

Answers to 2025 ASMI All Hands on Deck

ASMI Species Committee Questions

SALMON

· **How are changes in foreign trade policies impacting your species? Are you experiencing or do you foresee shifts in exports markets/regions for your species? If so, where and how?**

Changes in foreign trade policies are affecting the industry through ongoing tariffs and non-tariff barriers. The committee emphasized the need to diversify reprocessing and export markets away from China. Interest in developing new market in Mexico and other port-based nations. Strengthening and diversifying the domestic market was also highlighted as a key strategy for resilience.

· **What do your species need from ASMI to be immediately successful in the marketplace?**

o **What opportunities do you see for your species in international markets?**

Continue to position Certified Seafood Initiative (CSI) as a credible and accessible alternative to Marine Stewardship Council (MSC) certification, emphasizing Alaska's independent verification standards and sustainability credibility.

o **What opportunities do you see for your species in the US domestic market?**

ASMI can continue to demonstrate the overall value of wild caught Alaska salmon to U.S. consumers, by reinforcing the species' quality, sustainability, and education. Continued awareness of pink and keta species as priorities

Expanding opportunities for fishermen to engage directly with consumers focusing on priority species, through in-store appearances and storytelling campaigns to help create personal, emotional connections to Alaska seafood. These experiences highlight the people, families, and communities behind the catch.

Focus on strengthening relationships between ASMI and the fleet to further enhance authenticity in marketing efforts through an ambassador program.

o **Are there any immediate challenges that ASMI should address or monitor?**

ASMI should continue to promote pink and keta salmon, reinforcing their importance to Alaska's seafood portfolio and highlighting their value and versatility across market segments.

The organization should monitor ongoing tariffs and explore strategies related to the gradual phasing out of MSC certification, while continuing to position CSI as a strong, Alaska-based alternative.

ASMI should track the global perception of U.S. products abroad, particularly seafood, as recent developments such as Canada's decision to remove U.S.-based alcohol products may signal shifting trade dynamics or sentiment toward American goods.

ASMI should continue to communicate the tangible value it provides to the fleet and industry, referencing ROI analyses and performance metrics that demonstrate the organization's impact and accountability.

- **Are there any marketing or technical resources that ASMI could provide to support your species? Examples include, but aren't limited to, messaging or talking points, photo or video assets, educational tools, and quality, health, safety or nutritional information or products. If necessary, please prioritize requests.**

Develop a list of local influencers to help promote Alaska seafood and enhance storytelling through community-based engagement.

Provide educational materials that highlight the unique qualities of each salmon species, including color variability and nutritional distinctions.

Continue bringing chefs and influencers to Alaska to build authentic advocacy and firsthand connections to the fishery.

Emphasize the protein-to-calorie advantages of Alaska salmon in all health and nutrition messaging.

Explore partnerships with athletes to align Alaska seafood with performance, wellness, and active lifestyle narratives.

- **What is the most valuable service or product that ASMI provides for your company/business/organization?**

Brand recognition.

- **The word 'sustainability' has become ubiquitous in the marketplace. How should Alaska differentiate itself? What does Alaska do that no one else does? Are there non-sustainability stories that could be highlighted to better tell the Alaska story?**

Alaska can differentiate itself by telling the greater Alaska story. In Alaska, sustainability encompasses not only environmental stewardship but also sound fisheries management, cultural values, economic resilience, and thriving coastal communities. Messaging should focus on the broader Alaska environment, highlighting generational responsibility, transparency, and long-term management. Leaning into the Wild Alaska identity and evolving branding toward concepts like "Wild to Table" can further set Alaska apart.

- **The Alaska seafood industry plays an important role supporting ASMI and promoting the Alaska Seafood brand. Please share some examples of how your harvest group, business, affiliate organization or company supports ASMI or effectively promotes the Alaska Seafood brand.**

Industry members contribute by sharing information transparently with ASMI and engaging in collective problem-solving when issues arise. It is important to reinforce that Alaska itself is the brand and that consistent use of the Alaska Seafood identity strengthens recognition and trust. By showing up together and aligning around shared messaging, the industry and ASMI can continue to build a unified brand image that highlights Alaska's strength, integrity, and leadership in responsible seafood.