



Wild, Natural & Sustainable®

2021 ASMI All Hands on Deck Key Questions for Species Committees

HALIBUT & SABLEFISH

1. What are the top 3 opportunities you see for your species in international markets?

With current pricing relatively low on sablefish, we see one great opportunity for international markets and that is to increase awareness of Alaska sablefish in general, but particularly in China. For halibut, Norway/Russia product and their price points are set at a level that will undercut our efforts, so while we find value in current ASMI programs that increase awareness of the availability and distinction of Alaska halibut, we don't see a need to expand the budget on those now.

2. What are the top 3 opportunities you see for your species in the US domestic market?

Given the likelihood of increased sablefish catches in the coming year, and that sablefish prices remained steady this year among many other Alaska species that increased, the best opportunity for expanding and strengthening that market is in the U.S. domestic retail sector. We see three areas to focus on.

1. Retail/club/direct to consumer focus. Price is key in these sectors, and programs should focus on value, taste, nutrition. Midwest and mountain states would be a good place to start, where ASMI has had successful promotions in the past.
2. Brand recognition — taste, preparations, nutrition (Omega 3s) and value of Alaska sablefish needs much higher awareness nationally, east of the West Coast. It is currently used in small volumes in ethnic regions across the country, i.e. Asian and or Jewish markets, and momentum can build on that.
3. Explore ready to eat options for sablefish. We know challenges of developing new products at the processor level, but understanding more about market demand for a heat-and-eat frozen retail package at different retail sectors, what recipes are working in which markets, etc. may help to expand markets for new ready to eat products made from sablefish.

3. Please identify any areas where ASMI may be able to provide technical support for your species: i.e. quality, products, packaging, health, safety, nutritional.

The committee is satisfied and extremely grateful for John Burrow's work on these issues. The committee is especially appreciative to hear about two of the OSU studies that are currently using sablefish and halibut.

4. For your species, what issues or topics (if any) can ASMI help with messaging and/or outreach?

Development of new how-to-cooking videos for sablefish for consumers.

5. What challenges/threats do you anticipate for your species in the next year or near future?

Staying on message with regards to nutritional benefits, sustainability, taste and availability given the swings in price over time with both sablefish and halibut.

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