

ALL HANDS ON DECK

Conference



Japan Presentation
for INTERNATIONAL MARKETING
COMMITTEE MEETING



Our PUSH marketing success

Best sales number case



North-Eastern Consumer Co-ops

Coop Sapporo

- 1,968,441 members = 70.4% of all Hokkaido households
- 108 stores all over Hokkaido
- 460,512 catalogue order system members

Coop Tohoku (6 prefecture co-op federation)

- 1,885,654 members = 58% of all Tohoku region households
- 100 stores all over 6 prefectures in Tohoku Region
- 560,000 catalogue order system members



Seafood spending amount ranking by municipality 2020-2022 average, JPY/year

2020年（令和 2 年）～2022年（令和 4 年）平均										
	Seafood all		Salted seafood items		Salted salmon		Salted Pollock roe kinds		Other salted seafoods	
		amount		amount		amount		amount	amount	
1	富山市	88,471	青森市	18,695	新潟市	4,667			2,467	
2	青森市	87,151	盛岡市	18,695					1,301	
3	札幌市	86,994							994	
4	秋田市	8,338							8,338	
5	東京市						2,899	山形市	8,307	
6	横浜市					3,530	前橋市	2,820	秋田市	8,185
7	奈良市		15,794	長野市	3,299		新潟市	2,766	徳島市	8,104
8	仙台市	80,756	甲府市	15,039	富山市	3,177	長野市	2,571	大津市	7,786
9	千葉市	80,432	奈良市	14,743	札幌市	3,049	福島市	2,491	奈良市	7,554
10	相模原市	79,530	長野市	14,736	仙台市	3,038	千葉市	2,431	堺市	7,533

OVER 50% of the top ranking cities are located in HOKKAIDO & TOHOKU!!

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located in HOKKAIDO & TOHOKU!!

Statistics Bureau of Japan, 2022
<https://www.stat.go.jp/data/kakei/5.html>



What ASMI Japan does to support Alaska Seafood fairs of the two co-ops

POS
materials

Ad on PR
magazine and
catalogue

Present
campaign

Educational
seminar



2023 Sales results of Alaska Fair

Coop Sapporo Alaska Fair (August one month)

- JPY41,886,000 through Catalogue order
- JPY162,895,000K through in store promotion
- 15 items from 6 Alaska Seafood species
- **Total JPY204,781,000 (\$1.4 million)** by \$22,581 ASMI contribution (1.6%)

Coop Tohoku Alaska Fair (One month)

- JPY82,250,000 through catalogue order system in Oct <= NEW!
- JPY65,000,000 (plan) through in store promotion in Nov
- 28 items from 9 Alaska Seafood species (catalogue)
- **Total JPY147,250,000 (\$988K)** by \$20,000 ASMI contribution (1.9%?)



Going West too...



AEON
イオン九州



**ALL HANDS
ON DECK**
Conference

Our PULL marketing success

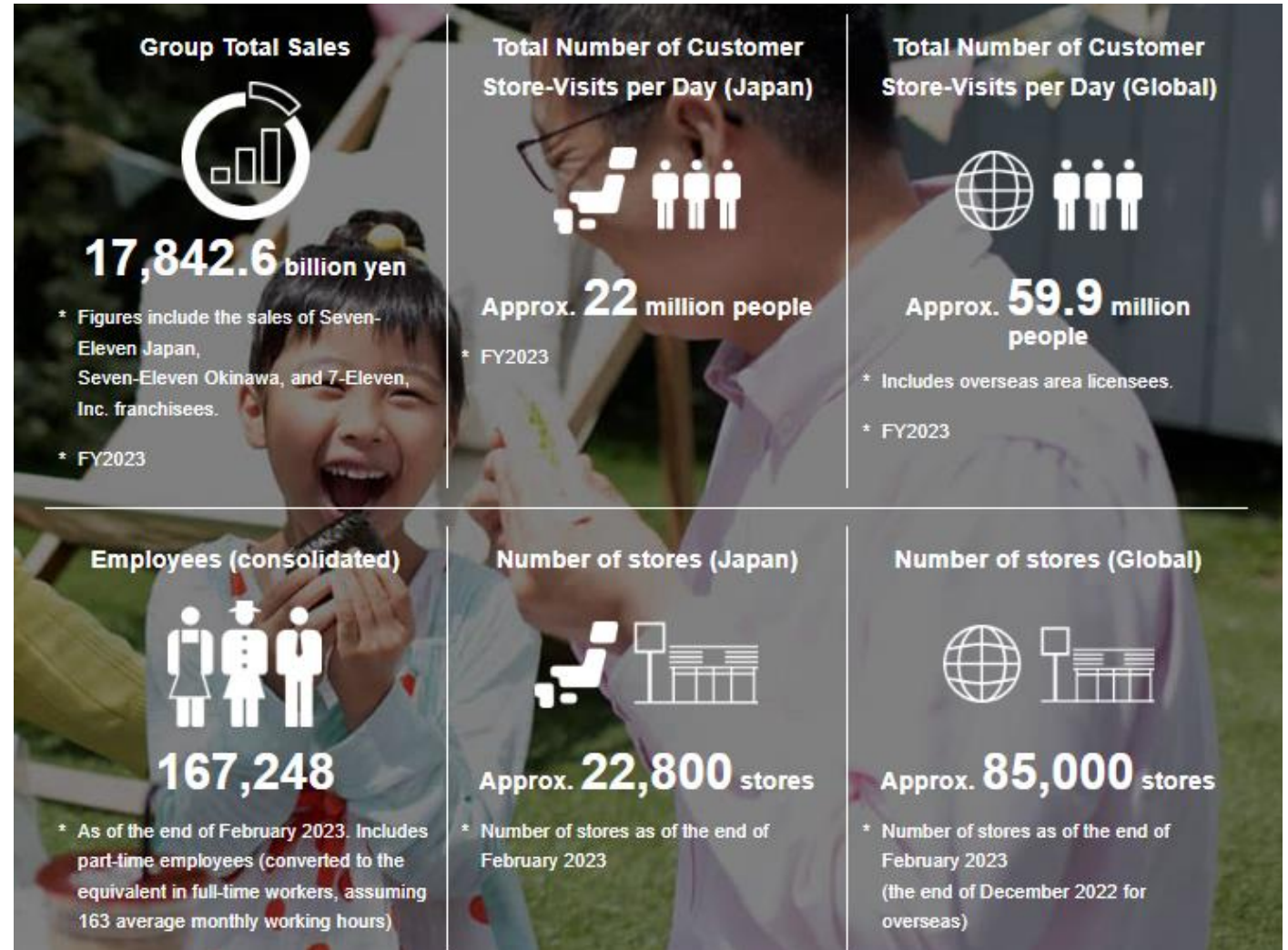
Brand building case



How to stand out in this market...?



Seven & i Holding group



Vision	Theme	Targets for 2030	2050 Vision
Decarbonized society	Reduction of CO2 emissions	Reduce emissions from group store operations by 50% (compared to FY2013).	Reduce emissions from group store operations to net-zero
		Reduce emissions across our entire supply chain (scope 3) in addition to our own emissions (scopes 1 + 2).	
Circular Economy	Measures against plastic	Containers used in our original products (including Seven Premium) to be made 50% with environmentally friendly materials (e.g., biomass, biodegradable and recycled materials and paper).	Containers used in our original products (including Seven Premium) to be made 100% with environmentally friendly materials (e.g., biomass, biodegradable and recycled materials and paper).
		Zero use of plastic-made shopping bags. Shopping bags to be made of sustainable natural materials (e.g., paper).	—
	Measures against food loss and for food recycling	Reduce food waste by 50% at the amount generated by unit (amount generated per million yen in sales) (compared to FY2013).	Reduce food waste by 75% at the amount generated by unit (amount generated per million yen in sales) (compared to FY2013)
		Increase food waste recycling rate to 70%.	Increase food waste recycling rate to 100%.
Society in harmony with nature	Sustainable procurement	50% of the raw food ingredients used in our original products (including Seven Premium) to be those that guarantee sustainability.	100% of the raw food ingredients used in our original products (including Seven Premium) to be those that guarantee sustainability.

Seven & i Group's Environmental Declaration



GREEN
CHALLENGE
2050

[Sustainability](#)
[Statement](#)
[Message from the President](#)
[Basic Policies of Sustainability Initiatives](#)
[Sustainability Management](#)
[Stakeholder Engagement](#)
[Business Partners](#)
[Seven & i Group Material Issues](#)
[➤ Material Issues 1](#)
[➤ Material Issues 2](#)
[➤ Material Issues 3](#)
[➤ Material Issues 4](#)
[➤ Material Issues 5](#)
[➤ Material Issues 6](#)
[➤ Material Issues 7](#)
[Compliance](#)

Material Issue 3 Realize decarbonization, circular economy, and society in harmony with nature, through environmental efforts

Sustainable Procurement of Raw Materials

Seven & i Group has established the Sustainable Procurement Policy that includes traceability, conservation of biodiversity, response to climate change issues, and consideration of human rights, and we have promoted initiatives with the aim of co-existing with nature as set forth in the GREEN CHALLENGE 2050 Environmental Declaration. In addition, in the GREEN CHALLENGE 2050, it is stipulated that we make 50% of food ingredients used in our original products (including Seven Premium) sustainable by 2030, and 100% by 2050.

[Seven & i Group Sustainable Sourcing Principles and Policies](#) ➤

[“GREEN CHALLENGE 2050” Seven & i Group's Environmental Declaration](#) ➤



Approach to Marine Product Procurement

Seven & i Group is working to sell products for which sustainability is guaranteed, such as those certified by the MSC®, to pass on the rich blessings of the sea to future generations. Further, to fulfill our responsibility as a retail business that connects producers and customers, we are also focusing on conveying the value of these products and the producers' desires to customers through our stores and websites.

Sales of Products Certified by the MSC

Since October 2018, in the marine products under Seven & i Group's Seven Premium private brand, 4 cod roe products and 4 karashimentaike (salted cod roe with red pepper) products, and 3 other products (as of the end of February 2022) certified by MSC have been sold at the stores of Seven & i Group. These are natural marine products obtained through fishing practices that are friendly to marine resources and the marine environment and have passed management system inspection even for processing and distribution. In the fiscal year ended February 28, 2022, MSC certified products accounted for 8.2% of Seven Premium marine products.



MSC-certified marine product



MSC label

Sales of Products Certified by the ASC

At Ito-Yokado, York-Benimaru, and York, 5 products with ASC® certification are being sold as marine products of the Group's private Seven Premium brand (as of the end of February 2022). ASC certification is conferred upon aquaculture companies that have shown consideration of their responsibilities to the environment and society. In the fiscal year ended February 28, 2022, ASC certified products accounted for 3.7% of Seven Premium marine products.

※ASC: Aquaculture Stewardship Council

An organization that administers and maintains an international certification system related to aquaculture.

<https://www.asc-aqua.org/>



ASC-certified marine product



ASC label

Sales of Products Certified by MEL

Ito-Yokado is the first major Japanese retailer to obtain MEL® certification, a certification system for eco-friendly catching and cultivation of marine products. From April 2020, 4 original "Fresh Fish with Traceability" products—yellowtail, amberjack, red sea bream, and flatfish—were given the MEL mark. With the further certification given to wakame seaweed and ginzake salmon, certified products of a total of 7 varieties of fish are now being sold at 123 Ito-Yokado stores nationwide as of the end of February 2022. Further, to convey the value of these certified products to customers, some stores have installed point-of-purchase ads in fish sections that explain the certifications.

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※MEL: Marine Eco-Label Japan

This marine product eco-label certifies fisheries and aquaculture producers that are actively managing fishery resources with consideration for their sustainable use and conservation of the environment and ecosystems, as well as businesses that process and distribute marine products from such producers.

<https://www.mel.jp/>



MEL-certified marine product



MEL mark



Point-of-purchase ad that explains marine product certifications

Sales of Alaska Seafood Products


Seven & i Group stores actively sell and convey to customers the quality of Alaska Seafood products, which are sourced through environmentally friendly fishing practices. Alaska Seafood is all-natural marine products, and strictly manages resources and fisheries in the region of product origin of Alaska, to ensure that no damage results to the ecosystems which conserve the natural marine resource.

In the fiscal year ended February 28, 2022, Sogo & Seibu conducted in-store Alaska Seafood promotions at 7 stores to inform customers about the appeal of Alaska Seafood. Alaska Seafood products were also promoted as ochugen (summer gifts) and oseibo (winter gifts). At Ito-Yokado, sablefish, red salmon, and benisujiko (salted salmon roe) are sold at food sections.



Wild, Natural & Sustainable®

その他 持続可能な調達による商品





天然のおいしさを、アラスカから。
サステイナブルシーフード

アラスカシーフード

責任ある漁業管理が徹底されている
アラスカで漁獲された水産物

商品の一例

**手巻きおにぎり
紅鮭**

責任ある漁業管理が徹底されている アラスカの漁業で漁獲された水産物



**みんなでつなごう！
いい選択で、
いい未来。**

セブン&アイグループは
持続可能な調達に挑戦しています。



持続可能な漁業で
獲られた天然の
水産物の証。



責任ある管理により
生産された
水産物の印。



日本産、国際的に
認められている持続
可能な
水産物認証制度。



アラスカの厳しい
管理基準のもとで
漁獲された水産物。



本の持続可能な
業の取り組みを
認証する制度。



農業や化学肥料などに
頼らないことを基本として
生産された食品の証。



開発途上国との
公正な貿易を
認証する制度。

GREEN CHALLENGE 2050

明日にいいこと。つなげる、つづける。

セブン&アイグループの
持続可能な調達への
取り組みはコチラで
チェック



“Good Future by Good Choice” campaign

3 of their grocery
store chains

475 stores

JPY51,738,000
= \$347K
(3 days fair in each)



天然100%アラスカ産のサ
手巻おにぎり 炭火焼
¥175* (税込¥18

みんなでつながろう!
いい選択で、
いい未来。

みんなでつながろう!
いい選択で、
いい未来。

セブン&アイグループは
持続可能な調達に挑戦しています。

GREEN CHALLENGE 2030 明日にいいこと。つなげる、つづける。

商品名	手巻 紅しやけ	値引額計	-80円
単価	*175円	数量	1点
		合計	1,055円

Payment methods: JCB, VISA, Mastercard, LINE Pay, PayPay, Pay, d払い, R Pay, ゆうちょPay, Bank Pay, QUO Pay, Alipay+, 楽天ペイ, かんたん決済, 電子マネー, 現金

The impact is spilling over...



FamilyMart the 2nd largest Convenience store brand in Japan

16,519 stores in
Japan

7,660 stores out
of Japan

Incorporated in
1981

Sales: 2,957,564
million yen (in
2022FY)

Itochu group



FamilyMart rice ball has started carrying Alaska Seafood logo!



2.5 million Ikura rice balls are carrying
Alaska Seafood logo from 10 Oct
(Soy sauce seasoned chum roe)



1 million Tarako rice balls are carrying
Alaska Seafood logo from 10 Oct
(Salted pollock roe)

The rice balls are delivering our messages

- Delivered the key message of “Wild, Delicious and Sustainable Alaska Seafood products by utilizing digital signage placed in around 7000 Japan nationwide “FamilyMart” convenience stores from October 10 to 24
- Expected total number of impressions: 13,170,000 customers
- FamilyMart created and distributed the original shelf talker that delivers “Delicious” and “Sustainable” messages with Alaska Seafood.





They are advocating How Alaska Seafood is great!

- FM held a press conference prior to the launch of onigiri and announced that they planned to strengthen efforts for their responsible sourcing and the Alaska origin rice balls are the good start for this challenge/initiative
- Around 60 journalists and videographers attended this conference



Even through Their Press Release!

2023年10月03日

商品

プライベートブランド「ファミマル」が2周年！

このこだわりがプレミアム。

上質なおいしさをお届けする「ファミマルPREMIUM」がカテゴリーを拡大＆リニューアル！

株式会社ファミリーマート（本社：東京都港区、代表取締役社長：細見研介）のプライベートブランド「ファミマル」は、2023年10月で誕生から2周年を迎えます。

2021年10月19日の発売以来、プライベートブランド「ファミマル」は、22ヶ月連続（23年8月現在）で売上前年比を上回るなど、大変ご好評をいただいております。

このたび、ファミマルはお客さまにさらなる「おいしい◎うれしい◎あんしん◎」を届けるべく、2023年10月3日（火）から素材や製法にとことんこだわった「ファミマルPREMIUM」の商品14品を、全国のファミリーマート約16,500店で順次発売いたします。

また、発売に合わせてファミマのアプリ「ファミペイ」（以下：ファミペイ）のクーポンキャンペーンも実施いたします。

<ごちむすび>

シリーズ累計2億4,000万食を突破している人気の贅沢おむすび「ごちむすび」シリーズも、さらにおいしくリニューアルいたします。また、サプライチェーン全体で責任ある原材料調達を目指し、一部の水産物にはサステナブルな漁業を実現しているアラスカ産シーフードを使用しております。（※いくら醤油漬け、生たらこのみ）

アラスカ産シーフードを使用している商品には、下記のロゴマークをパッケージに表示しております。



天然のおいしさを、アラスカから。
サステイナブルシーフード



【商品名】ごちむすび いくら醤油漬け

【価格】306円（税込330円）

【発売日】10月10日（火）

【発売地域】全国

【内容】アラスカ産のサケいくらを使用したおむすびです。粒が大きく食べ応えのあるいくら（マスいくら対比）を、超特選醤油「ヒゲタしょうゆ本膳」で味付けすることでコクのある味わいです。※北海道は仕様が異なります



【商品名】ごちむすび 生たらこ

【価格】204円（税込220円）

【発売日】10月10日（火）

【発売地域】北海道・関東

【内容】アラスカ産のスケトウダラの卵を、味付け工程（北海道産真昆布のだしと藻塩使用）で二段階の熟成をすることで旨味を凝縮した生たらこを使用しております。※北海道は仕様が異なります

And through their own media...

Delivered our sustainability key messages to FamilyMart's fans and stakeholders by utilizing their Network and media.

<FamilyMart PR Magazine for the store operators>



<FamilyMart Website, "Behind the new product story">

サステナブルなシーフードを使用した
「ごちむすび」が登場。



デリカ食品部 米飯グループ 原真理

How to expand our voice?



**By working with
Alaska Seafood end users!**

Upcoming events



Alaska Seafood New Ambassador

ASMI Japan appointed Asana Mori, a participant of the Culinary Retreat program 2023, as the Alaska Seafood Special Ambassador for the FY24. The press release was distributed on November 1. We will promote the deliciousness and great attributes of Alaska Seafood to the Japanese market through various events and activities together.



Japan Upcoming Events: Alaska Queen Crab promotion with Mori san



- Boost the sales and increase the product awareness of “Alaska Queen Crab” by collaborating with “AEON”, which is the biggest retailer in Japan and support the sales increase targeting to the Year end/ New Year’s Japanese customers’ needs
- About 350 AEON retail shops across Japan
- YouTube video creation focusing on Alaska Queen Crab and introducing the recipe by Mori san
- In-store event / In-store signage appearance / Press event



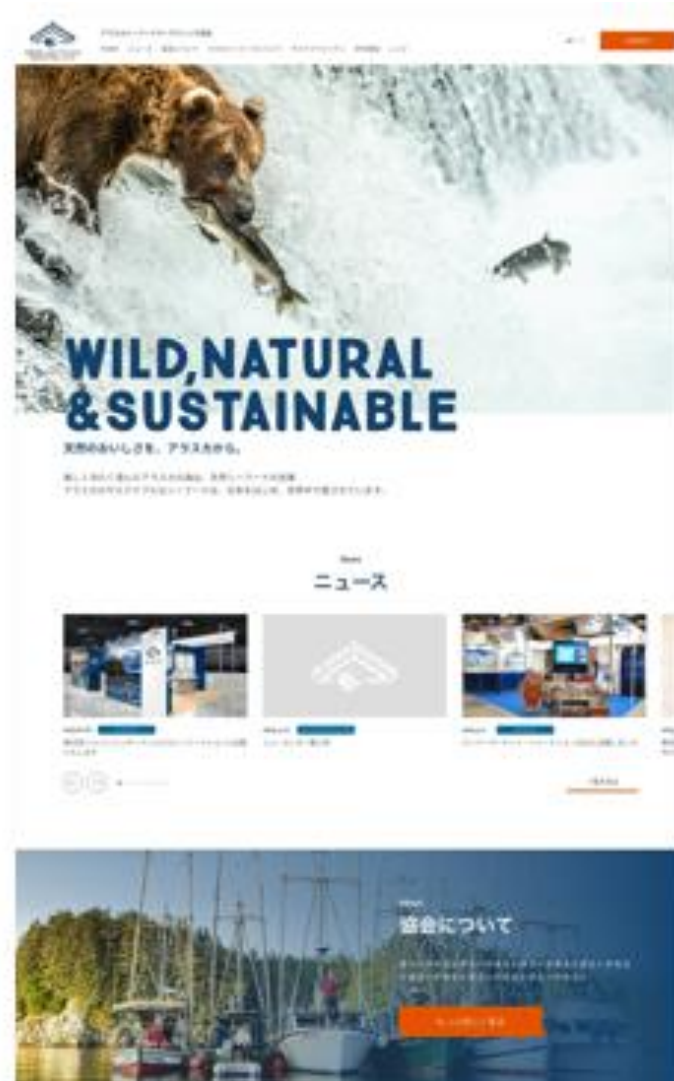
<Bairdi: Alaska Queen Club>



Japan Upcoming Activities: Renewal of Japan B2B ASMI Website

Top page image

- Deliver our key message and news appropriately and effectively to the targeted partners and stakeholders
- Expand our brand awareness and help our partners utilize our brand to the full extent



Contents image



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Conference 

Thanks for listening!

