



*Wild, Natural & Sustainable®*

2021 ASMI All Hands on Deck  
Key Questions for Operational Committees

**INTERNATIONAL MARKETING**

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

- Robust online resources, including social media content, developed during the pandemic can be utilized for species awareness and understanding through storytelling. We can reach more consumers on these platforms and tell our Alaska story more directly.
- Healthy sustainable proteins are in higher demand post-pandemic. The positive health attributes of our Wild Alaska Seafood products align with consumer trends toward health and focus on responsible sourcing of where their food comes from.
- OMR's should have renewed focus to supporting the HRI sector as it recovers post-pandemic.
- Don't lose the gains we've made in the retail sector. Continue to support the home cook with simple easy recipes and in-store promotions to keep their interest.
- There are market opportunities for Alaska Seafood in Mexico, Korea, Peru and SE Asia as well as opportunities to develop reprocessing in Eastern EU facilities.
- There is a developing market for pollock and cod roe in the Eastern EU market.
- Market more rockfish in Europe now that it is RFM/MSC certified.
- Flatfish tariffs in Europe have been reduced. There is opportunity to educate the market and producers about these species from Alaska and create new markets outside of China.

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

- Differentiate Wild Alaska Seafood from other available seafood and alternatives such as plant-based proteins.
- Alaska Pollock – 2022 quotas are expected to decrease in the Alaska fishery as well as Russia. There may be market challenges with the modernization of the Russian fishing fleet which should be monitored and understood. Quality of block products will increase with more single frozen block and less double frozen block from China. This will increase the base cost of raw materials so promotions should focus on quality and value.
- Cost inflation will be long-term challenge. With increased prices and logistics costs impacting most Alaska species, continue to emphasize the premium value of Alaska Seafood
- Monitor Alaska fish abundance (or lack of abundance) messages in the media. The perception of fishery closures or quota reductions can be that a fishery is failing. Flip that message by continuing positive focus on the robust, sustainable, science-based management practices in place in the Alaska fisheries.
- Industry must continue to communicate with OMRS when there are changes or challenges, so the marketing can adjust.

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?**
- Continue creating content for online and social media platforms.
  - Fully utilize current assets and expand library of high-quality photographs and short videos which have increased impact.
  - Species committees noted that fish size continues to be a concern for Alaska producers and our international programs should be aware of these trends.
    - Salmon – The end customers may need to shift their operations to accommodate smaller fish size possibly related to warmer ocean temperature.
    - Sablefish have similar impacts as salmon with smaller fish size.
    - Pollock year class is healthy but smaller fish are coming into the fishery. We are waiting for the year classes to grow up and reduction in quota addresses this.
    - Pacific Cod producers are concerned that survey results may not accurately reflect cod abundance and fish size.
  - Many of the species committee comments and requests were addressed in the answers to questions 1 & 2 regarding opportunities and challenges.
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.**
- Keep funding the international programs because they are clearly working to spread the positive messaging of Alaska Seafood.
  - We would like to invite the board members to take time to view the pre-recorded OMR presentations that were presented to our committee in deep dive sessions this fall. We were impressed with how the OMR's were able to pivot during the pandemic and develop virtual classes, direct to consumer content and connect via social media platforms and influencers well suited to spreading our Alaska story. Our international committee would like the executive board to know that we greatly appreciate all the work our OMRs are doing in their respective markets.