



## 2025 ASMI All Hands on Deck Answers to Key Questions for Species Committees SHELLFISH

Please use the following topics as points for discussion (*not all questions require answers*) and provide a summary to the ASMI Operating Committees and ASMI Board of Directors:

- 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 have had limited impact overall, as most crab is sold domestically. However, the ban on Russian imports, particularly for king crab, caused immediate market effects. While past tariff disputes (e.g., under Trump vs. Trudeau) created short-term volatility—especially for snow crab—conditions have since stabilized, though a 10% duty remains. Overall, the executive order has been beneficial for the shellfish market, and domestic demand has helped offset foreign trade disruptions.

- What do your species need from ASMI to be immediately successful in the marketplace?
  - What opportunities do you see for your species in international markets?

In the U.S. domestic market, there are strong opportunities for both Dungeness and opilio crab. However, challenges exist in distinguishing between opilio and Bairdi as size ranges overlap, creating uncertainty in product classification and pricing. Bairdi are getting smaller as are Opilio are getting bigger, and a new hybrid new species is emerging. Support from ASMI's technical committee is needed to better define and quantify these categories, particularly in the hybrid species, to maintain market premiums, particularly as opilio abundance grows. Once this distinction is clarified, additional marketing resources could help strengthen domestic demand—especially for Dungeness, which continues to have strong potential in the U.S. market.

- Are there any immediate challenges that ASMI should address or monitor?  
See answers to above questions.

- 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.

ASMI could help further define differences between bairdi and opilio, especially as hybrid species emerge. For direct marketers, resources like infographics on cooking, cleaning, and caring for live crab would support dockside sales and consumer confidence. Additionally, reframing product availability to

highlight seasonal harvests as consistent, sustainable, and high-quality—rather than unpredictable—would strengthen market understanding and trust.

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

Clear technical guidance on labeling, including nutrition and product information, along with access to a photo library for marketing use are key services ASMI provides. Continued responsiveness from the board is valuable and directly helps move inventory. Trade missions and familiarization (FAM) trips are especially impactful, giving buyers firsthand experience of Alaska’s fisheries. These efforts require significant resources that individual companies can’t manage alone, making ASMI’s neutral, coordinated role essential for maximizing collective marketing impact.

- 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?

What makes Alaska—and its seafood—truly special is the people behind it. Purchasing Alaska products offers a rare personal connection to the fishermen, harvesters, and communities who make their living from the ocean. That connection fosters trust, community, and appreciation for sustainability—something embedded in Alaska’s constitution and upheld through world-class management by Fish and Game.

At its heart, sustainability in Alaska means supporting people who can continue doing what they love for generations. The shared goal of maintaining healthy fisheries unites everyone, even if the paths differ.

For storytelling, the focus should be on people—the families, direct marketers, and processors whose lives revolve around the sea. Capturing their stories and the journey of wild Alaska seafood from ocean to market can showcase what makes Alaska unique: authenticity, resilience, and a deep connection between people, place, and product.

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

Our business actively supports ASMI and promotes the Alaska Seafood brand by emphasizing “Wild Alaska” in every customer interaction, highlighting its distinction from other products. We regularly direct new industry contacts to ASMI’s resources and emphasize the organization’s role in supporting the seafood community.

We encourage others to participate in ASMI programs, as broader involvement strengthens the brand. Our company exclusively sells Wild Alaskan seafood, aligning fully with ASMI’s mission. We also offer to host plant tours, tastings, and other events to help ASMI showcase Alaska’s fishing industry and the people behind it.