2021 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?
   a. Expand marketing efforts of Dungeness

2. What are the top 3 opportunities you see for your species in the US domestic market?
   a. Promote Golden KC as a continued alternative to Red King Crab.
   b. Expand marketing efforts of Dungeness sections
   c. Focus on Alaska origin compared to other fisheries
   d. Communications messaging regarding the sustainability highlighting best management of fisheries in the world

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.
   - Messaging for whole cooked Dungeness in coordination with ADEC. How will this program work?
   - Encourage industry/agency partnerships and programs to gather more information for messaging. Promote and actively talk about cooperative research efforts and encourage more.
   - Investigate the costs of RFM certification for the crab fisheries

4. For your species, what issues or topics (if any) can ASMI help with messaging and/or outreach?
   - Messaging around sustainability and well-managed fisheries of Alaskan Crab given the closure of Alaskan Red KC and possibility that Opilio will be declared overfished.
   - More messaging to consumers about different species of crab and diversity of shellfish. Particularly, Golden King crab.

5. What challenges/threats do you anticipate for your species in the next year or near future?
   - How does Alaska crab maintain relevancy in the current supply situation?
   - Updates on imitation or faux crab alternatives.
- **Outlook of Snow crab fisheries in the Bering Sea in the long run with short term concern about Snow Crab being declared overfished.**
- **Seafood Watch rating**
- **Price sensitivity. Seafood inflation and buyer fatigue.**