TO: ASMI Board of Directors

FROM: Alexa Tonkovich, International Marketing Program Director

RE: International Program Report

This report covers activities occurring in the fourth quarter of FY 15 and the beginning of the first quarter of FY16, and provides a general update of International Program progress, in addition to cumulative data for FY 15.

ASMI International has received its U.S. Department of Agriculture (USDA) Market Access Program (MAP) allocation of $4.16 million. ASMI International is participating in several USDA Global Based Initiatives (GBIs) with other cooperator groups, notably a collaborative U.S. seafood initiative in China and a GBI focused on sustainability outreach in the EU.

ASMI International won additional federal funds through the USDA Emerging Markets Program (EMP). Funds will allow industry to explore emerging markets in Southeast Asia (Thailand, Vietnam, Indonesia, Malaysia and the Philippines).

ASMI International is continually monitoring the political and economic situation in Russia and the Ukraine.

TRADE SHOWS/TRADE MISSIONS

ASMI Brazil exhibited at the Japan Food Show, August 3-5 in Sao Paulo.

- The show generated more than 360 leads, including restaurant owners, chefs, media, associations, government and F&B importers/distributors.
- ASMI participation in the event also generated five new institutional videos of cooking demonstrations with Alaska species, to be used as an online marketing tool directed at Brazilian consumers and shared with other ASMI offices and Alaska industry.

World Seafood Congress, September 5-9, 2015 Grimsby, UK

- ASMI UK shared a booth with the RFM program at the World Seafood Congress

CONXEMAR October 5-7, 2015, Vigo, Spain

- ASMI will participate with a booth at the CONXEMAR show in Vigo, Spain.
Culinary Retreat July 14 – 17, Homer, Alaska
- ASMI International sponsored chefs and a journalist to participate in a joint Domestic-International Culinary Retreat in Homer, Alaska.

NHK Trip Seward, AK June 29 and Seattle, WA July 1
- ASMI hosted videographers and chefs from Japan in Seward and Seattle. Seward included an all-day fishing charter and the Seattle trip was focused on a site inspection for Alaska seafood at Pike Place Market.

ASMI hosted a German Trade Mission August 9-14 in Ketchikan, Juneau and Kodiak.
- Articles on the trip will be published in BEEF, Men’s Health and Stern Magazine.

China

Market Update: Frozen seafood production has declined in China’s traditional processing regions, as new hubs like Tianjin and large inland cities have emerged as the new areas for frozen seafood consumption. Tianjin, a city with an ambitious municipal plan to build a marine processing center, saw an increase in production of 186 percent or 16,976 MT. There appear to be several factors determining the changing landscape of China’s seafood processing scene: rising consumption in inland provinces but also a shift to cater for domestic demand.

Summary of Activities/Results:

Consumer PR/Advertising: ASMI China’s press coverage campaigns have served as an effective and economical method for telling the Alaska seafood story to ASMI China’s target audience. This includes television, radio, newspaper/magazine and billboards.
Press Coverage Campaign
• **FY 15 Results:** 140 articles of press coverage have been generated in the first round with estimated value hitting USD $126,000.

Advertorials and Advertisements
• Eight advertisements were placed in life-style and food & beverage magazines. Total readership of over 6 million has been achieved.
• Results: Metro advertisements were placed inside four Metro trains in Shanghai, reaching an audience of 4 million.

Media Tasting Event
• Results: One media tasting was organized in Guangzhou.
• Results: 30 journalists attended.
• Results: Over 20 free articles of press coverage worth over $25,000 were generated.

Retail Merchandising: Five retail merchandising promotions were held this quarter:
• Retail promotion with Ocean Three in Hong Kong (6 outlets), May 1-31, 2015
• Retail promotion with Metro in Shenzhen and Guangzhou (5 outlets), May 9-31, 2015
• Retail promotion at AEON, BLT, Ole’, Hisense and Lotte supermarkets in Tianjin (5 outlets), May 22-June 19, 2015
• Retail promotion at Sam’s Club nationwide, June 1-30, 2015
• Retail promotion at RT-Mart in Eastern China, June 5-July 5, 2015

Cumulative FY 15 Results:
• Results: 20 promotions were conducted in mainland China and Hong Kong, achieving 3,759 promotional days.
• Results: Distributed 47,500 seafood samples.
• Results: Established 38 new retail partners.
• Results: **Convinced 83 retail promotional partners to carry Alaska seafood on a consistent, long-term basis.**
**Trade Shows/Trade Public Relations:** ASMI China participates in select trade shows across China each year and leads US trade missions abroad. ASMI China participated in trade shows and public relations events including:

- **HOFEX**, the largest international trade-only food exhibition in Hong Kong and one of the largest in the Asia Pacific region, took place on May 6-9, 2015. ASMI China attended in order to reach out to more prospective customers in the region.
- A total of 65 trade leads (22 of those trade leads resulting in direct sales requests from Alaska seafood exporters) were generated. Most of the trade leads were seeking information on Alaska king crab, black cod and snow crab.
- One retail promotion and two menu promotions were negotiated from contacts made during shows in FY 15.
- **Trade Gathering in Beijing** ASMI China organized a trade gathering for 50 key seafood traders in Beijing on June 11, 2015. The list of traders included importers, wholesalers, distributors and retailers. The trade gathering was split into two parts: a panel discussion and a lunch reception. The former helped introduce specifics on Alaska seafood products while the latter offered an opportunity for the participants to network.
- Results: Encouraged two traders to carry Alaska seafood for local consumption.
- Results: At least one foodservice promotion will be conducted after the seminar.
- Results: Encouraged two existing traders to introduce new Alaska seafood products for local consumption.

**New Media and Website:**

- **Online sales promotion with YHD.com on May 12-17, 2015** ASMI China launched a joint Alaska seafood online promotion with yhd.com, one of the major B2C e-commerce industry players. During the promotional period, a wide variety of Alaska seafood was highlighted including king crab, snow crab, salmon, black cod, Pacific cod, yellowfin sole, pollock, pollock roe, perch, shrimp and sea cucumber. In conjunction with the promotion, a recipe book was distributed to those who ordered Alaska seafood.
- Results: Over 83MTs of Alaska seafood were sold during the promotion.
- 2,405 hits were collected in the 4th quarter. ASMI promotional information, product information and recipes were what most of trade members were looking for.

**Website update, July 2014 –June 2015**

- Results: Generated 9,765 hits on the ASMI website for FY 15 quarters.
- Results: Gathered 74 trade leads through the website.

**Foodservice Promotions:** Six promotions were held in Mainland China:

- **Menu promotion with Moon Card Café & Restaurant Guangzhou (6 outlets), April 25-May 31, 2015**
- **Menu promotion with Jin Jiang Tower Hotel Shanghai, April 28-May 20, 2015**
• Menu promotion with Ramada Hotel Hangzhou, May 18-June 12, 2015
• Menu promotion with Novotel Hotels & Resorts Hong Kong, June 1-30, 2015
• Menu promotion with Seafood Stand in Hong Kong (2 outlets), June 8-July 5, 2015
• Menu promotion with Essence of Europe in Chengdu (9 outlets), June 26-July 12, 2015

Cumulative FY 15 Results:
• Results: 17 promotions were held in Mainland China. 261,822 kgs Alaska seafood were sold.
• Results: Established 47 new partners for foodservice promotions.
• Results: 183 hotels/restaurants started carrying Alaska seafood on a long-term basis.
• Results: Positive feedback was received after foodservice promotions.

Training School Program
ASMI China organizes training school programs with leading culinary schools in China to educate students about Alaska seafood since students will be the leading influencers in the hotel and restaurant industry in the future.

• Training program with Guangdong Province Trading Vocational & Technical Institute, April 20-24, 2015.
• Training program with New Oriental Culinary School in Xi’an, May 18-22, 2015.

Cumulative FY 15 Results:
• Results: Targeted over a total of 700 participants.

Japan

Market Update: According to consumption statistics (Jan-Jun 2015), Japanese consumers spent 2% more on “salted” seafood products (including many Alaska species) over 2014, and 5% more on Surimi final products. According to an annual questionnaire (conducted by a major seafood company), salmon kept its position as the number one answer to the question “what is your
Promotion, PR and Advertising: ASMI targets consumers through magazines and other traditional media as well as online, press releases, and press visits to Alaska. ASMI also conducts Alaska Seafood Fairs and produces point of sale materials. Whenever possible ASMI’s materials also include a call to action such as details on where to buy to how to prepare Alaska seafood.

- **Media Tie-up Project with Bi-Premium (“Beauty Premium”)** ASMI Japan coordinated a media tie-up with "Bi Premium (Beauty Premium),” a women’s magazine targeted towards women in their 30s and 40s, who follow current trends.
  - The tie-up pages will include general information on Alaska seafood and also Alaska seafood recipes from selected restaurants. Additionally, these recipes were presented to the restaurants’ guests for a time period selected by each restaurant, between March and May 2015.

- **Collaboration with ABC Cooking Studio**
  ASMI Japan conducted a promotion with ABC Cooking Studio, which is the most famous cooking school company in Japan. ASMI Japan’s strategy for collaborating with ABC Cooking Studio is to utilize their network of people to not only promote/market Alaska seafood, but also to create purchasing opportunities for ABC’s students and general consumers through the OISIX (catalogue retailer) network.
  - Approximately 2,000 readers/members of ABC Cooking Studio participated in voting for their favorite Alaska seafood recipes.
  - Approximately 100 people, including journalists and students of ABC Cooking Studio, attended the event, and tasted Pacific cod recipes prepared by the staff of ABC.

- **Collaboration with FOX TV Japan** ASMI Japan collaborated with FOX TV Japan to promote our OISIX activities through their FOX TV channels. Together we made a special program called Fox Kitchen to explain about Alaska seafood, introduce the destination of Alaska itself and share the latest information on the Alaska seafood deli kit, which is produced by OISIX. This program lasted for approximately two minutes and was broadcast 15 times on FOX TV Japan in June 2015. Contents of the program included information about Alaska seafood, ABC Cooking’s event on June 4th and details of the Oisix Alaska deli kits.
  - ASMI Japan expanded awareness of Alaska seafood through FOX TV channels. Their main audience demographic closely matches ASMI Japan’s target audience.
• A total of 30 minutes exposure for the Alaska seafood program on Fox TV Japan.

• **Media Tie-up Project with Elle a table** ASMI Japan coordinated a media tie-up with Elle a table, a trendsetting and sophisticated culinary magazine that appeals to women aged 20s-50s. The magazine is published in Japan as part of the Elle range of magazines, one of the world’s most famous lifestyle and fashion magazines, and has a circulation of 60,000.

• The tie-up consisted of exposure for two recipes using Alaska-origin pacific cod and salmon, published in the October 6th 2014 issue of the Elle Cooking insert magazine included in copies of Elle a table.

• To coincide with this media tie-up project, a promotional “Elle Cooking x Queen’s Isetan Fair” was held at all 16 branches of Queen’s Isetan between 23rd and 29th of October, 2014. Queen’s Isetan is a high-end supermarket chain owned by renowned Japanese luxury department store Isetan, and has a total of 16 stores.

• A combined total of 6,498 packages of Alaska origin seafood were sold during the promotion, which is an estimated value of US$28,777.65 (a 600% increase in sales from the previous week).

• **Biz Style, Alaska Pollock Promotion** ASMI Japan collaborated with the free paper Biz Style (a tabloid-style lifestyle paper in four colors) to promote Alaska pollock, including surimi products and Alaska pollock roe. These papers were inserted into major newspapers (the Asahi Shimbun) which are delivered to households (approximately 100,000 copies) in the Tokyo area.

• **Collaboration with the State of Alaska Tourism Office: Japan Sales Mission** ASMI Japan collaborated with the State of Alaska Tourism Office to support its Japan Sales Mission for 2015. The purpose of ASMI’s support is to promote and educate the Japanese travel industry (as general consumers) and media about Alaska seafood and present them with opportunities to taste real Alaska seafood.

• **ASMI’s support for the ATO American BBQ** The American Agricultural Trade Office (ATO) held an American BBQ with event company Hero Company, during a big barbecue event in Wakasa Park, Tokyo on April 29th. Over 5,000 consumers visited the barbecue event and many of them enjoyed tasting Alaska seafood. ASMI Japan also distributed Alaska seafood informational materials to the attendees.

• At least 500 people tried Alaska seafood at the event.

**Retail Merchandising:** ASMI will continue to support the supply chain for Alaska seafood in Japan by encouraging origin identification. The ultimate goal is for vendors to label their Alaska sourced products as from Alaska, with Alaska imagery, the ASMI logo and Japanese taglines. ASMI provides a full array of point of sale
materials for various species and messaging in the form of posters, shelf talkers, stickers and more, and sometimes accompanies materials with Alaska seafood samplings and cooking demonstrations.

- **Kaldi Canned Sockeye salmon** Kaladi Coffe Farm is a Japanese supermarket chain which has 341 stores across Japan. This supermarket's main business is imported foods, coffee and alcoholic beverages. Since 2009, Kaldi has been continuously purchasing canned Alaska sockeye, produced in Alaska.

- **Sales** grew from one container in 2009 to four containers from the 2013 harvest. Due to the weak JPY rate and tough purchasing conditions, the 2014 supply quantity decreased to one container.

- **ASMI Japan** supported Kaldi’s sales of Alaska sockeye by providing the ASMI logo labels for the canned sockeye products.

- **POS materials with AK Seafood logo for Alaska Seafood** ASMI Japan supported the production of merchandising tools featuring the Alaska Seafood logo by printing POS materials for pollock roe products (salty and spicy marinated roe products), Pacific cod products, salmon (including sockeye, chum, coho products), rockfish products, surimi (imitation crab leg “Kanikama” product), and cod milt, to differentiate Alaska origin products from other origins.

- **Business meeting events at Sendai Seafood market** ASMI Japan joined the business meetings which were held at the Sendai Seafood Wholesale market – one of the main seafood markets in the Tohoku area – by two seafood wholesale companies: Sento Gyorui and Sendai Suisan.

- ASMI Japan supported these meetings by securing a space for Alaska Seafood at the events, displaying the Alaska Seafood Logo.
POS materials and introducing the “Alaska Seafood Fair” materials to participants.

- **Nakajima Suisan, Alaska Seafood Fair Support** ASMI Japan supported an Alaska Seafood Fair at Nakajima Suisan, a company that operates seafood specialty stores, over three days in January 2015.
  
  - Items sold: Pacific cod milt, sockeye salmon kirimi, sole, sockeye sujiko, black cod kirimi, marinated sockeye sujiko roe, rockfish, salted pollock roe, king crab, spicy marinated pollock roe, snow crab, Atka mackerel, and chum salmon kirimi.
  
  - Nakajima Suisan sourced the above items for a total of JPY6.2 million (US$50,820), and sold them for a total of JPY7.93 million (US$65,000).

- **Izumi Supermarket Herring Roe Sales Promotion Support** ASMI Japan supported in-store promotions of Alaska-origin salted herring roe and seasoned herring roe at Izumi hypermarket and supermarket stores. Izumi is one of the most well-known regional retail brands in west Japan (Chugoku-Shikoku region, Kyushu region, Kinki region), and operates a total of 104 supermarkets and hypermarkets. ASMI provided the Alaska Seafood logo POS materials for Izumi stores.
  
  - Increased awareness of Alaska as a reliable source of high-quality salted herring roe products among consumers and retailers.
  
  - Supported sales of salted herring roe over the Christmas-New Year season by offering samples and delivering the message of Alaska seafood directly to consumers.
  
  - Izumi sold 18.9mt of herring roe (all items total) for a total value of JPY96 million in December 2014.

- **Chum salmon "Menchi-Katsu" product launch support** Aeon Group, one of the most influential retail groups in Japan, decided to launch another ready to cook salmon product - Alaska Chum Salmon Menchi-Katsu, which can be translated as “Fried cutlet of shredded Alaska chum salmon.” Menchi-Katsu is a popular dish both at home and at restaurants, as yoshoku-style dish (western-inspired Japanese cuisine), and is usually made with shredded beef or pork. Aeon developed this Alaska Chum Salmon Menchi-Katsu as part of the “Swap
Meat” challenge to boost seafood consumption.

- ASMI Japan supported the launch of this product by sending demonstrators to 100 of Aeon’s larger stores for one day on May 30th. The demonstrators conducted sampling and sales pitches as directed by ASMI Japan, in order to inform Aeon customers of Alaska Seafood’s key messages.

- A total of 25,625 packs of Alaska Chum Salmon Menchi-Katsu were sold in April and May, for a total revenue of JPY9.5 million (approx. US$76,845).

**Trade PR and ads:** ASMI Japan continues to collaborate with Japanese seafood trade groups, trade press and industry associations to facilitate informational exchanges within different trade sectors and regions. Efforts are enhanced by ASMI’s newsletters, press releases, interviews, Japanese-language collaterals and ad creative.

- **Trade Ads for Surimi & Osaka Seafood Show** ASMI Japan placed advertisements in three major seafood industry publications: Suisan Keizai Shimbun, Minato Shimbun, and Suisan Times. Suisan Keizai Shimbun and Suisan Times issued special editions about surimi, and ASMI Japan placed ads in both of them to inform surimi industry people of ASMI's sales support.

- **Minato Shimbun published an Osaka Seafood Show special issue.** ASMI Japan placed an ad in the publication to encourage seafood industry people in west Japan to visit the ASMI booth at the Osaka Seafood Show.

- **Osaka-Navi, Development support for "Kirimi-chan goes to Alaska”** The ASMI Japan team created an educational information page about Alaska pollock surimi on OsakaNavi (www.osakanavi.jp), an educational Japanese seafood website operated by Suisan Keizai Shimbun, an industry newspaper.

- **The official Kirimi-chan Twitter account currently has about 240,000 followers and it is connected to their official homepage too, where an OsakaNavi banner is placed to lead Kirimi-chan fans to the OsakaNavi page.**

**Trade Shows:** Trade shows offer an opportunity to improve and build new relationships with the Japanese seafood trade and educate about Alaska seafood products and attributes. To increase Alaska seafood exposure to retail and the HRI trade, ASMI will participate in the Supermarket Trade Show and/or Foodex with the ATO Japan, and target seafood trade through the Seafood Shows in Tokyo, Osaka, and regional wholesale shows nationwide:
• **Supermarket Trade Show 2015**: Dates: February 10-12, 2015; increased awareness of Alaska seafood; 84,000 people attended

**Foodservice Promotions:** ASMI Japan regularly conducts Alaska Seafood Fairs at HRI establishments (from high-end to fast food), encouraging placement of Alaska origin identification on menus and in-store POS. ASMI works with chefs and chef associations to educate them about cooking with Alaska seafood. ASMI developed new activities for underutilized species (such as flatfish and new preparations of herring roe) and relatively new-to-market products to be introduced and experimented with by HRI users.

• **Alaska seafood menu promotion at NOBU Tokyo, PatinaStella Tokyo & Union Square Tokyo** This series of Alaska seafood menu fairs was conducted at Nobu Tokyo, PatinaStella Tokyo and Union Square Tokyo, for the spring of 2015.
  - Chef Yokoyama of Nobu Tokyo created an Alaska seafood lunch box containing black cod, Pacific cod, Pacific Ocean Perch, king crab and sockeye salmon. Chef Sugiura at PatinaStella Tokyo developed a special menu with sockeye salmon and salmon roe for appetizers and king crab for pasta.
  - Chef Matsuda at Union Square Tokyo made special dishes using black cod, king crab and sockeye salmon.

• **ASMI Japan’s Collaboration with Nagano Trading** ASMI Japan collaborated with Nagano Trading, an importer/distributor of American craft beers that operates a showroom/café called Antenna America, to promote Alaska seafood through an Alaska Seafood Fair, featuring Pacific cod and sockeye salmon.
  - Chef Satoh of Antenna America prepared recipes using Pacific cod for Alaska seafood tacos and sockeye salmon for sockeye salmon sandwiches. ASMI Japan provided Alaska seafood samples as well as Alaska seafood informational materials.

• **ASMI Japan’s support for Fureai Cooking lessons** ASMI Japan supported Fureai Cooking lessons, which were organized by Nihon Shokuryo Shimbunsha (Japanese food newspaper company) for June 11 and June 23, 2015. Chef Miyamoto, who specializes in Chinese cuisine, developed his own recipe for “fried rice with sockeye salmon and seasonal vegetables.”
  - Chef Komatsubara, who specializes in Japanese cuisine, made a recipe for stewed sockeye salmon with green vegetables. Approximately 80 members of Kojiya Kindergarten’s PTA (parents and teachers association) attended the first seminar which was held at the kindergarten. Roughly 40 people participated in the second seminar at the Inageya Asahi-machi supermarket.

**Western EU (France and Belgium)**

*Market information* As the economy is not improving, multinational companies and pension funds who invested in food companies are making decision which will have
a real impact on the landscape of the foodservice distribution and affect the major buyers of frozen seafood.

The owner of Brake UK purchased Davigel. According to Brake France, it’s a done deal with a two years “status quo” period. But there will be duplication of positions and the question remains what will happen to the three processing plants owned by Davigel? Davigel buys 25,000 tons of fish every year – to our knowledge, Brake France, which is based in Lyon, doesn’t import directly but buys through importers.

Nomad foods purchased Iglo which includes the brands Birds Eye, Findus Italy and Iglo. Findus France and Findus Spain are owned by a different investor: Mathieu Lambau, Findus Southern Europe’s CEO resigned in May which leads the industry to wonder, are Findus and Iglo going to merge? There are now questions about the future of the Boulogne sur Mer processing plant.

Picard Surgeles, a freezer center chain with 920 outlets and the favorite retail store of the French consumers, is now owned by the Swiss group Aryzta, which is specialized in bakery and frozen foods. This is a family owned company and the future looks more stable.

**Consumer PR/Advertising:** ASMI has worked effectively with radio in the region, in addition to print magazines and websites that reach ASMI’s consumer target audience. ASMI’s slogan “Alaska poissonémont” is a clever word play that has worked well for radio, and Alaska imagery is essential to effective print and online campaigns. ASMI is always ready to participate in seminars with chefs, cooking magazines, and other functions where we can get exposure such as seminars, workshops with schools or consumer associations.

- One advertorial in L’Epicurien Magazine for June/July and four pages featuring recipes were developed with salmon and black cod by four Michelin stared chefs from the French Riviera.
- Three advertorials were placed in 14 consumer magazines, one with recipes, one featuring the five salmon species and one advertorial emphasizing sustainability of Alaska seafood.
- In FY 15 twenty-two insertions were placed in 16 magazines, circulation: 13,055,890 – readership: 57,770,004
- The insertion in Version Femina, the supplement of the National newspaper “Le Journal du Dimanche” and 34 regional newspapers with a circulation of 3,329,193 and a readership of 9,236,000, helped to reach many small buyers as well as consumers.

- **Gala la Nuit des Trophées d’Epicure** June 28, 2015 Alaska Seafood was the guest of honor at the Gala la Nuit des Trophées d’Epicure on the French Riviera Château de la Chèvre d’Or in Eze.
- Five chefs with Michelin stars cooked wild Alaska seafood fresh and frozen for 250 guests, chefs, foodies, and people related to restaurants. Frozen at sea salmon, H & G black cod, fresh salmon and halibut were prepared.
• FY 15 cumulative results: Over two million consumers were reached through consumer demonstrations, fairs and tastings. ASMI met with 13 journalists.

**Trade Advertising/Public Relations:** ASMI now conducts different types of activities:

• Trade PR through newsletters to keep in touch with existing contacts year round
• Insertions placed in trade (seafood and retail) publications
• Trade missions and visits which lend credibility to the program and help explain the RFM certification
• ASMI advertised its presence and the name of the companies exhibiting at the Seafood Expo Global in Brussels in Produits de la Mer, Visaktua, and Lineaires. The insertion in Le Monde du Surgelé was free.
• ASMI advertised in the post Brussels seafood show report in Gondola, the Belgian trade publication. ASMI placed an advertorial about surimi in Produits de Mer in conjunction with a surimi report and one advertorial in the species guide.

**Cumulative FY 15 Results:**

• 19 insertions were placed in five trade publications:
  • Circulation 182,234 readership: 430,152

**Trade Shows:** The Seafood Exposition Global, SEG, is a worldwide seafood market place where suppliers and buyers meet once a year. Importers and distributors of Alaska seafood also exhibit at the show. ASMI has its own umbrella booth to accommodate Alaska companies that want to display their products and meet with their clients. The demand for space is such that ASMI also sells table booths.

• This year the ASMI pavilion hosted 20 co-exhibitors- ten exhibiting in booths and ten with tables. On site sales were reported to be over $44 million. Additionally, seafood producers project sales over the next 12 months to be over $650 million as a result of attendance at the show, a substantial increase over last year.
• ASMI has begun planning for SEG 2016.

**Trade Advertising/Retail Merchandising:** Two newsletters for the trade are produced each year, one to announce the harvest and program allocation, the second announces SEG (Brussels) information. Trade ads are also placed promoting all species in key publications and distributor diaries. In addition, ASMI conducts retail merchandising activities to increase brand awareness and inspire sales.

• During this quarter, ASMI was able to have Intermarche promoting sockeye smoked by Moulin de la Marche for the first time ever. The promotion increased sales by 25%.
• In June, Picard had a national promotion featuring pink fillets, coho portions,
pollock fillets and 10 different forms of pollock products.

- Delpierre has been very active in promoting both salted cod, wet cod portions and chum filets sold either at the fresh fish counter or in the chilled display.
- Both chum portions and cod portions identified as Alaska products were featured in Casino catalogues.
- **Sold: 181.8 tons, value: $3,637,210**
- **Total sold in FY 15: Volume sold: 474.60 tons - $11,668,314**

**Website:**
- The website had 41,025 visitors; 63,201 pages read in FY 15.

**Foodservice Promotion/trade shows:** ASMI WEU has identified two target markets for the foodservice sector: white tablecloth restaurants for high-end species and foodservice operations and industrial restaurants for higher volume species.

- **Cod Promotion:** Delpierre’s salted cod, was identified as “Alaska desalted cod” in the Metro catalogue in January 2015.
- Davigel featured corn flake breaded pollock with the ASMI logo in 25,000 catalogues for commercial restaurants and 60,000 institutional restaurants during the months of March and April 2015.
- **Volume 55 tons and value $632,715.**

- **Sirha:** ASMI participated in the Sirha trade show in Lyon, January 24-28 through two processors promoting products made from single frozen pollock. Halieutis, using the slogan, “from the fork to the plate” invited 300 key buyers to their booth.
- Vendors had an iPad and customers were able to discover the fishing zone, the name of the boat and the crew (footage provided by ASMI) where there pollock was caught. ASMI brochures were available at the Halieutis booth. A drawing was held to win a trip to visit a fishing boat in Seattle. Pickenpack created a video with ASMI slides and footage to promote single frozen at their booth.

**Chef Education:** ASMI now has more than 20 chefs from the South of France and other regions who cook Alaska Seafood. L’Épicurien published extensive coverage of the cooking demos. In the South of France there are now three importers selling frozen black cod and king crab. One distributor, specialized in distribution for Japanese restaurants is making big inroads into trendy and Japanese restaurants and is now importing frozen-at-sea salmon. ASMI will work with the distributor to capitalize on this market expansion.

- **Radisson in Cannes:** ASMI had a booth in the main hall of the residence at this event. Ten chefs developed recipes with fresh sockeye, frozen king, smoked sockeye, salmon roe, and salted cod (provided by Delpierre through its regional distributor). Four hundred guests tasted the products prepared the chefs. Two regional importers were involved in the event: Foodex and Les Mareyeurs du Sud Est R&O.
Press coverage on TV Monte Carlo, space value $20,000

Central EU (Germany, Austria, Switzerland, Czech Republic and Poland)

**Consumer Program:** ASMI places ads in media (print and online) based on collaboration with the industry to maximize our advertising dollars, as ad space in German publications is notoriously expensive. ASMI seeks large circulation magazines that address its target group (educated women 30 to 55 years). ASMI also has been able to build up a database of journalists met through press events, press trips and trade shows like Internoga. ASMI assists journalists and TV crews who want to go to Alaska.

- ASMI had two advertorials placed in Bunte and an online campaign with Das Kochrezept.de: advertorial one month, four posts on Facebook and two newsletters.
- Circulation: 2,228,278 – readership: 7,426,278
- ASMI sent out the spring newsletter with information about the 2015 salmon forecasts and the names of the participants in the Global Seafood Show.
- ASMI placed one advertorial in TK Report of April (Brussels Report), in Eurofish (Bxl issue), in the July 2015 Ficsh Magazin issue and one insertion in the Polish seafood publication.

**German Trade Mission August 9-14 in Ketchikan, Juneau and Kodiak**

- In Ketchikan the group toured EC Phillips, met Tomi Marsh, had an informative presentation at ADF&G and took a tour of Bruce Wallace’s seiner and the Trident plant. That evening they were treated to a chef demonstration at the Bar Harbor Restaurant.
- In Juneau they toured the Taku Smokeries/Fisheries plant, embarked on a whale watching tour, went to the Alaskan Brewery, visited the Mendenhall Glacier, DIPAC and enjoyed a king crab demo at Tracy’s Crab Shack.
- In Kodiak the group visited fish weirs, spent the day charter fishing, visited local smokers as well as a pickling plant, Pickled Willy’s, and took a hiking excursion at Pasagshak State Park.
- Articles on the trip will be published in BEEF, Men’s Health and Stern Magazine.
**Retail Merchandising/Trade Advertising:** In addition to retail promotions, ASMI produces two newsletters to reach the German trade and also advertises in several key trade publications. ASMI has been contributing to smoked salmon and salmon roe promotions with the major manufacturers in this region: Friedrichs, Stührk and Youkon, a company based in Austria.

- During this quarter Youkon had in-store demos, Gottfried Friedrichs partnered with Edeka and ASMI helped develop a blog “Follow the salmon to the Source.” Special labels were placed on the packaging of 300,000 retail units of Kodiak salmon to advertise the blog.
- In the Czech Republic, Kimbex has been very active in promoting salmon and pollock.
- **Volume sold:** 118 tons  – **value:** $2,942,400
- **Total FY 15 Volume sold:** 275 tons, **value:** $5,048,650

**Website:**
- 15 requests through the website, 20,845 visitors; 25,820 pages read

**Foodservice Promotion:** ASMI assists the German foodservice industry with Alaska seafood menu development, advertising promotions and by following up on opportunities gained at HRI shows.

- In May 2015, Transgourmet developed a new sustainable brochure with four pages dedicated to Alaska seafood, sustainability and the species.
- Deutsche See keeps marketing frozen at sea king and coho salmon as well as black cod.

**Northern EU (UK, Ireland, The Netherlands, Finland, Denmark, Sweden)**

**Market Update:**
The EU published a revised GDP growth rate in early July for 2014. This continues to show a very mixed picture across Europe. In the Northern EU area, the UK and Ireland continue to show favorable progress at around 3% GDP growth, led mainly by service industry growth. The rate of growth is matched by Poland, Hungary and Lithuania, led mainly by cheaper labor costs. Sweden and Norway are progressing reasonably well, with their economies bolstered by raw material and manufacturing. Denmark and the Netherlands remain in the lackluster area of around 1%. There are some concerns around Eire’s economy once again overheating.

In the UK the Consumer Prices Index (CPI) remains low at 0.6%. The latest grocery share figures from Kantar Worldpanel for the 12 weeks to June 21, 2015, show that
the GB grocery market continues to struggle as growth slipped back to -0.1% in the period.

Total seafood value is in decline across all sectors; though the rates of decline in volume and unit sales have slowed. Chilled growth has increased on the back of slowing volume and units sales, but still continues to take market share from ambient and frozen.

Frozen is also seeing its decline rates slowing possibly due to slowing inflation. Ambient (canned) is still showing substantial sales, volume, and unit decline despite falling prices. The decline in consumption of seafood in the UK continues to perplex the industry.

**Consumer PR/Advertising:** ASMI uses a variety of public relations activities, including social media, event sponsorships, press releases and consumer events in order to generate publicity about the high quality Alaska Seafood available in the UK market.

- **ASMI UK arranges for product samples to be sent to media on an ongoing basis in order to encourage placement of Alaska seafood product within the editorial pages of newspapers, magazines, websites and blogs.**
- **The products are due to be featured in a number of different publications including Natural Health, Delicious and UK Mums TV.**

- **Mini-Kin** is a website which provides advice and support to parents of children aged 0-7+ years old. The site is promoted via The Guardian, TV advertising, and the web site [www.mini-kin.com](http://www.mini-kin.com). The agreement includes a full page 1,000 word editorial article, interview with Jon Harman for publication in the supplement, the ASMI logo to appear on 155 TV adverts to be aired across the Channel 4 Network, recipes and articles on the Mini Kin website, and four competitions on the website for which ASMI will receive data capture.
- **ASMI had a full page ad in the supplement, inclusion of three recipes online, a full paged article based on the ad and a competition where we offered 20 canned recipe books. The supplement readership is 1.2 million. We had 750 competition entries. As part of the ongoing campaign we have a MPU banner online booked for six months and five further competitions to run until the end of June 2015.**
• **ASMI** was featured in the June issue of Visculinair magazine. The Dutch Visbureau is aiming to create a better image of fish and they would like to create a more positive experience for potential buyers and consumers.

• **Visculinair Magazine** has 32 pages full of recipes and information and is distributed through retail stores. Retailers buy the magazine for 0.25 euro and give it to their customers for free.

• **Keswick Mountain Festival** The Keswick Mountain Festival is an outdoor sporting event running over four days in the north of England. The event is attended by over 15,000 people, of which 3,000 participate in sporting events from ultra-trails to marathons to open water swims, bike rides, etc. The event hosts a Festival Village which has a central tent/bar area which is the hub of the festival for the four days.

• **ASMI** sponsored this tent rebranding the "mountain huts" as **Wild Alaska Seafood** and offered samples of salmon to customers, donated canned John West salmon to all sporting event finishers, promoted on the Keswick Mountain Festival website and had branding rights through social media channels.

• **Spirit of summer**: As part of the House and Garden media campaign, **ASMI** was invited to do two cooking demos in the Spirit of Summer fair in June. **ASMI** invited CJ Jackson from Billingsgate Seafood School to do the show cooking to cook sockeye salmon and black cod.

• Around 60 people attended the first show cooking and around 80 attended the second. The Billingsgate seafood school gave away one place in the Saturday catch courses in each of the show cooking.

• **Libelle & Margriet**: This is a B2C cross-media campaign focused on a home cooking audience to increase awareness and direct usage by including Alaskan product in the recipe of the day menu in Libelle & Margriet Magazine. Libelle & Margriet is the most well-known woman’s magazines in The Netherlands with by far the largest combined reach.

• As part of this campaign **ASMI** will have two 1/6 page in “week menu” on both magazines, this will also be published in the app.

**Retail Merchandising**: ASMI will work with each of the retailers in partnership with key brands to promote Alaska seafood.

• **Young’s samplings** Young’s Seafood has produced a new range of products called “Gastro” to encourage consumption of more upmarket frozen meals. The brand is currently worth £27.1m in consumer sales value, growing at 41% YoY. The business aims to grow the Gastro range to £60m over the next three years. Alaska pink salmon filets and Alaska pollock are featured in the range and as part of a multi-channel advertising campaign, **ASMI** supported a product promotion and in store sampling in 200 ASDA stores.
• The promotion will run from early June to mid-July and sales are expected to increase by 20%. The promotion will be supported by further activity by Young’s towards the end of 2015 in next fiscal year.

• **John West film** As part of the ongoing campaign with John West, we supported a trip for them to film in Alaska.
  
  The objective of the footage is to highlight the natural characteristics of Alaska canned salmon and to show that there is nothing added to it and that it is a healthy and natural food to put on the dinner plate.
  
  The video will be hosted on the John West site and they will promote it heavily through their social channels as well as seed it via partner channels having a reach of 1.5 million.

• **New England Seafood and Waitrose campaign**
  
  New England seafood ran a campaign in collaboration with Waitrose to promote Alaska keta and sockeye fillets in Waitrose supermarkets and online. The campaign included:
  
  • Two half page adverts in Waitrose weekend
  • A promotion on Waitrose.com
  • The average three weeks sales before the campaign were:
    • Sockeye salmon fillets: £135,000
    • Counter Sockeye: £60,000
    • Keta Prepack fillet £150,000
  • The three weeks projection of sales are:
    • Sockeye salmon fillets: £260,000
    • Counter Sockeye: £160,000
    • Keta Prepack fillet £250,000

• **Princess campaign** Sainsbury online three week cross sell with potatoes, salad and bread, a department banner and “shelf top” banner;
  
  Tesco online favourite interrupts and special offers; and
  
  An in store promotion in Sainsbury took place with a special trolley sampling promotion in May.
  
  Sainsbury’s online promotion supporting a £2.5 price cut promotion generated £10,205 in sales, +363% during and 119% post uplift vs. pre media.
  
  The cross-sell was the best performing media over the two week cycle – 1,591 cart additions, with the Sainsbury’s baby potatoes 1kg the best performing link.
Ocado Fish4ever campaign

- As part of the ongoing campaign to drive sales of canned sockeye salmon, this promotion was with ASMI salmon buyer Fish4Ever, who are an independent seller of canned sockeye salmon.
- During the month of April, the Ocado website featured a graphic banner at the top of the tuna and tinned tuna searches with a view to cross selling tuna buyers to salmon. The campaign also included a homepage top offer (just SKU image) the highest traffic area of the site.
- The objective of the campaign was to target tuna buyers to cross sell canned salmon which will be on offer for the duration of the campaign.

Alaska Canned Salmon Promotions:

- Smulweb Yonity Media is a full service Content Marketing Office for the popular culinary website www.smulweb.nl. Smulweb.nl is a very well-known recipe website and is the biggest culinary website in the Benelux with more than two million unique visitors and 1.2 million members. Smulweb has 100,000 followers on Facebook and 180,000 newsletter members.
- The number of followers increased from 2,365 in March to 5,137 in June. The campaign generated a total of 302,435 views and 3,814 clicks in the newsletters and recipes provided for the webpage.
- In total, 64 joined the win-action by sending us their own recipes with canned sockeye salmon. We chose 10 winners whom will receive the cookbook: cooking with canned fish from Bart van Olphen.
• **Princes canned sockeye campaign NL**

  As part of our campaign to promote the sales of canned salmon in NEU ASMI promoted red canned salmon in the Netherlands largest retailer Albert Heijn. Princes had an advertisement in Allerhande Magazine promoting red canned salmon 213g. Allerhande Magazine is the free in store magazine of Albert Heijn and is distributed free of charge in their own stores. Allerhande Magazine has the biggest circulation and the biggest reach in The Netherlands.

  The advertorial was featured in the May issue of Allerhande Magazine which as a circulation of 2,276,028.

• **Runner’s World** To tie in with the canned sockeye campaign, the April issue of Runner's World Magazine (circulation: 81,000) promoted the sale of canned sockeye salmon during the month of April.
  - The campaign includes a mix of activity including:
    - A print advertorial written and shot by Runner's World editorial team,
    - online article based on advertorial content,
    - banners driving traffic to online article,
    - 1 x tweet and 1 x Facebook post promoting online article,
    - Selection of Alaska canned salmon recipes posted on the Runner's World website (as separate to the online article). We negotiated a reduced rate for this promotion as part of our partnership with Hearst, which also includes the Men's Health activity.

• **10K Liverpool run** In collaboration with John West, ASMI approached the Liverpool spring 10K to include sockeye salmon cans in all participants’ goody bags together with a promotional leaflet explaining the benefits and nutrients of Alaska salmon in their fitness diet. The run had around 4,000 participants.

  The run coincided with the Alaska Seafood campaign in Runners World. The team at John West promoted participation in the run through their social
channels and PR.

- **Dunnes store promotion** Dunnes are a leading retailer in Ireland with over 100 stores across the republic. This promotion featured in store merchandising in the form of shelf talkers and banners with ASMI branding promoting the sale of canned red salmon. The promotion ran from 29.4 - 30.6 across three promotion cycles and three can sizes.
- In total around 196 cases were sold during the promotion in cycle five, 664 cases during cycle six and 150 during cycle seven.

**Foodservice Promotion:** Activities include menu features and special Alaska themed promotions.

- **Restaurant Magazine summit** Running for three days, this event pulls together decision makers and buyers from the restaurant industry to discuss topics for the industry and includes one on one hosted buyer schemes. ASMI was represented and hosted 10 one on one meetings with pre-selected restaurant buyers.
- **Casual Dinning Magazine** Brakes issues a Casual Dining brochure which is sent out monthly to 30,000 pubs, hotels and restaurants. ASMI took a full page ad promoting Alaska salmon in a Japanese Ramen recipe to promote the use of wild Alaska salmon to the pub and hotel trade.
- **Casual Dinning Magazine** has a circulation of 5,246.

**Southern EU (Spain, Portugal, Italy)**

**Market Update:**

**Cod:** During April-June 2015, a strong dollar and relatively strong demand from China continued to push Alaska cod prices above those of Atlantic cod. In spite of this, 2nd quarter 2015 exports of H&G Alaska cod to Spain were up 112% over the previous quarter while exports to Portugal increased by 24% and exports to Italy increased by 21%. All three markets saw growth in demand for once- and twice-frozen cod fillets, while demand for frozen H&G cod was relatively stagnant.

**Alaska Pollock:** APO surimi exports to Spain have been weak for the last 6 months as processors opt for cheaper options, mostly Pacific hake. The Spanish market for Alaska pollock fillets has been steady for the last three years at around 4,000 mt/year. US exports of once-frozen Alaska pollock fillets to Spain have been steady for the last three quarters at about 125 mt/quarter, in spite of a rising dollar. Demand from Portugal, however, has been weak since late 2015, linked primarily to higher landing prices.

**Salmon:** Fresh salmon imports to Spain, Italy and Portugal continued to grow in the 2nd quarter of 2015, dominated by Norwegian product. In the frozen salmon market,
SEU demand for frozen salmon fillets continues to grow, mostly for twice-frozen fillets from China or once-frozen farmed salmon fillets from Chile. Spain and Italy each import over 4,000 mt/yr of frozen salmon fillets. Alaska holds the high end of this growing market with Alaska sockeye salmon fillets sales which continue to increase in both Spain and Italy, mostly destined to the HRI market in each country.

**Trade Shows:** ASMI participates in the leading seafood show for SEU, CONXEMAR because it enables ASMI to present key Alaska seafood messages directly to seafood trade members, educate the trade, provide them with materials that support Alaska seafood’s messaging and display product. The ASMI SEU representative also travels to Brussels for the Seafood Expo Global and other shows in the region.

- **Tuttofood Trade Show on May 3-6, 2015 in Milan, Italy:** ASMI SEU and salt cod processor Sofresal shared a booth at Italy’s second largest food trade show, Tuttofood, held biyearly in Milan and this year coinciding with the opening of the world fair ExpoMilano 2015.
- ASMI’s OMR met with 20 Italian trade members during the show while SOFRESAL reports making over 50 trade contacts.
- SOFRESAL projects that their meetings in Tuttofood will generate over $100,000 in sales of Alaska cod products over the subsequent 12 months, approximately 10 times activity budget.

**Retail Merchandising:** ASMI’s Southern Europe office will conduct generic in-store promotions of origin-identified Alaska seafood to help introduce and develop demand for Alaska seafood products. These in-store promotions will typically include labeling design assistance, in-store product tastings, generic advertisements in store flyers, and generic POS materials such as in-ice signs, posters, recipe brochures and shelf talkers.

- **Wild Alaska Salmon & Black Cod Promotions during the re-opening of the Makro-Barajas store in Madrid, Spain (April 29-30, 2015):**
  - ASMI conducted in-store chef demonstrations in Makro-Spain’s newest cash and carry outlet in the Barajas municipality of Madrid. The Alaska Seafood chef demo stand was located next to the fresh seafood section where Makro has recently referenced refreshed Alaska sockeye and black cod.
• **Alaska Cod Promotions in Italy (March 23 – April 20, 2015):**
  
  *ASMI SEU and distributor Pambuffetti conducted an in-store promotion of salted “Baccalà d’Alaska” fillets to a small sample of Pambuffetti’s many independent retail customers. The salted fillets were packaged in a reusable polypropylene bag, and pop-up banners were placed in or outside of each point of sale announcing the Alaska cod promotion.*

  • **Current quarter results:** $11,474 in sales of Alaska seafood generated – a 66% increase over previous periods
  
  • **FY 15 cumulative results:** $613,000 in sales of Alaska salmon + $200,000 in sales of Alaska cod generated during promotions
  
  • **92% growth in sales generated by ASMI promotions**

**Trade Public Relations/trade ads:** ASMI’s SEU office targets HRI and seafood trade press with two press releases focusing on the natural, healthy, and ecological advantages of Alaska seafood products. ASMI placed the following ads:

  • **1 page Alaska Seafood ads in the April and May editions of the Italian HRI trade and consumer magazine Italia a Tavola. 80,000 readership.**
  
  • **1 page advertorial “All Alaska Salmon is Wild and Sustainably Harvested” in the Eat & Drink special 30 pg. insert in the May 23rd edition of the Spanish newspaper La Razón. Over 1 million readers.**
  
  • **2 page advertorial and recipe “Wild Alaska Salmon” in the June edition of APTC magazine of Spain’s leading retailer El Corte Inglés. 650,000 readership.**
  
  • **1 page Alaska Seafood advertisement in the leading Spanish food trade journal Alimarket. 32,000 readership.**

**Comerjapones.com Website & Facebook & Cooking Classes Sponsorship:**

  • **As part of ASMI SEU’s public relations campaign, ASMI continued its sponsorship of Comerjapones.com website, Facebook and cooking classes, generating regular mentions of Alaska seafood products on the Comerjapones.com website and Facebook posts, and use of wild Alaska salmon in their cooking classes in Madrid, Barcelona and Valencia.**

**SEU Social Media Activities:** ASMI’s social media campaign communicates to HRI professionals in Spain, Portugal and Italy the advantages of working with wild Alaska seafood and the value of calling out the Alaska origin on their menus.
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**HRI Trade Shows/Foodservice promotions:** ASMI participates in HRI trade shows to reach influential HRI professionals that are the decision makers for restaurants and institutions. Our objective is to educate this audience on the benefits of adding Alaska seafood to their menu as well as explaining what the Alaska brand stands for.

- **Salón de Gourmets 2015 (13-16 April) in Madrid, Spain:** ASMI SEU did not organize an Alaska Seafood booth this year in Salón de Gourmets and instead supported three importer/wholesalers of Alaska seafood products with up to 50% of the costs related to promoting Alaska seafood in each of their booths.
  - 1 – Wild Alaska Salmon, S.L.: Wild Alaska Salmon specializes in products from Alaska and is now selling Alaska sockeye, coho and king salmon (fillets and H&G), smoked sockeye and keta salmon, pink and keta ikura, black cod, Pacific cod and mentaiko, all from Alaska. The Wild Alaska Salmon booth gave Alaska Seafood a very positive presence in this important gourmet and HRI food show.
  - 2 – GarmikoFoods S.L.: Garmiko is an importer and distributor of products for Japanese restaurants and retailers and sells frozen Alaska sockeye salmon, black cod and ikura.
  - 3 – Cominport Distribution, S.L.: Cominport is an importer and distributor of products for Japanese restaurants and was the first importer of restaurant-quality wild Alaska salmon (sockeye) into Spain. They now also carry ikura, coho salmon, black cod and scallops from Alaska.

- **Peixe em Lisboa Gastronomy Fair on April 9-19, 2015 in Lisbon, Portugal:** In order to have a presence in this important yearly gastronomy event, ASMI contributed Alaska sockeye salmon and black cod and ikura to the Sushi Café’s pop-up restaurant in the Peixe em Lisboa (Lisbon Fish & Flavours) 2015 gastronomy fair.
  - Total HRI trade contacts generated during FY 2015: 730 contacts from six HRI trade shows
  - Total new products or suppliers introduced to market during FY 2015: three
• **Spain Top Chef Survey & Sample Promotion (April - May 2015):** ASMI SEU experimented with combining its survey of leading Spanish restaurants (required to gauge progress against UES performance measures) with the promotional offer of a fillet of Alaska sockeye salmon plus ASMI cedar cooking plank, and the opportunity to participate in a chef video contest.

• **During the month of April 2015, the Abstoss Gastronomy agency surveyed the 168 restaurants in Spain with at least one Michelin star. Each chef who had not worked with and did not know wild Alaska salmon was offered a fillet of wild Alaska sockeye salmon accompanied by a cedar grilling plank and instructions. 92 chefs received these samples.**

• **With this sample offer, ASMI SEU is working to make its market research activities also serve to advance awareness of and preference for Alaska seafood.**

• **Chef Video Contest:** In April 2015, the chefs of Spain’s 168 Michelin-starred restaurants were offered the opportunity to contribute a video of an Alaska seafood recipe and participate in a contest to win a slot in ASMI’s July 14-17 Culinary Retreat at Tutka Bay Lodge.

• **The winner was Gerard Ninot, a young chef and nutritionist with his “Smoked Land Salmon with a Lemon Twist.”**

• **June 4 Alaska Reception at US Consulate Barcelona:** On June 4th, 2015, ASMI held an Alaska Seafood reception in the gardens of the US Consulate in Barcelona. US Consul General Tanya Anderson generously offered this excellent venue in support of Alaska seafood sales to Spain.

• **Top Chef product placement:** ASMI SEU contracted the use of wild Alaska sockeye salmon on Spain’s professional chef competition TV show Top Chef.

• **The program was taped in late June 2015 but will not be aired until October 2015. All program images are reserved until this date.**

  ![Fillet of Alaska sockeye salmon on the plateau of Top Chef prior to filming.](image)

**Eastern EU (Russia and Ukraine)**

Market Update:
• **Printing of Ukrainian POS Materials**
  
  Due to poor political relations between Russia and Ukraine and the conflict in the Eastern part of Ukraine, the Ukrainian attitude about the the Russian language has changed for the worse. ASMI decided to translate and print POS materials in Ukrainian to use in our future promotions.

*POS materials in Ukrainian.*

• **Black Cod Recipe Brochure**
  
  Alaska black cod is a niche product that has stable demand in the EEU region. In order to give the HRI sector ideas on more diverse black cod consumption and support black cod promotions in the region. ASMI developed and photographed 10 recipes with black cod. The recipes will allow development of new materials that will be distributed during black cod promotions.

*Pasta with crab, black cod, shrimp, cherry tomatoes.*  
*Suimono soup with broccoli, Alaska black cod, lemon.*

**Trade Shows**

• **WorldFood Azerbaijan** is the leading food industry event in the Caspian region. The exhibition has existed for 20 years. In 2015, the exhibition occupied
two pavilions and an outdoor area at the Baku Expo Center. The exhibition brought together 151 companies from 33 countries. The President of the Republic of Azerbaijan, Ilham Aliyev, and the Minister of Agriculture, Heydar Asadov, attended the show.

- ASMI shared a corner stand with the US Meat Export Federation (USMEF). USMEF has participated in the show for several seasons. The partnership with USMEF is to the benefit of ASMI, USMEF is taking the first steps in the market and is more cost-effective.

**Brazil**

*Market Update:*
The International Monetary Fund projects that Brazil GDP will shrink 1.35% in 2015.

The National Seafood Processing Association (ABIPESCA) has been created with 11 processors. The association is lobbying for more duties on imported consumer ready products with the argument of job creation and strengthening the industry.

The Brazilian Agriculture & Fishery Ministries released a public consultation on fish names. ASMI made suggestions such as adopting the name “cod” instead of “bacalhau” for fresh/frozen fish, incorporate the five Alaska salmon species into one category to differentiate from a general salmon category, and finally to use the names of black cod, gindara or sablefish.

According to IDV (Retail Development Institute), Brazil’s retail sector shrunk 0.9% in the first semester of 2015.
The cumulative numbers for 2015 imports from the US show a decrease of 13.4% in volume and 37.3% in value (Jan – Jun 2015 vs. Jan – Jun 2014) – less expensive species are being imported, representing an opportunity for Alaska pollock, cod and pink salmon.

**Retail Merchandising:** ASMI Brazil organized retail promotions in 28 outlets of five major retail chains in the cities of São Paulo, Rio and Belo Horizonte. Products promoted included Alaska cod, keta and pink salmon, and pollock. Properly trained professionals wore uniforms, distributed ASMI branded material, recipe books, and consumers had an opportunity to sample products. “Nanook” the bear was used as in prior campaigns.

• **April 1 – June 27, 2015** ASMI Brazil organized retail promotion at three retail chains in the Greater São Paulo area. A two-month promotion (April and May) was conducted in nine outlets of the Atacadão chain to promote Alaska chum and pink salmon. In partnership with Walmart, ASMI also organized a five-week campaign in eight outlets to promote Alaska pink salmon distributed by the chain. During two weeks, ASMI also promoted a campaign at one outlet of a St. Marché chain, in Alphaville/SP, to promote the Alaska sockeye salmon that the chain recently started sourcing.

• **April 10 – May 2, 2015** ASMI conducted a four-week in-store promotion in three outlets of the Atacadão (Carrefour) retail chain in Rio de Janeiro, with one trained professional, to promote Alaska chum and pink salmon.

• **April 8 – May 7, 2015** ASMI conducted a four-week in-store promotion in three outlets of Bistek retail chain in the cities of Florianópolis, São José and Criciúma in the State of Santa Catarina, with three trained professionals, to promote Alaska pink salmon.
• Sales of 3.97 MT of Alaska products (Alaska chum, pink and sockeye salmon and cod) were reported during the campaign.
• Cumulative FY 15 sales: 13.72 MT of Alaska products (Alaska chum, pink and sockeye salmon, pollock and cod) were reported during the period.

Trade PR/Website/Social Media:
• ASMI Brazil continued the successful use of Facebook Ads to promote the two pages (fb.com/peixesdoalasca and fb.com/bacalhaudoalasca). ASMI Brazil created several ads and targeted people based on location, demographics and interests, in order to increase the number of ASMI Brasil pages’ fans
• ASMI Brazil has updated information in the recently launched version of the ASMI Brazilian website, with new friendly features, that include information on ASMI, Alaska species, harvest, wild, natural and sustainable aspects, suppliers, importers and distributors in Brazil, points of sales in Brazil (supermarket outlets), restaurants that have Alaska seafood on their menu, videos, recipes, among other information necessary to make Brazilian trade and consumer more familiar with Alaska seafood. ASMI Brazil also maintained a Bacalhau do Alasca website.

• Page views topped 16,733 for Alaska Seafood website
• Page views topped 2,619 for Bacalhau do Alaska website
• Currently, 428,328 people like the Alaska Brasil Facebook site

Trade Shows/Trade Missions: Trade shows are an effective way to meet potential buyers and network with trade and retail, increasing overall awareness of Alaska seafood.
• **APAS 2015** May 4 – 7, 2015 ASMI had a 42 sqm booth at APAS 2015 supermarket trade show in Sao Paulo, Brazil. APAS is Latin America’s leading supermarket and retail trade show.

• Torunn Halhjem, with Trident Seafoods and Tony Macedo, with North Point Seafood participated with ASMI in the show, as well as Noronha Pescados, Damm, Frescatto and Kalena Foods. Head-on fish and consumer ready products were displayed and Alaska seafood species were sampled to the public.

• More than 40 trade leads were developed, meanwhile Brazilian processors and distributors had the opportunity to promote their Alaskan products to retailers based nationwide.

• **Japan Food Show** August 3 – 5, 2015

• ASMI had a 32 sqm booth at Japan Food Show 2015 that took place in São Paulo from August 3 to 5, 2015.

• ASMI participated in the Seafood Forum to talk about the use of wild salmon and other wild species in the Japanese Gastronomy. ASMI participated the Culinary Workshop to demonstrate the use of wild species in the Asian Cuisine.

**Foodservice Promotions:** ASMI foodservice promotions expand the use and identification of Alaska seafood in the HRI sector and are an effective platform to introduce consumers to new products. Given Brazil’s diversified cuisine including Japanese, Italian, French, Mediterranean and Spanish; Alaska seafood is a natural fit.

• ASMI placed a one-page ad in Prazeres da Mesa Magazine, June edition. Prazeres da Mesa is a monthly gastronomy publication with circulation of approximately 40,000 monthly copies, distributed in newsstands and to subscribers including chefs, sommeliers, HRI professionals and gastronomy lovers.

• **Young Talent Chef Contest by Go Where Gastronomy Magazine** June 2015 ASMI participated in the Young Talent Chef Contest organized by Go Where Gastronomia Magazine, providing Alaska sockeye salmon and black cod for the main course creations.

• The contest had eight participating Brazilian Gastronomy universities - SENAC, FMU, Estácio, HOTEC, Mackenzie, Metodista, Anhembi Morumbi, and UNIP. Students participating in the finals, that took place on June 8, 2015, created and presented a main course prepared with Alaska sockeye salmon or black cod.

• **Food Truck Sponsorship** April – June 2015

• Food trucks are a trend in Brazil due the large number of public events that take place in major metropolitan cities, including food and music festivals and other thematic events. ASMI will sponsor two food trucks that will exclusively use Alaska seafood on the menus.

• Products sold will be Alaskan pollock fish and chips, wild pink salmon burger, smoked sockeye salmon sandwich, barbecue king salmon sandwich, among others. The food trucks will be operated at high-visibility events, such as Food
and Music Festivals in São Paulo, MaiFest, Burger Weekend - 30 hours of hamburger, Brazilian traditional June Festival at Clube Pinheiros and Tomorrowland, interacting with over 10,000 people/consumers.

- **Sassá Sushi Restaurant and Sassá Delivery** April – June 2015

  - Sassá Sushi is a Japanese restaurant with five units in the city of São Paulo that is sourcing Alaska sockeye salmon and black cod, clearly identifying their origin on the menu and using the ASMI logo since August 2014.
  - ASMI has not contributed financially to the initiative. In addition to the stores, Sassá Sushi uses the delivery system – Sassá Delivery – as one of its main channels of sales, having an average of 8,000 orders per month.