



Alaska Seafood Marketing Institute

2022 ASMI All Hands on Deck

Key Questions for Species Committees - SHELLFISH

1. What are the top 3 opportunities you see for your species in international markets?
 - Raw and/or cooked Bairdi – foodservice and retail promotions, specifically in Japan
 - Continued promo of golden king crab as an alternative to red king crab
2. What are the top 3 opportunities you see for your species in the US domestic market?
 - Retail and foodservice promotions for Bairdi
 - Continued promotions in foodservice and retail of Golden King Crab
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?
 - RFM certification of Dungeness and Tanner crab
 - Whole cooked Dungeness and coordination with ADEC as well as separating requirements for biotoxins between Southeast Alaska and Western Alaska
4. For your species, what issues or topics (if any) can ASMI help with messaging and/or outreach?
 - Sustainability – unified message/talking points from ASMI to help crab industry and provide that message to consumers and the public
 - Dual-language data sheet for sea urchins and sea cucumbers
5. What challenges/threats do you foresee for your species in the next year or near future?
 - Exchange rate of Japanese yen
 - Economic viability of the fisheries
 - Challenges on providing marketing support for Bairdi due to cyclical nature of the fisheries
 - Species naturally vary and that should be a part of ASMI’s messaging – promote them as something that is not always available (tanner crab, for example)