



2/21/2025
ASMI BOD Motions to Consider

Prior Motion: 12/5/2024

All Hands Priority Species Motion -Recommended Amended Motion:

Fields: "I move that ASMI staff, in anticipation of additional ASMI funding through the State's supplemental budget process, refine ASMI's domestic marketing plan for supplemental funds to allocate approximately 50% of any funds received through the supplement budget process to specifically promote Alaska pollock, flatfish, pink salmon, black cod and chum salmon in the domestic market." Erickson seconded. All were in favor.

Prior Motion: 11/21/2019

Mariculture Motion for review:

"The ASMI Board of Directors supports legislative action to amend ASMI statutes accordingly to redefine "seafood" under AS 16.51.180 to include aquatic farm products as defined in AS 16.40.199. The board directs ASMI staff to pursue and work with the necessary stakeholders to meet this objective."

New Motion to Consider: 2/21/2025

RFM/CSC Draft Motion

"I move that ASMI establish a Certified Seafood Advisory Committee comprised of Alaska seafood industry representatives. The advisory committee will provide Alaska-based guidance, oversight, and recommendations to the Certified Seafood International (CSI) program (formerly known as Responsible Fisheries Management). The advisory committee will operate under the policies and procedures established for ASMI Operational Committees and will report to the ASMI Board of Directors."

New Motion to Consider: 2/21/2025

ASMI USDA Global Food Aid Committee

I move that ASMI establish an USDA Global Food Aid Committee comprised of Alaska seafood industry representatives. The advisory committee will work collaboratively to advise the ASMI Board, contractors and staff with unified recommendations to request, facilitate, increase and improve federal purchases of Alaska seafood products. The advisory committee will operate under the policies and procedures established for ASMI Operational Committees and will report to the ASMI Board of Directors."



Alaska Seafood Marketing Institute

FY25 Supplemental Budget Marketing Plan

I. Executive Summary

Alaska Seafood Marketing Institute (ASMI) requests \$10 million Unrestricted General Funds (UGF) in the FY25 Supplemental Budget to execute a comprehensive marketing plan in the U.S. Domestic market to recover lost sales and historically low ex-vessel values across all commercially harvested Alaska seafood species. ASMI's budget request will enable the agency to continue its aggressive three-year marketing plan to achieve the following goals:

- 1) Capitalize on the Russian import ban and increase U.S. domestic sales of Alaska seafood by over 50% of the market share left behind from the Russia seafood ban.**
- 2) Increase Alaska Seafood brand recognition of key species by 10% through the promotion of wild Alaska seafood with an emphasis on Alaska sockeye, pink, and keta salmon, as well as sablefish, pollock and surimi.**
- 3) Differentiate Alaska Responsible Fisheries Management (RFM) in the U.S. domestic market as the preferred origin-based certification program to counter the MSC ecolabel that continues to certify Russian seafood in the global marketplace.**

The proposed marketing plan is necessary because the Alaska seafood sector has been severely affected by numerous factors including global inflation, unreasonable trade policies, and rising operating costs. Consumer demand for seafood products has dropped significantly since 2022 and, as a result, seafood producers face an unprecedented supply and demand imbalance. Due to inflationary pressure, consumers have shifted purchasing habits toward lower priced land-based proteins. Educating consumers about the benefits of consuming healthy, sustainable, wild-caught U.S. seafood and drawing consumers back into the seafood category will take significant marketing effort to sustain sales and solve the current supply imbalance.

Executive Order 14068 closes the loophole that previously allowed Russian seafood to enter the U.S. market via third country. As recently as 2022, the U.S. imported 70,000 metric tons valued at over \$452 million of Russian-origin cod, pollock and salmon. Closing these products to the U.S. market provides opportunity to replace Russian seafood products with Alaska seafood. However, this is not a guarantee. Other foreign seafood producing nations, such as Norway, Iceland and Chile, have identified the U.S. as a market for growth and are also working to capitalize on this opportunity.

The timing to regain U.S. market share is critical. Stockpiles of Russian seafood products will exit the U.S. market in 2025 leaving both retail and foodservice customers seeking a replacement. Product availability, price point and origin will be significant factors in this competition. ASMI's marketing strategy is aimed at elevating the "Alaska brand" by differentiating the Alaska origin through omnichannel activities in both consumer and business-to-business marketing activities.

Growing the U.S. market will rebound economic returns to the entire Alaska seafood industry and translate to higher ex-vessel prices paid to Alaska fishermen, increased economic activity in Alaska's fishing communities, and recovery of tax revenues to both the State and local communities.

II. Overview

ASMI is a public corporation of the State of Alaska established under AS 16.51 to foster economic development of a renewable natural resource. ASMI plays a key role in the positioning of Alaska's seafood industry as a competitive, market-driven, food production industry. ASMI increases the value of Alaska's seafood resource by building equity for the Alaska Seafood brand in both U.S. and international markets through:

- Consumer campaigns to strengthen demand for wild and natural Alaska seafood, stimulate sales and increase economic value of Alaska seafood;
- Advertising and public relations campaigns to boost usage of all commercial species of Alaska seafood;
- Outreach at expositions and trade shows;
- Engaging broadline foodservice distributors to maximize Alaska Seafood brand penetration on menus domestically and abroad;
- Promotions with retailers and foodservice operators to build on strong brand equity to differentiate Alaska Seafood from the competition;
- Partnering with restaurant chains to increase the number of restaurants that feature Alaska Seafood as a branded menu item;
- Media tours and media outreach to secure positive publicity for Alaska seafood products and the Alaska seafood industry; and
- Managing the Alaska Seafood brand.

The ASMI strategy may change depending on funding levels and in response to dynamic market developments as the organization promotes wild fisheries with unpredictable annual harvests. ASMI works closely with all sectors of the seafood industry and utilizes third-party data analytics to align marketing activities and respond accordingly to seafood sector needs and market changes. ASMI does have precedent for managing similar funding infusions, as most recently demonstrated in FY22 with the influx of \$7 million in federal funding for international marketing, which was fully expended in FY24; and the \$3 million in federal CARES funding received in FY21.

ASMI proposes to implement a multi-year U.S. domestic market consumer, foodservice and retail targeted marketing strategy to firmly cement market preference and raise the value of U.S. wild-caught, responsibly managed Alaska seafood. However, ASMI cannot fully execute its marketing plan without additional funding. ASMI's primary funding is directly tied to the value of Alaska's commercial seafood and is set in Alaska Statutes 16.51. ASMI receives this revenue as Statutory Designated Program Receipts (SDPR). The Alaska seafood industry assessment is set at .5% of the ex-vessel value of all commercial harvested seafood. As ex-vessel values have dropped, so too have ASMI revenues.

Lastly, while ASMI's primary focus is on growing the U.S. market, it will continue to maximize the use of federal funding to diversify overseas markets and exports for Alaska seafood products. Section V outlines ASMI's international program marketing strategy.

FY25 Supplemental Budget Request ASMI Marketing Plan Breakdown:

U.S. RETAIL	
Special Projects	\$1,500,000
Trade Promotions	\$3,000,000
Trade Shows & Conferences	\$100,000
Trade Support	\$300,000
Trade Advertising	\$100,000
Total:	\$5,000,000
U.S. FOODSERVICE	
Operator Promotions	\$2,000,000
Distributor Promotions	\$1,500,000
Trade Shows & Conferences	\$100,000
Trade Support	\$300,000
Trade Advertising	\$100,000
Total:	\$4,000,000

U.S. Consumer P.R.	
Influencer	\$350,000
Connected Commerce	\$35,000
NY Consumer Event	\$250,000
NY Media Event	\$130,000
Paid Amplification	\$100,000
Paid Media Partnerships	\$135,000
Total:	\$1,000,000

III. ASMI U.S. Domestic Market Three-Year Strategic Objectives

- 1) **Capitalize on the Russian import ban and grow U.S. market share for Alaska seafood products with increased focus on Alaska pink and keta salmon, pollock, and sablefish.**

GOAL: Grow U.S. domestic sales of Alaska seafood by over 50% of the market share left behind from the Russia seafood ban.

Executive Order 14068 closes the loophole that previously allowed Russian seafood to enter the U.S. market via third country. As recently as 2022, the U.S. imported 70,000 metric tons of Russian-origin cod, pollock and salmon valued at \$452 million. Closing these products to the U.S. market provides opportunity to replace Russian seafood products with Alaska seafood. However, this is not a guarantee. Other foreign seafood producing nations, such as Norway, Iceland and Chile, are also working to capitalize on this opportunity.

ASMI, in partnership with the Alaska seafood industry, will focus on existing and new product forms to introduce U.S. consumers to Alaska seafood products in both retail and foodservice. Opportunities exist in quick service restaurants, fine dining, and institutional dining. Funding and new product development will dictate how ASMI prioritizes its marketing efforts in these segments.

At retail, new consumer-friendly and easy to prepare valued-added Alaska seafood products are being introduced to consumers in the U.S. market. This suite of new product forms, which include Alaska sablefish, pollock, cod and salmon, when combined with traditional products such as frozen portions and refreshed fillets will require significant promotional attention to gain and retain placement in the highly competitive retail sector.

2) Promote all species of wild Alaska seafood with an emphasis on Alaska sockeye, pink, and keta salmon, as well as sablefish, pollock and surimi.

GOAL: Increase brand recognition of key species such as Alaska pollock, Pacific cod, sablefish, pink and chum salmon in key markets by 10%.

Additional funding for retail promotions to move volumes of 2022 sockeye salmon were instituted by the ASMI Board of Directors in November 2022, with a request for ASMI to spend an additional \$1.2 million on this effort. With 100% of these funds expended to date, these programs will be cut or significantly reduced without additional funding support. Tactics include:

- ASMI partners with Chicory, a commerce media company that encompasses recipe publishers and retailers that reach over 110 million high-intent grocery shoppers every month through hyper-contextual ads and in-recipes commerce solutions across 5200 blogs and websites. The target media combined with shoppable technology allows ingredients such as wild, Alaska sockeye salmon to be added to a virtual cart. There are over 60+ retailers working with Chicory, including club stores, convenience stores and traditional grocery stores.
- ASMI also partners with retailers like Sam's Club, Walmart, Publix, Kroger and more to conduct brick and mortar trade promotions to further move product. ASMI has also expanded its partnership base to include new retailers like B.J.'s, Amazon Fresh, Sprouts, The Fresh Market, Sizzlefish, and more. Traditional grocery stores still capture a huge spend as 44% of shoppers still report shopping at a physical location according to PYMNTS.com. Most shoppers have adopted a hybrid option, thus, both online and in-store are critical to capture during the consumer journey.
- ASMI partners with behemoth grocer, Costco Wholesale in a variety of ways to promote Alaska seafood with a primary focus on a variety of seafoods, to include working with Costco Quick & Easy which creates videos for the at home cook which are shared on their social media channels with millions of followers. The popular videos featuring Cheflebrity Randy Altig have been so successful Costco aired them in their warehouses nationwide on their flat screen televisions free of charge. Furthermore, the popular recipes are often featured in their monthly circular, "Costco Connection," reaching 14.3 million consumers monthly making it the fourth most widely distributed magazine in the United States. Promotions with Costco have run throughout the year in nationwide locations, Canada locations, and in specific regions. ASMI promotions support Costco's efforts for temporary price reductions (TPD) to drive sales velocity. An example of a promotion is during the weeks surrounding Labor Day, Costco (US) promoted Kirkland Signature Frozen Sockeye Salmon by building freezer door displays at all U.S. Costco locations, as well as offering TPD in the Southeast region during the promotion period. Finally, ASMI has expanded its partnership with Costco Wholesale to include Costco Business Centers. The Business Centers feature an ASMI video on TV screens in-stores to promote a variety of species of wild, Alaska seafood.
- Nearly 60% of shoppers report using digital coupons thus far in 2023 according to Statista. ASMI partners with leading digital coupon company, Ibotta, to launch national campaigns with major retailers like Publix, Walmart, and Albertsons. They reach over 18 million people with an overall redemption rate of 23.6% on average which is well above the 13% benchmark and typically see a 50% follow-on purchase, which means these consumers made a purchase after the campaign concludes, showing how ASMI can build a long-lasting customer base through this type of promotion.

3) Build consumer trust and confidence in Alaska seafood by differentiating Alaska Responsible Fisheries Management (RFM) in the U.S. domestic market as the preferred origin-based

certification program to counter the Marine Stewardship Council (MSC) ecolabel that continues to certify Russian seafood in the global marketplace.

GOAL: Increase brand recognition and usage of the Alaska RFM logo and certification program in the U.S. market by 25%.

ASMI Retail collaborates with the RFM Certification program to target retailers and their suppliers to increase participation in RFM Chain of Custody (CoC) Certification. Once suppliers and retailers have RFM CoC, they can utilize the Alaska RFM logo for free, unlike MSC which charges logo licensing fees. Additionally, approaching retailers to open up their sourcing policies to accept Global Sustainable Seafood Initiative (GSSI) benchmarked certification programs drives increased use of Alaska RFM. RFM was the first certification to be benchmarked. This increases the likelihood of choosing RFM over MSC.

Incorporate RFM messaging into ASMI sales pitches and advertising, highlighting the importance of origin and consumer awareness of Alaska RFM. Recent research conducted by Technomic shows that there is virtually the same level of consumer awareness between Alaska RFM and MSC. This signals a great opportunity for retailers and their suppliers that origin greatly matters when it comes to certified seafood. Retailers benefit from choosing the certification that highlights origin, which is what seafood consumers are interested in, and the certification that doesn't charge anything to use its logo.

Expected Results:

- Increase awareness of RFM among retailers and suppliers
- Ten companies to use the RFM logo on pack or in marketing
- Two new retail trade partners to promote RFM alongside Alaska Seafood at consumer promotional level

IV. FY25 Supplemental ASMI Marketing Plan Budget

U.S. Foodservice Budget Breakdown: \$4,000,000

Operator Promotions: \$2,000,000

This category covers customized national restaurant account promotions, which have been effective in expanding menu visibility of Alaska seafood. This program has been important in supporting species that need help in the marketplace as well as creating demand for all Alaska seafood. This space is key for creating Alaska seafood logo recognition to a very broad audience of consumers. The current prohibition of Russia seafood products - primarily consisting of pollock, salmon, crab, and cod - are key species for promotions with partners in the quick service restaurant (QSR) space like McDonald's, Dairy Queen, Del Taco and more. Historically, ASMI has had partners and lost them to Russia such as Captain D's who sourced product exclusively from Russia (primarily pollock) thus, ASMI will use additional funds to target these operators.

ASMI is currently partnering with QSR behemoth McDonald's which has over 41,800 units globally. The goal is to place the Alaska seafood logo not only in their digital ecosystem (app, digital menu boards, social media, website) but also on product packaging for their iconic Filet-o-Fish sandwich, of which over 300 million are sold annually generating over \$1 billion in sales. This would increase visibility of the Alaska seafood brand in very pronounced and dramatic fashion to millions if not billions of consumers. A secondary goal of the partnership with McDonalds is to increase visibility of the Alaska Responsible Fisheries Management (RFM) certification label by offering usage of the program in place of the Marine Stewardship Council (MSC) logo.

The cruise sector has been a great target for ASMI and extra funds would provide expansion to the repertoire of current partners. This affords the ability to educate both their front and back of house on how to successfully execute wild Alaska seafood activations on the cruise ship and will increase sales volumes of Alaska seafood sold to the lines creating an economic generator for the suppliers. ASMI would incorporate Alaska seafood messaging and signage both in the state rooms, at the cafeteria, at Alaska Seafood formal nights in their fine dining spaces and beyond.

Metrics:

When entering into a partnership with an operator ASMI takes into account the following:

- Marketing time period
- Number of units/geographic location(s)
- Promotional materials
 - o Menu boards (Translites and traditional)
 - o Window clings
 - o Table talkers
 - o Posters
- Social/digital media
 - o Facebook, Instagram, X, Pinterest etc.
- Media/Advertising
 - o YouTube
 - o Connected TV (CTV), Over-the-Top (OTT), Linear TV and Online Video (OLV)
 - o Audio High Impact
 - o Press releases
 - o Radio
 - o Apps
 - o Website

Expected Results:

- Increase in % of seafood trade in key markets who believe Alaska's sustainability credentials help brand building and sales
- Increase in number of suppliers utilized
- Increase in ROI on dollars ASMI invests relative to operator
- Alaska calls outs leading to consumer brand awareness

Distributor Promotions: \$1,500,000

ASMI works with the top distributors in the U.S. to generate increased demand for all species of Alaska seafood. The majority of distributor promotions involve the sales of frozen Alaska seafood items into all foodservice segments. Distributors are a critical link in the sales path because they sell to chain accounts, foodservice management companies, and independent operators. Through these promotions, the domestic team has been successful in partnering with distributors at the corporate level to facilitate the growth of the Alaska seafood brand. Target segments include:

- Top broadline distributors
- Seafood specialty distributors

ASMI will work with distributors to promote RFM certified seafood and incentivize the sales force to learn about the benefits of this certification program.

Again, this is a great avenue to fill the void from banning Russia imports as many of these distributors likely have SKUs to fill which Alaska seafood can satisfy.

Metrics: When entering into a partnership with a distributor ASMI takes into account the following:

- Marketing time period
- Number of operating companies/geographic location(s)
- Promotional materials
 - o Flyers
 - o Recipes
 - o Eblasts
- Social/digital media
 - o Facebook, Instagram, X, Pinterest etc.
- Media/Advertising
 - o Radio
 - o Apps
 - o Website

Expected Results:

- Increase in number of seafood trade in key markets who believe Alaska’s sustainability credentials help brand building and sales
- Increase in number of suppliers utilized
- Increase in ROI on dollars ASMI invests relative to distributor
- Alaska calls outs leading to consumer brand awareness
- Increase in employees engaging in sales spiffs or daily sales report contests

Tradeshows and Conferences: \$100,000

ASMI participates in key tradeshows and conferences to heighten awareness of the Alaska Seafood brand and build relationships throughout the foodservice industry. It allows staff the opportunity to meet a large number of key decision makers with minimal cost to the organization. Product demonstrations and chef seminars are conducted to maximize impact.

Metrics: We determine the success of a tradeshow or conference based upon how many trade leads we get that result in tangible partnerships.

Expected Results:

- Increase in number of seafood trade in key markets who believe Alaska’s sustainability credentials help brand building and sales
- 2-3 new operator partners a year as a result of tradeshows and conferences

Trade Support: \$300,000

ASMI is continuing to devote energy to cultivating the chef ambassador program to ensure we have top chefs we can call on for public relations, events, networking, and media.

This line also encompasses creating educational materials and programs for foodservice operators and distributors. It is important to refresh collateral to remain on trend and inspire promotions with operators.

These materials are extensively used by industry and the offer of collateral support is a wonderful sales tool.

Trade support includes recipe development, photography, website content, culinary training programs, seafood products for display or tasting at events, production (creative), and print costs of point-of-sale (POS) materials.

ASMI has revamped the white tablecloth fine-dining space partnership program in a robust and meaningful way. This is an important opportunity for public relations with top tier chefs menuing Alaska seafood and sharing the content on their social platforms and with media outlets. The cache of these all-star chefs is invaluable for the Alaska seafood brand. According to Datassential, 98% of fine-dining establishments menu seafood, thus, it makes perfect sense to showcase the pristine quality of Alaska seafood and tell the story. As a result of this, the Alaska Seafood Culinary Alliance has been reborn and resurrected, featuring some of the top chefs in the country with accolades such a Michelin stars, James Beard awards, and Top Chef awards. With increased funds we can continue to grow this program with influential chefs to keep moving the needle which has a trickledown effect to consumers.

Metrics: ASMI will measure results by the number of chefs inducted into the Alaska Seafood Culinary Alliance and if they then menu Alaska seafood at their restaurants, post about it on their social media channels (where they often have hundreds of thousands or millions of followers), organic content, media availability, the chefs referring other chefs in their network to ASMI, how many have completed Alaska Seafood University etc.

Expected Results:

- Engagement on social media channels (primarily Instagram) with top tier chefs who have millions of followers and monetize their posts charging \$200,000+/post touting the benefits of wild, Alaska seafood. After hosting them in Alaska and telling them the Alaska seafood story they post the stories free of charge and become lifelong ambassadors and champions. Their followers are inspired and this has a positive trickledown effect.

Trade Advertising: \$100,000

Foodservice trade advertising is used to strengthen brand awareness and communicate key attributes about Alaska Seafood to operators and distributors. The foodservice media plan will be digital, as well as print in reputable trade magazines such as Plate Magazine, Restaurant Dive, and Flavor in the Menu. The NRA report forecasted the U.S. foodservice industry reached \$997 billion in sales in 2023. ASMI will continue to invest in this sector as the value and rewards continue to be beneficial.

Metrics: Number of trade leads earned as a result of advertising (to include chefs, owners, food and beverage directors, menu developers, CEOs, presidents, and C-Suite), impressions, how many operators cold call/email us for information.

Expected Results:

- The advertising generates trade leads which results in new promotional partner opportunities
- It cements the status and value of wild Alaska seafood for key trade members.

U.S. Retail Budget Breakdown: \$5,000,000

Special Projects: \$1,500,000

Alaska Seafood coupon promotions are funded in this category. With inflationary pressure across all food items to include seafood, many consumers are turning to couponing to help ease their spending. With a 3.5% increase in the U.S. Consumer Price Index, shoppers are looking for savings, according to Inmar Intelligence. Nearly one-third of shoppers increased their coupon usage in 2021 and 54% did so because of financial pressures.

Based on the report, these shoppers are turning to digital coupons over other savings options, with 76% of shoppers reporting they used a digital coupon in-store. There was a 13% increase in digital coupon redemption in 2021, as inflation started to take hold. Brands reacted swiftly to the increased shopper demand and increased digital coupon distribution by 28% in 2021, noted the research firm. The objective is to get new shoppers into the Alaska seafood category incentivized by a price reduction. When they develop an affinity, they will become repeat purchasers but they will make an organic purchase without a price reduction. ASMI data supports this tactic is successful.

Metrics: ASMI measures the success of campaigns based on impressions, redemption rate (compared to a national benchmark), add to cart function, how many units are moved, if key retailers and their shoppers are engaged, if we have unincentivized repeat customers after the campaign has exhausted funds, if key markets have sales growth.

Expected Results:

- New consumers to the Alaska seafood category who will remain loyal shoppers to product as a result of a positive experience.

Trade Promotions: \$3,000,000

Trade promotions include in-store promotions, demos and sampling, merchandising contests, and custom point-of-sale materials. ASMI is seeing increased participation from retailers in the United States and Canada. The ASMI domestic program is focusing this effort on both brick and mortar, as well as the ecommerce space. Currently, ASMI partners with over 36,000 units.

ASMI proposes the majority of the retail funding in this line item as this is the best way to heighten awareness for consumers and trade while creating sales lift and velocity. ASMI has relationships with key grocers such as Walmart, Sam's Club, Costco, Whole Foods, Sprouts, and more.

Metrics: When entering a partnership with a retailer ASMI considers the following:

- Marketing time period
- Number of units/geographic location(s)
- Promotional materials
 - o Recipe Cards
 - o Static Clings
 - o Shelf talkers
- Social/digital media
 - o Facebook, Instagram, X, Pinterest etc.

- Media/Advertising
 - o YouTube
 - o Connected TV (CTV), Over-the-Top (OTT), Linear TV and Online Video (OLV)
 - o Audio High Impact
 - o Press releases
 - o Radio
 - o Apps
 - o Website

Expected Results:

- Increase in number of seafood trade in key markets who believe Alaska’s sustainability credentials help brand building and sales
- At least five new products from each market calling out Alaska, USA – origin on pack
- Increase number of suppliers utilized
- Increase in pounds of product purchased
- Sales lift anywhere from 5 to 400% during promotional period
- Alaska call outs leading to impressions and increased brand awareness amongst consumers
- One to two new retail partners/year

Trade Shows and Conferences: \$100,000

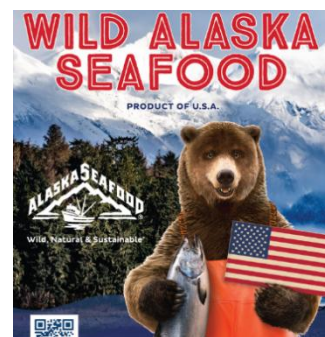
Key to building new partnerships, strengthening existing relationships, launching or amplifying new marketing campaigns, staying up to date with industry, and on top of trade trends. This is a pivotal space to meet new partners, and nurture our existing relationships making them more robust.

Metrics: ASMI will determine the success of a tradeshow or conference based upon how many trade leads are earned that result in tangible partnerships.

Trade Support: \$300,000

ASMI recently produced new point-of-sale (POS) materials featuring the Alaska seafood bear with a patriotic theme and anticipate great interest in these materials from existing retail partners.

Funding for the digital asset library, recipe development, photography/video production, research, POS development/reprints, storage and fulfillment costs, website updates, and seafood product for display and PR events.



Metrics: ASMI measures results by the number of grocery stores that utilize ASMI POS materials (all of which can be tracked based on orders from ASMI’s fulfillment warehouse) which directly translates to impressions from shoppers at brick and mortar and/or online. This translates to raising consumer and trade awareness of wild Alaska seafood which increases the value of the resource.

ASMI will also measure how many retail teams complete Alaska Seafood University.

Expected Results:

- Five new retailers engaging with Alaska Seafood University and earning certificates.

- Fifty+ retailers ordering point-of-sale materials to outfit their stores and tell the wild Alaska seafood story to their shoppers.

Trade Advertising: \$100,000

ASMI is currently executing a combination of digital and print ads in reputable magazines such as Progressive Grocer, Grocery Business, FMI Daily Lead, Grocery Dive, and others. With additional funds, ASMI will strategically place sponsored content and advertisements in these publications to keep wild Alaska seafood top of mind for key decision makers, buyers, and the C-suite.

Metrics: How many trade leads earned as a result of advertising (to include purchasing managers, store managers, owners, fish mongers, CEOs, presidents, and C-Suite), impressions, how many grocers cold call/email us for information.

Expected Results:

- The advertising generates trade leads which results in new promotional partner opportunities
- It cements the status and value of wild Alaska seafood for key trade members.

U.S. Consumer Public Relations: \$1,000,000

ASMI partners with contractor Edelman PR to develop and execute integrated omnichannel efforts to drive awareness and consideration for Alaska seafood. Recent Edelman Trust Barometer data shows that cultural relevance drives trust and business more than other factors. ASMI and Edelman build trust among targeted domestic consumers and foodservice and retail decision makers by elevating Alaska as the best source for seafood because it is wild, sustainable, nutritious and delicious. Through a robust and culturally focused expanded program, Edelman will generate even more awareness for Alaska seafood and key species that ultimately drives measurable purchase intent. This plan recommends increasing the budget for ASMI's digital, influencer and social efforts, as well as adding more experiential events in New York city for both media and consumers to drive broad reaching national attention in Alaska seafood's top media market. These efforts will insert Alaska seafood into culture and drive hundreds of millions of earned and paid impressions to further ASMI's mission of driving awareness for Alaska seafood. Two different public relations strategies (A or B) are proposed and may be combined or altered slightly to best meet the final budget and changes in the dynamic U.S. market and media landscapes.

Expanded Mid-Tier Influencer Program - Broaden Digital Efforts with Increased Influencer Content: \$350,000

Compelling digital and social content continues to be the most impactful when it comes to reaching ASMI target audiences with social engagement from ASMI efforts up 14% YOY. As more than 60% of audiences make purchase decisions based on what social media influencers produce, ASMI recommends expanding our partnerships by adding 2-3 culturally relevant food and lifestyle creators to distribute more impactful, educational and beautiful social content that reaches consumers across Instagram and TikTok. Efforts will ladder-up to messaging around delicious, wild, sustainable seafood and the call to action for consumers to #AskForAlaska while featuring a range of priority Alaska seafood species.

Connected Commerce - Shoppable Links: \$35,000

To encourage purchase, ASMI will partner with Click2Cart, a customizable ecommerce platform that enables ASMI to feature multiple Alaska seafood species from a variety of retailers, to develop shoppable

links that our influencers will feature in their content to drive purchase immediately after viewing a recipe or video. The last ASMI campaign utilizing both influencers and Click2Cart drove over 7.5 million impressions.

Experiential - Alaska Seafood Pop Up Market in NYC: \$250,000

Consumers are craving more access to wild seafood from Alaska, especially in NYC where it is harder to source. ASMI can take over an established seafood market with all Alaska seafood species directly reaching shoppers with Alaska seafood, samples and education from fishermen to better understand why they should always Ask for Alaska. To further communicate Alaska's dedication to sustainability, all or a portion of proceeds from seafood sales could be donated to further research/support of responsible fisheries management and sustainable fishing practices. The donation would also provide an additional news peg for media outreach.

Experiential - Alaska Seafood Media Event in NYC: \$130,000

To continue to build long-term relationships with reporters to drive ongoing press coverage of Alaska seafood, host an interactive media event for NY based reporters and influencers showcasing an Alaska fisherman, chef and tasting opportunities. Media events consistently generate tens of millions of earned media impressions every year for ASMI. If we proceed with an Alaska Seafood Pop Up Market, ASMI can also invite media to a preview event to create efficiencies.

Digital/Social Paid Amplification: \$100,000

Created digital and social content is a huge and important cornerstone of our ongoing communications efforts, which has experienced cuts due to budget priorities. To increase impressions and ensure the content is reaching our target audiences and generating greater engagement, ASMI recommends additional budget for paid amplification to boost organic posts on ASMI social channels (Instagram and Facebook), as well as influencer partner content.

Paid Media Partnerships: \$135,000

To complement earned media storytelling, ASMI recommends partnering with a select national media outlet or show for guaranteed editorial placements that highlight Alaska seafood. Potential partners include: Bravo/Top Chef – highlighting Alaska seafood species and messaging in a variety of episodes, Food52 – recipe content online and social highlighting a wide range of species, or National Geographic – profiles on Alaska fisherman and the industry online.

Expected Results: Secure more than 1 billion earned and paid impressions across social, influencer, experiential and media relations tactics.

- **Influencer and Paid Social/Digital:** Generate exponential increase (up to 50%) in engagement (likes, comments, shares, etc.) on social media via paid influencer and digital tactics compared to FY24 results.
- **Influencer:** Drive purchase intent through influencer social posts of Alaska seafood products across multiple U.S. markets directly tied-in with U.S. retail omnichannel promotions and sales.
- **Experiential:** Increase in awareness and preference for Alaska seafood through face-to-face interactions with at least 30 top-tier reporters and hundreds of consumers via the experiential activations that build long-term relationships and affinity.
- **Paid Media:** Secure millions of impressions among coveted Millennial and Gen Z audiences via paid online, social and broadcast content.

V. ASMI International Marketing

ASMI's annual budget can vary greatly depending on funding levels. ASMI's primary sources of revenue are: SDPR (industry self-assessment), State General Funds, and federal grants. The federal grants, which serve as ASMI's primary fund source for international marketing efforts, are administered by the USDA Foreign Agricultural Service (FAS). ASMI has historically been awarded approximately \$4.5 million annually through the FAS Market Access Program (MAP). Additionally, ASMI was most recently awarded just over \$4 million in Regional Agricultural Promotion Program (RAPP) tranche 1 funds for FY25.

Both federal programs require matching funds in which, depending on funding levels, ASMI has used either SDPR or UGF to meet federal requirements. These federal grant programs do not specify match but instead award participants who match funding at higher levels and show significant financial long-term commitment. All federal funding via FAS requires marketing activities exclusively in overseas markets and prohibit the use of FAS funds in the U.S. domestic market.

The FAS grants are critical to ASMI marketing efforts because, by value, 70% of Alaska seafood is exported annually. While the U.S. market is a top priority for Alaska seafood due to global market conditions and near-term opportunities, ASMI's international marketing efforts keep the Alaska seafood industry globally competitive. Sustaining a robust and diverse international marketing program is important to the long-term economic success of the Alaska seafood industry.

ASMI International Three-Year Strategic Objectives:

1) Further development and diversification in foreign markets.

GOAL: Increase exports to emerging markets by 10% in volume.

Further development of foreign markets is imperative at this time with a large supply/demand imbalance across several species. Federal funding from the USDA Foreign Agricultural Service is enormously helpful but has restrictions. This money is competitively awarded and cannot be used for certain purposes. Federal money requires a funding match, and a complete and robust marketing program cannot be conducted without matching funds, which come with the flexibility to make certain purchases such as sample or display Alaska seafood products. ASMI has demonstrated success in building new markets. In 2019, ASMI established a marketing program in Southeast Asia. In the first four years of the program, exports grew by over \$40 million, from \$97,304,088 in 2018 to \$139,575,632, driven by strong buy-in from the Alaska industry and trade-focused programs executed by ASMI such as trade missions, trade shows, technical seminars, chef seminars, and retail promotions.

Focus: Emerging markets- Latin America, S.E. Asia, the Middle East North Africa

The Alaska seafood industry is in need of commodity markets that can provide a significant influx of capital. The reprocessing centers in Latin America and Southeast Asia, in particular, have the potential to provide liquidity to the industry by purchasing multiple container loads. However, exploring these new and emerging markets can be challenging for small companies and commodity sales brokers with limited resources. ASMI's efforts can provide an economy of scale in this area, helping to overcome the lack of established business ties and knowledge that can hamper individual companies.

ASMI's strategy involves building relationships in emerging markets through inbound missions to Alaska and outbound missions to the regions. These missions have proven to be effective in securing sales and fostering relationships. For instance, in the summer of 2023, ASMI brought an inbound mission from

Southeast Asia to Kodiak, resulting in almost \$1 million in sales. Similarly, ASMI's 2020 trade mission to Peru helped alleviate a technical trade barrier, resulting in millions of dollars in exports. In 2023, ASMI brought a mission to Columbia and Peru, furthering relationships and securing sales. However, it's important to note that federal funding restrictions mean that federal funds do not cover all aspects of a mission.

More funding for technical training to help increase yields and retail promotions to create a push/pull scenario will help emerging programs realize their full potential for the Alaska seafood industry. In FY24, ASMI brought Latin American buyers on a comprehensive mission to Dutch Harbor, Alaska, to observe Alaska whitefish harvesting and processing.

In addition to the need to build commodity markets, Alaska's high-end products, such as salmon roe, sablefish, and king salmon, lack market diversification. Alaska salmon roe is embargoed from the once lucrative (\$60 million) Russia market, has lost much of the \$40 million market ASMI built in Ukraine due to the war's devastation on the economy, and suffers from steep competition from less expensive Russian salmon roe in other foreign markets such as Japan. High-end markets, such as Singapore and Hong Kong, represent pockets of high wealth but in relatively small pockets, and these markets are saturated. ASMI seeks to find new high-purchasing power markets in the Middle East and North Africa: Morocco, Egypt, Israel, UAE, Qatar, and Saudi Arabia, in order to expand markets for Alaska's high-value products.

Across emerging markets, ASMI also visits tradeshows and provides a pavilion for Alaska seafood industry members to work. ASMI, alongside six Alaska seafood exporters, exhibited at the largest F&B tradeshow in the world, Gulfood, in Dubai. The participation resulted in 218 business meetings and 3.65 million in projected 12-month sales. ASMI seeks to continue participating and will assess the feasibility of other relevant regional tradeshows in FY25.

ASMI also focuses on education, creating workshops for importers, processors, and foodservice manufacturers and chefs to educate these sectors on Alaska seafood processing and preparation techniques, which are often quite different from those of local species.

2) Combat low Russian seafood prices in the Global Market through Alaska, USA -origin media awareness campaign.

GOAL: Increase brand recognition of key species such as Alaska pollock, Pacific cod, and pink salmon in key markets by 10%.

ASMI must respond to the market situation created by large Russian harvests, which have effectively flooded the market with low-priced products, devaluing competing Alaska species, including wild salmon (especially pink salmon), salmon roe, Pacific cod, and Alaska pollock products.

Key Markets: Japan, Europe, United Kingdom (UK)

Japan: In 2022, the frozen sockeye import volume from the U.S., mostly Alaska, increased by 50% to 8,644 (vs 4,373 mt in 2021), but the one from Russia was still 14,617 mt (vs 15,170 MT in 2021). However, some Japanese trade members have committed to sourcing Alaska origin rather than Russian due to quality and in reaction to the invasion of Ukraine. Supporting trade members who commit to Alaska origin by offering promotional support is essential to create positive consumer attention. Growing consumption in Japan, the number of seafood markets worldwide, will significantly move the needle for Alaska's sockeye salmon pack.

Currently, Alaska is the main supplier of salmon roe for various salmon roe products, including *ikura* (seasoned without skein roe), various *sujiko* (seasoned in soy sauce- based marinade, or salted, in skein), sending 9,418 mt frozen salmon roe, and also 710 mt of salted *sujiko*, mainly sockeye salmon roe, to Japan in 2022. With the increased harvests in 2022, more sockeye salmon roe products are entering the Japanese market, and ASMI must introduce them to new customers and promote new products.

The import of frozen pollock surimi from Russia to Japan has also increased. Up until 2020, it was almost zero. However, Russia started exporting pollock surimi in 2021, reaching a 3.25% market share. In 2022, they grew that number to 17.47% market share, which continues to grow. Although Russian pollock surimi is available, the quality and reliability of the Russian surimi differ from those of Alaska-origin pollock surimi, according to the Japanese kamaboko (final surimi food product) industry. However, many manufacturers tried Russian surimi in 2021, which has a lower price advantage in the marketplace. ASMI must invest more in communication and activities to increase the brand value of Alaska-origin pollock surimi among Japanese surimi users (kamaboko manufacturers) and spend more resources on consumer communication to increase awareness.

From 2011 to 2017, the import volume of Pacific cod from Russia was mostly around 1,000 mt against 14,000-17,000 mt of total Pacific cod imports, a 6-7% market share. In these years, Alaska-origin Pacific cod was dominant. However, the total import of Pacific cod decreased sharply in 2018 to 11,000 mt (1,073 mt from Russia +9,587 mt from the US + some from Korea), and in 2019 number, the total import was 10,816 mt, which included 1,992 mt of Russian Pacific cod, increasing Russian market share to 25%.

In 2020, the import of Russian Pacific cod volume became almost the same level as the Alaska Pacific cod volume, and in 2021 & 2022, Russian Pacific cod imports dominated.

ASMI Japan would like to encourage loyal Pacific cod importers and processors who still stick to Alaska-origin Pacific cod to utilize the brand value of Alaska-origin Pacific cod and create promotions.

Europe and the UK: ASMI runs marketing programs throughout Europe with contracted Overseas Marketing Representatives staffing offices in London, Barcelona, Ukraine and Bonn, Germany. The EU has not banned or embargoed the import of Russian seafood, as it is their policy not to impose embargos on any food items. Therefore, items such as Alaska pollock surimi and Alaska pollock blocks, pink salmon, Pacific cod and salmon roe are all available in the EU market significantly cheaper than Alaska. Russia remains a key competitor, and its pricing pressures AK producers. When looking at the trade figures, imports of Russian fillets increased from 2022 to 2023, while U.S. direct imports dropped. While the public opinion towards Russia is strongly negative, they are still moving significant volumes to the EU and UK despite the war.

As consumers trade down at the supermarket, Alaska seafood is suffering from high retail prices, looking for a less expensive alternative. ASMI must create compelling marketing campaigns that bring consumers back to our products due to our differentiating features: wild, natural, and sustainable. This can be established through digital marketing, consumer public relations events, and at the point of sale, both online and in-store.

ASMI must also rebuild the brand in the foodservice sector, which is much changed in the post pandemic environment. Menus are smaller and often more focused on local offerings. Prior to the pandemic, foodservice outnumbered retail as the preferred outlet for Alaska seafood purchases, and rebuilding in this sector as it recovers and evolves is tantamount. Therefore, ASMI will attend chef congresses and trade shows, work with influential chefs, execute menu promotions, and advertise in foodservice publications.

ASMI also seeks to continue the Wild Alaska Seafood Month created in January 2021, with the State of Alaska awarded CARES funds. Wild Alaska Seafood Month aims to diversify eating occasions for Alaska seafood from Christmas and Lent. Wild Alaska Seafood Month resulted in millions of dollars in sales. ASMI must continue this push to create a strong association with the New Year and healthy Alaska seafood. In FY25, ASMI will continue to build on the momentum gained by earlier Wild Alaska Seafood Months, establishing Alaska seafood as a New Year's ritual that is good for you and the planet.

International Marketing Activities:

Out-of-home consumer promotions in the UK:

ASMI UK will invest in new and innovative ways to reach these target consumers with messaging, such as through out-of-home (OOH) campaigns. In previous years, ASMI UK has had great success with advertising in some of London's busiest train and subway stations, which has, in turn, driven traffic to online and brick-and-mortar retail outlets and driven sales.

- Out-of-home brand Activations: These are Placed in heavy footfall metro areas or with major sporting and lifestyle events like Wimbledon and British Summer Time in Hyde Park.
- In-Flight Video & Print Advertising through a strategic airline partner.
- Sponsorship of Food and travel Programming for either broadcast television or streaming (Amazon Prime or similar), which would include filming in Alaska.

As with previous OOH activations, these promotions will not exist in a vacuum; multiple consumer touchpoints must be activated. These OOH activities will be executed as part of a holistic campaign strategy, including social media, retail, and restaurant promotions, etc., to provide the highest possible ROI.

Budget request explanation: ASMI estimates the following costs for these activities in a one-year budget: OOH Brand Activations in Metro Areas + Food & Travel (TV) Programming, In-Flight/Airport Campaign, OOH Brand Activations at major lifestyle and/or sporting events

Expected Results:

- 650 million + impressions, including access to a new and diversified customer base through TV programming and OOH Brand Activations
- Expected Return on Investment (ROI) for Year 1 = 200%
- Three new strategic partnerships with new brands
- 1,000 + new social media followers for ASMI UK social channels
- 20% Uplift in retail sales with affiliated in-store/online promotions

Alaska, USA-Origin Media & Consumer Awareness Campaign in Europe & Japan:

ASMI has a significant opportunity to raise global consumer awareness and increase the purchase rate of Alaska seafood by launching direct-to-consumer campaigns that specifically emphasize the origin of Alaska, USA. Engaging with consumers on social media is crucial for building and maintaining brand loyalty and awareness. ASMI will develop improved informational materials to be shared through social and print media, highlighting the USA origin of Alaska seafood products. Funding will target consumers emotionally and address morals, emphasizing the importance of Alaska's (USA) origin for fish and further empowering shoppers to put pressure on trade. Another focus of the brand awareness campaign will be highlighting Alaska seafood's nutritional value and commitment to sustainability.

This program will involve a brand awareness campaign to continue introducing Alaska Seafood to EU, UK, and Japan consumers through social media, digital advertising, and traditional media to create buzz and

generate interest. Collaboration with local restaurants, chefs, and influencers who can promote Alaska Seafood on their menus and recipes will be pursued. Partnering with well-known figures can help build trust and credibility.

ASMI plans to enhance its approach to culinary schools and universities to reach out to future customers. It aims to connect with kids and young adults to educate them about Alaska and inspire them to become new customers. Using new media channels and Key Opinion Leaders (KOLs) within the region's existing social media is an essential part of ASMI's consumer program strategy, as it is increasingly active online to support Alaska Seafood.

Expected Results:

- +20% brand awareness among the target demographics, as measured by Rose Research through the index performance measures
- Increase in % of seafood trade in key markets who believe Alaska's sustainability credentials help brand building and sales
- \$1,000,000 of free press resulting from the brand awareness campaign and bonus content from chefs and KOLs
- At least five new products from each market calling out Alaska, USA – origin on pack

Global Diversified Foodservice Promotions:

ASMI aims to increase brand awareness and preference for Alaska seafood globally by strategically participating in high-profile competitions, HRI trade shows, and foodservice fairs. ASMI collaborates closely with Alaska seafood distributors to promote Alaska seafood to chefs by attending foodservice trade shows, chef events, chef competitions, and inviting chefs to Alaska. By partnering with local distributors, ASMI will show support and connect interested chefs directly with the source of the products.

ASMI will establish strategic partnerships by sponsoring major culinary competitions such as Paul Bocuse D'or, Cuchara de Oro, and leading culinary organizations such as World's 50 Best. ASMI will position Alaska seafood as a key competition ingredient, showcasing its versatility and culinary potential. This will include live chef demonstrations and masterclasses led by expert Alaska chefs, highlighting unique cooking techniques and flavor profiles.

Additionally, we seek to expand our partnerships with various home delivery providers that align with our target consumer demographics. Potential new partners can include full meal delivery services, meal preparation kits (e.g., Hello Fresh, Mindful Chef), and CSAs (Community Supported Agriculture). We will collaborate with Alaska seafood suppliers to provide both value and high-end species. Delivery kits will come equipped with ASMI recipes, serving suggestions, handling information, and messaging about Alaska's sustainability. These activities will be part of a broader campaign activation, including social media.

Post-COVID, consumers are seeking a unique and more immersive experience when eating out of home. Millennials and Gen-Zers, in particular, are looking for entertainment alongside nourishment when they spend money to eat out. Consumers expect better food options at festivals, sporting events, and concerts and are more likely to make a night out with friends experiential.

ASMI will focus on promoting Alaska seafood species at key festivals in international markets such as the UK, EU, Japan, Thailand, and Brazil. Food, music, and specialty consumer festivals will all be targeted. In previous years, ASMI has organized pop-ups at Taste, one of London's largest consumer food fairs, and even Glastonbury, the UK's most famous music festival, as well as the Sakana&Japan festival in Japan.

A consumer pop-up would promote Alaska Seafood in a unique venue, reaching new consumers with Alaska messaging and serving innovative twists on classic ASMI recipes, promoting a variety of species and product forms. The pop-up would be advertised in media listings, and ASMI would invite key health and fitness influencers to the event to capture organic social content. As a social build, ASMI will create foodie videos with well-known influencers for recipe/cook-along content hosted across all platforms.

Expected Results:

- 30% + sales increase impact vs non-promotional period with existing trade partners
- Three new home delivery service partnership
- Three new home delivery services carrying more than one species of Alaska seafood
- 100,000 consumer visitors to ASMI consumer pop-up
- Expand target reach to include Millennials and Gen-Z, who are outside ASMI typical target consumer group
- Increase in HRI awareness of key Alaska seafood species as measured by the annual HRI trade survey conducted by Rose Research.

Emerging Markets in Southeast Asia, Latin America, Middle East-North Africa:

To establish a presence in the emerging markets, ASMI needs to establish communication with the seafood trade in the area. The focus will be on importers, processors, retailers, and importers and retailers in Southeast Asia, Latin America, the Middle East, and North Africa. To achieve this, ASMI must establish and contract overseas marketing representatives. The representative will conduct trade visits to gain an understanding of the seafood industry in the region. They will meet with target trade members and visit various sites to collect information, which will be shared with the Alaska seafood industry.

The target professionals are importers, processors, and the retail trade sector since there is limited awareness of Alaska seafood's availability, different species, and distinctive attributes.

The ASMI marketing representative will visit each country to meet with targeted trade members and collaborate with the ATO offices in the region. These visits will provide an opportunity to distribute ASMI materials, which will be translated into the local language. The materials will include buyer's guides for salmon and whitefish and the full range of ASMI's species product information brochures. Additionally, further localization and translation of ASMI print materials and digital resources will occur in light of a broader ASMI presence in the region.

Representational events will be an important part of ASMI's trade servicing program in the region. Such events will allow ASMI to present a diverse range of Alaska products at one time and create a news hook for trade media. ASMI will consider a trade mission to the region and reverse trade missions.

Expected Results:

- Each year, at least one new importer for each market will introduce Alaska products.
- Increased awareness among regional trade representatives about Alaska seafood.
- Enhanced understanding among Alaska exporters of market potential and opportunities in emerging markets.
- One new trade partner each year.

ALASKA SEAFOOD MARKETING INSTITUTE

Subject:	Committees - Operational
Policy Category:	Committees
Approved By:	Board of Directors
Effective Date:	October 24, 1995
Revision Date:	October 16, 1996
Revision Date:	September 24, 1997
Revision Date:	October 27, 1999
Revision Date:	May 31, 2005
Revision Date:	November 16, 2015
Revision Date:	May 10, 2018
Revision Date:	September 18, 2018

Committee Role: As representatives of the harvester community, species groups, and the domestic and international marketplace, committees play a key *advisory* role for ASMI programs. Committee members are also important *allies and advocates* for ASMI.

Committee Purpose:

Committees should

- Center discussions within the framework of ASMI's mission and focus on issues which fall within the scope of ASMI.
- Provide strategic direction to assist Program Director and staff and give feedback on program tactics.
- Provide market and species insights to inform program strategies and tactics.
- Make recommendations to the Board on the proposed budget of a program

Personnel and day-to-day operations are not within the scope of committee responsibilities. These are the responsibility of the Program Directors and the Executive Director, at the guidance of the ASMI Board.

Committee General Information and Responsibilities

- **Representation:** Represent the best interest of the Alaska seafood industry and not specific region or company interest.
- **Advocacy:** Promote and advocate ASMI marketing programs, activities, and successes to the industry, trade, gear groups and public.
- **Appointment:** Committee vacancies shall be filled at the discretion of the chairman of the board subject to ratification at the next regularly scheduled board meeting
- **Term:** All committee assignments shall be for a 3 year term starting at the annual All Hands Meeting. Appointments that take place outside the All Hands Meeting will have a retroactive start date of the prior All Hands.

- ***Number of Assignments:*** Persons should serve on only one operational committee. The exception to this policy is when seats are specifically designated as members of other committees.
- ***Size of Committees:*** Committee size shall be kept to not more than 9 members except as specifically authorized by the board.
- ***Make up of Committees:*** Committees shall be composed of the best qualified persons from the industry.
- ***Voting Members:*** Only active dues paying members (harvester/processor) are considered voting members of operational committees. Others are non-voting advisory members. ****Effective as of 9/2018-*** members appointed prior to this are grandfathered in with voting rights. Applicable to members appointed after this date.
- ***Chairmanship:*** The chair of each committee shall be elected by the members of the committee subject to approval of the board.
- ***Chairman Election:*** Election for chairman and vice chairman will take place by closed ballot.
- ***Absenteeism:*** Committee members shall be removed if they fail to adequately participate in committee tasks and meetings. The committee chairman or Program Director shall be responsible for notifying the chairman of the board through the Juneau office about member inactivity.
- ***Assigned Positions:*** If the committee member ceases to be involved in the Alaska Seafood industry the seat may be reassigned by the chairman of the ASMI board to another qualified person. Exceptions to this rule are members who are assigned because of a specific skill by the board.
- ***Compensation:*** *Committee members will serve without pay but will be provided travel, lodging and per diem to attend meetings in accordance with State of Alaska travel policies.*

Committee Chair Responsibilities

General Duties:

- Maintain enough regular contact with committee members as necessary in order plan productive meetings
- Keep meetings on track and follow the agenda as written or as amended.
- The Program Director reviews requests from interested parties who would like to serve on their committee and make recommendations to the Board. Program Director may consult Committee Chair as needed.
- Make recommendations to Board, Executive Director on behalf of the operational committee in the following areas:
 - Objectives, Strategies and tactics of program
 - Proposed budget of program

Meetings and Attendance:

- Election: committee chairs will be elected by closed ballot election every two years.
- Term: all committee chair assignments shall be for a 2 year term.
- Committee members shall be removed if they fail to adequately participate in committee tasks and meetings. The committee chairman or Program Director shall be responsible for notifying the chairman of the board through the Juneau office about member inactivity.
- Frequency: committees will meet at the call of the chair as needed to facilitate the business of the committee. Teleconferences or video conferences are preferred for single topic issues. Meetings will be cleared in advance with the Executive Director.

Attend Board Meetings: Operational committee chairs or vice chairs may attend board meetings on their own or may periodically be requested to attend to address a specific agenda item.

Meeting Procedures:

- A draft agenda shall be created by the Program Director in coordination with the committee chair and submitted to committee members as far in advance of the meeting as possible. Committee chairs will work with the staff to develop the agenda based on input. Staff will publish a final agenda giving reasonable public notice in accordance with Alaska open meeting laws.
- Run meetings in a timely efficient manner with the following goals in mind:
 - Center discussions within the framework of ASMI's mission
 - Engage committee members to the fullest
 - Ensure that motions and votes are made and recorded properly. Meetings may follow a practical interpretation of Robert's Rules of Order.
 - Ensure that committee members are representing the best interest of the Alaska seafood industry and not specific region or company interest.
 - Stay on track, keeping talk time related to only things that pertain to ASMI or fall within ASMI's scope
- Within two weeks of each committee meeting, the committee chair will write, with staff support if requested, a short synopsis of the meeting, noting areas of special interest to committee members, and the priorities of the chair, if any. Send the synopsis to the ASMI Chairman, respective ASMI committee co-chair, and

the Executive Director. The synopsis will serve as a cover page for the meeting minutes. Committee meeting minutes will be submitted to committee members in draft form within 30 working days after each committee meeting.

- Only principle committee members will propose and vote on motions.
- Principles are expected to attend the committee meetings either in person or by teleconference. Substitutes are not permitted to fill a committee seat unless specifically authorized by the Board chairman.
- Minutes will be distributed to the board as well as the relevant committee.
- Minutes will be emailed to the Executive Assistant in Juneau, who will post them on ASMI's website.

Governance

- All committee members shall have working knowledge of and ensure that ASMI by-laws are known and followed.

Staff support for committees will be provided as follows:

- | | |
|-----------------------------------|------------------------------|
| • Salmon Committee | Executive Assistant |
| • Halibut/Sablefish Committee | Executive Assistant |
| • Whitefish Committee | Executive Assistant |
| • Shellfish Committee | Executive Assistant |
| • Technical Committee | Technical Program Staff |
| • International Committee | International Program Staff |
| • Domestic Marketing Committee | Domestic Program Staff |
| • Communications Committee | Communications Program Staff |
| • Responsible Fisheries Committee | RFM Program Staff |
| • Fisheries Standard Committee | RFM Program Staff |



Increasing Market Access and Consumer Confidence with Trusted Nutrient and Contaminant Data and Outreach for Alaska Seafood

Authors: Christoff Furin, John Burrows, Sarah Coburn, Robert Gerlach

Fish Monitoring Program, Office of the State Veterinarian, Alaska Department of Environmental Conservation
Alaska Seafood Marketing Institute

Project Summary & Key Findings

In a partnership between the Alaska Department of Conservation (ADEC) and the Alaska Seafood Marketing Institute (ASMI), this project served to develop a comprehensive, current, and defensible nutrient and contaminant dataset for Alaska seafood and disseminate the results through an extensive outreach strategy. The study included 11 species of commercial significance to the Alaska seafood industry. For each species, composites were utilized in both nutritional and contaminant analysis. Species included 1) Pacific halibut, 2) Pacific cod, 3) sablefish, 4) pollock, 5) red king crab, 6) snow crab (bairdi), 7) chinook salmon, 8) sockeye salmon, 9) pink salmon, 10) chum salmon, 11) coho salmon.

Overall, findings in terms of nutritional makeup were comparable to existing Standard Reference 28 numbers from the USDA. There is natural variation in the species themselves, though commonalities do arise when grouped according to similar types: salmon, whitefish, shellfish. For example, salmon species uniformly possessed more omega-3's on average than whitefish species, a known and expected outcome. Numbers were reported in 100g and 85g servings in order to align with USDA data. Alaska seafood species remain a "good" or "excellent" source of many key nutrients.

Overall, the contaminants in fish tested during this project were low and within the expected range for each species and will be exceptionally useful in regulatory discourse. Most contaminants tested were less than or equal to the levels found in past samples analyzed by the ADEC fish monitoring program. The results of this project provide strong evidence of the pristine nature of Alaska's fish resources.

The samples tested during this study showed low levels in most fish with all species below the FDA/EPA "Best Choices" category. Pacific halibut and sablefish, known to be higher in mercury, findings were very similar to those used by FDA/EPA to assign these two species to a consumption category of "Good choices, 1 meal/week." While mercury poses an ongoing challenge to fish consumption in general, Alaska's fish remain a good choice when compared to other sources of seafood.

Cadmium, copper, lead, and selenium were found at concentrations within expected ranges in Alaska seafood. Copper and selenium are micronutrients and are a benefit of eating seafood. Selenium is also known to counter the toxic effects of mercury in sufficient concentrations. Lead was not detected in any sample and cadmium was only found in a handful of samples at very low levels. While arsenic is present in some samples, inorganic arsenic, the toxic form, is usually not detected because most arsenic in seafood is arsenobetaine or other organic forms. Given these findings, arsenic is not a concern for the species tested in this project.

PFAS has become a hot topic nationwide and seafood is often brought up as a source of these contaminants. Samples were tested for forty PFAS compounds. PFOS, most commonly found in seafood, was not detected in bairdi crab, chinook salmon, coho salmon, pink salmon, pacific cod, red king crab, sablefish, or pollock. Overall, PFAS were not found or not at significant levels in the Alaskan seafood tested during this project.

Cesium-137, cesium-134, and strontium-90 were not detected in any sample. Tritium (H_3) was detected in one of 6 pollock composite samples but was below the limit of quantification and is considered an estimate. The measured value in the one pollock sample of 7.9 Bq/Kg is well below the World Health Organization (WHO) guidance level for drinking water and foods of 10,000 Bq/Kg. No significant levels of radioisotopes were found in any of the samples tested.

PCBs, PBDEs, and organochlorine pesticides (OC pesticides) are fat soluble contaminants found in the environment. Most of these compounds are no longer used but are persistent and are still found in many species of fish as well as other foods. Results from this study showed that these contaminants were at or below levels previously found in each species. The levels did not exceed any current guideline thresholds for the U.S. or E.U.

The information generated from this project will help address concerns about seafood and contaminants and bolster confidence in consuming Alaska's fish and shellfish. Alaska specific contaminant information provides consumers with accurate information to make informed decisions about their seafood choices. Access to this type of information is valuable, but not easily obtained due to the cost and resources needed to obtain and analyze samples. Larger, collaborative projects, such as this, are needed to provide fishermen, processors, wholesalers, retailers, restaurants, and other consumers with accurate information.

This project shows that fish and shellfish from Alaska commercial sources are not a significant source of PFAS. Mercury is also a prominent concern for seafood and this study bolstered the information available and showed that pollock, all five species of Pacific salmon and red king crab are very low in mercury. Combining the nutrient and contaminant results of this project provides a comprehensive picture of the status of Alaska seafood as a high-quality protein source with excellent nutrition and low contamination.