

## Whitefish Committee

**1. What concerns or marketing needs, specific to your species, would you like ASMI Operational Committees to discuss and/or address? Are there areas of need with which ASMI can assist?**

- More advance communication on global promotional activities – when they are happening, what is being promoted, etc.
- GAPP conducted consumer research in Japan and was concerned to learn that Japanese consumers don't associate Alaska or Alaska pollock with pollock roe. With that in mind, the whitefish committee recommends the International Marketing Committee incorporate questions into their consumer research to measure consumer awareness of Alaska products sold in specific markets, particularly questions about awareness of Alaska origin.
  - What are we doing to connect consumers to Alaska origin and species?
- Requested an executive summary of strategy by species and market.

**2. What have been the impacts (so far) of the U.S./China trade dispute and subsequent tariffs on your species groups? Have there been shifts (product form, processing location, new markets) that ASMI should be aware of? Are there opportunities you would like to see explored by Operational Committees?**

- Overall, the tariffs have created a massive amount of uncertainty surrounding Alaska Seafood in China. Many buyers are looking to buy from other countries such as Russia. Tariffs essentially put a pause on sales into the domestic Chinese market.
- Fish meal is a product that is consumed in China leading to price increases by the amount of the tariff versus a reprocessed and exported product.
- Flatfish has not been removed from the US tariff list
- Companies looking at new locations for processing such as Vietnam, Thailand, Poland and North East USA.
- Some products that were custom processed in China are now being processed in the US and Europe. There is an opportunity there to promote these items in the market they are being processed in. For example, promoting products processed in the North East as processed in the USA. **(domestic & international)**
- ASMI should continue to explore new markets for species traditionally reprocessed in China (flatfish, pollock, etc). Any opportunities to obtain additional funding for emerging markets should be capitalized on. **(international)**

**3. Do you have any overall industry concerns that should be brought to the committee chairs meeting for them to discuss and carry forward to the ASMI Board of Directors?**

- More coordination from the food aid/government purchasing programs so there are no issues with species harvest timing (ie pollock).
- How do we communicate about current or potential environmental changes, such as ocean temperatures in the Bering Sea and Gulf of Alaska rising.

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- How is ASMI leveraging the more popular/well known species to promote underutilized species. This was brought up at last year's meeting with no specific follow up. If there has been follow, up please communicate clearly to the committees.

### **4. What trends or opportunities can you identify that ASMI Programs can capitalize on?**

- China tariffs can provide opportunities to promote products as harvested and processed in the USA.
- Full traceability story telling.
- Fishing video content, humanize the actual harvesting of seafood. Helps in all markets worldwide.
- Pose the question to industry – are people willing to share the content they have with ASMI?
- New research on protein conversion rates Alaska pollock as one of the highest levels of protein conversion among all proteins. Would be great to incorporate this into our nutrition marketing.
- Opportunity for consumer education as well. For cod specifically, bad press about Atlantic cod hurts reputation of pacific cod because the stories don't make the distinction. Opportunity to designate Alaska seafood as the sustainable option and differentiate from other fisheries with similar products.