



Wild, Natural & Sustainable®

2025 ASMI All Hands on Deck

Answers to ASMI Species Committee Questions – **WHITEFISH**

1. How are changes in foreign trade policies impacting your species? Are you experiencing or do you foresee shifts in exports markets/regions for your species? If so, where and how?

Within the purview of the Whitefish committee, surimi is the largest issue in the foreign trade sphere. The US dollar is strong against the weakened yen, and Russia is systematically filling every market they can with surimi. Because of trade policy restrictions, Russia is flooding the Japanese market with lower quality and lower cost surimi. Alaska needs to find new markets for surimi including in the US domestic market.

Tariffs continue to impact where Alaska's fish can efficiently be reprocessed. The industry needs to move away from traditional reprocessing hubs like China and move towards Europe, SE Asia and US.

Import policies of places like Indonesia can create hurdles for Alaska suppliers. Cannot ship products to Indonesia if it is trans-shipped, it has to be shipped directly from Alaska to Indonesia. Coordination of discussions with FAS and other governmental agencies would be helpful from the ASMI side.

China is not allowing waste from fish products to enter their domestic market. This is a non-tariff barrier to trade that will have an impact on reprocessing costs. As an industry we need to figure out what to do with 10k tons, and it will have a massive impact on China. This incremental cost will affect suppliers.

2. What do your species need from ASMI to be immediately successful in the marketplace? Any immediate challenges that ASMI should address.

○ **What opportunities do you see for your species in international markets?**

- Surimi needs help with promotions in Japan and Korea.
- Keep YFS as a priority species and continue to support/promote this.
- Work with Japan OMRs to place the Alaska seafood logo on Atka mackerel packages in 711 Capitalize on the Norwegian mackerel decline, and highlight Alaska seafood as filling the gap.
- Focus on LATAM promotions through recipe development.

○ **What opportunities do you see for your species in the US domestic market?**

- Growing demand for sushi and poke type applications were discussed in the Circana presentation, so continue to capitalize on that. Younger consumers eat more sushi than previous generations so there is room to benefit from this generational preference.
- Continue with flatfish promotions at retail and foodservice.

○ **Are there any immediate challenges that ASMI should address or monitor?**

As we all know, the marketplace can change quickly. Whitefish is currently doing well in terms of inventory and pricing but that does not mean that ASMI should take its foot of the gas, and ASMI should continue to educate consumers.

3. Are there any marketing or technical resources that ASMI could provide to support your species? Examples

include, but aren't limited to, messaging or talking points, photo or video assets, educational tools, and quality, health, safety or nutritional information or products. If necessary, please prioritize requests.

A request for more videos of flounder and sole that are market worthy and consumer facing. For example we would like more assets of people working in the fishery, harvesting, and imagery that tells the story of these fisheries.

Work with the technical program to identify the nutritional value of whitefish offcuts that can be utilized for pet food.

4. What is the most valuable service or product that ASMI provides for your company/business/organization?

- Photos, videos, marketing materials.
- Consistent, year round marketing efforts
- Having boots on the ground in international markets, OMR work is very valuable. Someone who understands the culture and language of the market is very essential.
- Trade shows are very expensive but it is nice that ASMI can offset some of those costs. Without ASMI the industry would be fragmented, if we were present at all. The service, food, and drinks are five stars and this sets a good precedent within the B2B world of promoting our products.
- Promotions
- B-roll inventory has been helpful on NetX.
Training materials for new employees – ASMI has been a great resource.
- POS materials are useful as well.
- Samples Bank program – customers who want to work with the fish, can utilize the samples bank program to support the expansion of Alaska seafood in international markets.
- Technical topics like Fukushima and mercury questions – there was a research study about endangered sharks. The first thing you do is contact the Technical committee for support.

5. The word 'sustainability' has become ubiquitous in the marketplace. How should Alaska differentiate itself? What does Alaska do that no one else does? Are there non-sustainability stories that could be highlighted to better tell the Alaska story?

*The pristine waters, coastline, and the imagery of Alaska is imperative for ASMI to tell the story of Alaska fisheries. Continue to emphasize ASMI's 5 pillars of sustainability: fisheries management, families and communities, resources utilization, social responsibility and certification.

*Refine our messaging around how progressive the industry is in relation to their gear, the selectivity of their gear, the proactive improvements that are made in the fisheries/industry. Loved the slinky pot video to tell the story of creating a solution and implementing that. We have lots of examples of this in Whitefish that we could highlight.

*Sustainability in Alaska is multi-faceted, multi-generational and multipronged. Demonstrate that our fisheries management is constantly evolving to ensure fisheries are sustained.

*Ensure that we present a united front about Alaska fisheries inside and outside ASMI activities.

6. The Alaska seafood industry plays an important role supporting ASMI and promoting the Alaska Seafood brand. Please share some examples of how your harvest group, business, affiliate organization or company supports ASMI or effectively promotes the Alaska Seafood brand.

- ASMI logo on consumer packaging
- Industry participation in trade missions around the globe, as well as inbound ASMI missions and fam trips around the globe
- Tours of processing plants and vessels
- Regular communication between different marketing organizations like GAPP and WASA