



Alaska Seafood Marketing Institute

2022 ASMI All Hands On Deck Key Questions for Species Committees- SALMON

- 1. What are the top 3 opportunities you see for your species in international markets?**
 - 1) United Kingdom promotion for sockeye halves (canned).
 - 2) Low carbon footprint/low water usage sustainability messaging
 - 3) Promotions for H&G usage to work towards full utilization

- 2. What are the top 3 opportunities you see for your species in the US domestic market?**
 - 1) Promote frozen sockeye portions and filets
 - 2) Continue targeting the next generation of seafood buyers through more simple and affordable product forms at retail.
 - 3) Promote canned pink salmon (skinless/boneless)

- 3. Are there any areas where ASMI may be able to provide technical support for your species, i.e. quality, products, packaging, health, safety, nutritional?**
 - Create water use education/factsheets to share based on used of lower water use of local/regional water supply vs land based proteins as part of sustainability messaging.
 - ASMI to create a sustainable packaging information hub on ASMI website with examples/info/research/updates.
 - Identify key demographic/geographic areas for higher potential salmon consumption (domestic and international). Start developing a meta-data approach for targeted promotions.

- 4. For your species, what issues or topics (if any) can ASMI help with messaging and/or outreach?**
 - Grow the ambassador program (with ideally Alaska based) commercial harvesters by at least 10.
 - Continued emphasis on small business/family run aspect of salmon fishery, seasonality of the fisheries (fresh availability)
 - Outreach to home economics, culinary education programs on how to cook salmon

- 5. What challenges/threats do you foresee for your species in the next year or near future?**
 - Marketing conditions
 - Inflation – post covid reduce buying patterns
 - Exchange rates – strength of the US dollar
 - 2022 Sockeye carryover into 2023 season
 - Storage/transportation/processing conditions
 - Logistics
 - Domestic freezer space and limited equipment
 - Limited options for reprocessing outside of China
 - Labor cost increases and labor shortages resulting in limited processing capabilities in State