

# ALASKA SEAFOOD MARKETING INSTITUTE



[Alaskaseafood.org](http://Alaskaseafood.org)

# ASMI'S MISSION

Increase the economic value of  
the Alaska seafood resource.



# ALASKA SEAFOOD MARKETING INSTITUTE

As Alaska's official seafood marketing arm, ASMI is established under AS 16.51 to maximize the economic value of the Alaska seafood resource by:

- Building and protecting the Alaska Seafood brand
- Developing and creating markets for Alaska seafood products
- Working directly with industry to maximize efforts

ASMI is directed by a Governor-appointed Board of Directors: five processors, two commercial harvesters; and ten board-appointed Species and Operational Committees.





Alaska Seafood Marketing Institute

# ALASKA SEAFOOD ADDITIONAL VALUE OF **\$464M** IN 2023\*

FY2020 - 2024 Average  
Expenditures: \$18.7M

Wink Research ASMIROI2025 Report

\*Total value of "Alaska Seafood Premium", food aid sales, and known sales generated via ASMI promotions in 2023.

# Value of the Alaska Seafood Premium

Species		Price Premium (%)	Value of Premium (\$M)	Competing Product
Sockeye Salmon	Fillets/H&G	28%	\$163.1	Atlantic Salmon
Chinook Salmon	Fresh H&G	48%	\$6.0	Farmed Chinook
Alaska Pollock	Fillets	6%	\$40.3	Russian AP Fillets
Alaska Pollock	Surimi	21%	\$93.5	Russian AP Surimi
Alaska Pollock	Frozen H&G	36%	\$15.1	Russian AP Frozen H&G
<b>Total</b>		<b>15%</b>	<b>\$318.1</b>	

*Notes: 2023 data. "Value of Premium" refers to the additional wholesale value achieved due to receiving premium prices for the products listed.*

*Sources: Wink Research calculations (based on Urner Barry Retail Features database, NMFS trade data, Undercurrent News Trade Map, and Foreign Customs Agencies).*



# PROMOTIONS

Every \$1 ASMI spent :

- \$68 in retail sales
- \$55 in additional advertising by retail partners

Wink Research ASMI ROI 2025 Report  
\*Based on promotions with available data.

SALE

July 19–25

Sustainable Wild Caught  
Fresh Alaska  
Sockeye Salmon Fillets

\$11<sup>69</sup>  
LB

with Prime



Alaska Seafood Marketing Institute

# CONSUMER PR

Generated +12B media  
impressions and +115M  
social media  
impressions in FY2024

Wink Research ASMI ROI 2025 Report



'Top Chef' Melissa King shares how to cure fish at home: 'fascinating and quite easy'



*Martha Cooks*

---

# Food Aid

Supported sales of **\$173M** in  
CY2023-2024 on budget of \$350K.



# What Would Alaska's Seafood Industry Look Like Without ASMI?

- Weaker demand in global market (65-70% of sales)
- Eroding awareness and premiums for Alaska Seafood resulting in less revenue to pay ex-vessel prices
- Fewer promotions = less throughput = more inventory = lower ex-vessel prices
- Likely less food aid sales through USDA programs
- Less awareness about value of the industry to Alaska stakeholders and market conditions

In general, the industry would likely have to offset hundreds of millions of dollars in lower wholesale revenues which would need to come out of ex-vessel payments to fishermen.



# TECHNICAL RESOURCES

## Science based research about Alaska Seafood

PERCEPTIONS THAT FRESH SEAFOOD IS ALWAYS SUPERIOR TO FROZEN remains a misconception, yet research shows that consumers find frozen seafood to be as good as, if not better than fresh (never frozen) products. Many are unaware of the benefits to both quality and nutrition offered by freezing. This study sought to gauge perceptions of frozen seafood quality upon blind testing of the Alaska sablefish and Alaska coho salmon.

### METHODS

Two Alaska species of wild Alaska seafood: **coho salmon** and **sablefish** (among other species) were stored for 2 years in commercial (-30°C/-22°F) and home grade (-18°C/-0.4°F) freezers for a period of 2 years.

Every 6 months, portions were thawed and prepared for consumers to rate them. Consumers were selected from the Portland, OR metro area who enjoy seafood, with a new group of 120 individuals performing each test.

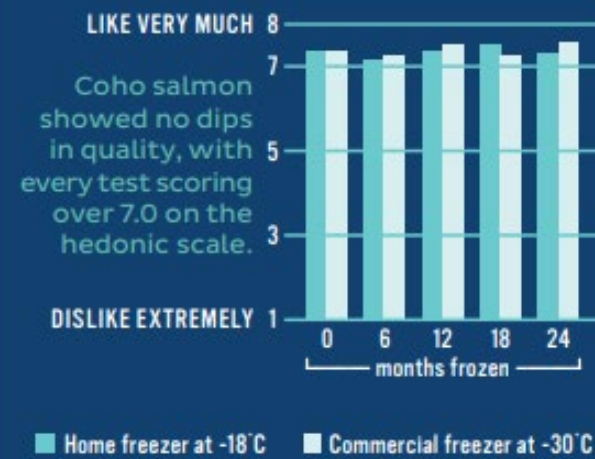
→ Testers tasted 'blindly,' not knowing anything about the product being tested or what was being measured.

Tastings were done at the 0, 6, 12, 18, and 24 month periods, with testers rating them 0-9 in terms of likability. Metrics included appearance, aroma, saltiness, sweetness, texture, and overall quality

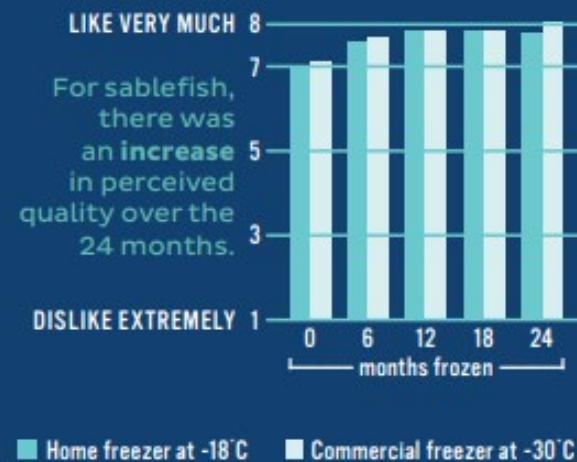
Software combined answers on various metrics into a mean liking score for species in each freezer type, and measured on the 9 point (0-9) hedonic scale. Anything above a 7 in mean liking values is considered to be an excellent product by industry standards in studies of this type.

### RESULTS

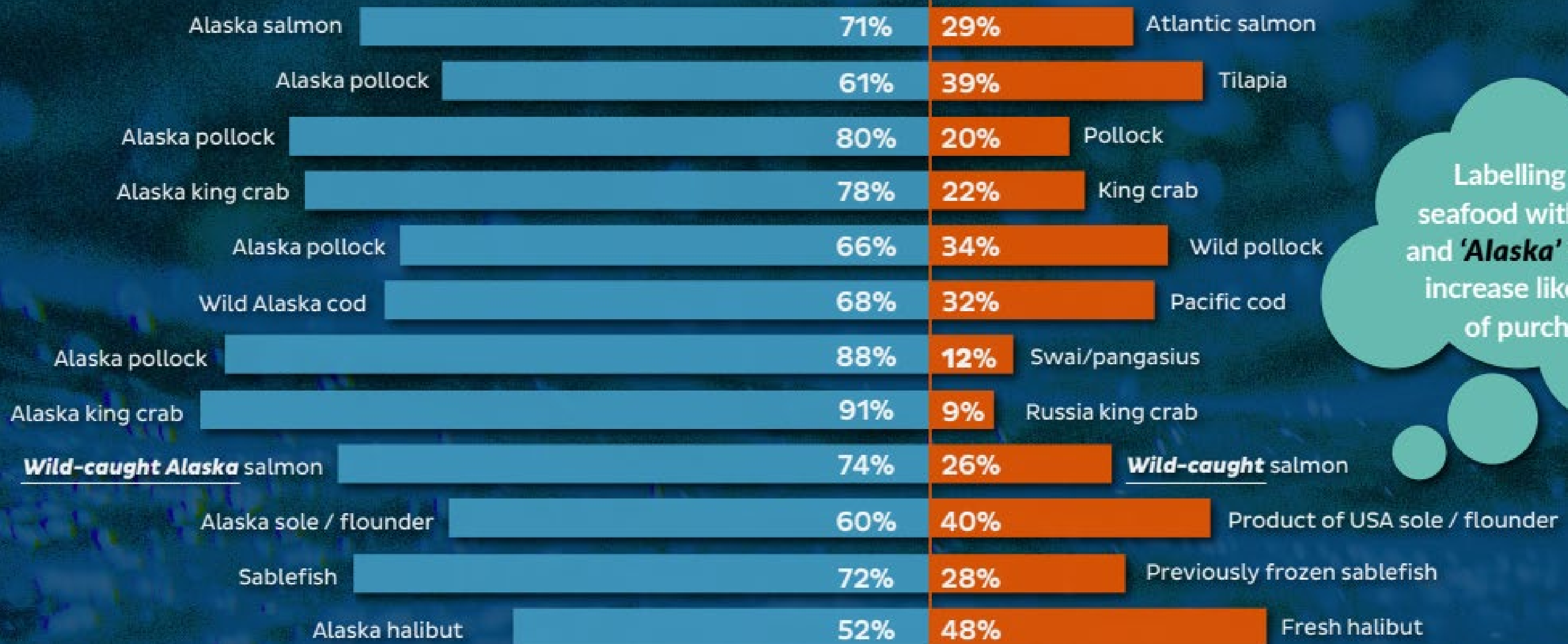
**Frozen coho salmon over 24 months time: NO SIGNIFICANT DIFFERENCES IN CONSUMERS' OVERALL LIKING from time 0 months to time 24 months**



**Frozen sablefish over 24 months time: CONSUMER LIKING INCREASED SIGNIFICANTLY from time 0 months to time 24 months**



# CONSUMERS PREFER ALASKA SEAFOOD BY A WIDE MARGIN



Labelling your seafood with **'Wild'** and **'Alaska'** together increase likelihood of purchase.

# SUPPLIER DIRECTORY AND MARKETPLACE

## HOW IT WORKS

Buyers find the Alaska Seafood they want, suppliers connect with purchasers and trade partners from next door to around the globe!



### EXPLORE THE MARKETPLACE

Suppliers can offer Alaska seafood to buyers everywhere – from next door to across the globe.

Network with trade partners and connect with consumers. Register and create a profile to be seen.

[EXPLORE THE MARKETPLACE](#)



### HOME COOKS

Find a vendor who offers direct sales of Alaska seafood, no need to register! Simply click the “For Consumers” link in the top menu to see suppliers who sell directly to consumers.

[EXPLORE DIRECT SELLERS](#)



### INDUSTRY BUYERS

Purchase wild Alaska seafood for your business operation. Importers, wholesalers and distributors, browse Alaska seafood suppliers, search product listings and list your product needs.

[REGISTER NOW](#)

# MEDIA ASSET LIBRARY



**Plated & Kitchen**



**Scenic Alaska**



**Species Product Shots**



**Sustainability**



**Boats**



**Processing**



**Harvesting**



**Health & Nutrition**



**Lifestyle**

# CONNECT WITH US!

[HTTPS://WWW.ALASKASEAFOOD.ORG/INDUSTRY/FISHERMEN-RESOURCES/](https://www.alaskaseafood.org/industry/fishermen-resources/)

FIND US ON SOCIALS:

FACEBOOK: @ASMINESANDUPDATES

INSTAGRAM: @ALASKASEAFOOD

Contact: Greg Smith

[gsmith@alaskaseafood.org](mailto:gsmith@alaskaseafood.org)



[Alaskaseafood.org](http://Alaskaseafood.org)