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 files
   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