

#	BRAZIL TRADE SECTOR - PERFORMANCE MEASURES
1	Percent of retailers who believe consumers want sustainable seafood
2	Trade awareness of Alaska salmon, cod and/or pollock
3	# of retail promotional partners
4	# of Alaska seafood labels approved for export to Brazil
5	# of seafood vendors in Brazil origin-identifying Alaska product

#	BRAZIL HRI SECTOR - PERFORMANCE MEASURES
1	HRI awareness of Alaska as a source of high-quality wild seafood
2	# of restaurants using Alaska seafood
3	# of restaurants indicating Alaska seafood on their menu

#	Japan HRI PERFORMANCE MEASURES
1	HRI belief that frozen Alaska seafood is high-quality
2	HRI belief that consumers recognize Alaska as a premium source of seafood
3	# of restaurants indicating Alaska seafood origin on their menu
4	HRI awareness of Alaska salmon, cod, black cod and salmon roe

#	Japan Trade PERFORMANCE MEASURES
1	% of trade who believes Alaska is a credible source of sustainable seafood
2	% of trade who believes the Alaska Seafood logo positively distinguishes wild and sustainable Alaska seafood from competitor products
3	% of trade who believe that consumer awareness regarding Alaska seafood is growing
4	Sales amount of Alaska seafood during ASMI retail promotions over the previous FY
5	# of permanently origin-identified (on packaging) products available at targeted retailers

China Performance Measures- Trade

1	Trade preference for Alaska seafood over seafood from other origins
2	% of trade that believes consumer awareness of Alaska seafood is growing
3	% of trade members (importers, distributors, and wholesalers) that carry Alaska seafood year-round
4	# of importers in Tier II cities carrying Alaska seafood
5	# of active key accounts (large national retailers with outlets in at least 3 major cities) carrying Alaska seafood year-round

6	# of trade members carrying herring roe
7	# of trade members carrying pollock roe