



Wild, Natural & Sustainable®

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.*