



Wild, Natural & Sustainable®

2021 ASMI All Hands on Deck Key Questions for Species Committees

SALMON

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

Top 3

- i. Introduction of wild Alaska salmon (keta, coho and sockeye) into Indonesia for domestic consumption – with support from Tim Welsh and his team (SE Asia OMR).
- ii. Expand the Latin America market by reprocessing salmon in Peru for export to Brazil and US markets.
- iii. Further target the next generation of seafood consumers.

Honorable Mention

- Capitalize on consumer trend towards eating food in whole product/minimally processed form and continue capitalizing on roe sales.

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

- i. Continue to capitalize on the success of frozen/refreshed salmon in the retail and foodservice sectors. Given the global supply chain and tariff issues, work to increase domestic consumption and capitalize on the pandemic trend of increased seafood consumption in the home.
- ii. Product availability of canned/pouched/skinless-boneless pink and sockeye. Strong demand for shelf-stable salmon and USDA programs to help keep salmon available to all consumers. “The best ability is availability” during a time where there are many supply chain challenges and product shortages, there is a significant supply of canned/pouched/smoked salmon that provides an opportunity. Target younger generation.
- iii. Protein replacement with salmon (flip dishes, substitute Alaska salmon products for other protein products) emphasize health/Vit.D, sustainability, and Alaska sourcing messages.

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.

- Be in front of sustainable practices beyond management. Investigate sustainable packaging solutions and determine carbon footprint for the potentiality of future accountability. Provide materials to consumers on “how to identify” and “why to identify” to differentiate farmed Atlantic salmon from wild salmon species: differentiate how to determine imported salmon from Alaskan salmon, as well as more highly detailed nutritional differences.

- Increase support for traceability and sustainability with more marketing of stories behind Alaskan salmon.
- The Technical committee could continue to provide additional training materials and posters to harvesters and processors on quality handling techniques and best practices.

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

- Recommend maintaining promotions of sockeye salmon, even with the current strong market demand. While this species has gained a high value, we fear that consumers may start to shy away from the high prices and small size trend compared to Atlantic salmon or farmed coho. Introduce lower-cost options to consumers via product forms (Bevel cut steaks, whole fish)
- Push for identifying country of harvest and origin for Alaska salmon. Increase traceability to reduce knock-off products.
- Support processors in addressing concerns from our customers over IUU traceability, social responsibility, fishing boat crew safety and compensation, and carbon footprint.
- Promotion of the abundance and diversity of Alaska salmon species and wild stocks against the negative marketing campaigns and NGO's (i.e. "Seaspiracy", fake fish (vegetable based "seafood")).

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

- Potential inflationary effects on salmon, disproportional to other proteins. Higher comparative prices potentially from inflationary concerns could push people away from certain species of salmon to other protein sources.
- Backlog of product landing on secondary processors.
- Global logistic issues.
- Lack of keta and chinook salmon stocks, smaller sized sockeye (related to global climate change).
- Tariffs continue to be a significant issue for salmon markets, continue to identify alternative markets to circumvent tariff heavy countries.
- Positive marketing for Alaska salmon in response to rise of plant based seafood and cell based seafood arguments.
- Rising cost of labor, materials and thinner margins make it difficult to be competitive.