

THE ASMI ROI

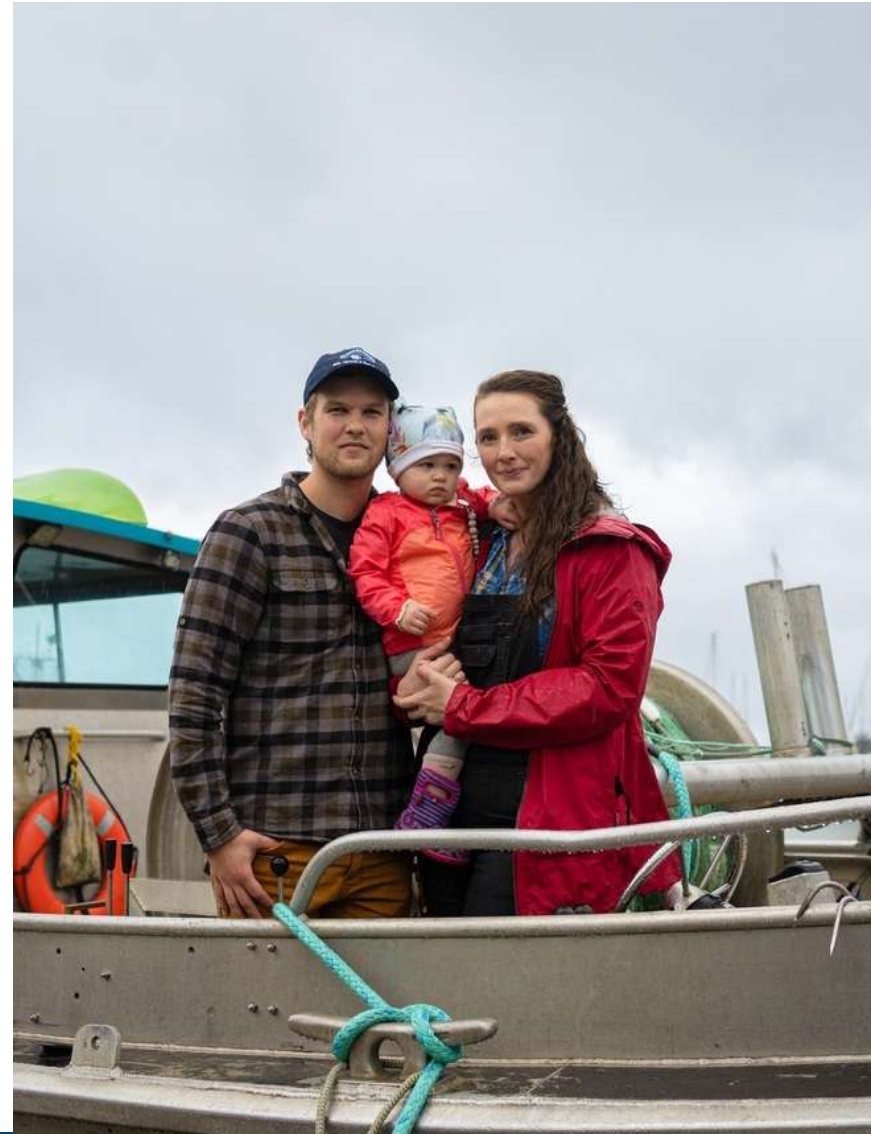
ASMI ALL HANDS
NOVEMBER 2025



Alaska Seafood Stakeholders

- Directly employs 48,000 people, including 17,000 Alaskans from 142 communities, with total labor income of \$1.8B
- Creates 81,000 FTE jobs nationwide and \$5.8B in labor income
- Seafood was the largest local revenue source for 11 Alaska communities in 2022, with 52 municipalities receiving a total of \$58 million in fisheries taxes
- CDQ groups support 65 towns in western AK

Sources: "Economic Value of Alaska's Seafood Industry", McKinley Research (2024), CFEC, and CDQ group 990 forms.



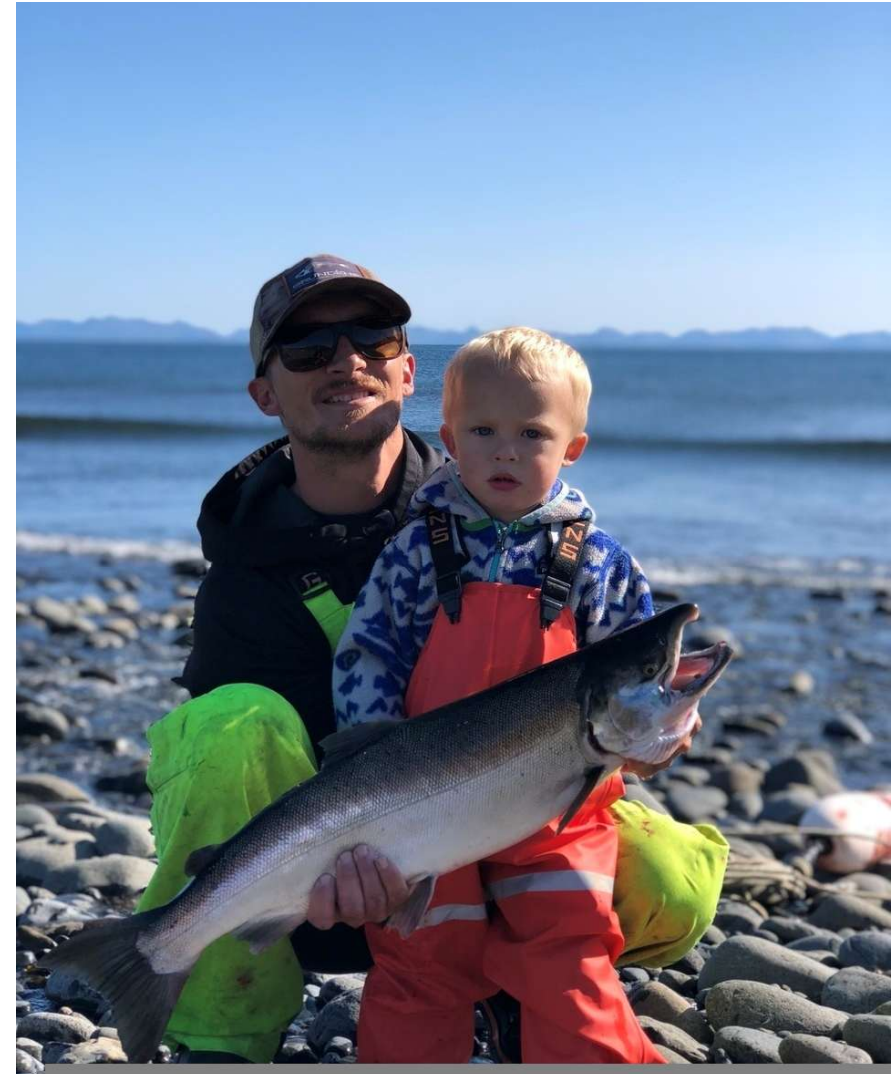
How ASMI Creates Return on Investment

ASMI seeks to raise the value of Alaska seafood largely via:

- Retail and foodservice promotions
- Advertising, PR, and social media
- Accessing food aid programs
- Providing technical resources
- Advocating for fair trade practices

Ideally, this creates additional value through:

- Price premium over competing supply
- Inventory reduction sales (food aid)
- Incremental sales on promotions



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
Total		15%	\$318.1	

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).



Advertising, PR & Social Media

- ASMI gets placement of paid and organic marketing content in major media channels, spanning print, TV, and digital outlets, in virtually every major global market
- FY2024 Domestic efforts resulted in:
 - 11.4 billion media impressions
 - 12.6 million influencer impressions on social media
 - 8.2 million ASMI-owned social media impressions
- FY2024 International efforts resulted in:
 - 294.7 million trade & consumer impressions
 - 74.6 million influencer impressions on social media
 - 20.6 million ASMI-owned social media impressions

See [HERE](#) and [HERE](#) for more information.



Hannah Heimbuch (3rd generation fisherman from Homer, AK) with Martha Stewart and Chef Marcus Samuelson on set for an episode of “Martha Cooks” teaching viewers how to prepare Wild Alaska Seafood.

Sales to USDA Food Aid Programs

- Total sales of \$172.6M from CY2023-2024
- 99% of sales were from pink salmon and sockeye salmon products (canned salmon and frozen fillets)
- Reduced inventories by 65M pounds
- Products are distributed to schools, childcare programs and food banks
- Requests must be made by an industry/trade association, purchases are intended to provide nutrition to hungry Americans and support the prices of surplus domestic commodities.

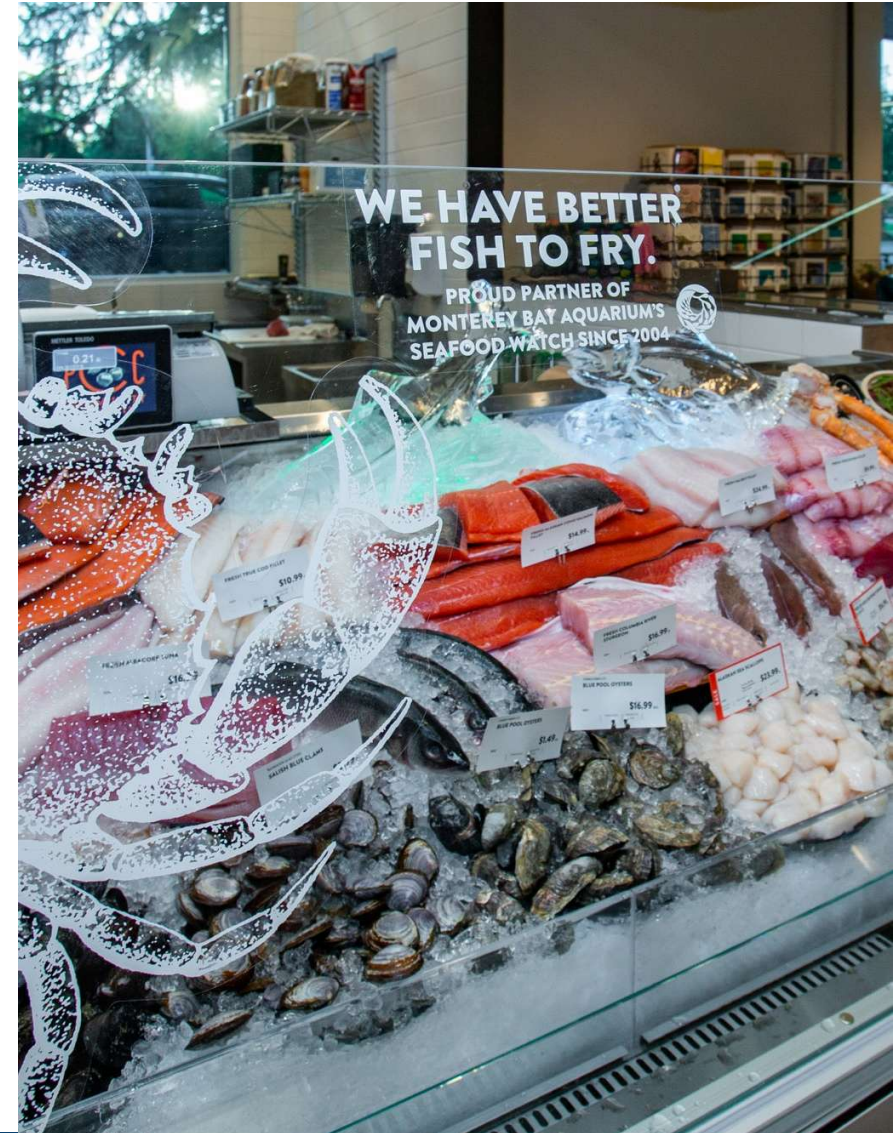


North America Retail Promotions

- \$99 of sales value for every \$1 paid to retail partners to support promotions, including \$22 of incremental sales
- Average sales value lift of 93% on ASMI-funded promotions over past four years
- Total sales value of \$73.5M* during ASMI-funded promotions, versus a direct cost of \$744,500 (with data).
- Expanded footprint in major retailers, including Costco, Sam's Club, Whole Foods, Albertsons, Publix, Save-On Foods, QFC, Hy-Vee, Sprouts, Harris Teeter, and more

**Due to the sensitive nature of retail sales data, some partners (e.g., Costco, Publix) do not share complete results of promotional activities with trade associations, therefore it is not possible to show the total sales value achieved by ASMI's U.S. retail promotions. This figure would likely be much higher if all sales figures were available.*

Note: The data above reflects promotions with sales data from CY2020 to February 2025.



North America Food Service Promotions

- 50M pounds of incremental finished pounds moved via promotions with operators at 30,000 units, versus direct cost of \$275K
- For every \$1 of direct ASMI cost, partners spend \$55 to advertise the promotions featuring Alaska seafood
- 41M pounds of sales through distributor promotions, versus a direct cost of \$275K
- Menu placement at McDonalds, Sonic, Popeyes, DQ, Nordstrom, Holland America, Kwik Trip and more

**Due to the sensitive nature of sales data, it is not possible to track the value of total or incremental sales revenue generated by these promotions.*

Note: The data above reflects ASMI's U.S. foodservice promotions from FY2024.



International Promotions

- \$38 of sales value for every \$1 paid to retail partners to support promotions, and \$20 sales value for every \$1 paid to foodservice partners (using USDA grant money)
- Average sales value lift of 27% on ASMI-funded promotions (with sales lift data)*
- Total sales value of \$35.6M during ASMI-funded retail promotions, versus a direct cost of \$927K.
- Total sales value of \$5.4M during ASMI-funded foodservice promotions, versus a direct cost of \$265K.

**Due to the sensitive nature of sales data, data on sales lift and pounds sold was not available from many promotion partners.*

Note: The data above reflects ASMI's U.S. international promotions from FY2024.



ASMI Marketing Example

In October 2023, ASMI Japan partnered with FamilyMart to promote ikura and tarako onigiri (rice balls made with roe from salmon and Alaska pollock). Over a 25-day period the items were featured in **7,500 stores** and sold **3.5 million servings**, and an ASMI video showcasing Alaska's incredible beauty and wild fisheries was played **3.8 million times** across all the stores. This led to sales of 1,045 billion yen (approximately **\$7.1 million USD**) and **only cost ASMI \$56,000**.




ASMI ROI Summary

- **Leverage:** for every \$1 provided by industry and the State of Alaska (FY20-FY24), ASMI received an extra \$0.82
 - *FY2020-2024 Average Expenditures: \$18.7M*
- **Market Premium:** ASMI heavily contributed to a \$318M premium for major Alaska seafood products in 2023
- **Promotions:** \$68 in retail sales for every \$1 ASMI spent on domestic and international promotions (FY20-FY25)*
- **Advertising:** Generated +12B media impressions and +115M social media impressions in FY2024
- **Food Aid:** supported sales of \$173M in CY2023-2024
- **Benefits** roughly 17,000 Alaskans in 142 communities

**Based on promotions with available data.*

In 2023, ASMI Heavily Contributed to a



\$464M*
Return

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

The Unseen & Non-Quantifiable ROI

- Potential price premium for other species, but lack of data for “apples-to-apples” comparisons
- Marketing resources
- Demand generated from advertising
- Benefits of communications program & policy support
- Customers created through recipes & partnerships with chefs
- Technical resources
- New market development (SE Asia, Middle East, South America)



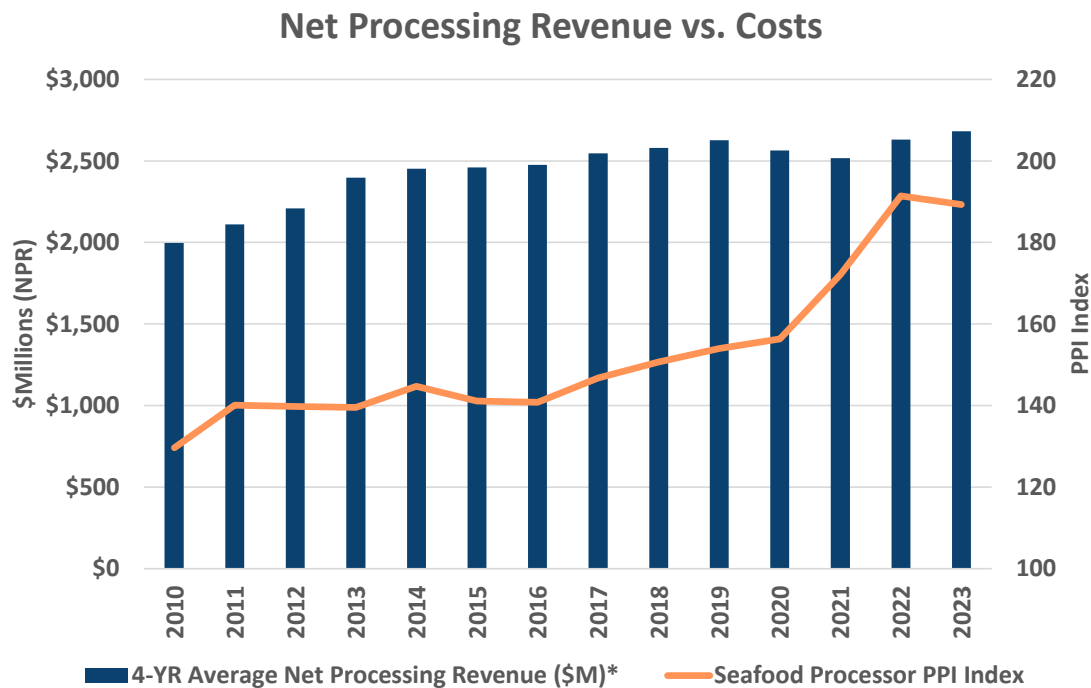
What Would Alaska's Seafood Industry Look Like Without ASMI?

- 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.



Why Are Industry Conditions So Challenging?



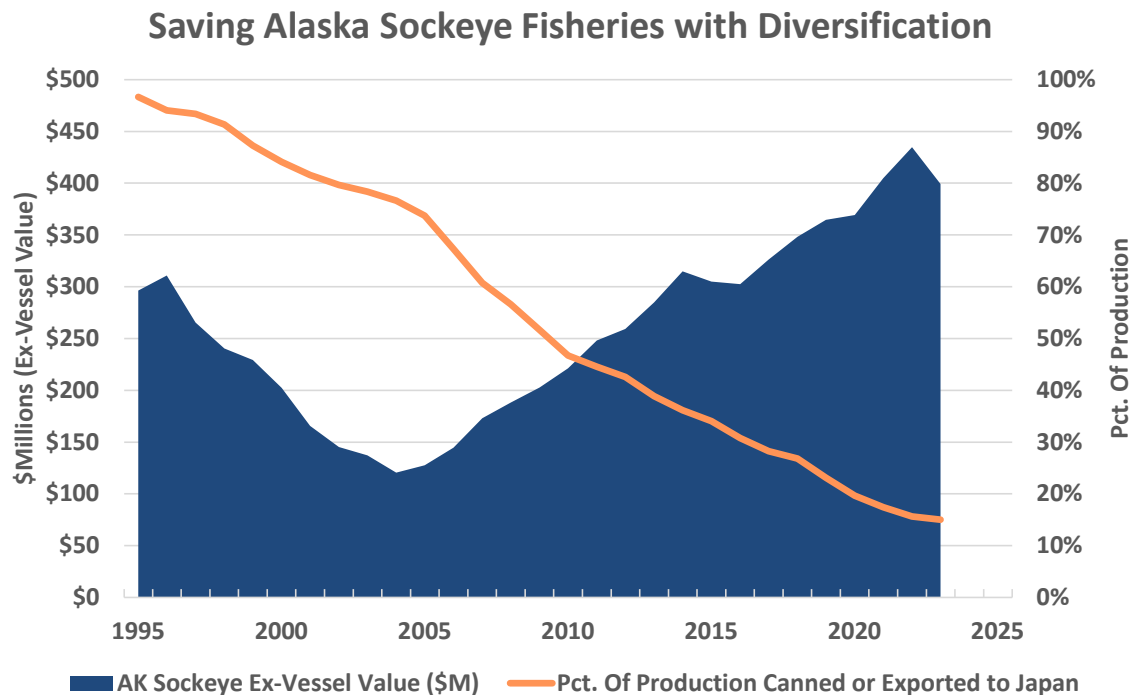
- Costs rising faster than revenues, so less money available to bid up ex-vessel prices
- Producer Price Index (PPI) for seafood processors was up 21% from 2020-2023 (used as a proxy for production costs)
- Moving average of net processing revenue (see definition below) only up 5%
- Consumers are struggling and cutting back on discretionary spending
- U.S. dollar near all-time highs, creates more challenges selling into export markets which is where about 65-70% of AK seafood goes

NPR = Net Processing Revenue = Value of first wholesale sales less payments for fish/shellfish.

Sources: Wink Research (NPR estimates derived from ADF&G and NMFS data) and BLS Producer Price Index.



ASMI Helped Save Sockeye Generating Billions for Alaskans



Notes: Chart data reflect 5-year moving averages to smooth out annual variability. Dollars not adjusted for inflation.

Sources: ADF&G (COAR) and NMFS Foreign Trade database, compiled by Wink Research.

- Prior to 1995, nearly all Alaska sockeye was either canned or sold as frozen product to Japan, but those markets started shrinking and today only comprise about 15% of sales.
- How did Alaska sockeye survive the collapse of its two primary markets? By developing new markets and consumers, largely in North America and Europe – in which ASMI played a key role.
- Since the near economic extinction of Alaska sockeye in 2003, Alaska fishermen have grossed \$6.1 billion catching and selling sockeye! It is Alaska's most valuable species (in ex-vessel terms).



Thank
you!!



Wild, Natural & Sustainable®

WINK
RESEARCH &
CONSULTING

\$464M Components

2023 Price Premium	\$318.1M
Food Aid Sales	\$92.1M
International Promotions*	\$41.0M
N. America Retail Promotions*	\$13.0M
Total	\$463.7M

**Based on promotions with available data.*

