

Latin America

IMC Meeting
August 2025



Wild, Natural & Sustainable*

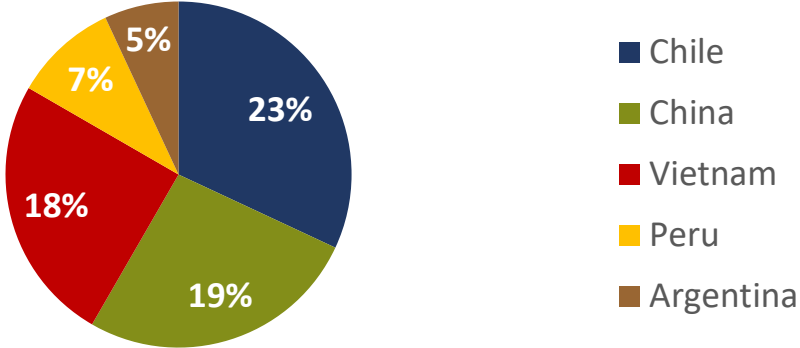


Market Overview

Seafood in Latin America

In 2024, the main countries in Latin America imported **740,000 MT** of products under HS Code 03 (excluding live fish), valued at **US\$ 3 billion**.

The primary export origins to the region were:

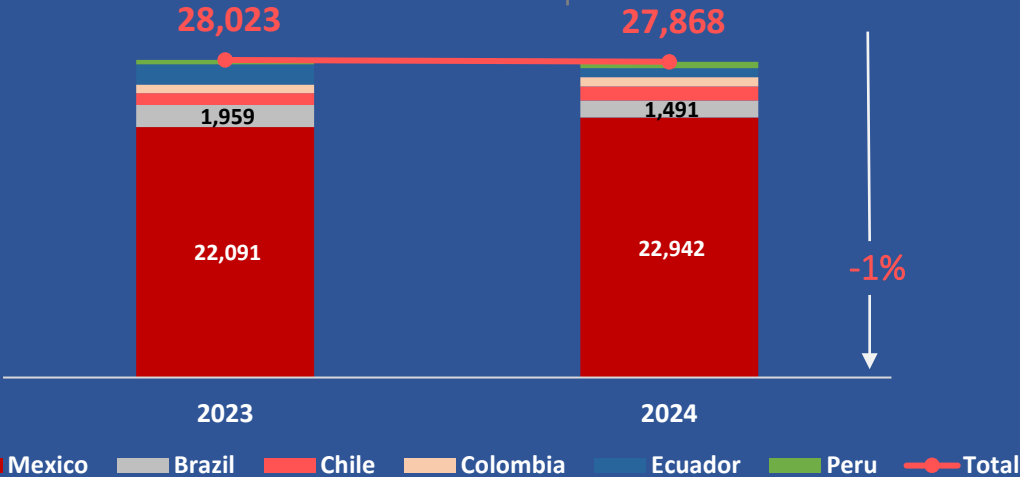


Source: Trade Data Monitor

The U.S. accounted for **around 3.5% of the volume share of imports, however, in growth trend in 2024.**

U.S Seafood in Latin America - 2024

U.S. Seafood Products Export in MT | Source: Trade Data Monitor



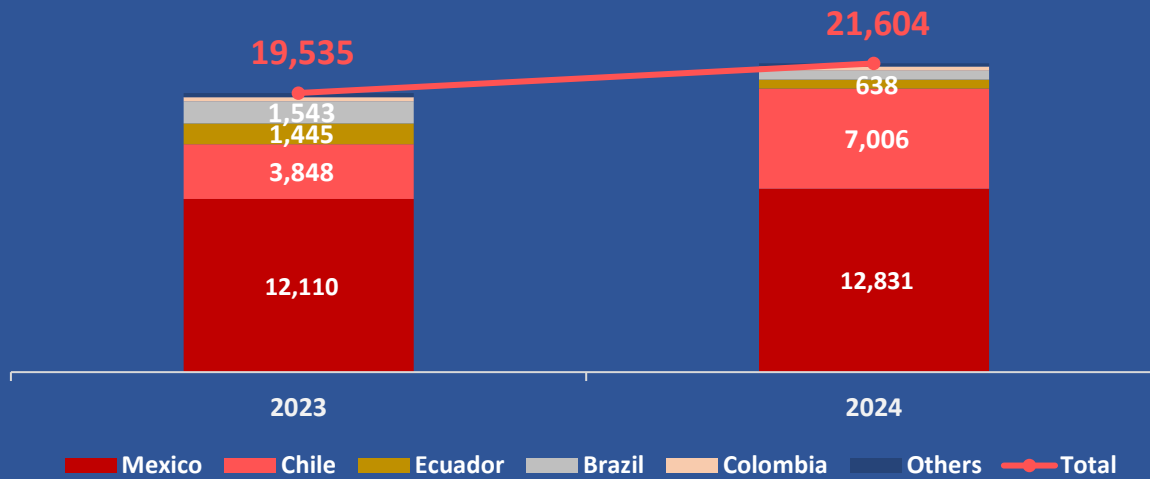
Overall, U.S. seafood exports under HS 03 to the primary Latin American countries decreased by **-1%** in volume but grew **10%** in value.

Peru was the leading country in both volume and value, with growth of **45%** and **110%**, respectively, followed by **Chile (+21%)**, **Colombia (+6%)**, and **Mexico (+4%)**. Among the main Latin American countries, **Brazil (-24%)** and **Ecuador (-56%)** reported decrease in 2024, linked with the growth of imports from other origins such as Chile, Vietnam and Peru.

Market Overview




Alaska Seafood in Latin America

Seafood exports from Alaska to Latin America



Main exported species from Alaska

In 2024, the U.S. exported **21,604 MT**, valued at **US\$ 57 million**, of the main Alaskan species to Latin America. Highlights:

-  Sockeye Salmon – 1,017 MT
-  Keta Salmon - 663 MT
-  Alaska Pollock Surimi – 206 MT
-  Rockfish - 194 MT
-  Pink Salmon – 157 MT

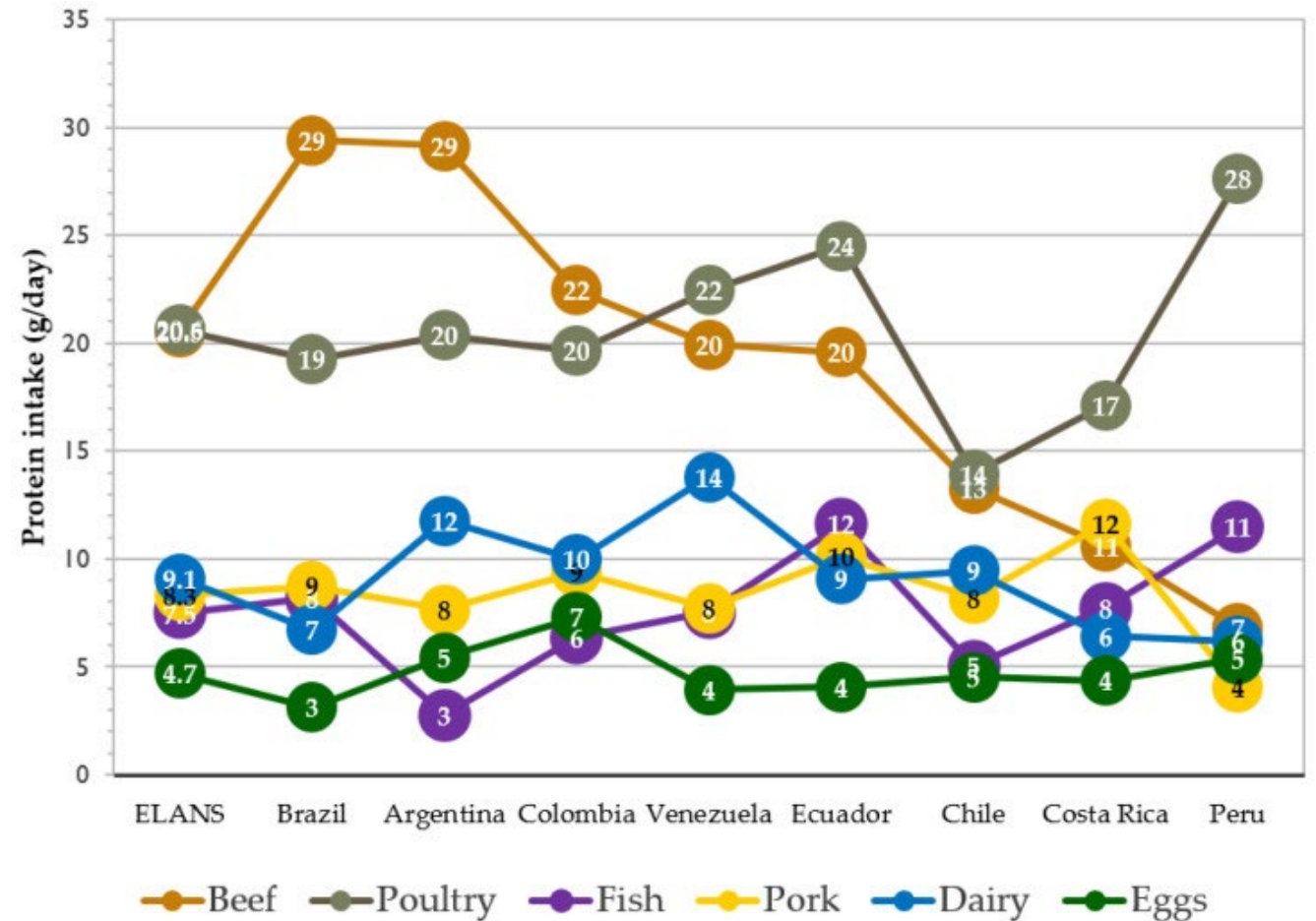
From 2023 to 2024, Alaska’s seafood exports to Latin America increased by 11% in volume and 26% in value, driven by growth in key species such as Sockeye Salmon (+26%) and Pollock (+69% - including minced). Additionally, Ecuador imported 194 metric tons (MT) of Rockfish, valued at over US\$228k.

Consumption in Latin America



- According to the latest report from the Food and Agriculture Organization of the United Nations (FAO), Latin America counts with a per capita consumption of seafood of 10.7 kg/year, being still predicted to see a considerable increase and reach close to 15 kg/year by 2030.
- The growing in consumption of seafood can be attribute to a general trend in the region related to health diets, where the consumption are more aware of the benefits of seafood.
- However, price still a barrier in the region, affecting directly imported products.

Source: The State of World Fisheries and Aquaculture 2024 (FAO)

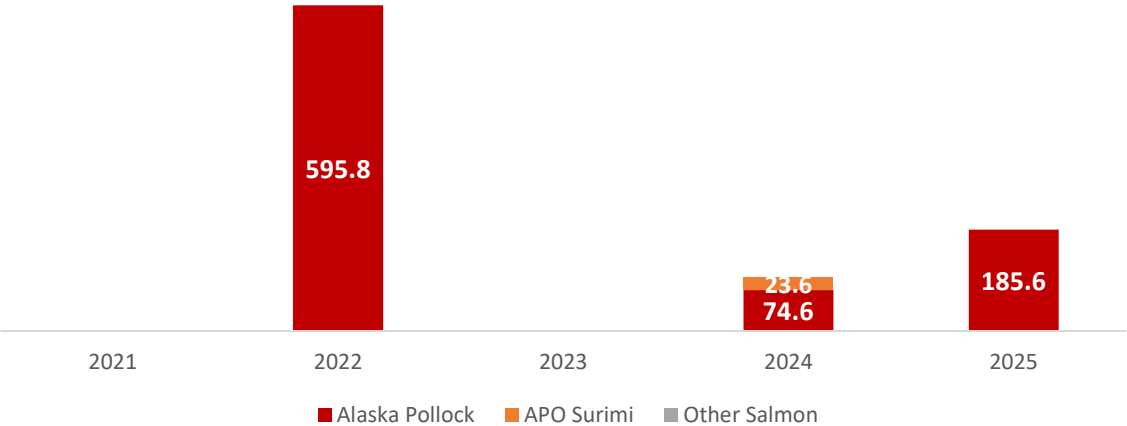


Source: Estudio Latinoamericano de Nutrición y Salud (ELANS)

Competitors Overview

Growth in Russian Exports

Russian Exports to main LATAM countries



Russia mainly supply Alaska Pollock to the Latin American countries, coming back to growth in 2025 and surpassing, in the first five months of 2025, the total exports in 2024. Indicating a growing presence among the Latin American countries.

- Brazil as the main destination for Russian seafood in 2025

In 2025, Brazil imported **138 MT** of **Alaska Pollock** from Russia, valued at **US\$ 157,330**, marking the largest quantity between 2022 and 2025. The product had a unit FOB price of **US\$ 1.10**, approximately **US\$ 2.90** cheaper than recent imports of the same product from the U.S.

Additionally, with the ongoing tensions between the Brazilian and U.S. governments, countries such as **Russia** and **China** may gain ground in the Brazilian market, primarily supplying Alaska Pollock fillets and Surimi.

Political Overview – USA

Rates

- **Rising Trade Tensions:** New U.S. tariffs have triggered potential retaliation from key LATAM partners, threatening seafood export continuity.
- **Market Access at Risk:** Higher import duties and possible non-tariff barriers may increase costs and delay customs clearance for Alaska Seafood.
- **Shift on supply:** Importers are already suspending new imports and considering changing suppliers to other origins. Product stock disruptions are about to be a reality.
- **Brand Impact:** Political friction may generate negative perceptions among buyers and consumers, affecting ASMI's promotional campaigns and brand image.
- **Strategic Response Needed:** Strengthen importer relationships, intensify promotional efforts, and implement constant market monitoring and support to mitigate disruptions.
- **Brazil – Political component:** Political involvement in Brazil's tariffs to bring greater uncertainty – Brazilian decision not to retaliate on the first moment as a move to negotiation.



The Program So Far

TRADE SHOW

- **APAS, SEAFOOD SHOW LATAM - BRAZIL**
 - 48 qualified leads generated.
 - 1,250 tastings served; 680 new Instagram followers gained (@peixesdoalascabrazil).
 - 100% of booth partners rated the experience “excellent” and/or “good”
- **ABASTUR, ANTAD – MEXICO**
 - Strong performance of Alaska Salmon Burgers shows the market readiness for value-added seafood.
 - Demonstrates effectiveness of retail-aligned B2B activation within trade shows.
- **Americas F&B, SENA, SEG – USA/SPAIN**
 - The events served as a platform to reinforce existing partnerships.
 - AFB also supports ASMIs domestic program.
- **ESPACIO FOOD & SERVICE – CHILE**
 - The generation of 21 qualified leads signals strong commercial potential in the Chilean market.



Trade Leads



Retail

70



Distributer

59



Food
Service

33



Importer

39

LEAD TO IMPORTER

- The second quarter showed a significant peak, driven by events such as Seafood Show LATAM and Espacio Food and Service, generating 66 new trade contacts
- **ASMI LATAM** generated over 162 trade leads during FY 2025. This effort led to numerous new business opportunities, many of which were referred to import partners for follow-up and potential development. ASMI LATAM also promoted tens of meetings to introduce Alaska Seafood across Latin America.

TOTAL 201



Applications for Alaska Pollock and Surimi

Request from suppliers

OMR in LatAm prepared videos showcasing texture, versatility and applications for GAP and Surimi.

Videos customizable | Versions for later subtitling | Formats for industry, food service and consumers, including Social Media versions recorded in portrait mode.

Available at Netx!



Peru: Reprocessing Value

- Peru was identified as a strategic exploratory market for ASMI.
- ASMI participated in the **USDA Agribusiness Trade Mission in June**, focused on building relationships and market understanding.
- The mission included **technical visits to cold storage facilities and processors**, providing insights into Peru's infrastructure.
- The market showed **alignment with ASMI's sustainability messaging**, reinforcing brand positioning.
- Engagement in past years suggests **growing long-term potential** for Alaska Seafood in the Peruvian market.



Success Stories

ASMI Latin America – PERU Reprocessing Program FY26

Mission Objective:

Assess Peru's seafood reprocessing capacity and deliver technical training to position the country as a strategic hub for Alaska Seafood and efficient reprocessor.

Key Results:

- 48 professionals trained
- 15 companies represented
- 5 processing plants visited (NovaPeru, Esmeralda Corp, Produmar, Peru Frost, Seafrost)
- 6 technical training modules delivered
- Hands-on sessions on filleting, defect control, and operational modeling

Strategic Impact:

Peru positioned as a reliable alternative hub for Alaska Seafood reprocessing amid global logistical and tariff challenges.



Ongoing Success Stories

In Store Promotions in Mexico

In Store Promotions

Summary of Activity:

- In-store campaign in 30 Costco outlets across Mexico (April–June 2025)
- Featured products: Alaska Salmon Burgers, Smoked Cod, Potato Crusted Alaska Pollock
- Use of POP materials and ASMI-branded aprons to reinforce product origin and quality

Key Results:

- Near 1,000 lbs of salmon burgers sold on launch day (6x above baseline)
- Smoked cod sales increased 35% daily (250 vs. 192 units)
- 2,162 units of Potato Crusted Pollock sold in just 3 days
- Over 5,000 customers engaged via in-store tastings



Main Markets Developed

Highlight for focused periods:

- Argentina & Uruguay – Trade Servicing – Q3/Q4
- Colombia – USDA ATM – Q1
- Costa Rica – Trade Servicing – Q4
- Dominican Republic – USDA ATM – Q4
- Ecuador – Trade Servicing – Q3/Q4
- Guatemala – USDA ATM – Q3
- Mexico – Trade Servicing – Q3
- Panama – Trade Servicing – Q4
- Peru – Reprocessing Program & USDA ATM – Q4



Amplifying Reach: Digital Campaigns & Retail Activations



Influencer Impact

15 influencers drove more than **2 Mi views**, significantly **boosting brand visibility of Alaska Seafood for their public**



Media

ASMI LATAM reached over **8.7M people**, with **1M followers across Facebook and Instagram**, **24% growth on Instagram**, and **15,460 new website users**.



Social Media Virality

Alaska Pollock campaigns garnered **over 600,000 views**, promoting the product and showing strong audience engagement.



Retail Expansion

Over 500 stores participated in activations, generating **almost 9,000 lbs in sales**.



▶ 487,000 views
♥ 20,200 likes

@arnovanenck



▶ 109,129 views
♥ 5,299 likes

@cocinacomounrak



▶ 42,400 views
♥ 2,111 likes

@fabiobarbero



▶ 414,000 views
♥ 15,100 likes

@soulfoodmx



▶ 102,000 views
♥ 3,672 likes

@pedrobichir



▶ 42,000 views
♥ 1,000 likes

@recetasdelamamicarito



▶ 245,000 views
♥ 7,498 likes

@cocinero_enproceso



▶ 101,000 views
♥ 1,992 likes

@gabimuxagata



▶ 39,200 views
♥ 1,275 likes

@gigivilela



▶ 195,000 views
♥ 5,842 likes

@_minhacasinha



▶ 93,398 views
♥ 1,381 likes

@fredsabbag



▶ 18,600 views
♥ 260 likes

@thiagosodre



▶ 138,443 views
♥ 3,043 likes

@fredebrocha



▶ 92,786 views
♥ 2,817 likes

@malejabestial



▶ 13,002 views
♥ 295 likes

@rubi.chef

Ongoing Success Stories



Alaska Pollock Christmas Campaign
487,000 views
20,200 likes
Chef Arno Vanenck
@arnovanenck

2,147,559 total views

▶ **+80.88% Views in 1 Year**

4,362 hours of watch time

970,600 accounts reached

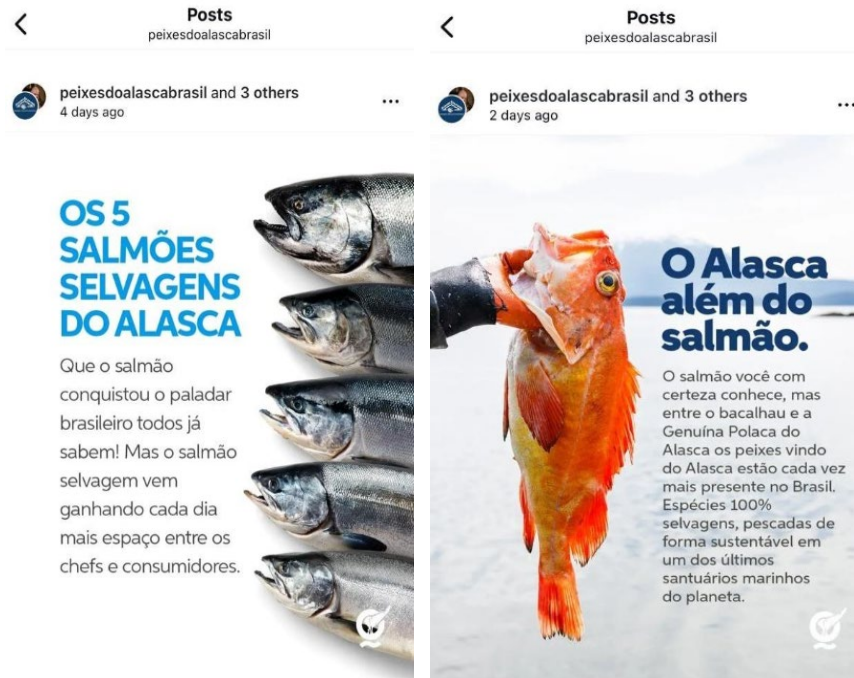
71,938 likes

@pescadosdealaska.latam @peixesdoalascabril

FishCode Campaign

- The **Campaign promoted the Wild, Natural and Sustainable Alaska Seafood** in 4 Reels, 2 Carousels (All Salmon Species + Withefish and King Crab), 2 Articles + 1 Salmon Collection on the FishCode website
- Over **132,000 views** on Instagram, more than **65,000 people reached** and **10,000 interactions with the content** (people asking where they can find or buy the product).

The content was created by **Chef Pedro Bichi**, a foodservice consultant based in **Brazil**. The focus was on consumers, foodservice sector, with a lead generation strategy (in course).



Programmatic Media

Innovative Activation for ASMI LATAM & Brazil social media

•LATAM:

•Impressions: 2,3 million

•Engagement: 1,259,522 (+ 144%)

•Cost per Engagement (CPE): \$0,01

The strategy was focused on improving engagement for the LATAM Instagram account and was targeted to Colombia, Ecuador, Mexico and Peru (Alaska Seafood is available in supermarkets).

Low CPE = \$ 0.01 → Strong performance

•Brazil:

•Impressions: 218,050

•Clicks: 15,426

•Cost Per Click (CPC): \$0.05

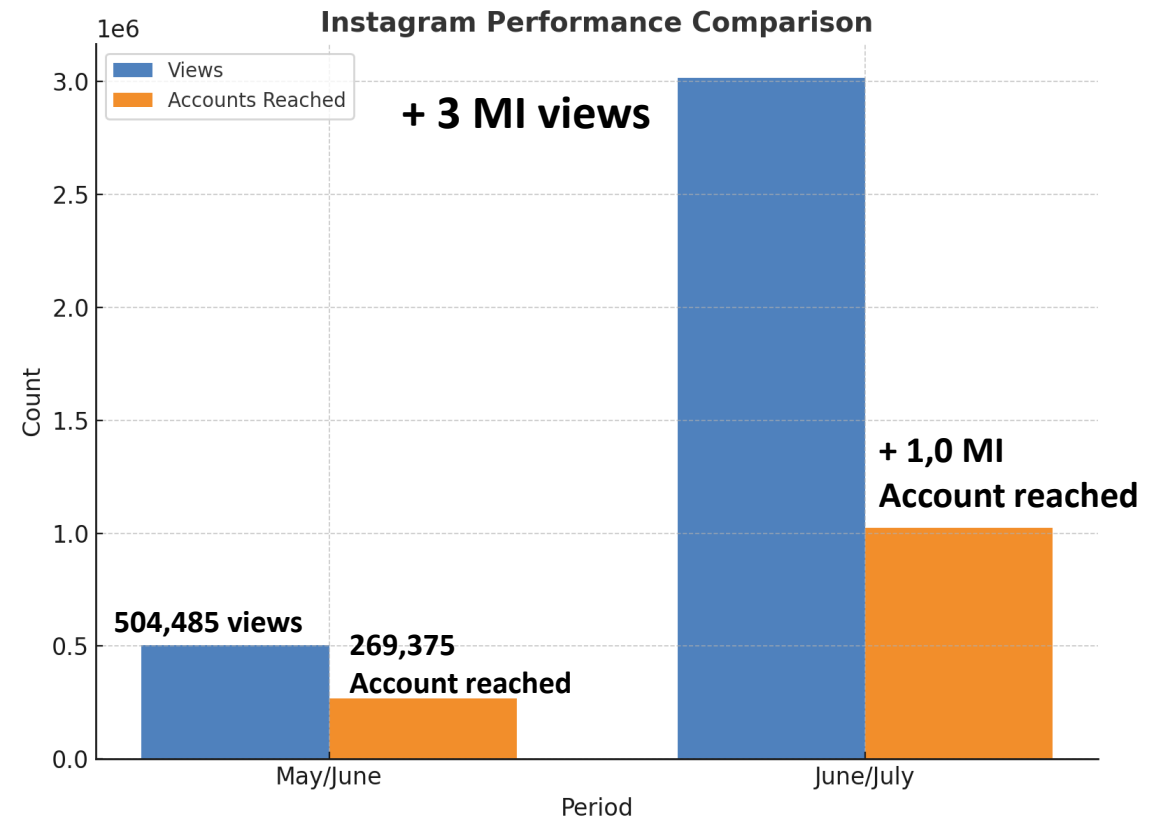
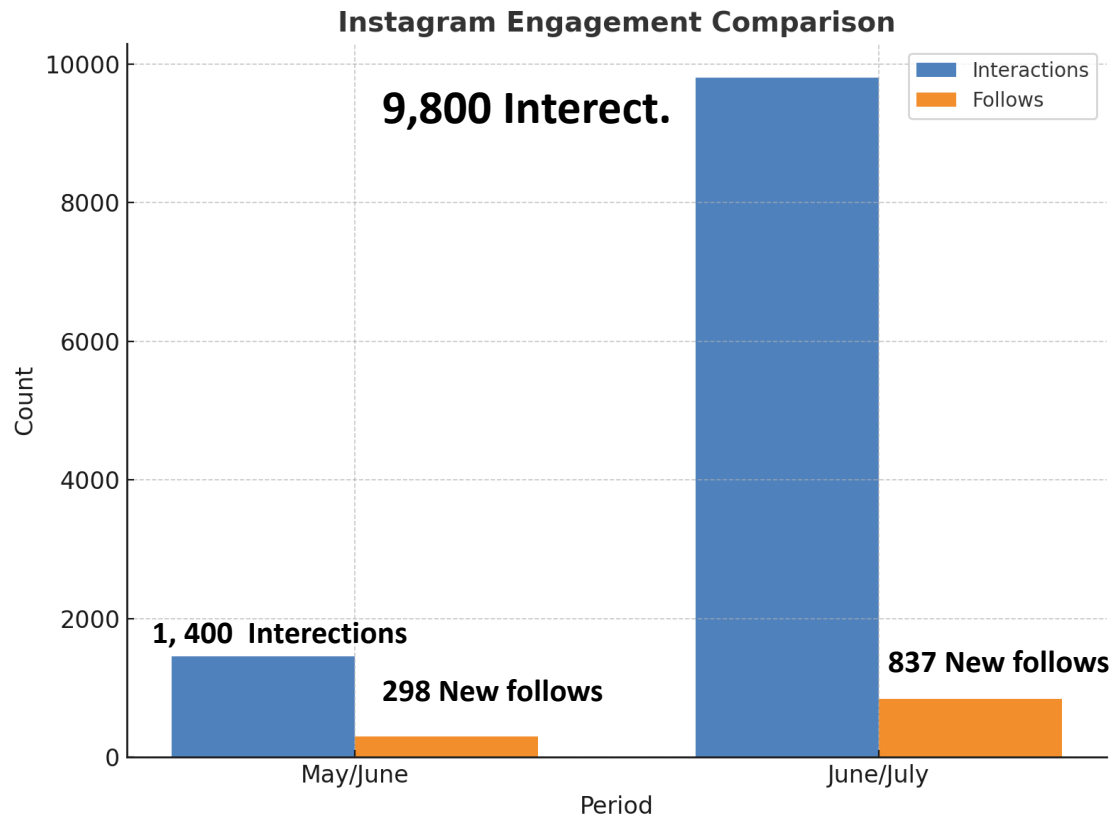
The YouTube strategy aimed to **attract and convert an audience** seeking recipes and information on the platform—a platform little used by ASMI in Brazil—using video ads and banners to drive **conversions to the website.**

Average CPC: \$0.05 USD — highly cost-efficient
CTR: 7.08% — above video campaign benchmarks

Cost Per Engagement (CPE) is a digital marketing metric that measures the average cost of each interaction or engagement a user has with an ad, content, or campaign.

Impressions: number of time people saw the content / CTR (Click-Through Rate) is the click rate, a metric that shows the percentage of people who clicked on a link, ad, or button in relation to the total number of people who viewed it.

- The strategy support the growth of the LATAM message through social media:



- Views soared +498%, massively boosting content visibility.
- Accounts Reached jumped +267%, expanding our audience.
- Interactions skyrocketed +576%, driving deeper engagement.
- Follows climbed +181%, fueling strong community growth.

What's Next



Trade Shows

- APAS
- Seafood Show
- America's F&B show
- AGAS Trade Show
- Alimentec
- Espacio F&S



In Store Promotions

- Christmas Campaign
- Lent Campaign
- Seafood Week
- Sales Trainings
- Customer Trends Study
- Fathers Day Campaigning



Chef Activities

- Chef's Competition
- Express Courses
- Importers' supporting events



Media Presence

- LATAM Instagram Campaign with Influencers
- Printed and Digital Magazines



Latam Markets

- New re-focus in Ecuador
- Focus in Grow volumes accross the region

THANK YOU!

Do you have any questions?

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