from ten of the eleven organizations present.

Quantitative questions and cumulative responses:

1. **What is the approximate value of sales you have made to date, as a result of the Thailand Trade Mission (in USD\$)?**

Total: \$660,000

2. **What are your 12-month projected sales as a consequence of the Thailand Trade mission (in USD\$)?**

Total: \$14,420,000

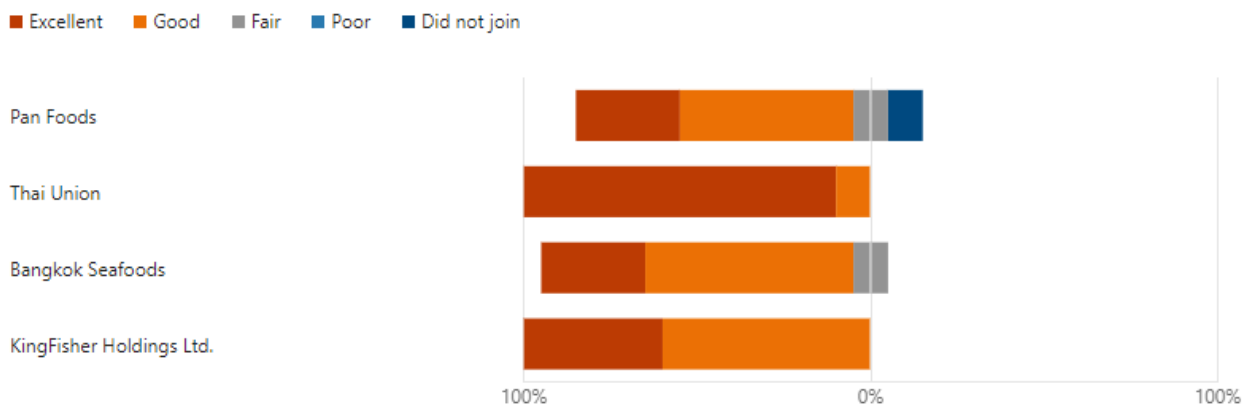
3. Overall, how do you rank this mission as an opportunity to meet and network with Thailand companies and food industry professionals (5 stars is excellent)?

Average rating: 4.80 stars

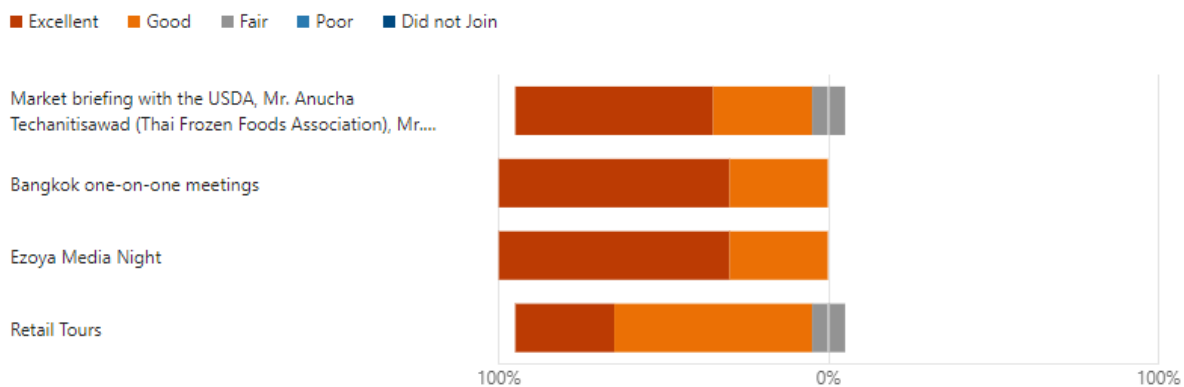
4. Overall satisfaction with the mission (5 stars is excellent)?

Average rating: 4.90

5. Please rank the quality of the factory tour visits



6. Please rank the quality of each of these opportunities:



**7. In addition to sales generated, what else did you value the most in participating in ASMI's Trade Mission to Thailand? I.e. factory tours, market briefing, one-on-one meetings etc.**

1	anonymous	Factory tours and 1:1 meetings
2	anonymous	All details (Factory tours, market briefing, 1:1 meetings, market research) that ASMI arranged for us are valuable to us.
3	anonymous	When I went to the factory visit, I realized that Thai seafood companies are focusing on the high value and margin orders, this trip really make me understand what I should focus on Thai market.
4	anonymous	meeting sales reps, factory tours, market briefings, and 1x1 meetings were also interesting
5	anonymous	All of the above were valuable
6	anonymous	all of the above
7	anonymous	Factory tours was an eye opening experience. All was of value.
8	anonymous	1:1 meetings
9	anonymous	Factory tours
10	anonymous	Talking with reprocessors. Working with other AK exporters to solve larger market issues.

**8. How many meaningful business contacts did you make because of the mission?**

Total: 98

ASMI also collected qualitative data from industry members about where to do a future Southeast Asia trade mission. **Indonesia and Malaysia** were ranked as the top two choices for future missions in the region.

## Contacts

Note: Contacts highlighted in blue are companies invited to the reception by Ezoya restaurant.

No.	Attended 1:1 Meetings	Attended Reception	Name	Company	Type of Business	Position	Email	Mobile No.
1	Yes	Yes	Tim Welsh	Alaska Seafood Marketing Institute (ASMI)	Trade Association	Southeast Asia Overseas Marketing Representative	tim@agrisource.co.th	
2	Yes	Yes	Hataithip Veeraprechanon				hataithip@agrisource.co.th	
3	Yes	Yes	Surisa Techawiratchon				surisa@agrisource.co.th	
4	Yes	Yes	Sarina Welsh				sarina@agrisource.co.th	
5	Yes	Yes	Pornnicha Sathujarun				pornnicha@agrisource.co.th	
6	Yes	Yes	Hannah Schlosstein			International Marketing Coordinator	hschlosstein@alaskaseafood.org	
7	Yes	Yes	Megan Belair				mbelair@alaskaseafood.org	
8	Yes	Yes	Shane Halverson	North Pacific Seafoods	Exporter	Sales Manager	shanehalverson@npsi.us	
9	Yes	Yes	Stephen Rhoads	Seafood Producers Cooperative	Exporter	VP of Sales	srhoads@spcsales.com	
10	Yes	Yes	Michael McGinley	OBI Seafoods	Exporter	International Sales	michael.mcginley@obiseafoods.com	
11	Yes	Yes	Rebecca Skinner	Alaska Whitefish Trawlers Association	Trade Association	Executive Director	alaskawhitefish@gmail.com	
12	Yes	Yes	Julia Ying	Polar Bay Seafoods	Exporter	President	juliay@polarbayfood.com	
13	Yes	Yes	Rasmus Soerensen	American Seafoods	Exporter	CCO	rasmus.soerensen@americanseafoods.com	
14	Yes	Yes	Noboru Masuda	Trident Seafood Japan	Exporter	Sales Division	nmasuda@tridentseafoods.com	
15	Yes	Yes	Liling Pan		Exporter	Manager, Sales Division	lpan@tridentseafoods.com	
16	Yes	Yes	Sidney Riggs	Silver Bay Seafoods	Exporter	Sales Executive	sidney.riggs@silverbayfoods.com	

17	Yes	Yes	George Li	Whittier Seafoods	Exporter	Purchase and Sales Director	georgel@marinefishingint.com	
18	Yes	Yes	Roxanne Turkowski	Calkins & Burke	Exporter	Frozen Salmon Supply Chain Manager	roxanne@calbur.com	
19	Yes	Yes	Brody Pierson	Bristol Wave Seafoods	Exporter	Director of Sales & Logistics	bpierson@bristolwaveseafoods.com	
20	No	Yes	Meera Chandra	U.S. Embassy/ U.S. Department of Agriculture Foreign Agricultural Service	U.S. Government	Area Director, USDA Animal and Plant Health Inspection Service	meera.chandra@usda.gov	+66 2 205 5034
21	No	Yes	Beth Chandra			Meera's guest		
22	No	Yes	Jitlada Vasuvat			Agricultural Specialist	jitlada.vasuvat@usda.gov	+66 2 205 5966
23	No	Yes	Ornkamol Puranabhandu (Puum)			Marketing Specialist	ornkamol.puranabhandu@usda.gov	+66 081 371 8672
24	Yes	Yes	Jirachai Kanchitavorakul (Pop)	Bangkok Seafood	Importer/Distributor	Managing Director	pop@bangkokseafood.co.th	+66 086 708 8993
25	Yes	Yes	Monthinee Muangsiri				jae.mmsiri@gmail.com	
26	Yes	Yes	Pavavit Pavarojkit (Pop)	Natural Alaska Seafood	Importer/Distributor	Managing Director	pavavit123@gmail.com	
27	Yes	Yes	Sunantha Panthong (Pui)				pavavit123@gmail.com	
28	No	Yes	Chayanant Traiwareekul	Growth Marketing	Distributor	Managing Director	chayanant.kung@gmail.com	
29	No	Yes	Jakrawat Traiwareekul			General Manager	jakrawat.otto@gmail.com	+66 065 547 7499
30	No	Yes	Aungsawee Traiwareekul					



31	No	Yes	Rachasa Lertmongkol	Allaz	Distributor	Managing Director	klerrachasa@gmail.com	+ 66 094 242 2615
32	No	Yes	Ubolwan Paphahom		Distributor	Managing Director	aubonwan.papahom@gmail.com	
33	No	Yes	Sachiko Jinnouchi	Kanefuku (Thailand)	Importer/Distributor	Managing Director	jin@kanefukuth.com	
34	No	Yes	Manitapun Seangyai			Sales & Marketing	manitapan@kanefukuth.com	+66 063 189 0882
35	Yes	Yes	Prapot Prasertsomsook	King Fisher Foods	Importer/Distributor, Food Manufacturer	Senior Marketing Mgr.	prapot@kingfisher.co.th	+66 34 417 478
36	Yes	Yes	Thanyarat Samernpen			General Manager	thanyarat@kingfisher.co.th	+66 34 417 444
37	Yes	Yes	Surapee Saeong			Senior Purchasing Manager	surapee@kingfisher.co.th	
38	Yes	Yes	Venus Dejchakun			Assistant Marketing Manager	venus@kingfisher.co.th	
39	Yes	Yes	Yupin Themsuksan			Senior Purchasing Manager	yupin@kingfisher.co.th	+66 34 417 444
40	Yes	Yes	Tienekke Suryaputra	PT Bumi Menara Internusa (BMI)	Importer/Distributor	International Sales	tienekke@ptbmi.com	+62 811 3343 835
41	Yes	Yes	Ria Kurniarini			National Sales - Retail and Foodservice	ria@ptbmi.com	+62 831 1590 0341
42	Yes	Yes	Pham Thi Xuan Vinh	Ocean Gift Foods Joint Stock Company	Importer/Distributor, Food Manufacturer	Procurement Manager	xuanvinh@oceangift.com.vn	+84 902902993
43	Yes	Yes	Tieu Thi Kim Phuc			Deputy Sales Manager	kimphuc@oceangift.com.vn	+84 767636058
44	Yes	Yes	Malcolm Ong	The Fish Farmer	Importer/Distributor	Managing Director	malcolm.ong@thefishfarmer.com	+65 9838 2848

45	Yes	Yes	Careen Chew	SeaGreen Food Industries	Importer/Distributor, Food Manufacturer	Sales Director	mike@seagreenfi.com.sg	+65 66598727
46	Yes	Yes	Mike Ng			Managing Director	careen@seagreenfi.com.sg	+65 66598727
47	Yes	Yes	Guan Teng Chapman Ng			Sales & Marketing (Mike & Careen's son)	sales@seagreenfi.com.sg	+65 66598727
48	Yes	Yes	Berta Verawati Saragih	PT Fresh on Time Seafood	Importer/Distributor, Food Manufacturer	Procurement Manager	berta@freshontime.com	+62 812-9156-8055
49	Yes	Yes	Sharon Tan	EB Frozen Food	Importer/Distributor, Food Manufacturer	Operations Director	sharon.tan@everbest.my	+6012 505 7807
50	Yes	Yes	Cherlyn Lee			Procurement Manager	chewling.lee@everbest.my	+6012 671 7807
51	Yes	Yes	Suki Cheah	Piau Kee Live & Frozen Seafoods	Importer/Distributor, Food Manufacturer	Owner	suki@piaukee.com	+6012 9692 665
52	Yes	Yes	Kian Cheah			Owner	jitkian@piaukee.com	
53	Yes	Yes	Adisak Phunthong	Southeast Asian Packaging and Canning	Importer/Distributor, Food Manufacturer	Procurement Manager	adisak@kingfisher.co.th	
54	Yes	Yes	Voravee Eangchuan			General Manager	voravee@kingfisher.co.th	
55	Yes	Yes	Kannika Yavichai			Asst. R&D Manager	kannika@kingfisher.co.th	
56	No	Yes	Jitrapa Chawaburin (Khun Jacky)	Villa Market JP	Retailer	Buyer Director - Fresh Food	jitrapa.c@villa-marketjp.com	+66 063 556 6656
57	No	Yes	Jongkolnee Klinhom			Buyer	jongkolnee.k@villa-marketjp.com	
58	No	Yes	Ladapha Charamrum			Buyer	ladapha.c@villa-marketjp.com	
59	Yes	Yes	Vichien Lerthummajinda	Siam Intersea	Importer/Distributor, Food Manufacturer	Managing Director	victor@siamintersea.co.th	+66 81 952 5919, +66 95 982 8919
60	Yes	Yes	Chaowiwat Kangsadan			QC Manager	chaowiwat@siamintersea.co.th	

61	Yes	Yes	Khakkhana Thammathiwat	Siam Food Services	Importer/Distributor, Food Manufacturer	Senior Commercial Manager	khakkhanat@siamfoodservices.com	+66 086 328 4915
62	Yes	Yes	Patchanee Srisatit			Commercial Executive	patchanees@siamfoodservices.com	+66 064 585 3630
63	Yes	Yes	Nopp Rerkantia	Paleo Robbie	Distributor, Retailer	Operations Manager	nopp@paleorobbie.com	+ 66 89 696 3480
64	Yes	Yes	Jon Valentine			Chief Executive Officer	jon@paleorobbie.com	+66 92 030 1714
65	Yes	Yes	Napapatch Vanamaethin	Food Project (Siam)	Importer/Distributor	Overseas Purchasing Manager	purchase2208@foodproject.co.th	+66 97 494 4154
66	Yes	Yes	Luca Puglielli	Global Food Products	Importer/Distributor	Business Development Manager	luca@globalfoodproduct.com	+(66 65) 279 0060
67	No	Yes	Davide De Cunto			Sales	luca@globalfoodproduct.com	
68	Yes	Yes	Sireethorn Jakchairungureang (A)	Thammachart Seafood	Distributor	Purchasing Director	sireethorn@thammachartseafood.com	+66 81 466 6244
69	Yes	Yes	Chutporn Amatyakul (Chut)			DC Manager	chutporn@thammachartseafood.com	+66 092 247 0886
70	Yes	Yes	Supamas Arunrodjanavut			Assistant New Business Development Manager		
71	No	Yes	Monthida Luna (Toon)			Marketing Manager	monthida@thammachartseafood.com	+66 094 812 4443
72	No	Yes	Viboon Supakarapongkul	CPF	Importer/Distributor, Food Manufacturer	VP-Thai Frozen Food Association	viboon.s@cpf.co.th, viboonsup@gmail.com	+662 235 5622-4, 636 9001-4
73	Yes	Yes	Wilaiporn Siribunsarn	Smart Product (Villa Supermarket sister co.)	Importer/Distributor	Senior Import Manager	wilaiporn@smartproduct.co.th	+66 087 567 5203, +66 084 475 2642

74	Yes	Yes	Puntira Mabandit			Marketing officer	admin.marketing@smartproduct.co.th	+66 0926722442
75	Yes	Yes	Chanon Wadwaree	Thai Union	Importer/Distributor, Food Manufacturer	Imported Raw Material Procurement Manager	chanon.wadwaree@thaiunion.com	
76	Yes	Yes	Christian Hatlapa	Salmon House 102	Distributor	Co-Founder	salmonhouse102@gmail.com	+66 094 693 6424
77	No	Yes	Nida Sombatpiboon	AgriSource	Food & Agricultural Consulting	Director	nida@agrisource.co.th	
78	No	Yes	Sasha Welsh			Plus one		
79	No	Yes	Eric Chan	Sarnies	Restaurant	Co-founder	eric@sarnies.com	
80	No	Yes	William Dibbayawan	CHOW Social	Social media agency	Partnerships & Activations	william@chow-social.com	
81	No	Yes	Shalini Malhotra			Account Executive	shalini@chow-social.com	
82	No	Yes	Ern Bencharit			Account Manager	ern@chow-social.com	
83	No	Yes	Joobert	<a href="https://www.instagram.com/hangryjoobert/">https://www.instagram.com/hangryjoobert/</a>	Influencer	Influencer	<a href="https://www.instagram.com/hangryjoobert/">https://www.instagram.com/hangryjoobert/</a>	
84	No	Yes	Joobert's plus one			Influencer's plus one		
85	No	Yes	Piti (Ta) Rungrojanaluck	Coconuts Media/BK Magazine	Media	Senior Business Development Manager	piti@coconuts.co	+66 80 997 8929
86	No	Yes	Raghav Sachdev	Masala Magazine	Media	Director	raghav@masalathai.com	+66 89 812 3421
87	No	Yes	Gurdev Singh			Business Development Manager	guru@masalathai.com	+66 89 511 0180
88	No	Yes	Vichayuth (Kook) Chantan	Burda (Thailand)/ Lifestyle Asia	Media	Content Writer	vichayuth.c@burdaluxury.com	+66 081 820 1151
89	No	Yes	Rujiyatorn Choksiriwan	Timeout Bangkok	Media	Writer	editorial@timeoutbangkok.com	

90	No	Yes	Asaree (Mind) Thaitrakulpanich	Gastronomer Lifestyle	Media	Writer	asaree.thaitrakulpanich@gmail.com	
91	No	Yes	Apisak Leerattanakachorn	Pernod Ricard (Thailand)	Importer/Distributor of beverages	Head of Modern Trade		
92	No	Yes	Apisak's secretary			Secretary of Head of Modern Trade		
93	No	Yes	Sitthidej Saprungrueng	Cascata Golf Club		Board of Director		
94	No	Yes	Puris Chaikulngamdee	Ngamdee Cotton		Director		
95	No	Yes	Thammanoon Sukulboontanom	TWC Gold		Chairman		
96	No	Yes	Ikki Yoshida	WISE Weekly Magazine	Media	Editor in Chief, Creative Director	yoshida@wisebk.com	+66 86 096 4063
97	No	Yes	Tatsuya Hattori			Vice President	hattori@wisebk.com	+66 89 969 7976
98	No	Yes	Hiroyuki Oiwa	Kobe-ya Shokuhin Kogyo	Importer/Distributor	Sales Executive & Coordinator	oiwa.hiroyuki@kobe-ya.com	+66 090 678 6713
99	No	Yes	Mako Watanabe	Nishihara Shokai (Thailand)	Importer/Distributor	Sales	m.watanabe@nishihara-shokai.co.jp	+66(0) 2349 6599
100	No	Yes	Yozueke Kiyonari			Sales Manager	y.kiyonari@nishihara-shokai.co.jp	+66(0) 62 590 1102
101	No	Yes	洲	JFC (Thailand)	Importer/Distributor			
102	No	Yes	Shu's colleague		Importer/Distributor			
103	No	Yes	Iwao Matsumoto	Spade Design	Digital Marketing Agency	Managing Director	slowboogie.im@gmail.com	+66 088 632 1006
104	No	Yes	Iwao's associate					
105	No	Yes	Ekasit Vutipongkul	Ruks Printing (Thailand)		General Manager		
106	No	Yes	Kohei Nishiyama	West Mountain	Food Photographer and Stylist	Photographer	info@west-mt.main.jp	+66 098 779 4250

107	No	Yes	Satomi Matsui			Food stylist		+66 094 717 0002
108	No	Yes	Yoshihiro Yamamoto	Marukome (Thailand)	Food Manufacturer	Managing Director	yoshihiro_yamamoto@marukome.co.jp	+66 092 362 3311
109	No	Yes	Yamamoto's assistant					
110	No	Yes	中屋 友宏	GOEN				
111	No	Yes	Ryo Tanabe	Betch Global Delivery	Importer/Distributor	Managing Director	ryo.tanabe@betch-thai.com	+66 095 950 2725
112	No	Yes	Takuya Okuno	We Support You	Importer/Distributor	Manager	tentaikansoku3662@gmail.com	+66 063 593 8856
113	No	Yes	Pattakorn Patarawicha	RS Group		Senior Creative Manager		
114	No	Yes	Eknarin Hong	Malai55		Partner		
115	No	Yes	Pichawat Suwannasri	B.Grim Carrier		Senior Sales Manager		
116	No	Yes	Grip Areecharoenlert	Sasada Restaurant in Hyatt Regency Bangkok	Restaurant	Shareholder	akegrip@gmail.com	+66 081 925 0532
117	Yes	Yes	Jaruwan Sattapunkiri	Food Gallery	Importer/Distributor	Managing Director	jaruwan.s@foodgalery.co.th	
118	Yes	Yes	Soraya Ratanarapee			Purchasing Manager	soraya.r@foodgallery.co.th	'+66 089 990 2174
119	Yes	No	Phanom Phutthisanwimon			Sales Director		
120	Yes	No	Jitapa Kaewkalong			Food Service Sales Manager		
121	Yes	No	Saowaluk Viboonchue			Sales Modern Trade		
122	Yes	No	Yasuhiro Hashimoto	Maruha Nichiro (Thailand)	Importer/Distributor of seafood products	Managing Director	hashimoto@maruha-nichiro-th.com	+66 82 112 7955
123	Yes	No	Kittinan Guntayuong			Senior Manager	kittinan@maruha-nichiro.co.th	

124	Yes	No	Waewdao Tanawatsatiend	NSL Food	Importer/Distributor	Vice President (Commerical)	waewdao.ta@nslfoods.com	+66 061 694 2662
125	Yes	No	Chanatip Phimpfung			Support Marketing	support.mkt@nslfoods.com	+66 093 992 8849
126	No	No	Patcharin	Gourmet One Food Service (Thailand)/ Berverage one	Importer/Distributor	Managing Director	patcharin@gourmet-one.com	+668 1838 1906, +66 2403 3388
127	No	Yes	Anucha Techanitisawad	President of Thai Frozen Food Association / Andaman Surimi Industries	Surimi producer	Managing Director	andamansurimi@gmail.com	+66 34 822 958
128	Yes	No	Mulyadi Syariffudin	Long John Silvers (Thailand)	Restaurant	Co-Founder	dut@longjohnsilvers.co.th	+65 9857 8476
129	Yes	No	Supasiri Leelapornpinit			Managing Director	supasiri@longjohnsilvers.co.th	+66 099 916 5414
130	Visited factory		Kawin Chukongrussamee	Pan Food	Importer/Distributor, Food Manufacturer	Assistant Project Director		+66 091 441 6925
131			Sarawut Sirikhan			Overseas Purchasing Manager	sarawut.s@panfood.co.th	+66 098 284 2893
132			Ammarat Panti (Dee)			Overseas Purchasing Manager	ammarat.p@panfood.co.th	+66 083 556 1537
133			Masakaze Yoshimoto			Project Director	yoshimoto.masakaze@gmail.com	+660 81 257 7040



Alaska Seafood Marketing Institute

## **Japan International Seafood and Technology Expo 2023**

### **Trip Report**

Tokyo, Hiroshima, Osaka, Japan

August 20 – August 29, 2023

<b>Cooperator</b>	Alaska Seafood Marketing Inst.
<b>Dates</b>	August 20 – August 29, 2023
<b>Location</b>	Tokyo, Hiroshima, Osaka, Japan
<b>Accommodation</b>	Courtyard by Marriott Tokyo, Sheraton Grande Hiroshima Hotel, and Sheraton Osaka Hotel
<b>Traveler(s)</b>	Akiko Yakata, ASMI Japan Overseas Marketing Rep Hannah Schlosstein, ASMI Internat'l Marketing Coordinator Susan Marks, Sustainability/Certification Advisor
<b>Purpose &amp; Summary</b>	<p>To attend and exhibit at the 2023 Japan International Seafood &amp; 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</p>



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.



Date	Activities
August 20, 2023	Schlosstein departed Juneau to Seattle. Marks departed a day prior. Departed Seattle to Japan.
August 21, 2023	Schlosstein arrives at Narita International Airport in Tokyo. 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.
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&amp;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 15<sup>th</sup> and 31<sup>st</sup> 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 <a href="#">click here</a>. Our team ate at one of the restaurants and tried the <i>ikura</i> rice bowl, and sockeye salmon.</p>



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.



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.

August 26, 2023

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.

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

August 27, 2023

the product cooked lightly in a crock-pot. During the duration of our visit, we saw six fillets purchased and significant interest from consumers.

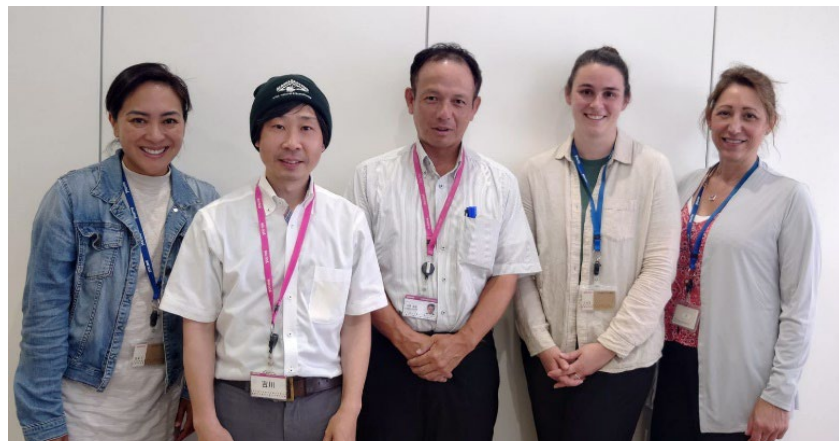
August 28, 2023

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.

## ***Highlights & Summary***

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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.

## Tokyo and Osaka, Japan Trip Report

### March 2024

**Cooperator(s)** Alaska Seafood Marketing Institute (ASMI)

**Dates** March 17 – 25, 2024

**Location** Osaka and Tokyo, Japan

**Accommodation** Aloft Osaka Dojima Hotel  
OneFive Tokyo Shibuya Hotel

**Traveler(s)** Hannah Schlosstein, ASMI International  
Akiko Yakata, ASMI Japan Program

**Summary** The purpose of this trip is multi-faceted. ASMI staff attended the Sakana&Japan Festival, as a co-sponsor with a booth. This festival was held March 17-20th, attracting approximately 70,000 people to an average of 60 booths. Traveler attended the festival to assist with product and material distribution at the ASMI booth, create content for ASMI Japan's social media, and speak to press and media alongside ASMI's Seafood ambassador Asana Mori. The visit included retail and restaurant tours during a menu promotion happening at locations around Tokyo; Omasan Street Alaska Seafood Fair. During the Tokyo portion of the trip, the traveler strategized with the OMR team about upcoming funding and promotional opportunities in the market and met with Alaska seafood partners in Tokyo. On Sunday, March 24th, the traveler participated in Shibuya-Omotesando Women's Run as an ASMI athlete to spread awareness of Alaska Seafood through brand placement and press opportunities.

### Travel Itinerary

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#### **Hannah Schlosstein**

17 March, 2024: Alaska Airlines 176, Juneau to Seattle – 8am – 11:35am

Connecting flight was delayed 20 hours by Japan Airlines due to crew shortages

18 March, 2024: JL067, Seattle to Tokyo Narita, 9am – 16:00

19 March, 2024: JL3009, Tokyo to Osaka, 16:20 – 19:45

25 March, 2024: JL68, Tokyo Narita to Seattle – 17:25 – 10:20am

25 March, 2024: JL6316 operated by AK Airlines, Seattle to Juneau – 18:45 – 20:21

### Schedule

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<b>Date</b>	<b>Time</b>	<b>Activities</b>
19 March, 2024	All-day	Traveler arrives in Osaka
20 March, 2024	09:30am	Sakana&Japan Festival press and support
	12:30pm	Meeting with Director of Food & Beverage at St. Regis Osaka

21 March, 2024	10:00am	Travel to Tokyo
	13:00pm	Meeting with Aeon MD
	15:30pm	Meeting with Kohei Yagita from Seven-Eleven Japan
	17:00pm	Meeting with Nichiyo Co., Ltd.
	18:30pm	Work dinner with Nichiyo Co., Ltd. group
22, March 2024	09:30am	<i>Suisan Keizai Shimbun</i> interview for salmon edition
	11:00am	Lunch meeting with American Seafoods Group
	14:00pm	Meeting with E&E Foods
	15:00pm	Meeting with Trident Seafoods Japan
	16:00pm	Meeting with K&L team: website, social media, women's run
	18:30pm	Alaska Fair restaurant inspection
23 March, 2024	10:30am	Retail tours <ul style="list-style-type: none"> <li>1. Aeon</li> <li>2. Meiji Ya</li> <li>3. Select Shibuya Tokyu Food market</li> </ul>
	Afternoon	Rest in preparation for women's run
24 March, 2024	08:15am	Distribution of onigiri from Taro-Tokyo before women's run
	09:00am	<a href="#">Shibuya-Omotetsando Women's Run</a>
	12:00pm	Booth operations
	17:30pm	Alaska Fair dinner
25 Mar, 2024	Morning	ASMI Japan meeting
	14:00pm	H. Schlosstein departs Japan to US

## Osaka: March 20, 2024

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### *Sakana&Japan Festival*

ASMI Japan has sponsored a booth at a large consumer facing event organized by the Sakana&Japan Festival continuously from the previous fiscal year. ASMI Japan participated in the same events in the last fiscal year, and it was deemed a highly effective and cost-worthy investment. Our "Wild Alaska Seafood" booth offered an "Ikura Sockeye Salmon Roe Rice Bowl." This item received great attention from general consumers and gained more media coverage, including TV exposure, than anticipated. The Osaka event alone resulted in 115 pieces of media coverage generated, with an ad value of \$92,796.

The organizer of the event held three events from November 2023 to March 2024; Odaiba in Tokyo, Yoyogi Park in Tokyo, and Ogimachi-park in Osaka. Among these three events, ASMI Japan became a sponsor of the "Alaska origin Ikura Sockeye Salmon Roe rice bowl" booth in Yoyogi and Osaka. The organizer gave us the opportunity to promote "Wild Alaska Seafood" and "Alaska origin" at the event in Odaiba for free. Due to the popularity of the



Alaska seafood booth, the organizer independently sourced seasoned sockeye *ikura* for the Odaiba event and salted sockeye *ikura* for the Yoyogi and Odaiba events. All items were made from Alaska origin sockeye by Kyokuyo, one of the top five largest Japanese seafood companies. The sales operation of the *ikura* rice bowl at the booth was handled by the organizer. ASMI Japan promoted “Wild Alaska Seafood” brand themes throughout the booth.

Furthermore, ASMI Japan created the Sustaina-Billy mascot costume to garner more attention at the event especially from kids and families. The Billy mascot made his debut at the event in Yoyogi in February and will be utilized in future consumer-facing activities. Hannah Schlosstein, the ASM Asia International Marketing Coordinator assisted in speaking to the press about Alaska seafood availability, flavor, and sustainability.



Minato Shimbun



Suisan Times

Also, in attendance at the Sakana&Japan Festival was Asana-Mori. In November of 2023, Asana Mori was announced as ASMI's special Alaska Seafood ambassador to promote Alaska Seafood. She originally joined us in Sitka, Alaska for our annual Culinary Retreat in July of 2023. Since then, the ASMI Japan program has fostered a quality relationship with the fishmonger and YouTube/Instagram influencer sensation.

Asana san operated a kitchen car at the booth to offer special Alaska Seafood sandwiches (burgers) developed by Asana for the event. ASMI Japan sponsored her booth as well as the Ikura Sockeye Salmon rice bowl booth to further promote the variety of Alaska Seafood and to detail to consumers the quality and nutritional attributes of Alaska Seafood. Furthermore, Asana released a tie-in YouTube video to attract attention to the event from a broader audience and to tell the Alaska Seafood key messages on her YouTube channel that has over 30K subscribers.



*Cream cheese Alaska salmon rice burger: 200 servings*



*Alaska Seafood sablefish rice burger: 200 servings*



*Fried kanikama crab leg surimi: 93 servings*





The ASMI Japan team was joined by Shinsuke Kitada and Alex Blamberg, Marketing Specialists from the Agricultural Trade Office in Osaka at the booth to sample the items and to meet Asana Mori.

Akiko Yakata, Hannah Schlosstein, and Shinsuke Kitada then traveled to the St. Regis Osaka Hotel to meet with the Michel Eschmann the Food and Beverage Director at the hotel. Yakata-san gave a detailed presentation about Alaska Seafood, Alaska's sustainability story, our responsible fisheries management practices, and to discuss the opportunities to collaborate with the hotel and chefs. Mr. Eschmann informed us that the St. Regis is part of the Marriott group which has established a goal of sourcing their meat and seafood from responsibly managed sources by 2025. We informed him that Alaska Seafood is MSC and RFM certified which can help satisfy the Marriott Group's end goals.

After the meeting, Yakata-san followed up with Mr. Eschmann via email to provide additional resources and a PowerPoint presentation he could utilize in speaking to his chefs.

### Tokyo: March 21, 2024

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Yakata-san and Hannah Schlosstein met with the AEON Merchandising Department, Kawase-san, at their Aeon Shinagawa Seaside location in Tokyo. ASMI Japan and Aeon are long-standing partners and supporters of Alaska Seafood. ASMI worked with Aeon Kyushu in late 2023 on a sockeye salmon promotion and have worked together recently on an Aeon TOPVALU sablefish promotion. The meeting was largely to discuss future opportunities, and to maintain connections and conversations about the brand's goals for 2024.

Kawase-san toured the group around the fresh and frozen seafood section and pointed out some of the items that highlight Alaska-origin more prominently. He noted that the in-store demonstrations and sampling opportunities are highly effective ways to get consumers to choose Alaska after they taste our products.



Following the meeting with Aeon, Yakata-san and Schlosstein-san traveled to 7&iHoldings headquarters for a meeting with Kohei Yagita. Yagita-san joined ASMI for an inbound trade mission to Bristol Bay in July of 2023 so that 7&iHoldings could better understand the supply chain and the environment from which they were sourcing their raw sockeye materials for their popular rice balls. As a consequence of his involvement in the mission, ASMI invited him to join our Customer Advisory

Yagita-san spoke with ASMI Japan concerning plans to visit Bristol Bay to further strengthen their connections and relationships to Alaska seafood suppliers. Seven-Eleven Japan has plans to maintain the sockeye salmon rice ball as an evergreen item in their product line. They are committed to utilizing Alaska seafood raw materials to ensure they can achieve their sustainability and responsible sourcing goals.



**Tokyo: March 22, 2024**

[illegible][illegible]

A small contingent of the ASMI Japan team met with Jostein Rortveit, from American Seafoods at Tokyo Tarako Spaghetti, a restaurant specializing in *mentaiko* pasta. The group discussed promotional opportunities for *surimi* in the Japanese market, given that the product form is still struggling from



economic downturn and the weakening yen. Rortveit reinforced the need for Alaska-origin callouts and to tell the story of our responsible fisheries practices to the consumer.

#### E&E Foods Meeting:

E&E Foods is a subsidiary company of the Canfisco Group headquartered in Canada. The focus of the meeting was market conditions for sablefish in Japan. E&E Foods representatives noted that Japan has a demand for under 4 sized sablefish given that the yen has hit a 30+ year low and created a niche for a previously low-demand fish size. Europe and other locations in Asia are putting pressure on suppliers for the 4-5 size range, and largely rejecting the 5-7 sizes that were popular even a year or two ago. There is need for further sablefish promotions in the Japanese market to push sales. ASMI Japan spoke with the supplier about opportunities they see for the species in the HRI sector and elsewhere.



#### Trident Seafoods Japan Meeting:

Two members of the Trident Seafoods Japan team participated in ASMI's outbound trade mission to Thailand in February 2024 (Liling Pan and Noboru Masuda). The meeting served as a debrief and follow-up after the trade mission. We discussed Trident's goals in both the Southeast Asia and Japanese markets. Another Trident employee, Han Sol Kim, is set to participate in a USDA trade mission in India in April. Schlosstein sent ASMI materials to India for Mr. Kim to utilize in meetings with buyers/importers/distributors to begin education about Alaska Seafood in a region that we do not currently have a program.

#### Tokyo: March 23, 2024

Schlosstein conducted retail tours in Aeon, Meiji Ya, and Select Shibuya Tokyu Food Market.



Tokyo: March 24, 2024

ASMI Japan participated in the 14<sup>th</sup> annual Shibuya-Omotesando Women's Run held on March 24, 2024. This was an excellent opportunity to introduce Alaska origin sockeye salmon as an excellent protein choice rich in vitamin D, especially for runners and health-conscious consumers. We had a booth and PR runners to promote this message at the booth.

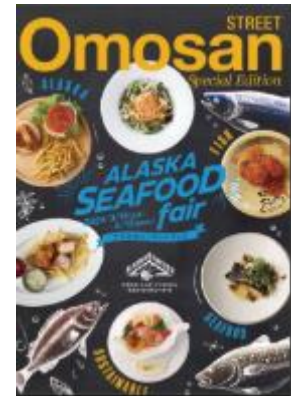
The Shibuya-Omotesando Women's Run is a running event for women on a course through the center Tokyo's fashionable Shibuya district. Every year about 5,000 women participate in the 10km race and enjoy the chance to run through the heart of the city. The concept of the event is as a debut race for female runners, and the event itself is marketed as a fun run. The goal was to directly reach up to 5,000 health-conscious women between their 20s and 50s.



ASMI Japan collaborated with Taro Tokyo Onigiri, an onigiri rice ball specialty store in Tokyo. They distributed their Alaska origin sockeye salmon onigiri to those who followed our social channels (Instagram or Facebook) for free, but we were limited to 300 servings. The sockeye salmon onigiri was so popular, the ASMI booth had a long line. The 300 rice balls were all gone in less than an hour and a half.



ASMI Japan was also running an Alaska Seafood Restaurant Fair concurrently, so we ensured there was promotional flyers highlighting the fair given to each and every booth visitor. Because ASMI Japan was a co-sponsor of the event, we were also able to put an Alaska Seafood Fair booklet into all of the finisher's bags that each of the 5,000 women received after crossing the finish line.



ASMI Japan also conducted a giveaway campaign at the booth; individuals who posted a photo or video taken at our photo backdrop or around our booth on their own SNS account received either a Sustaina-Billy sports towel or a shoe bag carrying the ASMI logo. As a result, our Instagram and Facebook accounts gained a lot of traffic/posts from consumers and the number of our Instagram followers increased by 7%. To complement this outreach, ASMI Japan invited Yumiko Kinoshita, a professional running coach who has 11K+ Instagram followers, and five more running influencers to run in the event. Alaska origin sockeye salmon was sent to each influencer in advance so that they could speak to the flavor of Alaska sockeye salmon. ASMI staff members, Hannah Schlosstein and Yuka Inui, also ran in the 10k race wearing Alaska Seafood shirts and baseball caps.





Tokyo: March 25, 2024

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Hannah Schlosstein departed Japan back to the US.



# Japan Co-operative Inbound Trade Mission

## King Salmon / Naknek, AK

<b>Activities</b>	<i>Japanese Consumers' Co-operative Union (JCCU)</i>
<b>Cooperator(s)</b>	<i>Alaska Seafood Marketing Institute</i>
<b>Dates</b>	June 30 – July 4, 2024
<b>Location(s)</b>	Bristol Bay, AK
<b>Accommodation</b>	Coast Inn at Lake Hood, D&D Hotel and Restaurant, King Salmon Lodge

<b>Traveler(s)</b>	<u>Co-op buyer tour members – End User retailer</u> Japanese Consumers' Co-operative Union (JCCU), Mr. Suzuki Japanese Consumers' Co-operative Union (JCCU), Mr. Izawa Co-op Deli Consumers' Co-operative Union, Mr. Yamamoto Miyagi Co-op & Co-op Tohoku Union, Mr. Doi ASMI Japan, Akiko Yakata ASMI Headquarters, Hannah Schlosstein
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### About

#### Japanese Consumers Co-operative Union (JCCU):

JCCU was established in March 1951 as a national federation of consumer co-ops in Japan. Today, about 306 consumer co-ops and consumer co-op unions have joined JCCU and the total business turnover of the member co-ops is about 3.7 trillion JPY, with a total of 30 million members. JCCU is the largest consumers' organization in Japan. As the representative of member co-ops, JCCU communicates with a variety of organizations, promotes consumers' co-operative movement, and makes policy proposals. JCCU also develops and supplies co-op branded products to its member co-ops including a wide variety of seafood products and supports the development of member co-ops' businesses and activities.

#### Co-op Deli

Co-op Deli is one of the largest Japanese cooperative unions that operates a home delivery retail service and retail stores in the Kanto and Koshinetsu regions of Japan, primarily providing groceries and household goods. The total business turnover is about 406.8 billion JPY, with a total of over 5 million member consumers.

### Co-op Tohoku:

Coop Tohoku consists of seven local consumer cooperatives in the north-east part of Japan in Aomori, Iwate, Akita, Fukushima, Yamagata and Miyagi prefectures, where Alaska Seafood species have long been enjoyed in a variety of formats. Their supply operation scale has been growing to the level of 260 billion and the total number of the cooperative members is over 1.85 million. A traditional and long-time user of many Alaska Seafood items such as sockeye salmon, sockeye roe *sujiko* and Pacific cod. Alaska Fair has been their indispensable sales promotional event.

### Supplier tour members – Import and wholesale

- 1) Trident Seafoods Japan, Mr. Iwase
- 2) Trident Seafoods Japan, Mt. Yokota
- 3) Marubeni Seafoods, Mr. Eto
- 4) Sento Gyorui, Mt. Takahashi

## 1. Flight schedule and hotel

### Flight schedule of the Coop buyers

29-Jun	5:40 PM	Tokyo	JL68	Seattle	10:35 AM	
29-Jun	2:00 PM	Seattle	AS416	Anchorage	4:35 PM	
30-Jun	10:47 AM	Anchorage	AS2175	King Salmon	11:54 AM	
3-Jul	5:28 PM	King Salmon	AS104	Anchorage	6:29 PM	
4-Jul	1:29 AM	Anchorage	JL5437	LosAngels	7:50 AM	
4-Jul	10:55 AM	LosAngels	JL7017	Tokyo	2:20 PM	+1day

### Hotels

- Anchorage: Coast Inn at Lake Hood, West Coast Hotel
- King Salmon: D&D Restaurant and Hotel

## 2. Itinerary

30-Jun	3:00 PM	Silver Bay Seafoods 622 Frontier Drive Naknek	Naknek Plant PIC - Okano Shigeki, VP
1-Jul	6:00 AM	Sockeye sujiko inspection	Takahashi
1-Jul	9:00 AM	Trident Seafoods 1/2 Mile Post, Alaska Peninsula Hwy, Naknek	North Naknek Plant PIC - Iwase & Yokota
1-Jul	2:00 PM	OBI Seafoods, LLC Mile One-Half AK Peninsula, Naknek	Naknek Facility PIC - Jeff Otness
2-Jul	6:00 AM	Sockeye sujiko inspection Red Salmon Cannery	Takahashi
2-Jul	9:00 AM	North Pacific Seafoods 5854 Pederson Pt Dr, Naknek	Pederson Point (PPT) PIC - TBC

2-Jul	10:30 AM	North Pacific Seafoods Mile Post 3.5 Alaska Peninsula Hwy Naknek	Leader Creek Fisheries
2-Jul	1:30 PM	North Pacific Seafoods 1 Red Salmon Rd, Naknek	Red Salmon Cannery
3-Jul	10:00 AM	Alaska Department of Fish and Game	Travis Elison, ADF&G
3-Jul	1:00 PM	Alaska Seafood Marketing Institute Presentation King Salmon Visitor Center	

## Post-Mission Feedback

JCCU members have been sourcing *sujiko* from Alaska for many years; this visit was an opportunity to visit partners and processors whose relationships are invaluable to the co-op members and their customers. ASMI Japan and headquarters provided logistical support, transportation, and connections to Alaska seafood industry members during the mission. ASMI HQ ensured the members visited with local government officials like the Alaska Department of Fish & Game who delivered a presentation about responsible fisheries management, current stock updates, and vital information to instill confidence in the management of a wild resource in JCCU members.

JCCU often works with ASMI Japan on Alaska Fair opportunities. Because of the inbound mission, ASMI Japan worked with Co-op Sapporo on an Alaska Fair August 1<sup>st</sup> – 31<sup>st</sup>, 2024. Co-op Sapporo, is a retail co-op that covers the entire island of Hokkaido. 65.1% of Hokkaido households are coop union members, totaling approximately 1.8 million people, making it the largest single regional cooperative in Japan. Co-op Sapporo conducts Alaska Seafood Fairs once a year at over 100 Coop Sapporo stores, as well as through their home-delivery retail platform (online & catalog order shopping) "Todok". ASMI Japan team would supported the fair this year.

Alaska Fair items:

Sockeye salmon, Atka mackerel, Chum salmon roe, Rockfish, Black cod, Sockeye salmon roe, Pollock roe Tarako, mentaiko

Alaska Seafood Fair:

- ◆ Period: August 1st through 31st, 2024
- ◆ AD placement: Placing a 5-page advertorial in Coop Sapporo's free monthly PR magazine "Cho-co-tto", August edition.
- ◆ Campaign: Total of 175 people can win Alaska Seafood Fair items will be eligible to enter a prize lottery. (retail outlets and the e-commerce/home delivery platform "Todok")
- ◆ Creation and deployment of original POS materials with Alaska Seafood logos (posters, sign cards, postcard and stickers) for retail outlets
- ◆ Getting PR spaces in the page of Alaska Seafood items of "Todok" weekly shopping/order catalogues, for 5 times in August, one of which will be an independent flyer out of the catalogue booklet so that coop members could pay more attention.



➤ Alaska Fair items: sockeye salmon, atka mackerel, chum salmon roe, rockfish, sablefish, sockeye salmon roe, pollock roe: *tarako* and *mentaiko*.

Result Grand total value: JPY 210,011,368

Grand total no. of packs: 477,051

➤ Sales from home delivery through catalogue

◆ Total sales value: JPY 48,347,516 (YoY: 115.4%)

◆ Total no. of packs: 92,200 packs (YoY: 120.5%)

➤ Sales from stores

◆ Total sales value: JPY 161,663,852 (YoY: 99.5%)

◆ Total no. of packs: 384,851 packs (YoY: 89.03%)



Alaska Seafood Marketing Institute (ASMI)  
Seafood Exposition Global (SEG) Trip Report  
Barcelona, Spain  
April 20-26, 2024  
Trip Report

**ASMI Travelers:**

Alexa Tonkovich - Regional Representative Northern Europe  
Alicia Parker - Regional Representative Northern Europe  
Allen Kimball - Chair Board of Directors  
Claudia Lecarnaque - Regional Representative Latin America  
David McClellan - Regional Representative Southern Europe  
Hannah Schlosstein - International Marketing Coordinator Asia  
Jens Hombeck - Regional Representative Central and Western Europe  
Jeremy Woodrow - Executive Director  
Ksenia Gorovaia - Regional Representative Eastern Europe  
Leonardo Silveira - Regional Representative Latin America  
Mara Kuhnert - Regional Representative Central Europe  
Megan Belair - Assistant Marketing Coordinator  
Nadia Nadif - Regional Representative Western Europe  
Nicole Alba - Interim International Marketing Director  
Sarina Welsh - Regional Representative Southeast Asia  
Susan Marks - Chain of Custody & Sustainability Advisor, RFM Certification Program  
Susana Osorio Cardona - International Marketing Coordinator Europe  
Tatiana Novikova - Regional Representative Eastern Europe  
Tim Welsh - Regional Representative Southeast Asia  
Tomi Marsh - Vice Chair Board of Directors

**Activity Budget:**

M22GXEUST1– Tradeshow

### **Dates of Event:**

- April 19-21: Inbound travel
- April 22: Day 0/Set-up Day

Alaska Seafood Pavilion and co-exhibitor booth set-up (final touches with builders and designers, common areas, printed and digital materials, arrange seafood in display cases).

Optional ASMI gathering and working lunch for Alaska seafood industry members and Overseas Marketing Representatives (OMR). The working lunch consisted of a brief update on current issues of interest given by Karisha Kuypers, Agricultural Attache for Spain and Portugal, USDA FAS, and Stephane Vrignaud, NOAA Fisheries Representative, US Mission to the EU, followed by a species and market update by Alaska seafood industry members, a regional marketing update by OMRs, and a spotlight on canned salmon promotions in several regional markets by OMRs.

Local press and Alaska seafood industry dinner hosted at Restaurante Vraba, one the of the 11 participants in the third edition of *Semana Salvaje* Restaurant Week in Barcelona, Spain.

- April 23: Day 1 of Trade Show

First day of trade show, RFM presentation for culinary students followed by visit to Alaska Seafood Pavilion, Alaska seafood chef demos at USDA Demo Kitchen in collaboration with other cooperators, business meetings at co-exhibitors' booths and at upstairs meeting lounges of ASMI booth, Alaska Seafood Reception for industry contacts at large.

- April 24: Day 2 of Trade Show

Second day of trade show, Alaska seafood chef demos at USDA Demo Kitchen in collaboration with other cooperators (featuring mentaiko Alaska pollock roe and ikura salmon roe), business meetings at co-exhibitors' booths and at upstairs meeting lounges of ASMI booth.

- April 25: Day 3 of Trade Show

Third and last day of trade show, RFM presentation for food & beverage managers followed by visit to Alaska Seafood Pavilion, Alaska seafood chef demos at USDA Demo Kitchen in collaboration with other cooperators, business meetings at co-exhibitors' booths and at upstairs meeting lounges of ASMI booth, co-exhibitor surveys using USDA template conducted by ASMI International staff.

Alaska Seafood Pavilion and co-exhibitor booth close out (dismantling, storage of left over materials, team debriefing).

- April 26 -28: Outbound travel

### **Purpose of Travel:**

The primary purpose of the trip was to attend and exhibit at the Seafood Expo Global (SEG) trade show in its third edition in Barcelona, Spain. Participation in the exposition presents opportunities for both ASMI staff and Alaska seafood industry members to make new industry contacts, meet with potential customers for the industry or marketing partners, cultivate existing business relationships and expand the presence of Alaska seafood in the global seafood market.

The show is also an excellent platform for the Executive Director and staff to meet with members of the ASMI Board of Directors, members of the ASMI International Marketing

Committee (IMC) and other operational committees, the Overseas Marketing Representatives (OMRs), Alaska seafood buyers, importers, and distributors from around the world, NGOs, media, and high-level government officials.



In addition to coordinating the Alaska Seafood Pavilion and supporting the 24 Alaska seafood companies that co-exhibited -before and throughout the trade show--, ASMI staff was responsible for managing 11 seafood and five dry goods shipments, collecting trade leads, distributing informational materials, and overall facilitating Alaska seafood industry participation. ASMI staff also organized another successful edition of *Semana Salvaje* – Barcelona Restaurant Week from April 20-27, hosted a press and industry dinner to strengthen ties with local media and foster further knowledge of Alaska Seafood’s responsible fisheries and superior quality, offered dedicated meeting facilities to the Alaska Seafood industry at large, and performed several takeovers of the USDA Demo Kitchen at show grounds, to offer attendees the privilege of tasting and learning how to best prepare Alaska seafood.

**CO-EXHIBITORS**

**5C 401 | Ground Floor**  
**O'Hara Corporation**  
 Alaska pollock, cod, Arrowtooth flounder, Atka mackerel, POP, plaice, rockfish, sablefish, sole

**Glacier Fish Company**  
 Alaska pollock, sole, plaice, Arrowtooth flounder, POP, Atka mackerel, pacific cod, rockfish

**5C 401 | First Floor**  
**Arctic Storm Management Group**  
 Alaska pollock

**Dana F. Besecker Company**  
 Dungeness, King, & snow crab, halibut, lingcod, rockfish, sablefish

**International Maritime Group**  
 Legal & Financial Services

**Seafood Producers Cooperative**  
 halibut, sablefish, lingcod, salmon, salmon roe

**5B 301**  
**Responsible Fisheries Management (RFM)**

**5B 201 & 5A 201 | Ground Floor**  
**Bristol Bay Regional Seafood Development Association (BRRSDA)**  
 salmon, smoked salmon, value-added seafood

**Genuine Alaska Pollock Producers (GAPP)**  
 Alaska pollock, surimi, pollock roe

**Alaskan Leader Seafoods**  
 sablefish, Pacific cod, salmon, halibut

**Bornstein Seafoods, Inc.**  
 Dungeness crab, rockfish, sablefish, salmon, shrimp, value-added seafood

**Seafood Solutions**  
 Alaska pollock, cod, salmon, roe, salted seafood

**ALASKA SEAFOOD PAVILION FLOOR PLAN HALL 5**

<b>5C 401</b>	<b>5B 301</b>
OBI SEAFOODS	PACIFIC SEAFOOD
ASMI	AMERICAN SEAFOODS
SILVER BAY SEAFOODS	TRIDENT SEAFOODS
CANISCO GROUP	ICY STRAIT
GLACIER FISH CO.	ASMI
O'HARA CORP.	1
REC PHILLIPS	<b>5B 201</b>
<b>5D 301</b>	4 5 6
TABLE EXHIBITORS:	BRISTOL BAY
1. RFM	ALASKA GLACIER
2. BRRSDA	
3. ALASKAN LEADER	
4. GAPP	
5. BORNSTEIN SEAFOODS	
6. SEAFOOD SOLUTIONS	

**5A 201**

WILD ALASKA SALMON 2 3

CRAB SEAFOODS

**ALASKA SEAFOOD**  
 Wild, Natural & Sustainable®

**SEAFOOD EXPO GLOBAL**

**2024**

**ALASKA SEAFOOD PAVILION**

ALASKASEAFOOD.ORG



Alaska Seafood had a strong presence at SEG 2024 with the participation of 24 companies, including primary processors, exporters, distributors, and marketing associations, among other companies, who conducted business and welcomed their contacts at the Alaska Seafood Pavilion:

- 
- The floor plan is divided into several sections, each with a label in a green box:
- 5C 401**: Located at the top left, this area includes a large blue section for **OBI Seafoods**, a central green section with a staircase and various processing equipment, and a white section on the right for **Silver Bay** and **Canfisco Group**. Dimensions include 4.08, 1.79, 4.35, 1.79, and 4.88 horizontally, and 2.8, 3.8, 2.8, and 3.8 vertically.
  - 5D 301**: Located at the bottom left, this area contains a white section for **EC Phillips** with dimensions 3.8 and 8.0.
  - 5B 301**: Located at the top right, this area includes a blue section for **Trident Seafoods**, a white section for **Pacific Seafood Group**, and a red section for **American Seafoods**. Dimensions include 4.8, 4.8, 10.4, 3.0, 3.0, 3.0, and 3.0.
  - 5A 201**: Located at the bottom right, this area includes a white section for **Wild Alaska Salmon**, a blue section with numbered boxes **1** and **2**, and a white section for **Circle Seafoods**. Dimensions include 3.0, 3.0, 3.0, and 3.0.
  - 5B 201**: Located at the bottom right, this area includes a white section for **Icy Strait**, a white section for **RFM/ASMI**, and a white section for **Bristol Wave** and **Alaska Glacier**. Dimensions include 8.8, 3.0, 3.0, and 3.0.
- Other labels and features include:
- Access**: Indicated by a triangle with the word "Access" inside, located at the top center and bottom center of the 5C 401 section.
  - O'Hara Corp**: Located in the green section of 5C 401.
  - Glacier Fish**: Located in the green section of 5C 401.
  - BBRSDA**, **2 Alaskan Leader**, **3 GAPP**, **4 Bornstein Seafoods**, **5 Seafood Solutions**: Listed in a green box at the bottom left.

Ground level co-exhibitors (spaces 5A201, 5B201, 5B301, 5C401, 5D301):

Alaska Glacier Seafoods  
 American Seafoods  
 Bornstein Seafoods  
 Bristol Bay Regional Seafood Development Association (BBRSDA)  
 Bristol Wave Seafoods  
 Canfisco Group  
 Circle Seafoods  
 EC Phillips & Son Inc. Icy Strait Seafoods  
 Glacier Fish Company  
 Genuine Alaska Pollock Producers (GAPP)  
 OBI Seafoods  
 O'Hara Corporation  
 Pacific Seafoods Group  
 Responsible Fisheries Management (RFM) Certification Program  
 Seafood Solutions  
 Silver Bay Seafoods  
 Trident Seafoods  
 Wild Alaska Salmon

5C 401



Second level co-Exhibitors (space 5C401):

Arctic Storm Management Group  
 Dana F. Besecker Company  
 International Maritime Group  
 Seafood Producers Cooperative

The Pavilion featured a full kitchen for catering, refreshments, and lunch service, a central foyer with seating space for informal meetings, three formal meeting spaces used by Alaska seafood companies and other U.S. entities for scheduled meetings, 15 company booths -including ASMI's central booth- ranging from mini to single, double, and multiple, and ten company tables. Alaska seafood samples and as well as refreshments were distributed to visitors and co-exhibitors during the three days of the event and were very well received. Lunches featuring delicious, wild Alaska seafood were also provided to co-exhibitors and Pavilion staff.

**April 22: Day 0/Set-up Day:**



ASMI staff assisted in setting up the Alaska Seafood Pavilion and co-exhibitor booths/table spaces. They then hosted an optional gathering and working lunch for Alaska seafood industry members and Overseas Marketing Representatives (OMR) in attendance to discuss current market conditions and trends. Karisha Kuypers, Agricultural Attache for Spain and Portugal, USDA FAS, and Stephane Vrignaud, NOAA Fisheries Representative, US Mission to the EU, opened the meeting and provided a brief update on current issues of interest in the European context and were followed by a species and market update by Alaska seafood industry members, a regional marketing update by OMRs, and a spotlight on canned salmon promotions in several regional markets by OMRs. The meeting was attended by over 40 Alaska Seafood industry members.



Also, ASMI hosted a local press and Alaska seafood industry dinner on set-up day to celebrate Alaska Seafood's participation in SEG 2024 and launch the third edition of *Salvaje Salvaje* Restaurant Week in Barcelona. The dinner was a great occasion for local media and content creators to interact and learn first-hand from Alaska seafood harvesters, ASMI staff, ASMI Chair and Vice-chair of the Board of Directors, OMRs from Latin America, Northern, Central, Western, Southern and Eastern Europe, Southeast Asia, and China. ASMI highlights the presence, engagement, and support of FAS Spain and Portugal post staff during the press event and throughout the trade show.





### April 23: Day 1 of Trade Show:

On the first day of the show, numerous meetings and activities were conducted all around the Pavilion, including a Responsible Fisheries Management presentation for culinary students, followed by an introduction to Alaska seafood species using examples from ASMI's seafood display. Also, several Alaska seafood chef demos prepared by ASMI Culinary Retreat 2023 alumna Nicolas Roman took place at the USDA Demo Kitchen. To close a successful first day, ASMI hosted its traditional Alaska Seafood Reception to encourage the industry to make new contacts and network. The three formal meeting spaces made available by ASMI on the second level of its main booth were put to good use by the Alaska seafood industry and their contacts.



### April 24: Day 2 of Trade Show:

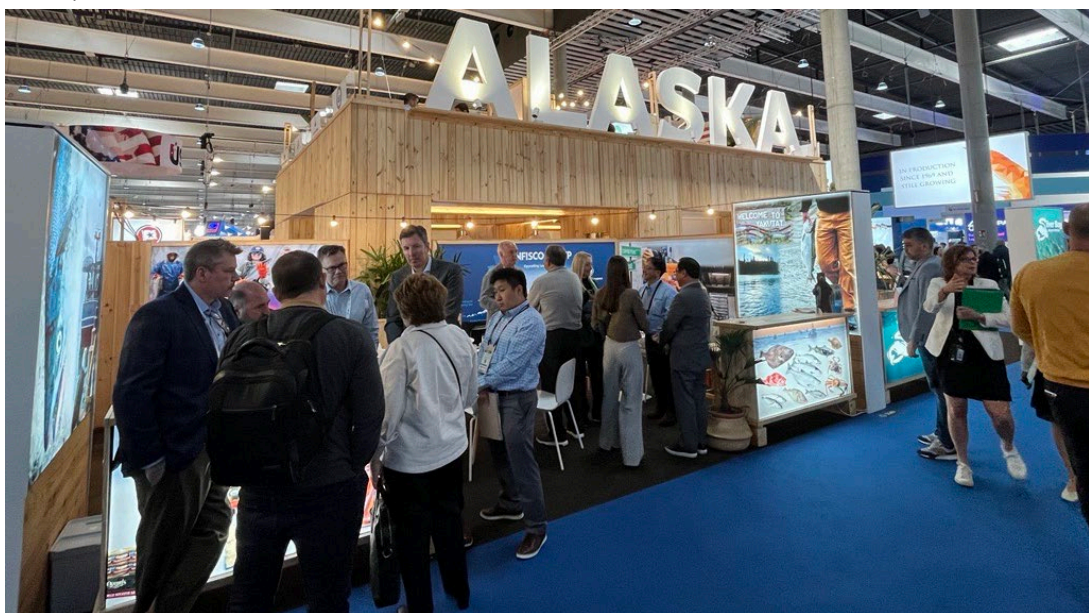
On the second day of the trade show, numerous meetings and activities continued to be conducted all around the Pavilion, including Alaska seafood chef demos at the USDA Demo Kitchen featuring mentaiko Alaska pollock roe and ikura salmon roe. The demos were prepared by Carlos Navarro, an expert sushi chef from Spain who will represent Southern European markets at ASMI's Culinary Retreat in Alaska in Summer 2024. The three formal meeting spaces made available by ASMI on the second level of its main booth were put to good use by the Alaska seafood industry and their contacts.





#### April 25: Day 3 of Trade Show:

On the third and last day of the trade show, the numerous meetings and activities conducted included a Responsible Fisheries Management presentation for food & beverage managers followed by an introduction to Alaska seafood species using examples from ASMI's seafood display, further Alaska seafood chef demos at the USDA Demo Kitchen in collaboration with other cooperators, and business meetings at co-exhibitors booths and the three upstairs meeting lounges set up within ASMI's booth.



The Alaska Seafood Pavilion remained very busy during the show. ASMI's central foyer was a meeting place for numerous industry groups and nuclear space to interact with visitors and take trade leads. Approximately 45 trade leads were collected throughout the 3-day event, and many other inquiries were channeled directly to the different Alaska seafood companies in attendance by ASMI staff.

Foot traffic was noticeably high during the event. A contributing factor was assuredly the full display of Alaska seafood located in ASMI's central space, which included whole specimens of all five Alaska salmon species, golden king crab, Bairdi snow crab, Pacific cod, sablefish, Alaska pollock, Pacific Ocean Perch, Atka mackerel, yellowfin sole, Alaska plaice, and rock sole. It also featured Pacific cod fillets, salmon roe, salmon fillets, Alaska pollock fillets, and yellowfin sole fillets.



On this day, ASMI staff also conducted co-exhibitor surveys using USDA's template. It assisted with the Pavilion and co-exhibitor booth close-out, starting with dismantling, storing leftover materials, and debriefing with team members.

### Conclusions and Recommendations:

According to show organizers, the 30th edition of Seafood Expo Global, which took place at Fira de Barcelona on April 23-25, was the largest yet. It welcomed 2,244 exhibiting companies from 87 countries and an estimated 35,000 buyers and suppliers from the global seafood industry. No other event provides this kind of direct access to buyers and suppliers of seafood.

Surveys conducted by ASMI staff on the third and final day of the show with all 24 co-exhibiting companies indicate high satisfaction with the event, with ASMI's role as a partner and facilitator, and with the potential business results achieved. Total trade show results amount to 1,058 meetings conducted, 471 serious contacts met, \$43.7 million in on-site sales, and **\$966.5 million in 12-month projected sales.**

Co-exhibiting companies expressed their appreciation for ASMI staff's attentiveness, professionalism, organization, proactive communication, hard work, and all services provided. Therefore, ASMI reiterates the importance for the Alaska seafood industry of continuing to participate and exhibit at Seafood Expo Global, one of our organization's most important and valuable contributions in the eyes of our stakeholders. Said participation is made possible by the



continued support of the USDA's FAS, the MAP funding program, and soon, the RAPP funding, as well as our industry's matching contributions.



To meet our industry's needs, ASMI is continuously trying to expand its footprint by securing more exhibition space from show organizer Diversified Communications. We must continue to offer better options to our returning co-exhibitors as well as be able to accommodate the growing interest of companies that wish to join the Alaska Seafood Pavilion within the USA Pavilion. In 2024, three new Alaska seafood co-exhibitors joined the Pavilion, and two returning co-exhibitors received slight increases to their booth's square footage. However, to accommodate these companies, ASMI had to make significant structural modifications, which included creating two new mini booths, combining booths and company table spaces to maximize space use, and adding a new suspended 'Alaska' banner as well as more signage overall to unify the different spaces that form the Pavilion. Along with these exhibit space challenges, further support is also required to streamline seafood product shipments, given the recurring hurdles that ASMI has encountered in the past two years with Diversified Communications' preferred logistics vendor.

We recognize and appreciate USDA's support in continuing to organize a USA pavilion and in trying to help secure additional exhibiting space for cooperators such as ASMI which requires it to grow its Pavilion to further support the presence and diversification of the Alaska seafood industry in the global marketplace.

**U.S. industry members and/or companies using/visiting the ASMI booth:**

Mark Fina, Interim Chairman, Certified Seafood Collaborative (CSC)

Jeff Regnart, Program Manager, Responsible Fisheries Management (RFM) Certification Program

Julie Decker, Pacific Seafood Processors Association (PSPA)

Pat Shanahan, Wild Alaska Sole Association (WASA)

Stephane Vrignaud, NOAA Fisheries Representatives, U.S. Mission to the European Union

# Trip Report

<b>Activities</b>	US Sustainability Alliance and ASMI Joint Press Trip
<b>Cooperator(s)</b>	Alaska Seafood Marketing Institute, US Sustainability Alliance
<b>Dates</b>	May 12 <sup>th</sup> - May 18 <sup>th</sup> , 2024
<b>Location</b>	Anchorage, AK, Cordova, AK and Seattle, WA
<b>Accommodation</b>	Anchorage Marriott Downtown, AK Reluctant Fisherman Hotel, Cordova, AK Fairfield Inn and Suites, Seattle Downtown
<b>Traveler(s)</b>	Megan Belair, ASMI HQ Hannah Schlosstein, ASMI HQ Nicole Alba, ASMI HQ (Seattle portion, only) Alicia Parker, ASMI NEU Greg Moore, US Sustainability Alliance Joseph Hodgkinson, El País, Spain Ana Maria Fernandez Abad, El País, Spain Vincent Bordenave, Le Figaro, France Willem Paul de Mooij, VMT, The Netherlands Henrik Lomholt Rasmussen, Denmark David Graham Burrows, Freelance journalist, UK Jacopo Fontaneto, Il Gusto, Italy Maria Ines Delgado Goncalves, The Grocer, UK Laurent Journo, FAS Paris
<b>Summary</b>	The primary objective of this trip is to provide media with an in-depth understanding of the realities of American agriculture, particularly highlighting the sustainable practices within Alaska's fisheries and agriculture. This trip will highlight agriculture in the interior of Alaska and the start of the Alaska salmon season in Cordova, Alaska on the Copper River.



## Itinerary

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### **Monday 13 May, Anchorage**

- 9:30 am      Group breakfast and briefing with USSA and ASMI
- 10:00 am      Meeting with Alaska Grown/ Alaska Department of Agriculture  
Amanda Swanson and Kristi Short
- 11:00 am      Local product tasting and sampling  
Various Alaska producers
- 12:00 pm      Drive to Palmer, AK
- 1:00 pm      Alaska Farm tours (lunch provided)  
Glacier Valley Farm  
Mountain Field Farm  
Bushes Bunches
- 6:00 pm      Welcome Dinner: 49th State Brewery

Hotel:

Downtown Anchorage Marriott

### **Tuesday 14 May, Anchorage to Whittier to Cordova, Alaska**

- 6:00 – 9:30 am      Breakfast on your own.
- 9:30 am      Meet in the Lobby - Depart at 9:45 AM
- 10:00 am      Alaska Native Heritage Center *Private Tour*
- 12:00 pm      Depart for Whittier
- 1:00 pm      Lunch in Girdwood- Basecamp
- 2:30 pm      Drive to Whittier (Tunnel open 3:30-3:45)
- 4:15 pm      Arrive at the ferry terminal
- 5:30 pm      Ferry Whittier- Cordova  
Dinner on ferry

12:15 am Arrive in Cordova

Hotel:

Reluctant Fisherman

### **Wednesday 15 May, Cordova**

Breakfast Continental breakfast available in the hotel lobby

- 11:00 am Meeting with the Alaska Department of Fish and Game  
Jeremy Botz – Fish Biologist ADF&G
- 12:30 pm Lunch - CDV Catering Co., Cordova Center
- 1:00 pm Presentation on Mariculture  
Sean Den Adel, Mariculture Liaison – Chugach Regional Resources  
Commission
- 2:30 pm Interview with a fisherman and boat tour  
Thea Thomas F/V Myrmidon
- 6:00 pm Dinner: Reluctant Fisherman  
Guest: Tommy Sheridan
- 8:00 pm Harbor visit to watch boats leave

Hotel:

Reluctant Fisherman

### **Thursday 16 May, Cordova**

Breakfast Continental breakfast available in the hotel lobby

- 10:00 am Meeting with Copper River Prince William Sound Marketing Association  
Christa Hoover, Executive Director  
Jessican James, Program Director  
Kelsey Appleton, Cordova District Fisherman Union , Office Manager
- 12:00 pm Lunch- Baja Taco  
Guest: Matt Piche, Native Village of Eyak
- 2:00 – 5:00 pm Copper River opener fly-over flightseeing tour (1-hour tour,  
back-to-back)
- 6:00 pm Dinner: Reluctant Fisherman
- 8:00 pm Docks to watch boats unloading catch
- 10:00 pm Processing Plant tour, OBI Seafoods

Hotel:

Reluctant Fisherman

**Friday 17 May, Cordova-SEA**

9:00 am      Tour of Prince William Sound Science Center

12:00 pm     Airport

1:30 pm      AK Air Flight CDV-ANC-SEA

8:30 pm      Arrive in Seattle: Private van transport to the hotel

Hotel:

Fairfield Inn & Suites Seattle Downtown/Seattle Center

**Saturday 18 May, Seattle**

Breakfast Included at the hotel

10:00 am     Meet in lobby

10:30 am     Pike Place Market seafood tour

12:30 pm     Lunch: Elliot's Oyster House for fresh Copper River salmon

Free time to explore Seattle

PM departures

## May 13- Anchorage, AK

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### **Welcome and Introduction to USSA and ASMI: Megan Belair (ASMI), Greg Moore (USSA), Alicia Parker (ASMI)**

The group met in a meeting room at the Marriott Anchorage Downtown to be welcomed to the press trip by the ASMI team, Megan Belair, Alicia Parker, and Hannah Schlosstein. As well as, Greg Moore from the US Sustainability Alliance. The group was given a brief introduction to USSA from Greg, an overview of ASMI by Alicia and an itinerary briefing by Megan.

### **Alaska Grown Presentation: Amanda Swanson and Kristi Short (AK Department of Agriculture)**

A presentation discussing the Alaska Department of Agriculture and its program Alaska Grown was given by Amanda Swanson and Kristi Short. Alaska Grown has been around for over 30 years and is a program supported by the Alaska Division of Agriculture. The agriculture industry in Alaska created the Alaska Grown logo to highlight products grown in Alaska, and to help consumers identify which products are local.

### **Local Product Sampling**

Local growers and product producers set up tables and invited guests to sample their products. The growers were also given 15 minutes to discuss their products.



Producers included:

**Alaska Chip Company**, Ralph and Darcy Carney, Owners

**Bambinos Baby Food**, Zoi Maroudas, Founder and CEO

**Hammers Family Birch dba Alaska Wild Harvest**, Ted Hammers, Co-Owner

**Far North Fungi**, Gabe DeGange, Co-Founder and Owner

**Alaska Flour Company**, Bryce and Milo Wrigley, Founder and Owners

**Alaska Range Dairy**, Scott and Connie Plagerman, Owners and Founders

**Barnacle Seafoods**, Matt Kern, Co-Founder

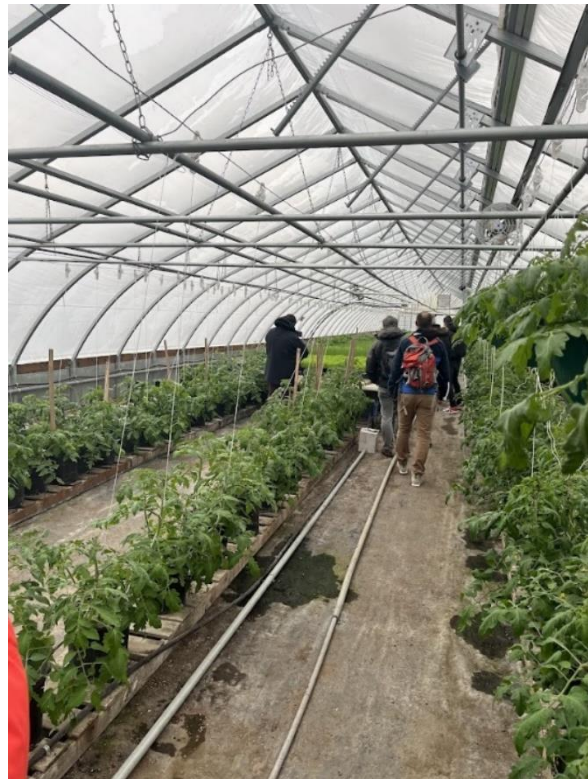


## Farm Tours

The group then traveled by van to Palmer, AK where they were given tours of three working farms. Starting at Glacier Valley Farms, the group had lunch and spoke with Martha Lojewski, Executive Director and Sales Manager for the Alaska Peony Cooperative and Owner of Mt. McKinley Peonies. Martha discussed what it was like to be a peony farmer in Alaska and the benefits of belonging to a farm cooperative.

Next was Glacier Valley Farms where the group spoke with the owner, Arthur Keyes. Arthur, also the founder of the South Anchorage Farmers Market, discussed the challenges of farming in Alaska and showed the group his fields and greenhouses where he was growing many crops including his main crop, onions.

Lastly, the group visited Bushes Bunches, one of the oldest farms and farm stands in Palmer. Zach Smith, the farm manager, walked the group through the fields and ended the tour at the farm stand with owner Bruce Bush.

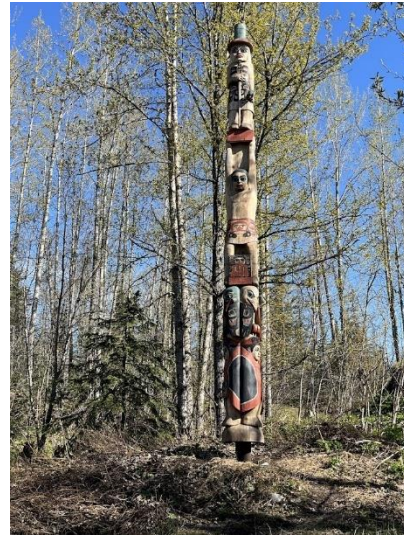


## May 14- Anchorage, AK, Whittier, AK, Cordova, AK

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### Alaska Native Heritage Center

The day started with a private tour of the Alaska Native Heritage Center in Anchorage, AK. Led by a Culture Bearer, the private tour, consisted of a walk through six authentic life-sized Native dwellings situated in a wooded area around Lake Tiulana. The group learned about the traditional lifeways of Alaska's diverse Native cultures.



### Drive and Alaska Marine Highway

Next up was a scenic drive from Anchorage, Alaska to Whittier, Alaska to board the Alaska Marine Highway ferry to Cordova, Alaska. The 7 hour ferry ride was a smooth ride where the participants had time to rest and interact with local Alaskans, some of whom were on their way to Cordova to fish.







The day started with a meeting with Jeremy Botz of the Alaska Department of Fish and Game. Jeremy explained fisheries management and gave a throughout presentation of how the department manages the Prince William Sound and Copper River fisheries. He spoke, amongst other things, on escapement, subsistence fisheries, openers and closures and gear types. The group had many thoughtful questions that Jeremy was able to answer intelligently.

Our next meeting was with Sean Den Adel, Mariculture Liaison for the Chugach Regional Resources Committee. Sean explained the various aspects of kelp and oyster farming in Alaska. He discussed the challenges he has experienced and opportunities he sees for the future of kelp farming. The group discussed kelp products available in different regions around the world and sampled some local kelp.

The day continued down on the local docks with a longtime Alaska fisherman, Thea Thomas. Thea spoke of her history fishing in Cordova and showed the group her gear, including the size of the nets used to catch certain types of salmon. She explained how her boat, a gillnetter, works to catch fish. She answered many questions from the group and gave some private interviews to some media members.

The group was joined by Tommy Sheridan for dinner. Tommy serves as Associate Director for the new interdisciplinary Alaska Blue Economy Center (ABEC) at University of Alaska Fairbanks. This center aims to boost Alaska's blue economy by serving as a resource and support center for research, instruction, and outreach of relevance to the state's vast marine and aquatic resources. Tommy also held positions with Silver Bay Seafoods, the Alaska Department of Fish and Game, and the University of Alaska. Tommy shared his insights on sustainability of Alaska fisheries. After dinner, the group walked the docks to see the many fishing boats leaving for the fishing grounds.



## May 16- Cordova, AK

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The group began their day by meeting with representatives from the Copper River Prince William Sound Marketing Association and Cordova District Fisherman United. Christa Hoover, Executive Director and Jessica James, Program Director of Copper River Prince William Sound Marketing Association discussed their organization and how they work to increase the economic value of Copper River salmon. The group discussed domestic marketing campaigns they are working on and shared how they work with other marketing organizations like Bristol Bay Regional Seafood Development Association and ASMI. Kelsey Appleton, CDFU office manager discussed how their programs work to aid Copper River fisherman by advocating for the district commercial fishing community.



For lunch, the group was joined by Matt Piche, Natural Resource Coordinator and Fisheries Biologist for the Native Village of Eyak. Matt discussed how the Native Village of Eyak works with the Department of Fish and Game and other organizations to ensure the sustainability of the fisheries. He spoke about how the organization tags and tracks salmon.

Next on the itinerary was a fly over of the Copper River delta to view fishing boats from the air. Since the fishing grounds are only accessible by a long boat ride and most fishing boats can only accommodate one-two people, we opted to do a fly over. The pilot discussed the importance of fishing for the community and people of Cordova, as well as the environment. He was able to fly low over gillnetters setting their nets and the group got a good view of how many fishing

boats were in the area. The plane was able to land on a beach where the group watched fishermen set nets from the shore.

Later in the evening, the group walked the local docks to see fishing boats returning with their catch. Boats were unloading their catch directly at the docks and local processors were collecting, weighing, and storing the fish on ice. Media members were able to speak with



fisherman and discuss how the first opener went. Many fisherman reported they were very happy with the catch and explained that the size of the fish were bigger than in previous years.

After watching fish unload, the group had a processing plant tour at OBI Seafoods. The associate plant manager walked the group through the facility and explained the different machinery and the what goes in to processing the first Copper River salmon catch. She explained how important it was for these fish to get processed quickly, as most were getting shipped directly to the lower 48 to be sold fresh at fish markets, grocery stores, and restaurants.







## May 17- Seattle, WA

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The trip ended with the group following the freshly caught Copper River salmon to Seattle, Washington. Much of the salmon that is caught in the Copper River will be sent fresh overnight to parts of the United States, with the majority being sold in and around Seattle, WA. The group visited the famous Pike Place Market to see the guys from the Fish Society throwing and selling fish. The market visit was followed by lunch at Elliotts Oyster House, where the group was able to order fresh Copper River King and Sockeye salmon. This activity brought the fish lifecycle full circle for the media members, starting in Cordova, AK watching the fish get caught in processed, ending in Seattle, WA, enjoying delicious, fresh Copper River salmon on a plate.



## Conclusion

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Media articles are slowly being released and will be shared with USSA and ASMI as they are available. More results to follow.

### [USSA Newsletter](#)

Reflecting on the trip's impact, USSA spokesperson Greg Moore, who accompanied the group, commented, "Quite apart from Alaska's truly spectacular natural environment, our trip gave journalists a unique opportunity to connect with local farmers, fishermen, and experts to gain a deeper understanding of the local culture and seafood industry. What became clear from the outset was the unwavering commitment to sustainability, which is part of Alaska's DNA. The ongoing efforts to uphold it are inspiring and witnessing it first-hand was a compelling experience."

[Click for Full Results](#)



# Analysis

USSA-ASMI Trip to Alaska



Pieces of coverage

13

The total quantity of offline, online and social coverage



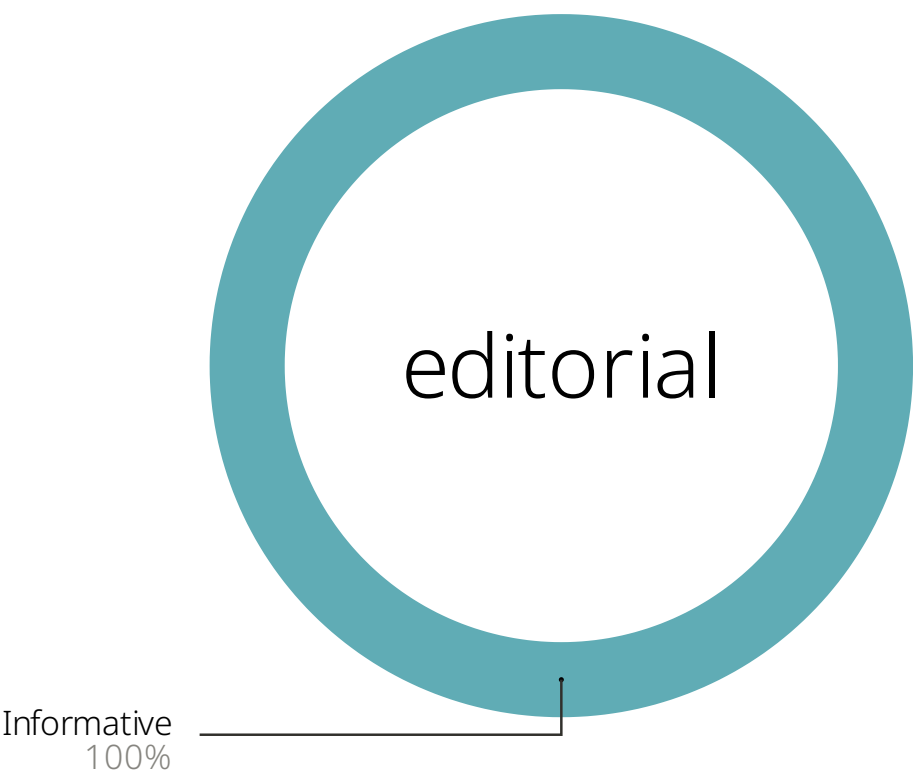
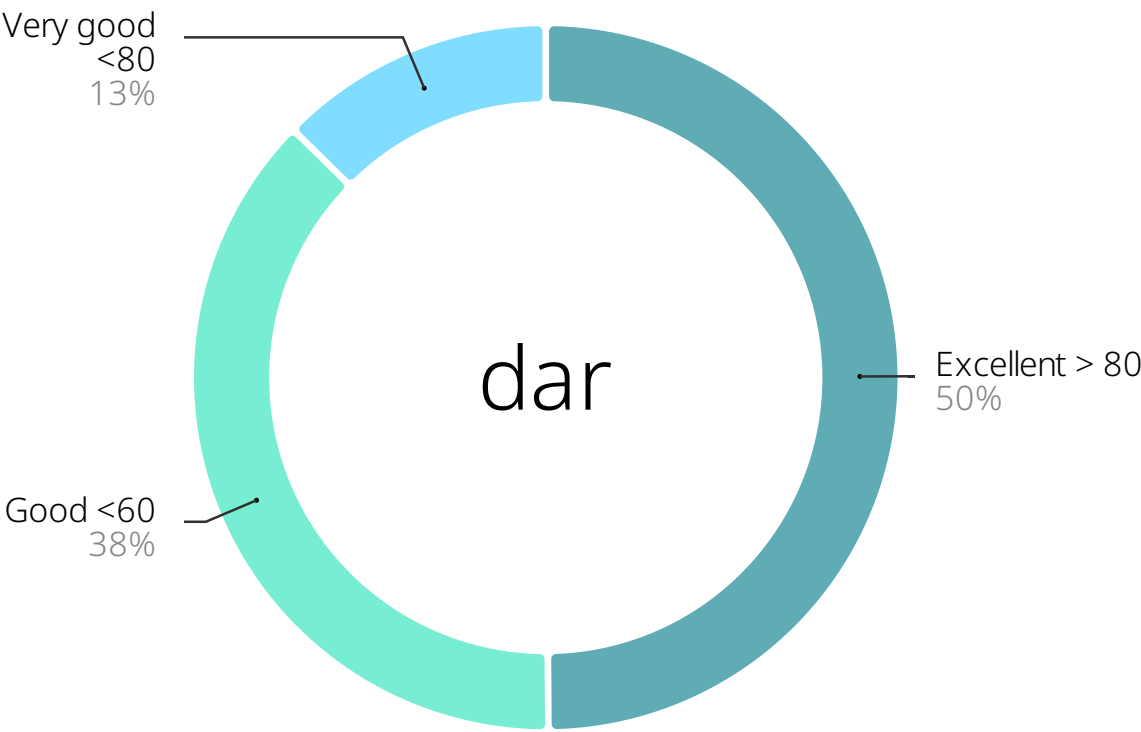
Audience

5.6m

The total number of people exposed to coverage

Insights

USSA-ASMI Trip to Alaska





## Offline coverage

Pieces of coverage

5

Audience

2.6m

		Audience
3	Newspaper	1.6m
2	Magazine	1m



## Online coverage

Pieces of coverage

8

Audience

3m

		Audience
8	News & media	3m

# Culinary Retreat Trip Report

<b>Activities</b>	International Culinary Retreat 2024
<b>Cooperator(s)</b>	Alaska Seafood Marketing Institute
<b>Dates</b>	June 10 <sup>th</sup> - June 15 <sup>th</sup> , 2024
<b>Location</b>	Tutka Bay Lodge, Homer, AK
<b>Accommodation</b>	Tutka Bay Lodge, Homer, AK Seattle Airport Marriott, Seattle ,AK
<b>Traveler(s)</b>	Megan Belair, ASMI HQ Hannah Schlosstein, ASMI HQ Nicole Alba, ASMI HQ Susana Osorio Cardona, ASMI HQ Yuka Inui, ASMI Japan Dang Thi Phuong Thao, ASMI Southeast Asia Wenyuan Zhu, Chef, China Miyuki Kwarada, Chef, Japan Koichi Nagase, Chef, Japan Nguyen Nhu Cuong, Chef, Vietnam Christian Sturm-Wilms, Chef, Germany Frédéric Coiffé, Chef, France David Clorio, Chef, Mexico Garardo Zabala, Chef, Colombia Aaron Middleton, Chef, UK Carlos Navarro, Chef, Spain

<b>Summary</b>	<p>To drive awareness around Alaska Seafood, the ASMI International team coordinated a culinary retreat at Tutka Bay Lodge, in Homer, AK, on June 10-15, 2024. 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 Tutka Bay Lodge just outside the fishing community of Homer provided the perfect Alaskan backdrop for this once-in-a-lifetime event.</p>
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## Itinerary Highlights

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### Tuesday, June 11, 2024

After flying from Seattle to Anchorage, the group took a scenic bus ride to the small fishing town of Homer, Alaska. In Homer, we visited the Salmon Sisters Fish Shop where locally caught Alaska seafood is sold. A water taxi was provided to Tutka Bay Lodge where the group was welcomed by lodge and ASMI staff. Before dinner, ASMI staff provided an overview of ASMI's five pillars of sustainability.



### Wednesday, June 12, 2024

The first full day at Tutka Bay Lodge started with a wild foraging expedition led by the lodge staff. The chefs were given baskets to collect local wild edible plants and flowers. The lodge chef explained which plants were edible and how they could be incorporated into their dishes. After foraging, the group gathered in the Widgeon, an old crabbing boat that has been transformed into a cooking school, for a salmon filleting demonstration. Ayja Narik, of Butt Whackers, a filleting outfit in Homer, demonstrated to the chefs how to properly fillet each species of Alaska salmon. Ayja gave tips and tricks on how to fillet quickly and efficiently. Once the five species of salmon were filleted, the chefs partnered up and cooked each type of salmon to sample. After the salmon was cooked, ASMI staff provided detailed species information on each type of salmon and the chef's taste tested.





Next up was an onigiri making demonstration from Miyuki Kawarada, CEO and owner of Taro Tokyo Onigiri and head chef Koichi Nagase. Koichi showed the group how to properly shape rice and create fillings for traditional Japanese onigiri. They made two styles of onigiri; one was a Japanese style onigiri that utilized ingredients from Japan, and the second was an Alaska style rice ball which incorporated seaweed foraged on their morning walk.



Following the onigiri demonstration the chefs enjoyed a presentation from Glenn Hollowell, LCI Area Finfish Management Biologist at the Alaska Department of Fish and Game about the management of Alaska state fisheries. His presentation reinforced the importance of responsibly managed fisheries to Alaskans. Glenn's presentation was followed by a dinner prepared by the lodge that featured local ingredients and Alaska seafood.



**Thursday, June 13, 2024**

On Thursday morning the group headed out to enjoy a day of fishing for halibut and other whitefish including rockfish. The group split into two groups and were joined by captains and deckhands who introduced them to fishing in Alaska and the importance of following State of Alaska rules and regulations. Each chef had the opportunity to catch halibut and rockfish and kept their limits depending on the regulations determined by the Department of Fish & Game. The fishing trip took the chefs out on the water where they were able to observe commercial fishing boats and enjoy the beauty of Alaska.



After fishing, the group was given time to prepare for an Alaska seafood feast. The chefs had access to the lodge kitchen and lodge chefs to assist them. They were also able to choose from a variety of Alaska seafood species including all five species of salmon, sablefish, Pacific cod, halibut, rockfish, prawns, Dungeness crab, king crab, bairdi crab, and pollock. Each chef prepared a dish using Alaska seafood that represented their region and style of cooking. Dishes included Vietnamese pho and spring rolls, Baja style tacos, British fish and chips, onigiri and more. The group was joined by several prestigious guests including, Bill Sullivan of Kachemak Bay Seafoods and a member of the ASMI halibut committee, Claire and Emma, The Salmon Sisters, and Alaska State representative, Sarah Vance.





## Conclusion

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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 head-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 quality conversation, knowledge sharing and plenty of opportunities for chefs to ask questions and learn 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. We look forward to continuing working with them in the future.

## Feedback

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"It was an absolutely amazing experience and one that I will remember forever. Seamlessly put together it gave me a real insight into the landscape and culture from where these fish are sourced. An amazing opportunity and one that I'll be forever grateful for." -Chef Aaron Middleton, UK

"I was particularly impressed by the quality of the Alaska seafood dishes at the lodge, every dish during the trip was exceptional and set this culinary retreat apart from others I attended abroad. My knowledge of Alaska seafood, especially salmon, halibut, and other species discussed during the retreat, has deepened significantly. I specifically was intrigued by the texture and flavor of Alaska salmon, I learned of its superior quality and the distinctiveness of wild-caught Alaska salmon compared to farmed varieties from other origins." – Chef Mandela, China

"I want to extend my sincere thanks for the incredible opportunity to admire the beautiful nature in Alaska. Experiencing firsthand how you cherish and conserve nature while developing sustainably was truly inspiring. I returned home safely, but a part of my heart remains in Alaska."- Chef Cuong, Vietnam

## Full Itinerary

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Monday, June 10:

Arrive in Seattle

Stay at Seattle Airport Marriott

Tuesday June 11:

5:30am: Meet in lobby for airport shuttle

8:00am: Alaska Air flight Seattle-Anchorage

11:30am: Drive from Anchorage to Homer (4.5 hours)

5:00 pm: Water taxi to lodge

5:30 pm: Lodge welcome and settle in

6:30 pm: Appetizers with introduction to ASMI and Sustainability

7:00 pm: Dinner provided by lodge

Wednesday June 12:

Full-day photographer: Sergius Hannan

8:30 am: Breakfast

9:30 am: Wild foraging at Tutka Bay Lodge

11:00 am: Salmon species presentation by ASMI

11:30 am: Salmon Fillet Demo and 5-Species taste

1:00 pm: Lunch

2:00-5:00 pm: Onirigi Demonstration

6:00 pm: Presentation from Alaska Department of Fish and Game

7:00 pm: Dinner

Thursday June 13:

7:00am: Fishing (Halibut and other whitefish)

4:00pm: Presentation on whitefish and shellfish by ASMI

4:30pm: Chef's free time to cook dinner

7:00pm: Dinner prepared by chef's

Dinner Guests:

- Bill Sullivan, Kachemak Bay Seafoods. Halibut/sablefish committee member
- Emma Laukitis and Claire Neaton, The Salmon Sisters
- Representative Sarah Vance

Friday June 14:

8:00 am: Breakfast

9:30 am: Check out of lodge

10:00 am: Float plane pick up from lodge

11:00 am:     Arrival to Lake Hood float plane airport  
1:30 pm:     Alaska Airlines flight Anchorage to Seattle  
              Hotel: Seattle Airport Marriott

Saturday, June 15:  
Depart from Seattle

## Culinary Retreat 2024 Results

### CEU-Christian Sturm-Willms

- Test running Coho on menu and plans to showcase premium quality, wild fine-dining with Alaska for four weeks at Yunico. Serving approx. **1,200 plates**.
- Developing **3** recipes featuring salmon roe, sockeye, and sablefish in 2025.
- *Future Activities*: Host press dinner at Yunico with dedicated AK seafood menu for consumer press & influencers. Behind the scenes video “Glimpse into a Michelin kitchen. How to Cook Alaska Seafood”, work as Alaska Seafood Ambassador at: Koch des Jahres, Otto Gourmet and Rolling Pin.

### WEU- Frédéric Coiffé

- Alaska Seafood ambassador and speaker at MCF Congress 25. Spoke with chefs to enthuse them on Alaska products.
- Developing **3** recipes featuring halibut, pollock, and yellowfin sole.
- *Future Activities*: Restaurant promo featuring Alaska seafood. Produce video classes with chef tutorials. Act as Alaska Seafood Ambassador at Omnivore and SIRHA.

### China- Chef Mandela

- Chef’s video of culinary retreat highlights achieved **120,000** impressions on Douyin.
- Developed POP recipe and created video that achieved **30,000** impressions on Douyin.
- *Future Activities*: Alaska seafood buffet menu promotion at Waldorf Astoria Beijing planned in January 2025 to feature 2 species. 10 KOC+1 KOL tasting event with social media posts to be arranged.

### Japan- Miyuki Kwarada

- Offered TARO TOKYO ONIGIRI’s lunch box starring Alaska origin sockeye salmon rice ball to over 45 recreational runners who participated in the event. Earned 25+ posts with **180K+ impressions** from the event participants.
- TARO TOKYO ONIGIRI developed a recipe “seasoned rice ball with Alaska origin sockeye salmon and sujiko”. The recipe card has been distributed to general consumers at 380 AEON supermarket stores nationwide from Sep to Nov. With the POS materials featuring TARO TOKYO ONIGIRI, AEON. Retail will sell **120t of sockeye with JPY 264M and 10.5t of sockeye sujiko roe with JPY 62.8M for the 3 months**.
- With the start of the AEON Retail’s sockeye salmon promotion, Miyuki Kwarada attended a press interview session for industry media and talked about great attributes of Alaska sockeye salmon and her experience in Alaska. Gained **45 media coverage with \$28K AVE through this event**.
- *Future Activities*: Alaska seafood onigiri fair through 2 outlets of TARO TOKYO ONIGIRI. Shibuya-Omotesando Women’s Run event 2025 collaborating with TARO TOKYO ONIGIRI or Miyuki’s new onigiri brand, their Alaska origin sockeye rice ball will be awarded to about 800 runners at the booth. Miyuki Kwarada is going to participate in the 10km race as an ASMI PR runner



#### **SE Asia-** Chef Coung

- *Future Activities:* Month-long menu promotion at Madame Lam in November 2024 feature **5** dishes using Alaska seafood. Support includes POS materials, influencer and media engagement, as well as a launch event involving FAS, restaurateurs, key clients of Madame Lam, and ASMI's trade contacts.

#### **NEU-** Aaron Middleton

- Developed recipes and created videos for the Fish in Schools Hero Programme using canned salmon. Two recipes and videos created to be used by the **250** schools involved in the programme during their food technology lessons.
- #31daysofBBQ social media campaign featured an Alaska Seafood recipe Beetroot Cured Wild Alaska Salmon with Radish & Dill recipe. The video was shared on both Aaron's TikTok and YouTube shorts accounts, where he has a total of **338K** followers. The video received **10K** views on TikTok.
- *Future Activities:* A consumer pop-up would promote Alaska Seafood in a unique venue, reaching new consumers with Alaska messaging and serving innovative twists on classic ASMI recipes, promoting a variety of species and product forms. For the pop-up we will work with Aaron who will lead a live cook-along element during the event to engage with foodie-creators and consumers who visit. We expect to have 55,000 consumers visit the pop-up.

#### **LATAM-** David Clorio

- *Future Activities:* Developing 10 new recipes for Christmas with Alaska pollock and salmon. Costco chef activities.

#### **SEU-** Carlos Navarro

- 'A Chef's Diary in Alaska: An Unforgettable Adventure' by chef Carlos Navarro was published in the July-Dec issue of *Saber y Sabor* HRI trade journal in Spain. **Circulation 7,000.**
- Developed several dishes using wild Alaska salmon that were available throughout the summer at his new restaurant '1970 Yacht Club' in Puerto Banus, near Marbella, a renowned beach destination on the Spanish Golden Coast.
- 'Discovering Alaska's Wild and Sustainable Essence: A Trip with Chef Carlos Navarro' published in the May issue of *Cuina* culinary magazine for the Catalan-speaking areas of Spain. **Circulation 20,000.**

## Vietfish 2023 Activity Report



<b>Activity</b>	Vietfish 2023
<b>Cooperator</b>	Alaska Seafood Marketing Institute
<b>Dates</b>	August 22 – 25, 2023
<b>Location</b>	HCMC, Vietnam
<b>Accommodation</b>	Sheraton Saigon Hotel & Towers
<b>Traveler(s)</b>	Dang Phuong Thao, AgriSource, Southeast Asia Representative Sarina Welsh, AgriSource, Southeast Asia Representative Sasha Welsh, AgriSource, Southeast Asia Representative
<b>Purpose</b>	To exhibit at the Vietfish 2023 trade show.
<b>Summary</b>	Sarina Welsh and Sasha Welsh of AgriSource Co.Ltd traveled to Ho Chi Minh City to exhibit at the Vietfish 2023 show on behalf of ASMI. We were joined at the show by Dang Phuong Thao, AgriSource contractor in Vietnam. The show was a good opportunity to promote Alaska seafood, meet with current and interested importers, processors, manufacturers, users, and buyers of Alaska seafood.

## Schedule

Date	Activities
August 22, 2023	Booth set up day
August 23-25, 2023	Supermarket visit to Annam Gourmet
August 25, 2023	Vietfish 2023 show opens to trade visitors
	Meeting with FAS HCMC at 9.00 am

## Travel Itinerary

### Sarina Welsh and Sasha Welsh

22 August 2023: FD656, DMK to SGN, 07.30 - 09.15 am

25 August 2023: FD659, SGN to DMK, 21.35 – 23.05 pm

## Vietfish 2023 Trade Show Summary



Vietfish, the Vietnam Fisheries International Exhibition, took place from August 23rd to 25th, 2023, at the Saigon Exhibition and Convention Center (SECC) in Ho Chi Minh City, Vietnam. As the largest specialized seafood exhibition in Vietnam, Vietfish is organized by the Vietnam Association of Seafood Exporters and Producers (VASEP).

Each year, it draws over 30,000 attendees, hailing from various corners of the country, region, and the world. Spanning an expansive 8,000 sqm space, Vietfish 2023 featured 420 booths showcasing the products and expertise of 220 exhibiting companies from 14 participating countries across continents.

Beyond its exhibition aspect, Vietfish 2023 served as a dynamic platform for networking, knowledge sharing, and the exploration of new business opportunities. It was an invaluable opportunity for engaging in meaningful discussions with seafood industry leaders, potential customers, business partners, seafood processors, manufacturers, suppliers, and buyers. These interactions fostered valuable connections that have the potential to drive growth and enhance ASMI's presence in Southeast Asia. Vietfish was also a unique setting to meet and establish partnerships with the largest seafood processing and exporting enterprises in Vietnam.



Throughout each day of the show, samples from 6 different Alaska seafood dishes prepared by Chef Norbert Ehrbar of Nhat Nam Fine Foods were distributed to visitors. Recipes sampled included Alaska Mentaiko Dip, Alaska Mentaiko Cream Cheese Wontons, Alaska Pollock Chả Cá, Com Tam with Grilled Alaska Sockeye Salmon, Asian Wedding Dish with Alaska Pollock, and Air Fried Garlic-Pepper Crumbed Alaska Pollock. Posters of these recipes were displayed, and for informational materials, we distributed Alaska Seafood A-Z brochures in English and Vietnamese language, as well as the Salmon, Whitefish, and Shellfish Buyer's Guide.





Some familiar faces who visited our booth included Mr. Jaime Ruz of Hai Sam Vietnam, Ms. Xuan and Ms. Trang of Incomfish, Ms. Nhi of Tin Thinh, and Mr. Nam from VASEP. All are contacts we met during the Trade Mission to Vietnam in early March 2023.



Vietnam remains a relatively small market for locally consumed Alaska seafood. However, there is unquestionably significant growth potential for local demand, particularly considering the substantial importation of Alaska seafood into Vietnam for processing. While a considerable portion of this processed seafood is subsequently re-exported to other markets, focusing on stimulating local demand within Vietnam could incentivize local companies, traditionally oriented towards processing and exports, to divert their imports toward servicing the growing local market.

Additionally, ASMI should continue to support the processing and re-export of Alaska seafood in Vietnam. Vietnam is already a global hub for various seafood products, making it a prime market and location that attracts potential customers worldwide, eager to import processed Alaska seafood from Vietnam. Their familiarity with conducting business and importing various seafood items from Vietnam is evident, especially following the Vietfish trade show. This event surprisingly drew the attention of numerous individuals and companies from across the globe who expressed a keen interest in importing Alaska seafood, particularly after discovering the substantial presence of Alaska seafood processing within Vietnam.



The show yielded several promising trade leads, with ASMI successfully gathering 63 trade leads and 17 contacts, which are shared in a separate Excel file. Among the contacts gathered, there was a diverse range of industry players, including importers/distributors, retail purchasing departments, and processors. While the majority of these contacts are based in Vietnam, a significant number also came from diverse international locations, including Singapore, Thailand, Malaysia, the UAE, Qatar, Saudi Arabia, Korea, Japan, China, Hong Kong, the Philippines, India, Bangladesh, Portugal, and the United Kingdom. This diverse network underscores the global reach and potential of these emerging trade opportunities from Vietfish 2023, further highlighting Vietnam as a center for seafood processing and buying where ASMI has the potential to grow significantly.



## Supermarket Visit at An Nam Gourmet



On August 22<sup>nd</sup> after the booth set up, we visited Annam Gourmet (<https://shop.annam-gourmet.com/>) nearby the exhibition center. They had many frozen imported seafood items, including the Alaska Prime's products. Their products include Halibut, Alaska Pollock, Sockeye Salmon, Pacific, and Black Cod.

## **Visit to USDA Foreign Agriculture Service Office in HCMC, Vietnam**

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During the morning of August 25th, we paid a visit to the USDA Foreign Agriculture Service office in Ho Chi Minh City, Vietnam, for a meeting with Mr. Kiet Vo, Agricultural Specialist, and Mr. Andrew Anderson-Sprecher, the Senior Agricultural Attaché who recently transferred to HCMC. During our discussion, we delved into several key topics, including ASMI's presence, activities, and relationships within Vietnam, and the potential for ASMI's expansion in the Vietnamese market. Mr. Anderson-Sprecher and Mr. Kiet emphasized the growing importance of the Vietnamese market for premium American products. Additionally, they encouraged ASMI to exhibit at the upcoming Food & Hotel Vietnam show in HCMC in March 2024.





# Post Event Report: Trade Servicing

MAZATLÁN AND MEXICO CITY



## Summary

River Global, ASMI OMR, organized trade servicing activities during the Abastur 2024 foodservice show, which is one of the most important foodservice events in Mexico. The trade show took place from August 28 - 30 at Hipódromo de las Américas, Mexico City, Mexico.

Mexico's close geographic proximity to United States allows efficient logistics and trade routes, making it easier to export seafood products. The strong trade agreements between the U.S. and Mexico, like USMCA (United States-Mexico-Canada Agreement), facilitate smoother market access.

Mexico has a growing demand for high-quality seafood, driven by an expanding middle class and increasing interest in healthy and diverse diets. This makes Alaska seafood, known for its sustainability and premium quality, an attractive option for Mexican consumers.

Also, Alaska seafood, such as salmon, pollock, and crab, fits well into Mexican cuisine, which is rich in seafood dishes, particularly in coastal regions. The versatility of Alaska seafood products enables chefs to incorporate them into both traditional and modern Mexican recipes.

The significant influx of U.S. tourists into Mexico also increases demand for familiar products, such as Alaska seafood, in high-end restaurants and hotels, boosting consumption in tourist-heavy regions.

Moreover, Mexico values sustainable sourcing, and Alaska's seafood is certified by international sustainability standards, enhancing its appeal to environmentally conscious consumers and businesses in Mexico. This combination of market opportunity, cultural fit, and demand for sustainable products positions Mexico as a key market for Alaska's seafood industry.



## Mexico City Trade Servicing

Dates: from August 26 to August 30

ASMI OMR, Claudia Lecarnaque, and team member Lucero Flores traveled to Mazatlan and Mexico City to learn more about the Mexican market. OMR conducted seven one-on-one meetings with seafood players in Mexico (processors and importers/distributors/HRI), two processing plant visits, and retail tours to supermarkets and wet markets to continue developing more opportunities for the Alaska seafood industry. These visits allowed us to get updated information from the market and follow up on some leads we have been in contact with lately. As a result of this visit, OMR South America plans to start food service activities in partnership with Mexican chefs to continue spreading the Alaska Seafood word into the Mexican market.



OMR Claudia Lecarnaque and team member Lucero Flores with Wild Forks, and Chef David Clorio from Taller de Cocina



OMR Claudia Lecarnaque and team member Lucero Flores with Chef Andrea Lizárraga from Nao Kitchen Bar restaurant, and Chef Garo Castro from Wildfork in a culinary experience showcasing Alaska Seafood pink salmon at Abastur foodservice show

Trade Servicing to Mexico meetings	
Marativa – Juan Pablo Castro	Taller de Cocina – Chef David Clorio
Pinsa Comercial - Alfonso Alvarez	Wild Forks – Mayra Vazquez
Piscimex – Gerardo Rojas	Costco - Jose Mancilla
Wild Forks – Chef Garo Castro	Sean Cox – USDA ATO Director Mexico
Luis Chávez - FAS Mexico Monterrey	Denisse Sorio – FAS Mexico City

## ABASTUR Trade Show

Dates: from August 28 to August 30

From August 28 - 30, ASMI OMR visited ABASTUR foodservice show in Mexico City, the leading foodservice event. ABASTUR provides an excellent platform to learn about the latest market trends and gather new food service leads. It represented a great opportunity to showcase Alaska's products to the Mexican consumers, to strengthen the Alaska Seafood word in the Mexican market, boost sales, and support Alaska Seafood distributors while creating new connections in the market.



Culinary experience at Abastur trade show and Abastur foodservice show

## Marativa & Alaska Seafood trade & foodservice dinner

Date: Wednesday. August 28th

Marativa, a Mexican importer in partnership with ASMI OMR hosted and organized a special dinner with key customers in Mexico City. The event provided an excellent opportunity to network and showcase the wide variety of Alaska seafood species and dishes, allowing attendees to experience the diverse offerings firsthand.

The dinner was a success for both the Marativa and ASMI teams, as well as for all the 30 attendees! The menu showcasing Alaska pink and sockeye salmon, Alaska salmon roe, Alaska Pacific cod, and wild Alaska pollock gave us the perfect opportunity to connect with our partners and create a warm and fun atmosphere of companionship and enjoyment.



Benjamin Rojas from Marativa and OMR Claudia Lecarnaque explaining to key customers about the benefits of having Alaska Seafood products in trending Mexican portfolios.

**Marativa dinner official attendees list:**

	NAME	LAST NAME	COMPANY
1	Takeya	Matsumoto	Izakaya Akura
2	Junior	Cantu	Koku
3	Adrian	Rios	Bello Puerto
4	Emiliano	Vasquez	Bello Puerto
5	Bensi	Levi	The green corner
6	Devora	Levi	The green corner
7	Julian	Martinez	Sepia cocina italiana
8	Erik	Mora	Colmillo
9	Manuel	Flores	Colmillo
10	Antonio	Piñera	Colmillo
11	Edgar	Castro	Wild Fork
12	Mayra	Vazquez	Wild Fork
13	Erika	García	Zoco Fresh
14	Anahí	Gonzalez	Zoco Fresh
15	Nayeli	Espinoza	Zoco Fresh
16	Felipe	Tame	AAA Seafoods
17	Javier	Van Caulawer	Smartfoods
18	Juan Carlos	Corona	St Jaques
19	David	Clorio	Taller de Cocina
20	Denisse	Soria	FAS Mexico
21	Luis	Chavez	FAS Monterrey
22	Xóchitl	Gómez	FAS Monterrey



23	Sean		FAS Mexico
24	Benjamín	Castro	Marativa
25	Claudia	Lecarnaque	ASMI Latam
26	Lucero	Flores	ASMI Latam
27	Israel	Ortiz	Skites Rous
28	Tania	Medina	Barron
29	Miguel	Rodriguez	Barron
30	Karina	Rodriguez	Marativa

## Final Itinerary

### ▪ Sunday, August 25<sup>th</sup>

Afternoon/night Claudia Lecarnaque and Lucero Flores arrives at Mazatlan

### ▪ Monday, August 26<sup>th</sup>

10:00 a.m. Visit Marativa office  
Contact: Mr. Juan Pablo Castro

12:00 p.m. Visit Marativa processing plant

### ▪ Tuesday, August 27<sup>th</sup>

10:00 a.m. Visit to PINSA processing plant facility  
Contact: Mrs. Sandra Corrales

Flights from Mazatlan to CDMX

### ▪ Wednesday, August 28<sup>th</sup>

ABASTUR TRADE SHOW (10:00 a.m. - 7:00 p.m.)

8:30 a.m. Breakfast with Piscimex  
Contact: Mr. Gerardo Rojas

9:30 a.m. Meeting with PINSA COMERCIAL  
Contacto: Mr. Alfonso Alvirez

1:00 p.m. Lunch with Chef David Clorio

3:00 p.m. Visit to Taller de Cocina  
Website: [www.tallerdecocina.com.mx](http://www.tallerdecocina.com.mx)  
Address: Marino Azuela 106. Cd. Satélite. Naucalpan. Estado de México.

8:00 p.m. Special dinner with Marativa clients and potential clients

▪ **Thursday, August 29<sup>th</sup>:**

ABASTUR TRADE SHOW (10:00 a.m. - 7:00 p.m.)

10:00 am                      Wet market visit/tour - La Viga  
Address: Avenida Balderas 58. Colonia Centro, Alcaldía Cuauhtémoc

12:00am                      Visit to Wild Forks Tecamachalco

2:00 pm                      Visit ABASTUR Trade Show

▪ **Friday, August 30<sup>th</sup>:**

ABASTUR TRADE SHOW (10:00 a.m. - 7:00 p.m.)

Retail Tour

## TRIP REPORT

**Client:** Alaska Seafood Marketing Institute

**Travelers:** Ksenia Gorovaia, Ksenia Vasyliukova, Overseas Marketing Representatives

**Trip Name:** Latvia Market visit, RigaFood

**Dates:** September 2024

### Introduction

This report offers an overview of the seafood market in Latvia. The report highlights key business meetings with local partners during the market visit, including interactions with distributors, retailers, and processing companies. Store checks conducted during the trip also helped in understanding product offerings, consumer preferences, and import trends. Together, these insights give a general understanding of market dynamics. The findings reveal potential growth opportunities for Alaska seafood in the region and clarify the current demands within the Latvian market.



### Market Overview

Latvia, like many other Baltic states, has a long-standing tradition of seafood consumption, with a growing interest in high-quality products. However, price sensitivity and declining population remain significant factors. The seafood market in Latvia is a mix of local fish varieties and imported products from Sweden, Iceland, and Norway. Latvian consumers are accustomed to both smoked fish, fresh or frozen products.

#### Latvian market trends:

- **Price Sensitivity and Quality Consciousness:** Most consumers in Latvia are price-sensitive, but a segment of the market is willing to pay more for premium products. Premium retailers such as Reaton, Stockmann, and Sky serve this segment of consumers.
- **Advanced Marine Logistics:** Latvia benefits from developed marine and port logistics, alongside advanced fish processing capabilities, including canning, smoking, and salting.
- **EU Membership and Economic Advantages:** As an EU member since 2004, Latvia maintains strong business connections within the EU. Low labor costs drive food processing and re-export activities to Central Europe. For example, Sudrabliņis exports Alaska sockeye salmon to Southern Europe, Karavela distributes canned pink salmon to Central Europe.



- **Interest in Wild Seafood:** While farmed fish dominates, there is a growing interest in wild-caught seafood. Companies like Reaton, which operates in the HRI sector, and Saniteks, a logistics company, have requested samples of Alaskan wild fish to test in their assortment.
- **Private Label Growth:** Many Latvian retailers and distributors are developing their own private labels, creating competition for established brands. A key factor for retailers is the transparency of documentation regarding the origin and safety of products. This presents a significant opportunity for Alaskan seafood against competition, as comprehensive traceability and safety documentation can meet these demands and enhance market entry.
- **Cultural and Culinary Diversity:** Latvia's culinary scene blends European and former USSR traditions, influenced by its close ties with Estonia and Lithuania.

## Key Meetings and Insights

1. **Sanitex.** <https://sanitex.lv/> **Arsenijs Haitins, product group manager, +371 23 305 457.** Sanitex is one of the largest logistics and distribution companies operating in the Baltic region, with a strong presence in Latvia. The company operates a chain of stores under the "Promo Cash&Carry". They distribute a wide range of seafood brands, including private labels like *Fjord* (mid-range), *Best Catch* (budget), and *Fish Dining* (premium). Their operations focus on importing rather than processing, relying on outsourced packaging and logistics.

The company primarily sources pollock and hake from China and Argentina but has previously experimented with small quantities of wild salmon from Alaska, indicating potential for expanding their offerings in the premium wild fish segment.



2. **Sudrablinis.** <https://sudrablinis.lv/en/> **Dina Mote, head of sales, +371 25 134 144** SIA Sudrablinis is a Latvian company specializing in high-quality fish products. They are known for their rigorous quality control and were among the first in Latvia to receive EU food processing certification.



## **TRIP REPORT**

### **ASMI Representatives:**

Alicia Parker  
Alexa Tonkovich

**Trip Name:** Grimsby Trade Servicing

**Date and duration:** September 2-4, 2024

**Destinations travelled to:** Grimsby, England

**Purpose of meeting:** To visit both current, former, and potential trade partners as well as to tour facilities in England's seafood processing capital.

A third of UK seafood originates in Grimsby, supplying all UK retailers and supporting 5,500 jobs in Grimsby processing and 10,000 jobs within the supply chain. Grimsby seafood processors import over 30 species from across the globe and export processed seafood to the UK, Europe, the U.S., Canada, and Asia.

### **Schedule & People Met:**

*September 3, 2024*

#### **Meeting & Plant Tour with New England Seafoods**

Max Ropner – Head of Procurement  
Jaquie Berridge – Operations

ASMI visited New England Seafoods, one of the largest customers of Alaska seafood in the UK, primarily buyers of Alaska salmon (sockeye and keta), refreshed and smoked. New England Seafood is a long-time partner of ASMI and is now owned by Sealaska Corporation.

Travellers toured both primary processing and value-added facilities. NESi have greatly expanded the footprint of their processing facilities in Grimsby and have invested in new, state-of-the art equipment.

Following the tour ASMI and NESi discussed new Alaska product procurement, diversification of species, and opportunities in foodservice.

#### **Meeting with Julie Waites, Made Great in Grimsby**

Made Great in Grimsby tells the story of one of the world's largest seafood processing and trading cluster producing thousands of fish and seafood products processed (made) in Grimsby (**which includes imported seafood too!**)

Made in Great Grimsby Project Delivery Manager, Julie Waites, who represents the seafood cluster across Grimsby and the Humber with over 70 processing businesses serving all the major UK retailers and majority of food service outlets in the UK with fresh and frozen seafood.

ASMI and Made Great in Grimsby discussed areas of synergy and opportunities to collaborate to promote development of the seafood industry as well as production of Alaska seafood (raw material) within the UK seafood processing infrastructure. Possible areas of cooperation include the Schools Ambassador program (educating teachers and students about seafood through more strategic integration into the curriculum), future conference programming for the cluster, and skills development through Grimsby's Future Seafood Leaders program (Alaska Seafood University tie in).



Julie will share our discussion with Simon Dwyer, the director of Made Great in Grimsby and we will continue discussions with an eye toward future collaboration.

*September 4, 2024*

#### **Meeting/Tour at Flatfish & Regal Fish**

Richard Stansfield, Director/Partner

Ellis Stansfield, Commercial Executive/Buyer

ASMI team was given an introduction to the rich family history behind Flatfish up until their partial acquisition by Nissui, and more recently their acquisition of Regal Fish, an e-commerce and home delivery company with online turnover of £50m & serving 80,000 home customers across the UK.

Ellis provided a tour of the main Flatfish plant for both primary and value added processing and then drove us to the Grimsby docks to tour the company's smokehouse, which is over a hundred years old. Smoked Haddock is a PDO (Protected Designation of Origin) and Flatfish still use traditional smoking techniques.

Lastly, we visited the newest member of the Flatfish family, Regal Fish, an ecommerce and home delivery company which provides fresh and frozen seafood as well as ready meals across the UK.

ASMI has collaborated with Flatfish to support the reintroduction of Wild Alaska Pollock fillets to Waitrose, and we are in discussions to promote a launch of pink salmon products. We discussed opportunities to introduce Alaska Seafood into the Regal Fish catalogue which ASMI would support through consumer education and promotion.

#### **Meeting at Young's Seafood (Sofina)**

Matt Wade, Purchasing Director, Seafood

Lily Wu, Procurement Manager

Young's is a longtime partner of ASMI in the UK but has not been an active collaborator in several years. We were very excited to reconnect and learn more about the integration of Young's with Sofina.

Young's is using U.S. Alaska pollock for a couple of items for retailers Tesco and M&S and Matt believes there are opportunities to collaborate again. Matt will connect us with his buyer from Tesco and there may be opportunity for joint collaboration between ASMI and GAPP and possible use of the RFM logo. We also discussed connecting with Young's marketing agency to better tell the Alaska story on their products. Young's is also using Yellowfin Sole from Alaska and while wild salmon has been a difficult product for them, they are in ongoing discussions about it.

#### **Meeting with Hilton Foods Seafood**

Nicola Hunter, Head of Seafood Purchasing

Mike Steer, Senior Procurement Manager

ASMI NEU has not, to our knowledge, collaborated with Hilton Seafoods in the past and we are unsure if there's been much contact over the years. We connected with their Strategic Business Development Director at a Seafish meeting and through him made contact with the seafood purchasing team. Hilton is 90% retail focused and their highest volume items match top UK consumption – Atlantic salmon, cod, and prawns.

We took a chance as we were unsure if they were currently sourcing Alaska seafood.

It turned out to be a great discussion with their Senior Procurement Manager who has been encouraging his retail customers to look toward items like Wild Alaska Pollock now that Atlantic whitefish species like cod and haddock are so diminished. We also discussed flatfish and again, Hilton has been urging their customers to look toward species like Yellowfin sole to substitute for plaice and lemon sole.

Hilton would be keen to continue discussions with ASMI and is open to working with us.



#### Outcomes:

- Continued collaboration with New England Seafoods with opportunity to diversify species range & potential new foodservice route.
- Learned more about Made Great in Grimsby initiatives and identified areas of cooperation.
- Strengthened existing relationships with Flatfish and discussed new product launches.
- Identified opportunities to introduce Alaska Seafood products to Regal Fish.
- Restarted discussions with Young's Seafood and identified openings to work together to promote Wild Alaska Pollock, as well as potentially pink salmon and YFS.
- Forged a new connection with Hilton Seafoods with an agreement to continue discussions.



**Prepared By:** Alexa Tonkovich

**Date:** 12 September 2024



# Seafood Expo Asia 2024 Activity Report



ASMI team, American Seafoods, The Fish Farmer, Chef Elvin, and Chef Edward

<b>Activities</b>	FY24/25 - SEAT6 International Missions and Shows (JJ05 Seafood Expo Asia)
<b>Cooperator(s)</b>	Alaska Seafood Marketing Institute
<b>Dates</b>	September 3 - 7, 2024
<b>Location</b>	Singapore
<b>Accommodation</b>	Marriott Tang Plaza Hotel
<b>Traveler(s)</b>	Hannah Schlosstein, ASMI International Marketing Coordinator - Asia Tim Welsh, ASMI Southeast Asia Representative Sarina Welsh, ASMI Southeast Asia Representative Hataithip Veeraprechanon, ASMI Southeast Asia Representative Surisa Techawiratchon, ASMI Southeast Asia Representative
<b>Summary</b>	ASMI staff traveled to Singapore to exhibit at the Seafood Expo Asia 2024. The show was joined by Alaska seafood exporters and

local importers. The show was a good opportunity to promote Alaska seafood, meet with current and interested importers, processors, manufacturers, users, and buyers of Alaska seafood.

## Travel Itinerary

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### **Hannah Schlosstein**

August 31, 2024: JL6317, JNU – SEA, 08.00 – 11.24

August 31, 2024: JL0067, SEA – NRT, 13.30 – 15.40

September 1, 2024: JL0711, NRT – SIN, 17.55 – 00.20

September 7, 2024: JL0712, SIN – NRT, 08.05 – 16.10

September 7, 2024: JL0068, NRT – SEA, 17.40 – 10.25

September 7, 2024: JL6316, SEA – JNU, 19.02 – 20.30

### **Tim Welsh, Sarina Welsh, Hataithip Veeraprechanon, Surisa Techawiratchon**

September 3, 2024: FD359, DMK – SIN, 06.10 – 09.35

September 7, 2024: FD356, SIN – DMK, 14.40 – 16.20

## Schedule

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<b>Date</b>	<b>Time</b>	<b>Activities</b>
Aug 31, 2024	08.00	Hannah departed Juneau for Singapore
Sep 2, 2024	00.20	Hannah arrived at Singapore Changi Airport
	01.30	Hannah checked in to Marriott Tang Plaza Hotel
Sep 3, 2024	06.10	Tim, Sarina, Hataithip, and Surisa departed Bangkok for Singapore
	09.35	Tim, Sarina, Hataithip, and Surisa arrived at Singapore Changi Airport
	10.30	Tim, Sarina, Hataithip, and Surisa checked in to Marriott Tang Plaza Hotel
	13.00	Group travels to Seafood Expo Asia for booth set up
	18.00	Group returns to Marriott Tang Plaza Hotel from booth set up
Sep 4, 2024	08.00	Group travels to Seafood Expo Asia for first day of trade show
	09.00	Meeting with local importers of future ASMI activities
	10.00	Show opens to visitors
	16.00	Group attends Seafood Party organized by Diversified
	17.30	Show closes to visitors
Sep 5, 2024	18.00	Group returns to Marriott Tang Plaza Hotel
	09.00	Group travels to Seafood Expo Asia for second day of trade show



	10.00	Show opens to visitors
	17.30	Show closes to visitors
	18.00	Group returns to Marriott Tang Plaza Hotel
Sep 6, 2024	09.00	Group travels to Seafood Expo Asia for third day of trade show
	10.00	Show opens to visitors
	15.30	Show closes to visitors
	16.00	Group returns to Marriott Tang Plaza Hotel
	17.45	Group travels to Man Fu Yuan restaurant for ASMI Industry Dinner
	20.30	Group returns to Marriott Tang Plaza Hotel
Sep 7, 2024	08.05	Hannah departed Singapore for Juneau
	14.40	Tim, Sarina, Hataithip, and Surisa departed Singapore for Bangkok
	16.20	Tim, Sarina, Hataithip, and Surisa arrived at Bangkok and returned home
	20.30	Hannah arrived at Juneau and returned home

## Summary

This year's Seafood Expo Asia (SEA) was held in Singapore September 4-6. SEA is a prestigious trade show for professionals and industry leaders within the seafood sector in the Southeast Asia region, serving as a global nexus for buyers to facilitate trade. The ASMI Southeast Asia team hosted a booth with meeting space for Alaska seafood industry members from Trident Seafoods Japan, American Seafoods, and E&E Seafoods, as well as local importers and trade partners.



ASMI gathered a total of 42 trade leads and 10 contacts from the three-day show. Up to \$436,000 in sales were made at the show by the Alaska seafood suppliers and local importers, with 12-month projected sales at \$2,120,000. Alaska seafood industry members reported

making 58 meaningful contacts. In addition to the numbers above, the industry members also provided the following feedback on the show:

*"We really appreciate the cooking demo and promotion of Alaska seafood in Southeast Asia. It really helps stimulate future demand and confidence in our current buyers."*

*"I appreciate the networking and market updates. However, many companies were already at THAIFEX-Anuga Asia and Vietfish, so not that many people turned up to this show as I had expected."*

*"We valued the exposure to the international market as both an importer as well as a producer and exporter."*

*"We highly valued learning about new industry trends and meeting meaningful business contacts. We were impressed by the advanced technological expertise of the chef teams ASMI SE Asia collaborates with in Thailand, Vietnam, and Singapore."*

The booth provided samples to attendees with the support of Chef Elvin and his team. Chef Elvin was a participant in ASMI International's culinary retreat in 2023 and has been a strong advocate, end-user, and champion of Alaska seafood in the Singaporean market ever since.



Below are the dishes prepared by Chef Elvin and his team.

1. Alaska Pollock En Papillote on Red Pepper Blinis Drizzled with Yuzu Kosho Butter Sauce
2. Alaska Sockeye Salmon Rillettes in Tomato Tartlet
3. Deep Fried Alaska Pollock Finger Served with Chilli Oil Dried Shrimp Mayo, Achar Mayo and Green Tartar
4. Hong Kong Style Steamed Alaska Pollock Surimi
5. Alaska Pollock Surimi Tempura
6. Pan Fried Alaska Halibut with Honey Mustard and Spring Onion Yoghurt Sauce
7. Pan Seared Alaska Black Cod with Miso Black Garlic Emulsion with Coriander Oil
8. Roasted Lemongrass Marinated Pacific Cod with Asian Corn Salsa





On the morning of September 4th, the first day of the show, ASMI Southeast Asia held a meeting at the booth with local importers to update them on upcoming activities for this fiscal year and requested their input on how ASMI SE Asia can support their business, particularly as ASMI was writing proposals for RAPP tranche 2.

The local importers noted that being able to join ASMI's trade shows, receptions, menu promotions, and other activities has been very helpful for their business. They would appreciate workshops or masterclasses to train their staff and HRI customers on why buyers should choose Alaska seafood, as well as key selling points and nutritional benefits of Alaska seafood. The local importers also inquired about a trade mission to Alaska.





During the show, the Southeast Asia team organized a month-long menu promotion with five Singapore restaurants to celebrate local flavors using Alaska pollock, sockeye salmon, sablefish, and Pacific cod. On the final day of the show, ASMI hosted an industry dinner at one of the restaurants participating in the menu promotion: Man Fu Yuan Restaurant at the InterContinental Hotel. The dinner was an opportunity to discuss promotions, activities, and opportunities in the Southeast Asia markets for Alaska seafood.

Chef Aaron Tan and his team at Man Fu Yuan prepared the following Alaska seafood dishes:

1. Pan-Seared Pacific Cod with Citrus Red Wine Sauce
2. Steamed Pacific Cod with Preserved Chopped Chili and Scallions
3. Baked Black Cod with Miso Glaze, Egg White, and Baby Broccolini
4. Deep-Fried Black Cod with Mango Salad and Homemade Sweet and Spicy Sauce



Below is the list of the participants at the Alaska Seafood Industry Dinner:

1. Han Sol Kim, Trident Seafoods Japan
2. Li-Ling Pan, Trident Seafoods Japan
3. Jostein Rortveit, American Seafoods Japan
4. Yatera Shusuke, American Seafoods Japan
5. Racheal Chew, Lam Kee Fisheries
6. Jansen Chew Soon Ping, Lam Kee Fisheries
7. Elvin Chew, KIAM.SNG.DI
8. Edward Siew, KIAM.SNG.DI
9. Eric Tan, E&E Foods
10. Andrew Jensen, Pacific Seafoods
11. Jose Lara, Pacific Seafoods
12. Malcolm Ong, The Fish Farmer
13. Kelly Jin, The Fish Farmer
14. Joie Lee, EB Frozen Food
15. Wong Chian Ching, EB Frozen Food
16. Hannah Schlosstein, ASMI International Marketing Coordinator – Asia
17. Tim Welsh, ASMI Southeast Asia OMR
18. Hataithip Veeraprechanon, ASMI Southeast Asia OMR
19. Sarina Welsh, ASMI Southeast Asia OMR
20. Surisa Techawiratchon, ASMI Southeast Asia OMR







## **TRIP REPORT**

**ASMI Representatives:** Alicia Parker

**Trip Name:** Alaska Seafood Celebration Lunch

**Date and duration:** 18-19 September 2024

**Destinations travelled to:** Amsterdam, The Netherlands

**Purpose of meeting:**

- To attend the Alaska Seafood Celebration lunch and represent ASMI
- Conduct Store Checks
- Meet with key partners in the Netherlands

**People met:** Bart Van Olphen (Fish Tales), Marleen Acket (Bagels & Beans), Laura Geller (Agricultural Attaché, US Embassy) Marcel Pinckaers (Agricultural Specialist, US Embassy), and Kate Nanavatty (Consul General, US Embassy)

**Schedule:**

**Wednesday 18<sup>th</sup> September**

**Midday:** Arrive in Amsterdam

**Afternoon:** Conduct store checks for Albert Heijn, Jumbo and Bagels & Beans

**Thursday 19<sup>th</sup> September**

**11-4pm:** Alaska Seafood Celebration Lunch

**Evening:** Travel Home

**Outcome:** On Thursday 19<sup>th</sup> September ASMI NEU hosted an Alaska Seafood Celebration lunch for 45 influential members of the press, TV personalities and content creators in the Netherlands in collaboration with Bart Van Olphen and Fish Tales. ASMI NEU were also joined at the event by Agricultural Attache Laura Geller, Agricultural Specialist Marcel Pinckaers, and Consul General Kate Nanavatty who welcomed guests with a short speech at the start of the event. During the meal, poet Joel Broekaert who visited Alaska with Bart 10 years ago gave a moving speech about his time there to connect with the guests on an emotional level and help tell the story of Alaska.

The lunch was hosted at the Michelin starred Restaurant Wils in Amsterdam and Chef Joris Bijdendijk created a sensational four-course menu featuring Alaska sockeye, coho and king salmon finishing the meal with a dessert made from salmon skin and caramel made from the salmon bones. When leaving the event, guests received goodie bags which included a can of AK salmon, Bart's latest book (which features Alaska seafood recipes and images from his trip last year), Fish Tales AK sockeye salmon and an informational brochure about ASMI.

The first pieces of coverage have been published following the event, with more coverage expected in the coming days.



**Prepared By:** Alicia Parker

**Date:** September 30<sup>th</sup>, 2024



Alaska Seafood Marketing Institute

**Alaska Seafood Marketing Institute**

**CONXEMAR Exhibition 2024**

**October 1-3, 2024**

**Vigo, Spain**

**Trip Report**

**ASMI Travelers:**

Susana Osorio Cardona, ASMI International Marketing Coordinator – Europe

David McClellan, Southern Europe (SEU) Overseas Marketing Representative (OMR)

**Activity Budget:**

EUST1 – Trade Shows

**Itinerary and Events:**

Friday-Sunday, September 27-29:

- Travel from United States and Southern Spain to Vigo, Spain

Monday, September 30:

- Seafood display and Pavilion set-up. Final adjustments to build and design elements, common spaces, meeting lounges and co-exhibitor booths and company tables

Tuesday, October 1:

- First day of show
- General exhibition and business meetings
- ASMI trade dinner with Alaska exporters and regional trade partners (importers, processors, wholesalers, retailers)

Wednesday, October 2:

- Second day of show
- General exhibition and business meetings

Thursday, October 3:

- Third and final day of show
- General exhibition and business meetings
- Surveys conducted by staff with 11 co-exhibiting companies

Friday-Saturday, October 4-5:

- Pavilion dismantling
- Travel from Vigo, Spain to United States and Southern Spain



### **Purpose of Travel:**

The primary purpose of the trip was to attend and exhibit at the 2024 Conxemar Exhibition in Vigo, Spain. CONXEMAR, the Spanish Association of Wholesalers, Importers, Manufacturers and Exporters of fish products and Aquaculture, is the second largest frozen food sector show in Europe. In 2023, Alaska exporters and regional partners sold an estimated \$3,000,000 of Alaska seafood onsite and an estimated \$37,100,000 of Alaska seafood in 12-month projected sales, which stemmed from more than 340 business meetings conducted during the 3-day event.

For the Alaska seafood industry, participating in this trade show presents opportunities to meet new trade members, potential customers and, especially, to cultivate business relationships with existing customers, contributing to maintaining and expanding the presence of Alaska seafood in the European market.



ASMI staff members were responsible for the organization and execution of the Alaska Seafood Pavilion, as well as for supporting the 11 companies co-exhibiting alongside ASMI. Staff assisted with coordinating pavilion planning, design and construction, display product and dry goods shipment, visitor outreach and information about Alaska seafood species and the companies selling them, and distribution of technical materials, trade lead recording, and facilitating Alaska seafood industry participation prior to and during the event. Staff also conducted surveys with all co-exhibiting companies on the last day of the trade show. The figures and the feedback compiled during these interviews help steer ASMI's efforts and activities to adapt to our industry's needs and strive to offer them the best service possible.

CONXEMAR is an excellent opportunity for staff to build and maintain solid relationships with ASMI's Overseas Marketing Representatives (OMRs), as well as Alaska seafood processors and exporters, members of ASMI's International Marketing Committee, members of the local trade and HRI sectors, potential and established regional seafood customers, NGOs, media, and high-level government officials. Therefore, it is essential that ASMI staff be present at key international outreach events, such as Conxemar, to continue supporting the Alaska seafood, engaging with current stakeholders, and gathering information about potential partners and customers to share it industry-wide as valuable trade leads.

## Alaska Seafood Pavilion, Hall 4 Booth D02 at Conxemar Exhibition 2024



### Event Summary:

On set-up day, ASMI staff joined OMR David McClellan and the team of stand builders and contractors at the venue to supervise the final adjustments required around the Pavilion. They also took on the task of unpacking and setting up promotional and technical materials, as well as unpacking, refreshing and setting up the frozen display product in two display cases located in the Pavilion's central foyer.







The display cases are key multipurpose educational elements. They attract passersby, serve as incentives for visitors to ask questions and engage with staff, help staff educate those interested in learning more about the plentiful seafood species harvested in Alaska and also allow companies to show their customers the raw materials offered by their companies which, in many cases, they have only seen in photos. The head-on fish featured included flatfish species (yellowfin sole, rocksole, arrowtooth flounder, Alaska plaice and rex sole), other groundfish species (Pacific cod, sablefish, Atka mackerel, Pacific Ocean perch, Alaska pollock), shellfish species (golden king

crab, bairdi snow crab), and all five species of Pacific salmon. Other products featured included keta salmon roe, Alaska pollock portions, and fillets of all five species of salmon.





The companies co-exhibiting in the Alaska Seafood Pavilion throughout the three-day show included eleven processors, exporters, traders, importers, wholesalers and regional distributors, with four companies occupying corner booths on the ground floor, joined by another four companies in smaller booths and three companies at dedicated meeting tables on the second floor. Also on the second floor, ASMI set up 3 meetings lounges and a conference room, open to all industry members attending the show. The companies were distributed around the Pavilion as follows:



To close the first day of the show, ASMI hosted an Alaska seafood trade dinner at *Restaurante Beira* in Vigo, a masterful way of integrating a partner establishment that actively cooperates with our Southern European program. Guests included USDA's Foreign Agricultural Service (FAS) Agricultural Attaché for Spain and Portugal, Karisha Kuypers, and USDA's Agricultural Assistant for Spain and Portugal, Arantxa Medina, Alaska Seafood industry members from co-exhibiting companies, regional trade partners among importers, processors, wholesalers and retailers, notably new partners in Spain Garcimar and Kaigo, and ASMI staff, OMR and contractors.



During the event, ASMI staffed the institutional booth at the heart of the Pavilion, offering support to co-exhibitors and connecting them to qualified contacts, as well as compiling trade leads. They also engaged with visitors, communicating the foundational sustainability practices around wild Alaska seafood and its nutritional and health benefits through conversations, videos, photos and other materials.





The Pavilion also offered staff, co-exhibitors and their contacts, as well as visitors from the regional and wider European seafood industry, the possibility to taste different preparations featuring key species of wild Alaska seafood, including sockeye salmon, keta salmon roe, yellowfin sole, Pacific cod, and Alaska pollock.



A dedicated team --returning for a third consecutive year-- comprised of a local chef and his kitchen and wait staff worked with ASMI to design and execute this array of Alaska seafood samples. They also provided lunch on all show days to staff and co-exhibiting companies. Both samples and lunches were prepared and served at the heart of the Pavilion, thanks to a kitchen and bar with adjacent meeting tables, where light snacks and refreshments were also served. These catering services in combination with an active cleaning and maintenance team,

contributed to a greater cohesion of the space and enabled co-exhibitors and their business contacts to focus on conducting meaningful meetings all around the Pavilion.

### **Conclusions and Recommendations:**

Through the surveys completed on the last day of the show, ASMI staff sought to determine how participating Alaska seafood companies felt about the services and support provided, and how they rated the overall success of the show for their businesses. The consensus from the industry was that Conxemar as a yearly event is an important venue for maintaining and strengthening relationships with current customers in the southern, central and northern regions of Europe, and for discussing sales for the upcoming year. Another key takeaway of the show, was the introduction of *wild keta salmon burgers* by Latvian company Kaigo, selling directly into Spanish retail market, and Alaska *rex sole* and *black cod (sablefish)* as raw materials for further processing in the region by O'Hara Corporation.



Significant buyer/seller meetings	Estimated value of on-site sales of Alaska seafood (USD)	Estimated value of 12-month projected sales from contact met at the show (USD)
<b>115</b>	<b>\$2,020,000</b>	<b>\$20,445,000</b>

Co-exhibitors conducted numerous business meetings with new and existing contacts, of which 115 were deemed significant due to the quality of the contacts. Other key results from Conxemar 2024 include estimated on-site sales of \$2,020,000 and 12-month projected sales of \$20,445,000 for the eleven companies that participated. They also provided very encouraging feedback to ASMI staff and the Southern European program, led by OMR David McClellan, about the overall coordination and execution of the event. Suggestions for improvement will be taken into consideration and implemented for next year's edition of the show.

The presence of small and medium-sized local companies importing and distributing Alaska Seafood in the region (i.e. Seafood Solutions, Pacific Ocean Foods, Wild Alaska Salmon and Kaigo) side by side with much bigger companies (i.e. Trident Seafoods, Glacier Fish Company, American Seafoods, OBI, O'Hara Corporation, Sogda, and Bristol Wave) exemplifies ASMI's pivotal role in offering much needed equal market access and exposure at regional and specialized trade shows.

It's also important to acknowledge the attendance, active engagement and support provided by Karisha Kuypers and Arantxa Medina, USDA's Foreign Agricultural Service (FAS) Agricultural Attaché for Spain and Portugal and Agricultural Assistant, respectively, who took the opportunity to attend the show and used it to deepen their knowledge of US seafood in the region and particularly to learn more and connect with Alaska seafood companies active in the market.