

To: ASMI Board of Directors

FROM: Joe Jacobson, International Marketing Program Director

RE: International Program report

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

The FY 14/15 Unified Export Strategy is in its final phases of completion and the bulk of it has already been uploaded online. The final submission deadline is May 28 and ASMI will easily meet this. The final FY 13/14 (July 1, 2013-June 30, 2014) budget was sent out to IMC members in early April and no comments or suggestions have been received. However, all committee members were supportive of maintaining similar regional funding distributions as in FY 12/13. For FY 13/14, proportions are consistent with FY 12/13 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 will also host major retail buyers from Brazil in Alaska this summer as well as DIPOA officials and a film crew.

We are currently in the final phases of a China Program Evaluation and expect to have the completed evaluation in hand later this month. Mr. Kelly Ewen of Rose Research will present these findings at the summer IMC and Strat Session, held June 17 and 18 in Kodiak. ASMI staff and Reps will later meet with Deputy Commissioner Graham and ATIA staff in Anchorage to learn more about each other and promote collaboration overseas.

ESE was—yet again—a highly successful event thanks to the careful coordination of ASMI staff. Hannah Lindoff, Nelly Masson and Mary Rehfeld, in particular, should be commended. ASMI was able to acquire 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. Pavilion redesign proposals will be entertained during the June IMC meeting. 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 shows, ASMI will exhibit at SEAFEX in Dubai (November 17-19) and at FHC Singapore (April 8-11, 2014).

China

Market Update:

- The handover of power to a new generation of Chinese Communist Party leaders has raised doubts about economic and political reform, given the prominence of conservatives in the new party line-up unveiled in November. Real GDP is expected to grow by 7.6% a year on average from 2013-17, after expanding by 7.7% in 2012, as net exports subtract from economic growth for most of the period and investment growth slows. Private consumption will take over for investment as the main driver of GDP growth.
- Statistics show that in the first eleven months of 2012, the import value of China reached USD 1.6 trillion, an increase of 4.1% over the same period of last year, while the export value hit USD 1.8 trillion, growing by 7.3%. The total trade value of China was 3.5 trillion, an increase of 5.8% over the same period of the previous year.
- It is reported that chickens raised on large quantities of hormones have allegedly been supplied to fast food restaurants including KFC and McDonald's in China. These hormones are banned by China's Food and Drug Administration. The case has prompted a growing number of Chinese consumers to question the safety of food production. This may be beneficial to seafood market since more and more people are concerned about the origin and production of their food.
- China's seafood production is forecasted to total 55.3 million metric tons in 2012, up more than 1 percent from 2011, according to a new report from the U.S. Department of Agriculture's Foreign Agriculture Service (FAS).
- Through the continuous efforts promoting Alaska pollock roe and yellowfin sole by ASMI China, these two products have become increasingly popular in mainland China, Hong Kong, and Macau. The use of Alaska pollock roe is not limited to Japanese restaurants but includes Chinese style restaurants as well. In the mean time, Alaska yellowfin sole has gradually been accepted by high-end hotels as well as chain restaurants due to its ease of cooking and tender taste.

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.*

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

- 7.7 MT Alaska seafood sold at Xindaxin and Friendship Dept. Store promotion
- 7.7 MT Alaska seafood sold during Chengdu promotions
- 2.1 MT Alaska seafood sold at Isetan Tianjin promotion
- 30 MT Alaska seafood sold at METRO nationwide promotion
- 6.3 MT Alaska seafood sold at Market Place Hong Kong promotion
- 10.2 MT Alaska seafood sold at JUSCO in Shandong Province

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

- 230 trade leads collected at China Fisheries and Seafood Expo

Retail Education: ASMI China conducts trade seminars and retail education programs across China.

- 40 managers and purchasing staff from Suguo supermarkets educated on Alaska seafood.
- Retail promotion negotiated as a result of Suguo Retail Education.
- 200 trade partners attend China Fisheries reception.

Website Development and Maintenance:

- 1,460 hits were recorded on the ASMI website during the quarter.
- 17 new trade leads are expected to be gathered.

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

- 5.8 MTs of Alaska seafood sold at Nasubi restaurant promotion
- 1.3 MTs of Alaska seafood sold at Pullman Sanya Hotel
- 1.8 MTs of Alaska seafood sold at Guangdong Xingang Pearl Hotel promotion; hotel will continue to use Alaska seafood as a result.
- 2.9 MTs of Alaska seafood sold during Langham Hotel promotion
- 2.3 MTs of Alaska seafood sold during Ningbo Nanyuan Hotel promotion
- 2.1 MTs of Alaska seafood sold during Celebrity City Hotel promotion
- 3.2 MTs of Alaska seafood sold during InterContinental Beijing promotion
- 2.1 MTs of Alaska seafood sold during Shangri-La Hangzhou promotion

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

- 150 chefs, managers, trade and press attend Chongqing chef seminar.

- 50 chefs attend Shanghai chef seminar.

Japan

Market Update:

The Japanese Cabinet Office reported weakening economic conditions in October and November but held steady in December. Exports and business investment are still down, though the Cabinet upgraded its assessments of private consumption and industrial production. The Cabinet's economic report attributes Japan's recent performance to "the deceleration of the world economy."

Five think tanks released predictions on Japan's GDP growth, and came up with an average of 1% growth in FY2012 and 1.5% in FY2013, thanks to recovering overseas economies and a likely jump in consumption before the consumption tax is hiked to 8% in April 2014. The Japanese government itself is predicting 1.7% growth in 2013.

Throughout the quarter, the value of the yen plummeted against the US dollar, from 77.96 on October 1st to 85.96 on December 31st. Exporters are greeting the weaker yen with a sigh of relief, but a weaker yen simultaneously drives up the price of imports, especially the fuel for Japan's thermal power plants.

The value of seafood imports to Japan fluctuated throughout the quarter. According to the Japan External Trade Organization, the amount fell 7.9% in September (US\$1.34 billion), increased 4% in October (\$1.57 billion) and then dropped off 20.2% in November (\$1.5 billion). While JETRO's statistics are not broken down by country and commodity at the same time, in November Japan's imports from the USA were actually up 3.5%. These percentage changes are versus the same period the previous year, at the exchange rate when the figure was released.

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 is also developing new advertising creative to reflect the new messaging, Japanese tagline and new Japan office contact information.

- *Combined circulation of 9,780,938 and value of US\$1,371,751.*
- *The Dancyu/Isetan tie-up results are on page four above.*

- *On December 8th, ASMI Japan supported and participated in an Alaska seafood event for consumers in the Osaka/Kansai area who are interested in safe and healthy food.*
- *For the detailed results of all media activities, please refer to each month's clipping reports, with translations and scans.*

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.

- *Placed the ASMI logo on 320,000 cans of Alaska sockeye (Kaldi).*
- *ASMI Japan worked with the Consumer Commodity Department of Zen-Noh's Kanto (Tokyo) region to develop three types of "Alaska Sockeye Special Packages" to be delivered by the end of November 2012 through Zen-Noh's food delivery system.*
- *ASMI Japan carried out a 3-day Alaska seafood promotion at 46 branches (the Kanto/Tokyo greater metropolitan area) of "Nakajima Suisan", a retail chain specializing in seafood, with 62 stores all over Japan. Nakajima Suisan stores are usually located in the basements (grocery floors) of department stores, where food is higher quality with a higher price point than ordinary supermarkets.*
- *Placed the ASMI logo on 133,056 cans of Alaska salmon (Suto Canning Co.).*
- *ASMI Japan supported Costco Wholesale Japan's 2012 year-end "Crab Roadshow" promotion (December 14th to 31st) by providing sign boards to promote Alaska Dungeness crab, in addition to the traditional favorites of Alaska king and snow crab.*
- *ASMI Japan supported Aeon's nationwide year-end special promotion of Alaska seafood from December 20th to 31st at approximately 150 large scale shopping centers/malls and supermarkets in the AEON group.*
- *ASMI Japan also supported the "Alaska, Sitka Origin Herring Roe Promotion" from December 10th to 31st by the Izumi group, which operates 92 shopping centers and GMS stores in the west part of Japan.*

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 held a reception on the evening of October 25th at Fish Bank Tokyo, a trendy French style seafood restaurant in Shiodome in downtown Tokyo.*
- *155 attendees*
- *\$22,932 worth of coverage in trade publications*
- *Following on the success of the ASMI Japan reception in October, the ASMI Japan team secured free publicity in the December 1st issue of Chain Store Age magazine.*
- *ASMI Japan delivered 3,500 copies of sockeye recipe book to Maruha Nichiro to use in its year-end sockeye salmon gift sets.*
- *In conjunction with the Nikkei MJ advertorial in June (JJ40 FY2011), ASMI Japan requested Mr. Tomohiro Asakawa, the fisheries commercial specialist at the U.S. Embassy, to give a presentation about U.S. seafood exports.*
- *Media coverage related to this event: circulation over 127,500 and value of \$7,649*
- *ASMI Japan identified an opportunity to advertise in the special salmon and trout edition of the Minato Shimbun (seafood industry newspaper), published October 30th.*

Trade Shows:

- *ASMI Japan participated in the ATO's USA Pavilion at the "Food Messe" exhibition in Niigata from October 16th to 18th (<http://foodmesse.jp/english.html>). This signaled ASMI's first activity in Niigata, a prefecture on the Sea of Japan that is a large consumer of salmon.*

Website:

- *The ASMI Japan website achieved the following results, according to Google Analytics:*
- *October: 2,679 page views from 1,137 visits*
- *November: 2,820 page views from 1,073 visits*
- *December: 5,385 page views from 1,008 visits*

Foodservice Promotions

- *ASMI Japan and the Royal Hotel Osaka conducted an Alaska Seafood and Wine Fair for two months from October 1st until the end of November.*
- *ASMI Japan Celebrity Ambassador Shinya Tasaki presented recipes and wine matching for Alaska Pollock and rock sole, ASMI Japan conducted a follow up seminar on October 4th, once again at Mr. Tasaki's "Restaurant S".*
- *On October 21st, ASMI Japan hosted an Alaska seafood recipe development seminar and luncheon at Roti Roppongi, and invited food coordinators, consultants and cooking specialists to attend, share their recipe ideas for Alaska sockeye salmon and herring roe and taste Alaska seafood recipes by Mr. Ian Tozer*

- *ASMI Japan carried out an Alaska Seafood Fair from November 1st through 30th at the prestigious, “white tablecloth” NOBU Tokyo restaurant to educate customers about Alaska seafood while capitalizing on NOBU’s high-end reputation*
- *ASMI Japan, in collaboration with the ATO, conducted a cooking demonstration on November 19th with Chef Michael Anthony of Gramercy Tavern in New York, targeting the HRI industry*

Western EU (France and Belgium)

Summary of Activity/Results:

Consumer PR/Advertising: Continued advertising in magazines for women targeting housewives 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.*

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.*
- *Six promotions conducted with three partners; products promoted: salted cod, smoked salmon, and chum and coho steaks featured on four million catalogues. Volume sold: 19.6 tons for \$561,340.*

Website:

- *The website has had 10,507 views; 5,440 unique hits, and the average time spent on each page is 40 seconds.*

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).*
- *Seven requests for black cod and salmon. Recipes of Les Etoiles featured in L'Epucurien*

Central EU (Germany and Austria)

Summary:

This quarter, smokers who have been working with ASMI for years have been very active promoting Alaska salmon. Friedrichs got a lot of press coverage for the promotion "Off to Alaska," which ran from September through December. In an interview with *Fish Magazine*, Kathrin Runge, Friedrichs marketing manager, said that wild salmon accounts for 50% of Friedrichs' billing.

Transgourmet keeps promoting Alaska seafood (pollock, cod, and sockeye) and has developed new products including the hot fashion style smoked salmon.

The trade press keeps publishing MSC press releases about the five or six Alaskan companies that will stay with MSC and the large Alaska processors that will go by ASMI standards. *LebensmittelZeitung* and *Fish Magazine* are reporting information coming from *Intrafish* on a regular basis. Communication with the German buyers is challenging at this time.

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

- *Three ads placed in three magazines of the professional press (circulation 26,500 and readership 45,000).*
- *Promotions of frozen chum, smoked coho and sockeye with four partners, in-store promotions in 635 stores from 15 different retail chains in Germany and Austria.*

Website:

- 417 visitors during this quarter, 1,713 pages read

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

- Promotions with six food service distributor's cash and carry in Austria and eight promotions with canteens.
- ASMI worked with Deutsche See to educate chefs. ASMI is trying to establish new connections. ASMI has been in touch with Deutsche See's partner publication, Port Culinaire.

Northern EU

(UK, Ireland, The Netherlands, Finland, Denmark, Sweden)

Consumer PR/Advertising: Extensive PR program 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. There were 18 pieces of generated coverage reaching a combined circulation of 427,784 and worth \$98,561.74 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.*

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.*

Website:

- *This quarter, there have been 2,228 visits in total to the site and 5,668 page views compared to 820 visits last quarter and 3,005 page views. People are also spending longer on the site. This quarter, the average time spent on a page is 56 seconds, compared to 51 seconds last quarter.*

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.

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.

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.
- 15 articles about Alaska seafood were generated in the 2nd quarter with an advertising value of \$13,450.
- The SEU websites generated 8 requests for offers during the 2nd quarter of FY'13
- The SEU websites received 5,182 visits during the 2nd quarter of FY'13

<u>SEU Facebook Page total Likes*</u>	<u>July 2012</u>	<u>Oct 2012</u>	<u>Dec 2012</u>
Alaska Seafood España	1,187	1,354	2,064
Alaska Seafood Italy	4,810	4,773	4,738
Alaska Seafood Portugal	0	0	84

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.*

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 Estrelas" series of promotional dinners held at the end of September in the Casa de Calçada Relais & Châteaux in Amarante, Portugal near Porto. Rota das Estrelas 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.*

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-September 2012 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.

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.*

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.*

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.

Brazil

Retail Merchandising:

ASMI and Sea Foods conducted a Bacalhau Dias / Bacalhau do Alasca retail promotion and TV ad campaign in Brazil in November and December 2012. During this prime cod consumption period of Christmas and New Year, eight- one minute and 40 second advertisements were aired on Anna Hickmann Sunday program at Record Network. At the same time Bacalhau Dias conducted an aggressive promotion in 12 Brazilian states in multiple retail chains such as Natural da Terra, Pastorinho, Super Vip, Imporio SP, Canguru, Super Yamauxchi, among others. In one of the ads the Alaska cod origin was mentioned, the ASMI logo is used as a "seal of quality/seal of origin" in the lower left of

the screen of the 1:40 TV ad, and is featured on the front of Bacalhau Dias's package as well.

Trade Mission:

- ASMI and ASMI Brazil organized the second industry trade mission to Brazil of six Alaska seafood companies to the states of Sao Paulo and Santa Catarina, from December 2 – 7, 2012. The main objective of the trade mission was to promote the development of long-term business relationships with Brazilian importers and processors.

Participants learned about the Brazilian seafood market, met with importers and distributors, toured local seafood markets, supermarkets, showed off their products through product/brochures showcases and demonstrations, received assistance with appointments and translations. The mission generated interest not only in Alaska seafood, but in the seafood's origin, the state of Alaska. The mission was also an opportunity for Brazil-based industry to conduct trade meetings with Alaska companies.

- **Participating companies:** Blue North Trading (Lance Magnuson – Managing Director); Ocean Beauty Seafoods (Danny Alva - International Sales); Calkins & Burke (Fraser Rieche - Special Project Coordinator – Latin America and Carl Macrae – Export Director); North Point Seafood (Tony Macedo – Partner); SOGDA Limited – Rubin Sales (Rafi Rubin) and Westward Seafoods (Yohei Kitayama - VP Sales and Mike Harada, Logistics Manager) and Joe Jacobson (ASMI International Program Director).

HRI Promotions:

- *As one of the top country clubs in Brazil, Círculo Militar Clubs are well established and have facilities in Brazil's key cities, like São Paulo, Rio, and Belo Horizonte among others. With more than more than 16,000 members Circulo Militar Sao Paulo has five restaurants inside its facility. To strengthen the image of Bacalhau do Alasca and encourage consumption, ASMI will hold a four month long campaign at Circulo Militar's main restaurant Dell Orso from December 1 through March 31. Five plates of Bacalhau do Alasca will be featured in the restaurant during this period. Special menus, fliers, banners, and posters were developed to support the campaign. An advertisement was published in the club's December magazine to promote the Bacalhau do Alasca festival among its members. ASMI partnered with Bacalhau Dias to make the product available. Bacalhau do Alasca received great exposure during the New Year evening celebration at the club that had the participation of over 2,000 members and invitees.*

Trade PR/Website/Social Media:

During the 2th quarter of FY2013, ASMI Brazil maintained two Facebook pages (fb.com/alascabrazil and fb.com/bacalhau do alasca).

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. The use of "Facebook Ads" was very helpful and in the first week of use (2nd week of December), the page generated a buzz of 2,411 fans. By January 7th, the page had 6,165 followers.

The screenshot shows the Facebook profile for 'Alaska Seafood Brasil'. The cover image is a promotional graphic for Alaska Seafood, featuring two brown bears and a salmon. The logo 'ALASKA SEAFOOD' is prominently displayed, along with the tagline 'Selvagem, Natural & Sustentável' and a 'CURTIU?' button. Below the cover, the page name 'Alaska Seafood Brasil' is shown with 51 likes. The navigation bar includes tabs for 'Sobre', 'Fotos', 'Opções "Curtir"', and 'Mapa'. The 'Sobre' tab is active, displaying the category 'Comida/Bebidas' and the text 'Seja bem-vindo ao Alasca. O mundo Selvagem, Natural e Sustentável.' The 'Opções "Curtir"' tab shows a thumbs-up icon and the number '51'. The 'Mapa' tab shows a map of the region around São Paulo, Diadema, and Santos.

ASMI Facebook Page



Bacalhau do Alasca Facebook Page

The data obtained in the first week is exciting:

- 280,608 people read/saw the Bacalhau do Alasca brand on Facebook
- 3,758 people interacted directly with the brand (commented, liked, shared or read the content of the page)
- By December 28th there were 1,591 people talking about Bacalhau do Alasca