



Alaska Seafood Marketing Institute

2022 ASMI All Hands on Deck

Key Questions for Species Committees - WHITEFISH

1. What are the top 3 opportunities you see for your species in international markets?
 - Use EU OMRs to promote Alaska-origin H&G whitefish species reprocessed in Europe.
 - o Promote US origin
 - o Improve traceability
 - As global inflation continues, consumers can still see value in whitefish products, such as Alaska pollock and yellowfin sole.
 - Increased opportunity in Southeast Asia, Saudi Arabia, the UAE, South and Central America for reprocessing and consumer markets outside of the traditional markets (i.e., Alaska pollock surimi products)

2. What are the top 3 opportunities you see for your species in the US domestic market?
 - Alaska pollock, Alaska pollock surimi, sole, and rockfish fillets can be attractive to US consumers due to pricing and flavor.
 - Ample supply of Alaska-origin POP, Pacific cod, and Alaska pollock and increased domestic reprocessing capacity creating a shorter supply chain.
 - Growing opportunity for rockfish due to increased awareness and supply (USDA purchases) and the opportunity for wild Alaska flatfish by highlighting the unique characteristics of each species of flounder and sole through new marketing initiatives (WASA!)

3. Are there any areas where ASMI may be able to provide technical support for your species, i.e. quality, products, packaging, health, safety, nutritional?
 - Feasibility study to move value-added processing back to Alaska/lower 48.
 - High-level feasibility study of the economics and nutritional aspects of developing side-stream products (cod skins, collagen, etc.) to promote full utilization.
 - Test the nutritional analysis of flatfish species (species-specific): Yellowfin sole, rock sole, flathead, arrowtooth, Alaska plaice, and all others.

4. For your species, what issues or topics (if any) can ASMI help with messaging and/or outreach?

- Increased messaging that highlights Alaska whitefish sustainability beyond existing initiatives.
- Help create messaging about the impacts of climate change on groundfish stocks.
- Messaging the low carbon emissions of whitefish harvesting.
- Tariffs and exemptions – such as raw material going into the EU / tariffs coming back to the US from China/rockfish tariffs.
- Naming of species – understanding EU market name selection procedure.
 - o Ensuring species are named and translated correctly

5. What challenges/threats do you foresee for your species in the next year or near future?

- Global economic downturn where consumers move away from seafood to find lower-cost protein.
- Increased operation costs making Alaska seafood more expensive.
- Shipping congestion and lack of warehouse space slowing down deliveries of seafood from Alaska and reducing the capability to move fish as fresh or chilled into the domestic markets.
- Increase in imported fish from other countries shipping their seafood into the US market due to the strength of the US market
- Global reprocessing capacity is expected to shrink due to energy cost increases and the China COVID policy, causing a large reduction of options for where to reprocess
- Worldwide tariffs and tariff fluctuation