

To: ASMI Board of Directors

FROM: Hannah Lindoff, Alexa Tonkovich International Marketing Program

RE: International Program report

This report covers activities occurring in the second, third and fourth quarter of FY 13 (Oct. 2012-June 30, 2013) and provides a general update of International Program progress. Detailed, region-specific updates follow.

The FY 14/15 Unified Export Strategy was completed and submitted to the Foreign Agricultural Service (FAS) on May 28th. The final FY 13/14 (July 1, 2013-June 30, 2014) budget maintains similar regional funding distributions as in FY 12/13, as approved by the International Marketing Committee, though most program budgets were reduced due to the consolidation of research funds under the “Global” designation. MAP funds were reduced slightly this year but have been offset by industry/State of AK funds to maintain funding 2012/13 levels.

In December 2012, ASMI conducted a second trade mission to Brazil as a follow-up to the March 2012 mission. While progress has been slow due to the lengthy DIPOA process, significant quantities of Alaska product is now en-route to Brazil and should be available in the marketplace by the end of the summer. This timing is important as a key sales period in Brazil is “Fish Week” in early September. Despite hurdles, progress in this market is positive and Alaska exports are poised to register exponential growth in the market in the coming years. ASMI hosted major retail buyers from Brazil in Alaska this summer as well as DIPOA officials.

We recently completed a China Program Evaluation. Mr. Kelly Ewen of Rose Research presented the findings at the summer IMC and Strategy Session, held June 17 and 18 in Kodiak. Findings were positive overall with a few general recommendations given to improve the program.

The European Seafood Exposition remained a highly successful event for the Alaska Seafood industry. ASMI acquired an additional 132 square meters of space adjacent to the existing Alaska Pavilion and this additional space and location was highly regarded by ASMI staff and co-exhibitors. Industry reported over \$35 million in onsite sales at the show. In addition to ASMI staff and ASMI Board, Commissioner Susan Bell, Sandy Parnell, First Lady of Alaska, and Cindy Simms, Director of the Office of International Trade were in attendance.

In addition to regularly scheduled trade shows in FY14, ASMI will exhibit at FHA Singapore (April 8-11, 2014).

This summer ASMI will host six in-bound missions to Alaska from Germany (1), UK (1), Japan (1), China (1), Brazil (2).

China

Summary of Activities/Results:

Consumer PR/Advertising: ASMI China's main focus is to use consumer pr/advertising to educate consumers by communicating the healthy and nutritional benefits of Alaska seafood. This includes television, radio, newspaper/magazine and billboards.

- 3.7 million readers targeted with ASMI advertorials.
- 120 million audience impressions through ASMI China billboards.

Retail Merchandising: ASMI China worked with major retailers across Mainland China and Hong Kong.

- 8.7 MT Alaska seafood sold at BHG Nanjing promotion
- 1.4 MT Alaska seafood sold during Yoo-Hoo Shenyang promotion
- 28 MT Alaska seafood sold at Dalian Fishing Beauty Seafood Store promotion
- 3.7 MT Alaska seafood sold at Dairy Farm Group Hong Kong promotion
- 3.7 MT Alaska seafood sold at Sam's Club Shanghai promotion
- 9.4 MT Alaska seafood sold at Tianjin promotions (multiple stores)

Trade Shows/Mission: ASMI China participates in select trade shows across China each year and leads US trade missions abroad.

- 110 trade leads collected at HOFEX food and beverage show in Hong Kong.
- On-site sales approximately \$2 million with 12 month projected sales at \$10 million.

Website Development and Maintenance:

- 1,352 hits were recorded on the ASMI website during the 3rd Quarter
- 15 new trade leads were collected during the 3rd Quarter

Foodservice Promotions: With more than 10,000 star-rated hotels in China and a rapidly expanding foodservice sector, ASMI conducts promotions with key chains.

- 2.8 MTs of Alaska seafood sold at Furama Hotel in Dalian
- 5 MTs of Alaska seafood sold at Friendship Hotel and Merchant Marco Hotel in Hangzhou
- 5.6 MTs of Alaska seafood sold at Cuifengyuan Hot Pot Restaurant in Dalian
- 8.1 MTs of Alaska seafood sold during promotion with Eclipse Hospitality Group, Hong Kong
- 5.9 MTs of Alaska seafood sold at Banana Leaf Restaurant, Guangzhou

Chef Competitions & Seminars/Training School Program: ASMI works to educate chefs across China in how to prepare frozen Alaska seafood.

- 50 skilled chefs competed to create winning recipes using Pacific cod, yellowfin sole, and pollock roe at a Chef Competition in collaboration with the Guangzhou Western Culinary Association.

Japan

Summary of Activity/Results:

Consumer Promotion, PR and Advertising: ASMI Japan ensures the maximum possible ROI for Alaska seafood by obtaining as much free coverage as possible on a PR basis, including interviews with ASMI headquarters and ASMI Japan staff, targeting consumers through magazines and other traditional media as well as online.

ASMI Japan produced an additional two episodes about Alaska seafood, in collaboration with J:Com. The filming crew, along with staff from ASMI HQ and ASMI Japan visited Anchorage, Dutch Harbor, Nome, and featured seafood plants, interviews with ship captains and the start and end of the Iditarod. Each episode will air three times on the J:Com Channel in June through August, and ASMI will retain the rights to all footage to freely use in any market around the world.

- *Combined circulation of 32.95 million and value of US\$600,000 (FY 13, 4th Q)*
- *The final two J:Com episodes have a combined ad value of \$445,000 and produced three hours of high definition footage.*
- *ASMI Japan collaborated with Alaska Tourism at their “2013 Media Event” for 43 media from lifestyle and industry publications.*
- *On May 4th ASMI Japan collaborated with Alaska Tourism again on the “Alaska Family Event 2013” for 600 consumers in Tokyo. The event featured an Alaska nature photographer, an Alaska seafood lunch, and giveaways of Alaska-related gifts.*

Retail Merchandising: ASMI will continue to support major Alaska seafood importers for all species into Japan while jointly promoting Alaska salmon and roe products by providing ASMI’s origin identifiers at the retail level. If necessary, ASMI will also support trade partners with pre-printed ASMI logo stickers or with design issues to incorporate logo on retail product packages to ensure the authenticity of product origin.

- *ASMI Japan placed the ASMI logo on the package for sockeye salmon kirimi products produced by a company "Matsuoka." Sales volume will be approximately 10-15mt (H&G basis). This is equivalent to 30,000 – 45,000 packages.*
- *In June 2013 ASMI supported promotion and sampling of ready-to-eat Alaska seafood products at 52 AEON stores.*
- *With cooperation from the ATO and NOAA at the U.S. Embassy, ASMI Japan has secured an opportunity to work with the winner of "U.S. Embassy Award" of the 65th "All Japan Kamaboko Competitive Showcase" organized by All Japan Kamaboko Makers Association.*

Trade PR and Advertisement

Activity Description:

ASMI continues to collaborate with existing Japanese seafood trade groups, trade press media companies and industry associations to facilitate informational exchanges within different trade sectors and regions in Japan. ASMI will also work closely with the U.S. Embassy and the Alaska State Office in Japan to host trade-targeted PR events. These PR efforts include regular meetings with trade, receptions, etc., and will improve trade relations and enhance product placement by reminding the trade of the distinct advantages of Alaska seafood products.

- *ASMI Japan placed an ad in Suisan Keizai Shimbun's Salmon & Trout issue, with a circulation of 59,000 and an ad value of over \$14,000.*
- *ASMI Japan placed an Alaska salmon map in Minato Shimbun's Salmon and Trout World Map issue with a circulation of 58,000.*
- *ASMI Japan placed an ad in the pollock issue of Suisan Times, circulation 8,500.*

Trade Shows:

- *April 3-5th ASMI Japan promoted Alaska seafood at FABEX, "The World Food and Beverage Great Expo." This is one of Japan's largest and most important HRI trade shows.*
- *71,157 people attended FABEX 2013 and The Nihon Shokuryo Shimbun wrote about Alaska seafood in an article to its 94,500 readers. Equivalent advertising value: US\$3,000.*

Website:

- *The ASMI Japan website achieved the following results, according to Google Analytics:*
- *April: 4,450 page views from 1,013 visits*
- *May: 5,179 page views from 1,173 visits*
- *June: 5,471 page views from 1,232 visits*

Foodservice Promotions:

- *ASMI Japan conducted the third "Marriage of Alaska Seafood and Wine" Seminar with celebrity ambassador Shinya Tasaki.*
- *ASMI Japan participated in a third workshop with the Japan Chef Association's in western Japan along the theme of combining Alaska seafood local foods. 180 chefs participated.*
- *ASMI Japan worked with the ATO Tokyo to host an event featuring Mr. Eric Ziebold, Executive Chef at CityZen restaurant at the Mandarin Oriental Washington DC. The event was hosted at Nobu for 40 VIP guests.*

- *ASMI Japan launched an Alaska Seafood Fair at Baker Bounce, an American style burger diner in the trendy Roppongi area of Tokyo. The Fair will include Alaska king salmon, Coho salmon for salmon burgers and black cod as fish and chips.*

Western EU (France and Belgium)

Summary of Activity/Results:

Consumer PR/Advertising: Continued advertising in magazines for women targeting women under 50 with high to average income levels, ads focus on the wide variety of AK seafood available, its attributes, sustainability and responsible fisheries management.

- *One insertion placed in one magazine of the feminine press, one insertion in four TV magazines and one insertion in Version Femina, which came out with 35 newspapers. Circulation: 7,448, 450 and readership: 22,319,134.*
- *ASMI placed one ad in Cuisine A&D, an upscale food magazine for chefs and food connoisseurs. Circulation 60,000 and readership: 220,000. ASMI pollock, surimi and salmon recipes were published.*
- *ASMI placed one ad in a health magazine, which talked about the health benefits of salmon. Circulation: 170,000 and readership: 250,000.*
- *More than 50 consumers called the office to know where to buy wild Alaska salmon and the traffic on the ASMI website went up during the month of December.*
- *ASMI placed one insertion in L'Epicurien magazine. Circulation 100,000 and readership: 150,000.*
- *For the celebration of its 200 issue Saveurs magazine featured its contest: 200 prizes to win for the 200th anniversary of the magazine: One was a trip to Alaska to win with ASMI pictures and the ASMI logo.*
- *On April 23, ASMI had a press conference with Fjord King to promote fish roe (salmon and cod) attended by 10 journalists and bloggers.*
- *ASMI participated in the launching of 750 GR magazine.*

Trade Advertising/Retail Merchandising: Two newsletters for the trade produced each year, one to announce the harvest and program allocation, the second announces ESE information. Trade ads are also placed promoting all species in key publications and distributor diaries.

- *ASMI placed one insertion in Produits de la Mer to promote ASMI brand and its attributes. In addition, ASMI placed one insertion featuring Alaska king crab in Rungis Actualités.*
- *In total in FY 13 ASMI placed 19 insertions in 9 trade publication, circulation: 488,532; readership 1,763,500.*
- *ASMI received 25 new requests for POS material and product information from 10 new contacts*

- *Findus and ASMI have worked together to have the ASMI logo featured on the new consumer ads and on the Findus website.*
- *ASMI worked with National 1 to have the ASMI logo printed on the packages of chum steaks sold by retailers such as Auchan and Intermarché.*
- *In total this year ASMI conducted 20 promotions conducted with many partners; products promoted: salted cod, smoked salmon, and chum and coho steaks featured on over 19 million catalogues. Volume sold: 120.85 metric tons for \$3,161,152.*

Website:

- *The website has an average of 1,037 visitors each month, they spend on average 2:38 minutes and view 4.5 pages.*
- *In FY 13 ASMI had 25,000 unique hits on the WEU website.*

Foodservice Promotion: The catalogs distributed by major national foodservice distributors are key in reaching all HRI buyers. ASMI has been very successful in increasing sales and introducing new product forms through this venue.

- *Four promotions conducted with three partners. Alaska seafood products were featured on 40,000 catalogues.*
- *The audience of the Flunch radio campaign was 25 million people.*
- *Nine hundred and twenty-four thousand consumers were exposed to wild Alaskan salmon from ASMI activities (1,000 every day in 220 outlets = 22,000 x 42 days = 924,000).*
- *A chum steak promotion with Brake foodservice was conducted April – June 2013.*
- *One promotion was conducted with Ledelas for the launch of a prestigious chef contest “Prix Jean Delaveine.”*

Foodservice Tradeshow: ASMI participates in regional shows with chefs associates to promote high value species.

- *ASMI participated in Sirha, the international foodservice trade show in Lyon in January 2013 (26- 30). ASMI had a fish display which attracted buyers from all around the world. Food service distributors, smokers (Le Fumet des Dombes, Fjord king) and more processors are exhibiting in Sirha and this is the right place for ASMI to interact:*
- *ASMI had meeting with 10 importers and processors to talk about the RFM at Sirha. The show participants Estimated on site sales at \$100,000, projected sales for the 12 next months at \$500,000.*

Chef Education: ASMI participates in chef contests and meetings. ASMI must continue to support distributors based in the South of France where the market can be expanded.

- *ASMI participated in Les Etoiles de Mougins Culinary trade show and symposium*

through L'Epicurien Concept on September 14- 16. For three days, 250 chefs from all around the world and 25,000 visitors gathered to participate in cooking shows and workshops.

- *Ten requests for black cod and salmon came in. The Recipes of Les Etoiles were featured in L'Epicurien.*

Central EU (Germany and Austria)

Summary of Activity Results:

Consumer PR/Promotion:

- *ASMI placed advertorials in 4 magazines in the 4th Q of FY13: Saveurs, Meine Familie & ich, Okotest Ratgeber, Essen und Trinken*
- *Total Circulation: 686,335/Readership: 2,150,000/Ad value: \$77,036*
- *New recipes developed for Germany and distributed to journalists and bloggers*
- *ASMI Press Conference in May in Hamburg attracted 20 journalists and generated at least 3 articles.*

Trade Shows and Seminars:

- *ASMI attended Intercool frozen food show in Dusseldorf (September)*
- *ASMI attended Seafood Star Seminar in Hamburg; met with 20 trade members*
- *Alaska Seafood pavilion at the European Seafood show generated over \$35 million in onsite sales*

Retail Merchandising/Trade Advertising: ASMI produces two newsletters to reach the German trade and also advertises in several key trade publications.

- *ASMI placed insertions in 5 trade publications; Circulation: 194,800/Readership: 448,000*
- *15 advertorials placed in 7 professional magazines; Circulation: 299,672/Readership: 628,000*
- *Retail promotion at 123 Dohle Stores (smoked wild salmon)*
- *Retail promotion with Edeka- 10 promotions with 20 retail chains*
- *347 MTs of Alaska seafood valued at \$16,181,950 during Edeka promotion*

Website:

- *3,500 website visitors during this quarter, over 10,000 page visits*

Foodservice Promotion: ASMI assists the German foodservice industry with AK seafood menu, advertising promotions and by following up on opportunities gained at HRI shows.

- 15 hotel/restaurant/distributor promotions with ASMI key accounts (180 tons sold)
- 250 restaurant buyers/chefs educated about Alaska seafood at the Seafood Akademie
- 15 new contacts generated from a trade show for airline and cruise ship catering

Northern EU **(UK, Ireland, The Netherlands, Finland, Denmark, Sweden)**

Consumer PR/Advertising: An extensive PR program is conducted in this region. Activities include:

- *Generated coverage this quarter included articles in Phil Vickery TV, Quality Food Awards, Westminster Kingsway College, Surrey Times, Burton Mail, International Sandwich and Snack News, Muscle and Fitness, Women's Running, Fishing News, Sixty Plus Surfers, and several other regional and national newspapers, magazines and online websites. A total of 76 pieces of generated coverage in FY12/13, reaching a combined circulation of 2,797,316 and worth \$445,565.93 in equivalent advertising value.*
- *A full page Alaska Seafood advertorial was placed in the Winter issue of At Home with James Martin (C:350,000). This issue focused on celebrity chef James Martin, who often cooks on Ready Steady Cook and hosts Saturday Kitchen, a weekend cookery program on BBC1. The advertorial included information on Alaska and sustainability and featured an Alaska salmon recipe. The advertorial had an offer for the Wild Cooking Alaska Seafood recipe book, the Alaska Seafood logo, QR code and Facebook and Twitter addresses.*
- *Food Network UK received 7,840 competition entries. The most popular recipe collection was 'Salmon Ingredients' with 2,643 page views. Alaska Seafood was featured in Food Network UK emails and the online newsletters throughout October. The newsletters were opened by 43,907 users. Food Network UK frequently posted an Alaska Seafood 'Recipe of the Day'. Wild Alaska Salmon Bonfire Burgers received the best response with 12 shares and 41 likes. Food Network UK frequently posted an Alaska Seafood 'Recipe of the Day'. Wild Alaska Salmon Bonfire Burgers received the best response with 12 shares and 41 likes in total, the Alaska Seafood recipes and article pages were viewed 58,885 times throughout the month's activity. ASMI monitored the progress of the activity and sent a detailed activity report.*
- *3 recipe releases and 1 information release were produced and sent in the quarter October - December 2012:*
- *Alaska Seafood UK Facebook Page: 2,067 fans. The Alaska Seafood UK Facebook page is updated daily with new recipes, fun facts, information on sustainability and all things related to Alaska Seafood.*

- *ASMI accompanied a select group of chefs and journalists who are particularly interested in sustainability to Alaska and educated them about the State and its commitment to sustainability:*
- **Rowley Leigh** – *A freelance food writer and columnist for the Financial Times, Rowley is also Head Chef at Le Café Anglais.*
- **CJ Jackson** - *The Director of Billingsgate Seafood Training School which ASMI works very closely with to promote Alaska Seafood and the sustainability message.*
- **Rosemary Moon** – *A food writer, chef and cookery teacher. Rosemary has also been a consultant for Waitrose for the past 15 years, doing the practical cookery training for Waitrose Meat & Fish Specialist Partners in which she has worked with wild Alaska salmon.*
- *The trip included visits to Anchorage, Cordova and Juneau, a meeting with the Alaska Department of Fish and Game and tours of the fishing grounds and local processors. The group also had the opportunity to fish and then cook their catch for local town members. The attendees tweeted throughout the trip and also posted regularly on their blogs. Rosemary has continued to use wild Alaska seafood products and held cookery demonstrations with Alaska sockeye salmon and cold smoked salmon at Fusion, an outdoor weekend event held at West Dean.*
- *For the sixth year running, ASMI supported the prestigious annual Guild of Food Writers' Awards ceremony which was held on 29th May at the Royal Institute of British Architects (RIBA), which has been in existence since 1934. Alaska Seafood also co-sponsored the Food & Travel Award with ATIA.*
- *ASMI has an excellent relationship with **Nobu** and has worked with the restaurant for over 11 years on several events, often collaborating with ATIA. The restaurant features Alaska black cod and Alaska king crab on its menus and the Head Chef devises special Alaska Seafood menus for our events.*
- *Alaska Seafood supported the Sustainable Business Award at the Catey Awards which an ASMI representative presented to The Lovat Hotel, Loch Ness. Alaska Seafood logos were included on the invitations, menus and on screens throughout the evening and the table of ten at the awards included representatives from Seafish, Billingsgate, Westminster Kingsway College, Reynolds, Unibond International, Dewberry Redpoint, Le Café Anglais, Fishmongers' Company and Waitrose. A full page Alaska Seafood advert was also placed in the winners' brochure which was distributed to guests at the event. ASMI tweeted throughout the evening about the Awards.*

Retail Merchandising:

- *A full page advertorial was placed in the November/December issue of Morrisons Magazine. The advertorial includes an Alaska Seafood recipe and image, pack shots of Alaska pollock and Alaska salmon, information on the products and sustainability, as well as, a book offer for the Wild Cooking recipe book. ASMI has received nearly 450 book requests so far.*
- *A promotion was conducted with John West in the UK to support canned Alaska*

- salmon with Ocado the on-line grocery shopping company linked to Waitrose.*
- *A further retail merchandising promotion was conducted with Katch, an importer of Alaska pollock and salmon in the Netherlands. The promotion focused on the high quality of Alaska pollock for Katch's kibbeling. A consumer promotional leaflet was reprinted from the previous ASMI promotion and over 20,000 additional leaflets have been distributed in kibbeling outlets across the Netherlands.*
 - *A promotion was conducted with Zalmhuis Steur with an ASMI feature in the Zalmhuis catalogue which was be available throughout 2012 which were distributed to their entire customer base. This will be available throughout the year and is available in both printed and digital formats.*
 - *Promotional activities conducted with Findus Sweden included a redesign of the Alaska Pollock packaging which includes the ASMI logo and consumer information regarding the sustainability of Alaska Pollock. In-store promotions were supported with pos shelf barkers which were conducted in 3,000 retail stores across Sweden during the period ending June 2013.*
 - *Promotional activities conducted with Jan Van As group in the Netherlands included brochure production to include Alaska salmon, masterclass demonstrations with hotels in Amsterdam and sustainability features supporting the Alaska RFM.*
 - *Alaska Pollock kibbeling advertising was conducted in the Emte in-store magazine Booschappen together with special offer in special promotions folder delivered to 1.5 million households in the Netherlands. In addition, in-store features and pos displays were conducted in 130 Emte stores throughout the Netherlands. The ASMI logo was also included on all promotional packs during April- June 2013.*
 - *Promotional activities conducted with John West to promote Alaska canned salmon with Ocado – the online order service for Waitrose home delivery – with front page advertising on the Ocado landing page throughout June and July 2013.*
 - *A promotional campaign was conducted with Princes in the UK during the period March – April 2013 to promote Princes canned Alaska salmon. A series of advertisements and magazine features were conducted during the period together with participation in 10 active blogger sites. All activities conducted with Princes focus on sustainability messages for canned Alaska salmon.*
 - *A Retail Merchandising promotion was conducted with Anova in the Netherlands during March/April 2013 and was extended to run into June 2013 in 46 Sligro cash & carry stores in the Netherlands to promote frozen pink Alaska salmon. As a result of this promotion Anova have committed to include the ASMI logo on both the Alaska salmon fillets bag and have signed the logo licensing document. These new bags will start to appear in stores in the Netherlands over the summer period.*
 - *A half page ad was placed in the 11th July issue of Waitrose Weekend (circulation: 400,000). The advertorial included information on wild Alaska salmon and sustainability in Alaska and a book offer for the Wild Wonderful recipe book. The ASMI logo, website and Facebook and Twitter addresses were also included.*
 - *A full page sustainability advertorial was placed in the July/August issue of Your M&S Magazine (circulation: 950,000). The advertorial included information on*

wild Alaska salmon and sustainability in Alaska and a book offer for the Wild Wonderful recipe book.

Website: ASMI NEU website is popular with journalists, trade and consumers in the region. The ASMI NEU website was updated during the period together with on going maintenance of content and images.

Foodservice Promotion: Activities include in-outlets promotions, menu features and special Alaska/SA themed promotions.

- *For the third year running, ASMI took a stand at BBC Good Food Show with Billingsgate Seafood Training School to promote sustainable seafood from Alaska. The show took place on November 9-11 in London's Kensington Olympia exhibition centre.*
- *ASMI took a joint stand with Billingsgate at BBC Good Food Show, where Billingsgate chefs including director of Billingsgate Seafood School and well known food writer, CJ Jackson, used Alaska Seafood products to cook a variety of dishes. Many Alaska Seafood dishes were demonstrated and offered to consumers visiting the stand. Alaska Seafood recipe books and information about sustainability and the products were available for visitors to take away.*
- *Billingsgate 'Celebrating Sustainable Fish and Shellfish' Award: ASMI provided wild Alaska sockeye and king salmon for the brunch which was prepared by the Billingsgate chefs. ASMI also provided a selection of materials which were displayed throughout the day. ASMI representatives attended the event. Chris Leftwich, Chief Inspector at Fishmongers' Hall, chaired the event. On the same day, ASMI also supported the Billingsgate School Trainee Chef of the Year competition which had 12 entrants from Westminster Kingsway College. For this ASMI provided sockeye salmon for the chefs to cook with. The winning dish was developed by Will Budden for his Symphony of Seafood dish which included Alaska sockeye salmon.*
- *ASMI is working with Westminster Kingsway College and providing Alaska sockeye and king salmon for a starter dish on the brasserie restaurant menu. The dish was designed by Chef Lecturer, Jose Souto. Alaska Seafood logos will be placed on the menus.*
- *On November 30th, Alaska Seafood provided wild Alaska black cod for one of the courses at the Westminster Kingsway College Fundraiser dinner which raised money for the young trainee chefs at the college.*
- *Full page sustainability advertorials will be placed in the winter editions of Host Magazine (circ: 15,000, artwork is still to be received) and Caterer, Licensee and Hotelier (22,500 copies printed, artwork below).*
- *The Quality Food Awards are highly respected in the UK, this is mainly due to the rigorous judging process. Judging panels were comprised of Chefs, Chef Lecturers, Home Economists, Food Photographers and Writers who all bring their extensive knowledge and expertise to the judging debate. ASMI sponsored the 2011 fish category and provided wild Alaska sockeye salmon for the first course.*

- *On May 9th, Alaska Seafood attended the special Partner's Lunch at the Westminster Kingsway College and provided wild Alaska king salmon for a course. Alaska Seafood materials were on display and the ASMI logo was shown on the screens.*
- *Alaska Seafood supported Chef Selin Kiazim during her barbecue cookery demonstration at the Soho Food Feast. Selin served Wild Alaska Sockeye Salmon in Crusty Rolls with Black Olive Mayonnaise and Pomegranate Tomato Salsa to guests and displayed Alaska Seafood recipe books for visitors to read and take away. ASMI tweeted throughout the event and uploaded photos of the Alaska Seafood dish.*
- *ASMI collaborated with Seafish on a seafood focused recipe book to support the student chef sector. The book will be distributed to student chefs and chefs working in the educational catering sector to encourage them to use seafood when developing their menus.*
- *ASMI supported the annual Craft Guild of Chefs Awards, held at the Grosvenor House Hotel, Park Lane and presented the 2013 Ethnic Chef of the Year Award. Alaska Seafood supported the Ethnic Chef of the Year Award which was won by Giorgio Locatelli, Executive Chef of Locanda Locatelli, who was delighted to receive the accolade. Alaska Seafood logos were included on the menus and shown on the screens throughout the evening.*
- *Alaska Seafood banners and MPU advertisements have been designed and placed on the Cost Sector Catering, Eat Out, Lunch Business and Craft Guild of Chefs websites. Alaska Seafood is also featuring in Cost Sector Catering and Eat Out e-newsletters and bespoke Alaska Seafood HTML emails have been sent out.*
- *Sustainability advertorials have been placed in 14 foodservice publications and on two foodservice publications websites.*

Southern EU Program (Spain, Portugal, Italy)

Trade Shows: ASMI participates in the leading seafood show for SEU, CONXEMAR because it enables ASMI to present key Alaska seafood messages directly to seafood trade members, educate the trade, provide them with materials that support Alaska seafood's messaging and display product

- *CONXEMAR: 4 companies signed up to participate with a booth or table in the Alaska Seafood pavilion. \$726,000 in onsite sales with \$5.85 million in projected sales over the next 12 months. 46 trade leads generated.*
- *Seafood Barcelona: The first edition of the Seafood Barcelona trade show was held on October 15-17. ASMI did not have a booth, but D. McClellan worked the show and ASMI was present with posters, brochures and product tastings in the stands of exporters SOGDA and Deep Sea Fisheries and of local distributor Alaska Salmon.*

Trade Advertising: Ads placed for Alaska salmon, cod and Pollock in leading trade journals in Spain, Portugal and Italy, concentrating on pre-Christmas, pre-Easter and early summer periods of strong sales.

- *The total reader impacts during October - December 2012 are 1,083,200. Ad budget = \$15,044 = 72 reader impacts per dollar.*

Retail Merchandising:

- *ASMI SEU worked with the supermarket chain Eroski and with importer Wild Alaska Salmon to develop an on-product Alaska Seafood label and recipe sticker to support the launch of once-frozen Alaska Pollock fillets.*
- *ASMI SEU worked with Italian distributor Pambuffetti and Spanish distributor Wild Alaska Salmon study new on-product Alaska seafood labels which might better convey Alaska origin than the ASMI logo.*
- *ASMI SEU began working with Makro-Portugal to promote fresh wild Alaska salmon in the chain's nine cash-and-carry outlets. Fresh seafood buyer Silvia Alfonso would like to sell fresh king and sockeye salmon during the summer and refreshed AK salmon the rest of the year.*
- *ASMI SEU organized in-store promotions, starting early July, to help introduce customers to fresh wild Alaska salmon in seven El Corte Inglés supermarkets in Madrid and Barcelona, Spain. Demonstrators will work for two weekends in the fresh fish department of each store, offering customers tastings of Alaska sockeye salmon as well as a new information/recipe brochure.*
- *ASMI SEU organized in-store promotions starting in July of fresh wild Alaska salmon in 10 Carrefour cash & carry stores in Italy. Demonstrators will offer customers grilled wild Alaska salmon to taste in the fresh seafood departments of each store during two days in late July, along with an information/recipe brochure.*

Trade Public Relations: ASMI's SEU office targets HRI and seafood trade press with two press releases focusing on the natural, healthy, and ecological advantages of Alaska seafood products.

- *ASMI co-sponsored a Nov. 20 Thanksgiving day dinner / chef demo / TV program produced by the Gambero Rosso culinary institute in Rome, Italy and initiated under the U.S. State Department's Diplomatic Culinary Partnership program.*
- *With the aim of presenting Alaska Seafood products to a selection of top chefs in Madrid and gastronomic press, ASMI SEU organized the Chef's Table held in Joaquín Felipe's newly inaugurated restaurant in Madrid on the 21st of November 2012.*
- *On December 13, ASMI sponsored a special Alaska Seafood course for alumni of the Everything about Sushi chef school in Lisbon, Portugal. Ten sushi chefs attended the course at which they were able to work with wild Alaska sockeye salmon, black cod, ikura and Alaska cod.*
- *ASMI SEU launched the Alaska Seafood Portugal Facebook page in October*

2012, and has been translating, dubbing and uploading ASMI materials to the page during the second quarter.

- 48 articles about Alaska seafood were generated in the first three quarters of FY2013 with an advertising value of \$28,920.
- The SEU websites generated 30 requests for offers during FY'13.
- The SEU websites received 23,167 visits during FY'13.

| <u>SEU Facebook Page total Likes*</u> | <u>July 2012</u> | <u>Oct 2012</u> | <u>Dec 2012</u> | <u>Mar 2013</u> | <u>Jun 2013</u> |
|---------------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|
| Alaska Seafood España | 1,187 | 1,354 | 2,064 | 2,064 | 2,578 |
| Alaska Seafood Italy | 4,810 | 4,773 | 4,738 | 4,750 | 7,549 |
| Alaska Seafood Portugal | 0 | 0 | 84 | 439 | 720 |

HRI Trade Shows: ASMI participates in HRI trade shows to reach influential HRI professionals that are the decision makers for restaurants and institutions. Our objective is to educate this audience on the benefits of adding Alaska seafood to their menu as well as explaining what the Alaska brand stands for.

- *San Sebastian Gastronomika: ASMI exhibited most of the Alaska seafood products available in the Spanish market in its 9 m2 booth space: wild Alaska sockeye salmon fillets, ikura, black cod, salted Alaska cod, and once-frozen Alaska pollock fillets. ASMI conducted tastings of Alaska sockeye salmon and keta ikura, and distributed 50 Salmon and 50 Whitefish buyer's guides.*
- *ASMI SEU made contact with over 100 restaurant professionals during the 3-day show.*
- *ASMI SEU assisted three local distributors (Cominport, Wild Alaska Salmon, Congelados Jaizkibel) to exhibit and sample their Alaska seafood products to potential customers.*
- *Salón de Gourmets (April 8-11, 2013 in Madrid, Spain: Salón de Gourmets is a major European delicatessen and HRI trade show held yearly in Madrid. ASMI SEU exhibited in the 2013 edition with a 24 m2 booth featuring a chef demo station and 3 display cases of Alaska seafood products.*

Chef/Trade Training Seminar: ASMI organizes training seminars for professional chefs as well as seafood processors, importers, distributors and food journalists.

- *ASMI SEU sponsored (supplying Alaska black cod) two of the "Rota das Estrellas" series of promotional dinners held at the end of September in the Casa de Calçada Relais & Châteaux in Amarante, Portugal near Porto. Rota das Estrellas is a series of nine, 2-day dinners, each held in a different prestigious restaurant and each created by a different group of top Portuguese chefs.*
- *ASMI SEU sponsored Chef Paolo Morais' Japanese cuisine demo/tasting kitchen (supplying Alaska sockeye salmon and ikura) in this year's edition of Portugal's largest culinary congress, Essencia do Gourmet in Lisbon.*

- *Peixe em Lisboa (April 4 - 14, 2013 in Lisbon, Portugal): ASMI SEU sponsored (supplying Alaska black cod, sockeye salmon and ikura) to the stand of Cominport in this HRI show, as well as to Chef Paolo Morais' demo kitchen/restaurant. Luis Barradas of Cominport reports making contact with over 50 chefs and restaurateurs during the 10-day show and presenting them with Alaska seafood product information and tastings. Paulo Morais' demo restaurant was one of the most popular at the show (Morais is Portugal's leading Japanese cuisine protagonist with two successful restaurants in Lisbon and regular participation in media events) and his Alaska Black Cod with Miso and Wild Rice Tort was one of his most popular dishes.*
- *Alaska Seafood Chef Demo / Reception in Marbella, Spain on June 4: ASMI SEU organized a chef demonstration and product tasting attended by 15 top chefs in the Marbella area on June 4th (the beginning of the summer season) at the Takumi Restaurant. Cominport had recently signed with a new distributor for the Costa del Sol region, Amaran, and so the event served as training for the Amaran salesmen as well as a promotion of Alaska seafood products for the local chefs.*
- *Alaska Seafood Chef Demo / Reception in Ibiza, Spain on June 10: ASMI SEU organized a chef demonstration and product tasting attended by 17 top chefs in Ibiza on June 10th (the beginning of the summer season) at the Hotel Pacha Restaurant. ASMI organized the event in collaboration with Cominport and their local distributor Distribuciones Tami.*

Eastern EU (Russia and Ukraine)

Trade Servicing- Trade servicing with the seafood trade in the Eastern EU plays an important role in educating a wide range of trade professionals in both retail and HRI markets on the availability of Alaska seafood products.

- *Trade servicing activities were conducted to raise awareness of Alaska seafood species and products through Trade Servicing activities conducted in Russia and the Ukraine during July 2013-June 2014 with trade meetings being conducted with both Russian and Ukrainian trade partners during the period. These included meetings and contact with: Barracuda, Emborg, Marr, Meridian, Poseidon, Tikra M, Alliance, La Maree, Goodman, ROKI, SRK, Poseidon, UFC Ukraine, Agama, Optim Alliance, Azbuka Vkusa, Globus Gourmet Supermarkets, Metro Cash & Carry, Land Supermarkets, Stockmann supermarkets, X5 Group, Sirena, Gum Department Stores, Russian Sea, Rosfood, Urenholt, Scandinavia Company Ukraine, Alaska Trading Ukraine, Fish House, and Gourmet Foods during the period.*
- *ASMI POS materials including an ASMI calendar and various updated buyers fact sheets and buyers guides including the Whitefish and salmon Buyers Guides, product information sheets in local language, and shippers directories were distributed in trade servicing meetings and activities. Promotional activities were discussed and negotiated, with two retail merchandising promotions conducted. A Russian language blog was also developed and was available throughout the period.*

Trade Shows: The Eastern EU continues to be a fast growing economy with growth in both the retail and HRI sectors. ASMI intends to engage with the trade in these markets through participation at trade shows to capitalize on the opportunities for wild Alaska seafood as consumer consumption of higher quality seafood grows.

- *During September ASMI participated at World Food Moscow and the PIR HRI trade shows that were held in Moscow in September 2012. Activity during Quarter 2 included follow up contacts with key HRI and seafood importers following meetings at both Trade Shows.*
- *ASMI participated at the Academy of Hospitality HRI trade show in St Petersburg in March 2013 with an ASMI booth that was also staffed by two major HRI sector importers – Tikra M and Alliance – and interested parties were introduced to the importers as part of the expo activities. Over 225 ASMI materials were distributed to interested visitors and over 28 meetings were conducted with the two importers working at the ASMI booth. Interest in Alaska seafood products was initiated among chefs from the CIS countries (Russia and the Baltics) with ASMI mentioned as sponsor during Cuisine Star Club and Baltic Culinary Cup sessions.*
- *ASMI participated at the ESE trade show in Brussels in April 2013 and recorded a total of more than 27 meetings with Russian and Ukrainian importers.*

Retail Merchandising:

- *Retail merchandising promotions were conducted with a major retail group in Ukraine, Scandinavia Company, with their large fish retail superstore in Dnepropetrovsk, Ukraine in December 2012.*
- *One retail merchandising promotion was conducted in Ukraine in Dnepropetrovsk. Two further promotions were negotiated for Q3 to be conducted in Russia.*
- *A retail merchandising promotion was conducted with Optim Alliance in Russia with an extended distribution promotion to key distributors throughout Russia and used ASMI and Alaska origin materials. In addition, the development of Alaska themed and ASMI content pages were continued to up the company's website to reflect Alaska origin Ikra. Optim Alliance also included the ASMI logo on cans of Ikra as well as promotional materials and the new website pages.*
- *A retail merchandising promotion was conducted with Scandinavia Company in Kiev in the Ukraine to promote Alaska flatfish, frozen Alaska Pollock and pink salmon and Ikra during late June/July. A range of pos materials were produced and used in store to promote Alaska origin and all materials include the ASMI logo. Alaska seafood products were sampled to consumers during the promotion.*

Trade Press:

- *ASMI had a feature article in ChefArt Magazine. ChefArt, with a circulation of 5,000 publishes four issues a year targeting chefs, restaurants and hotels directors and others who are interested in cooking and new products and trends that concern cooking.*

- *A joint promotion was conducted in Moscow with California wines to promote Alaska black cod in the chef master-class for Moscow sophisticated housewives, with mass media participation. The venue was the Dorogomilovsky farmers' market – a famous upscale food market in Moscow downtown area. A celebrity chef demonstrated handling and cooking of Alaska black cod and then followed an audience participation cook-off. A range of media journalists and commentators attended.*

Foodservice Promotions:

The Eastern EU continues to show growth potential in both the retail and HRI sectors. ASMI intends to engage with the trade in these markets through conducting press conferences to generate publicity for Alaska seafood species.

- *Five HRI promotions were conducted during the program year to promote a range of Alaska seafood products including salmon, black cod and salmon roe (Ikra).*

Brazil

Retail Merchandising:

ASMI Brazil participated in Casa Flora (one of the largest Brazilian importers of wine and food)'s Wine and Gourmet Show in four major Brazilian cities (Rio de Janeiro, Porto Alegre, Curitiba and São Paulo) to promote brand awareness and new products releases, including Alaska seafood. 400 - 600 professionals per city attend the show.

ASMI Brazil also produced new informational and promotional materials featuring Alaska cod, pollock and salmon.

Trade Shows:

ASMI Brazil participated with an Alaska Seafood pavilion in the APAS 2013 supermarket business show on May 6-9, 2013 in Sao Paulo, Brazil. APAS is Latin America's leading supermarket and retail trade show. ASMI Brazil coordinated with local trade and retail suppliers of Alaska Seafood products which were exhibited during the show. ASMI Brazil invited Captain Daher Jorge, who currently fishes in Alaska's seas, to help promote Alaska seafood by participating in many interviews with widely-known TV stations, such as Globo News.

- *Over 100 trade leads generated at the APAS show.*
- *Seafood Brazil Magazine published featuring a section about Alaska seafood.*
- *32 industry members attended a special Alaska seafood dinner at Rufinos Restaurant.*

ASMI Brazil in SIAL Brazil 2013, the Latin American food show on June 25-28, 2013 in Sao Paulo, Brazil. ASMI Brazil coordinated the presence of local trade and retail suppliers Nativ, Noronha, Damm and Orleans & Castro. Each one participated with their own counter in

Alaska Seafood's booth. ASMI Brazil also provided support to two Alaskan organizations: APICDA and Arrowac Fisheries.

HRI Promotions:

ASMI Brazil Office has organized a partnership with Go Where Gastronomia, a monthly gastronomy publication with a circulation of approximately 40,000. Alaska seafood features in the magazine are in connection with tasting events at well known restaurants.

ASMI has placed ads in Menu Magazine in April, May, and June. Menu Magazine has a circulation of 60,000 and targets chefs, sommeliers, restaurateurs, and foodies.

Trade PR/Website/Social Media:

ASMI Brazil Office used social media, mainly two Facebook pages (fb.com/peixesdoalasca and fb.com/bacalhudoalasca), to promote Alaska Seafood.

- *Peixes do Alasca Facebook topped 68,336 likes on its fan page with a weekly reach of 21,515 people*
- *By July 10th, there were 380 people talking about Peixes do Alasca*
- *Bacalhau do Alasca Facebook reached 35,137 likes on its fan page*
- *By July 10th, there were 109 people talking about Bacalhau do Alasca with a weekly reach of 3,814 people*

Ads and stories were placed on Facebook using "Facebook Ads", which are paid messages. ASMI Brazil Office created several ads to target people based on location, demographics and interests, increasing the number of ASMI Brazil pages' fans and interactions.