

2021 ASMI All Hands on Deck Key Questions for Operational Committees

Domestic Marketing

- 1. What are the biggest opportunities for your program that are emerging post-pandemic?
 - At home consumer opportunity
 - Example canned salmon
 - At home ordering and delivery
 - Potential training opportunity
 - Foodservice opportunity
 - Messaging using QR codes
 - Promotion/menuing of sablefish
 - Capitalize on species diversity momentum
- 2. What long-term challenges must your program continue to monitor and/or address?
 - Smaller fish size
 - Talking points available to address fish size concerns to our trade partners
 - Capitalize on opportunities provided by smaller fish sizes
 - Cook time, plate coverage, etc.
 - Sustainable packaging solutions
 - Supporting conversation and movement for sustainable packaging
 - Competition from foreign fisheries
 - Continue the Alaska brand messaging
 - Promote Alaska Pollock market expansion and acceptance
- 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 programshould take action?
- 4. Are there any specific questions or items of interest pertaining to your program you would likethe ASMI Board to consider? If not, write N/A.
 - How to respond to mislabeling (reporting/enforcement?)