



Alaska Seafood Marketing Institute

2021 ASMI All Hands on Deck Key Questions for Operational Committees

COMMUNICATIONS

1. What are the biggest opportunities for your program that are emerging post-pandemic?

- Develop more holistic approach to messaging health and wellness
 - Whole food from a natural source
 - Dietary guidelines for pregnant women, all stages of life, including menopause for women
 - Focus on self-care, omega-3's and mood/mental health
 - Health of local communities; eating Alaska seafood is of service to others
- Encourage at-home cooks to level-up their cooking skills and loyalty to Alaska Seafood by:
 - Gathering more data on the customer journey of how they engage with Alaska Seafood, try new products, etc.
 - Investigate customer journey on new website to determine where else we can engage consumers
 - Teach consumers how to utilize a whole fish/fillet a fish
 - Whole cooked Dungeness
 - Create experiences, not just meals, through digital access/storytelling
 - Continue to integrate Alaska seafood into the plant forward diet trend
- Continue to build out and expand communication around Alaska's sustainability story and its importance to the industry:
 - Share data regarding climate change impacts to fisheries and positive stories of how we/management are responding
 - Build on diversity of messaging on this topic
 - Gather carbon footprint data
 - Gear retrieval programs
 - Integration of climate change science into fishery management decision making process
- Partner with the Domestic program to investigate new opportunities to market to visitors as the tourism industry reopens in Alaska
 - Video content on board cruise lines
- Engage with Alaska Native communities to appropriately include and represent their and other stakeholder communities' experiences with the commercial seafood industry, without appropriating that experience.

2. What long-term challenges must your program continue to monitor and/or address?

- Erosion or appropriation of key brand attributes
 - Look to data to identify future consumer preferences
 - Hone in on points of differentiation from farmed, plant/cell based proteins
 - Whole food from a natural source
 - RFM, food security (providing food for the nation), every boat a small business, nutritional benefits of wild
 - Monitor and support efforts to combat inaccurate labeling on plant/cell based proteins
- Continued need to message around sustainability and social responsibility
 - Sustainability:
 - Investigate how to message on low carbon footprint for generic “Alaska seafood”
 - Continue to provide and expand messaging on fishery closures and/or lower TAC as part of the responsive/active management model
 - Utilize RFM third party verification
 - Crab fishery closures
 - Provide reassurance to market of Alaska seafood availability
 - Dialogue with industry on availability of species and product forms
 - Enhance traceability messaging to address trade concerns IUU
 - Social Responsibility:
 - Consumers are well served with family fisherman messaging; continue to include all boat sizes and gear types
 - Trade needs additional support on social responsibility messaging; aligned with industry efforts and communicate when appropriate
- Respond to trend of smaller fish size (multiple species)
 - Messaging on why fish are getting small for trade and media.
 - Revamp recipes/cooking technique for smaller fish.
 - Research tools to convey nutritional information for different portion sizes.
- Continue to portray Alaska seafood as premium product with awareness and sensitivity to increased prices
 - Worth it: Focus on value and worth price point
 - “There is a fish for every price point”
 - Offer substitution suggestions
 - Creative recipe development with smaller portions
- Continue to monitor consumer misconceptions around heavy metals, contaminants and parasites; be prepared with accurate messaging on what is already being done to monitor contaminants (ADEC)

3. Please address the comments from the species committees that were directed toward your program. In response, do you have any recommendations for which your operational program should take action?

Many of the species committee comments were addressed in the responses above. Additional recommendations include:

- General:
 - Communication about variety seafood species and product forms available at a wide range of price points
 - Investigate ways to communicate low carbon footprint of generic Alaska seafood
- Salmon:
 - Target younger generation with convenient shelf-stable items like skinless, boneless canned pink salmon
 - Create messaging about how to identify wild salmon in the marketplace
- Whitefish
 - Create communications and marketing tools on flatfish, rockfish, POP
 - Create consumer-friendly adaptations of technical resources on freezing technology
- Shellfish
 - Message to consumers about diversity and availability of shellfish species, particularly golden king crab and Dungeness
- Halibut/Sablefish
 - Sablefish needs domestic marketing support
 - Recipe development and how-to cooking videos
 - Consider an influencer marketing campaign

4. Are there any specific questions or items of interest pertaining to your program you would like the ASMI Board to consider? If not, write N/A.

- Encourage the board to continue to prioritize content development for improved digital storytelling in the areas of the Alaska seafood experience, sustainability and holistic health and wellness.
- We are investigating the area of consumer concerns regarding the carbon footprint of various protein resources. Data on Alaska seafood footprint (following Alaska pollock example) may require additional funding.