

June 2018

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# ALASKA SEAFOOD MARKETING INSTITUTE

## Marketing Update



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## Announcements

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### China Tariffs Increase

The [Alaska Seafood Marketing Institute](#) is disappointed in the decision by China to increase the tariffs on US seafood products. China is the largest export market for Alaska seafood and a major reprocessing location. Currently, we do not yet know the full impact these increased tariffs will have on Alaska seafood exports, but we are working with other US seafood industry trade groups and our China ASMI office to evaluate this issue.

ASMI has been active in the Chinese market for over 20 years and has created strong demand in the domestic Chinese market for Alaska seafood products. Alaska seafood companies have also invested in the market and have many Chinese partnerships.

While Alaska seafood enjoys robust demand around the globe, we are aware that the effect of these punitive tariffs will be felt throughout the Alaska fishing community. ASMI will continue to monitor the situation and work towards our goal of increasing the economic value of Alaska seafood overseas and at home.

Executive Director

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## Coming Soon: Alaska Seafood Commercial Fishing Photo Contest

Pack your camera! ASMI will once again be holding the Alaska Seafood Commercial Fishing Photo Contest. Snap photos of the beauty, hard work, careful handling, friendships, and humor while you're on the water, and save them to enter this fall. Submissions will open on Wild Alaska Salmon Day, August 10.

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## Events and Sponsorships

### #AskForAlaska NYC Media Tour and Tasting Table Event

From May 21-23, 2018, ASMI and Edelman educated top-tier national press, influencers and chefs about Alaska seafood and why it's important to "Ask For Alaska" via a New York media event hosted at Tasting Table and media meetings/demos. Alaska was well represented by chef Laura Cole, fisherman Nelly Hand and cookbook author Maya Wilson who attended the event and meetings/demos as special guests and spokespeople, providing an in-depth and first-hand look into Alaska seafood. More than 55 media and influencers attended the event, including editors representing outlets such as The Daily Meal, Food & Wine, TIME, Food Network, CBS This Morning and Oprah Magazine. As part of the NYC media tour, media interviews/demos were secured with Heritage Radio, Martha Stewart and Meredith (which includes Rachael Ray Everyday and Family Circle). In addition to the event, Tasting Table ran content promoting Alaska Seafood on May 8th including a sponsored newsletter, email advertorial and Facebook post.



### Swimming Upstream

The right questions to ask for sustainable, great-tasting seafood

You carefully examine egg cartons before you buy restaurant wine. But if you freeze up at the seafood counter when shopping for environmentally-friendly fish, there's one rule that's easy to remember: [Sustainable](#). Here's why—and exactly what to ask your local fishmonger to get the healthiest, most sustainable fish.

**"Where is it from?"**  
Alaska is the only state with sustainability written into its constitution, and each season, Alaska only harvests as much fish as the environment can handle—ensuring the marine ecosystem and seafood species to continue to regenerate over other areas, which means when you whip up 200-poached Alaska cod fillets, [look for sustainably](#), you can feel good that your dinner is wild and sustainably caught.

**"Is it wild?"**  
Alaska is the source of nearly 80 percent of the wild seafood harvested in the US, so if it's wild, chances are it's from Alaska. Good to know when you're making Alaska seafood with some [sustainable](#).



## Bristol Bay Fish Expo

ASMI participated in the 2nd annual Bristol Bay Fish Expo, held in Naknek June 8-9, 2018. ASMI provided informational and quality handling materials to the expo's hundreds of attendees, who were largely fishermen getting ready for the upcoming salmon season. Communications Director Jeremy Woodrow and Communications Coordinator Arianna Elnes gave a presentation on Alaska seafood's current state in the global marketplace June 8. ASMI also presented at the Bristol Bay Regional Seafood Development Association board and member meeting June 9. The Bristol Bay Fish Expo provided an excellent opportunity to connect with fishermen in an area that produces the largest sockeye run in the world.

## ASMI attends Marketing Executive Group Conference and National Restaurant Association Show

ASMI returned this year to the Marketing Executive Group Conference (MEG) as a platinum sponsor to learn from industry thought leaders and discuss trends with chain restaurant operators. During lunch, attendees sampled Ugly Crab Tostadas created by Chef Lionel Uddipa of Juneau restaurant Salt. The tostadas featured Alaska snow crab and Barnacle Foods kelp salsa, showcasing the use of #2 Alaska crab, which taste just as sweet and have comparable meat fill their brighter counterparts.

During the National Restaurant Association (NRA) tradeshow staff met with foodservice professionals and supported exhibiting industry operators with Alaska Seafood collateral. Former US Secretary of State Condoleezza Rice presented as NRA keynote speaker, in addition to food and beverage expert presentations. Staff also took advantage of the opportunity to attend the Foodable.io live broadcast media event featuring emerging restaurant and trend experts.



## Publications

### 2018 Salmon Outlook and Summary Posted

The Spring 2018 outlook and summaries for salmon have been posted on ASMI'S [website](#). The summaries, assembled by McDowell Group, forecast the harvest, ex-vessel value, and first wholesale value of pink, keta, sockeye, coho, and king salmon.

### 2018 Summer Halibut and Sablefish Market Bulletin

The 2018 summer halibut and sablefish bulletin has been posted on ASMI's [website](#). The bulletin reports on the market trends, supply, and value and volume of harvests.

### Salmon Harvest Kick-Off Press Release

To raise consumer awareness of the official kick-off of Alaska wild salmon season, ASMI and Edelman distributed a [salmon season harvest press release](#) to media nationwide. To-date, the press release has garnered 227 pieces of coverage in outlets like [Yahoo Finance](#) and **79.5 million impressions**.



### Alaska Seafood featured in The National Culinary Review

This April, The National Culinary Review asked Domestic Marketing Committee Chair Thea Thomas for an inside look at the Alaska salmon fishing industry. Thomas contributed to the "Let's Talk About" section, describing her experience fishing in Alaska and the benefits of wild, Alaska fisheries for culinary experts.

Artichoke & Whole-wheat Pasta Salad. ASMI Domestic Director Victoria Parr drew attention to the affordable and healthy aspects of both Alaska species that make them so approachable for at-home chefs.

## ASMI and San Pedro Fish Market highlighted in IntraFish

In a recent article on the partnership of Alaska Seafood and San Pedro Fish Market, IntraFish covered the new seafood target audience, or “superconsumers”. Together, both organizations are working to bring awareness of sustainable Alaska seafood to this important group. As part of this effort, San Pedro Fish Market uses their Kings of Fi\$h online reality show in partnership with ASMI to promote their pouched Alaska sockeye salmon. This allows consumers to cook the fish at home without the added worry of ruining it.



The San Pedro Fish Market served 1.7 million visitors in 2017. Photo: Anderson Group Public Relations

## ASMI partners with reality show chain to reach 'superconsumers'

San Pedro is the fifth most instagrammed restaurant in the United States, according to its website.

## Partnerships and Promotions

### Costco Pushes Refreshed and Frozen Alaska Salmon

ASMI supported a new refresh program in 53 Costco locations nationwide, featuring refreshed Alaska sockeye salmon with Alaska COOL labels throughout March-April. A total of 275,000 lbs. were sold and 264,000 Alaska Seafood stickers were used. During the month of May, 514 Costco locations nationwide held demos featuring frozen Alaska sockeye salmon, resulting in a sales lift of 27.8%.



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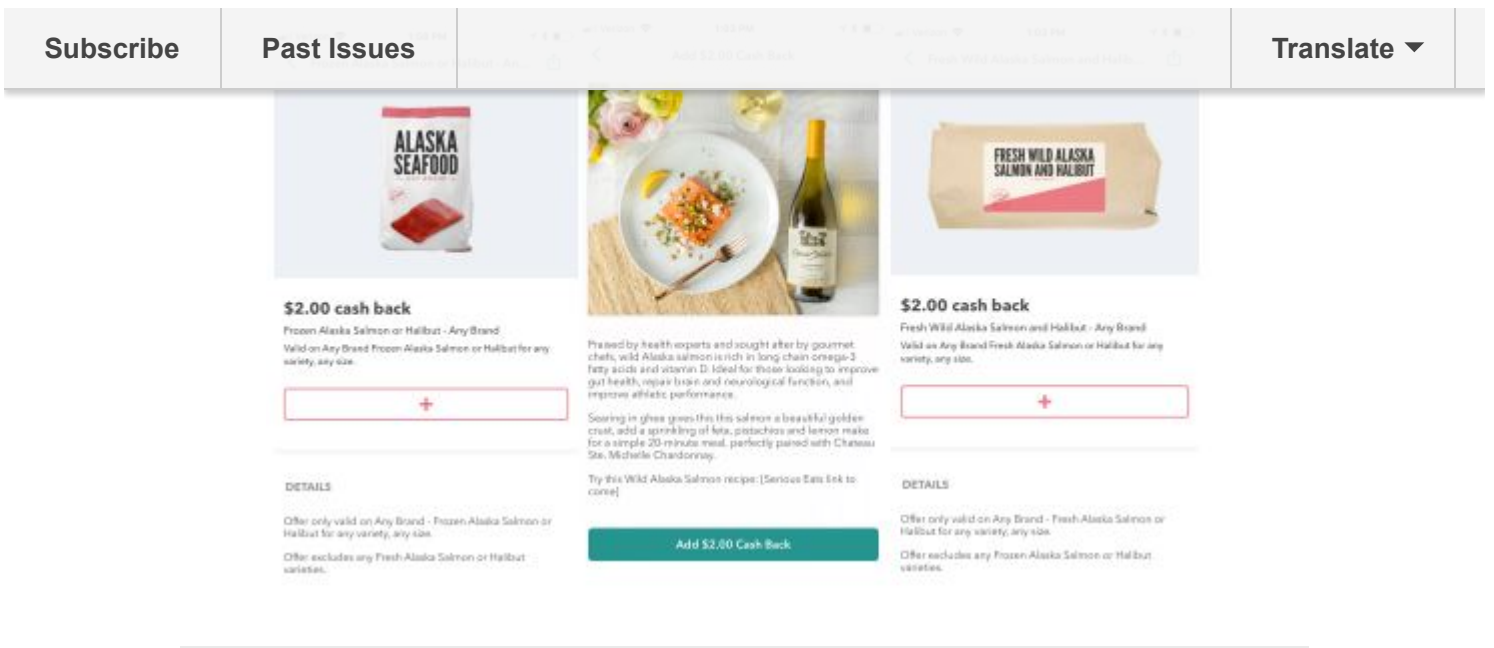
## ASMI and Sysco Canada running Alaska Summer Grill Promotion

Sysco Canada, in partnership with ASMI, has kicked off their Alaska Summer Grill Promotion, which will run June through August. More than 700 sales associates at 20 Sysco operating companies are participating in the promotion. Wild Alaska salmon, cod, pollock, sole and halibut will be featured through both Sysco Portico Brand Alaska Seafood and industry labeled products. To incentivize both sales staff and customers, Sysco is offering points through their Corporate rewards program, which are redeemable for a variety of trips, merchandise, etc.

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## New Summer Ibotta Promotion Features Fresh or Frozen Alaska Salmon & Halibut

A new Ibotta promotion launched at the beginning of June featuring \$2 off fresh or frozen wild Alaska salmon and halibut, including “splash” pages to \$0.25 off any brand white wine and separate fresh and frozen offers to encourage further engagement. After only three days, the offer received exceptional movement, reaching 70% of the estimated spend and garnering over 5MM impressions while selling over 9K units to date. In order to extend the life of the offer it has been decreased to \$1 off, and ASMI is eager to see continued high performance.



## Lunds & Byerly's Runs Successful Lenten Promotion

Over the Lenten season, Lunds & Byerly's promoted frozen Alaska sockeye salmon and cod at 26 stores in the upper Midwest. Throughout the 52 in-store demos supported with ASMI signage and collateral, an impressive total of 65,000 lbs. of Alaska seafood was sold.



## King Soopers Proudly Promotes Alaska Halibut

King Soopers, a supermarket brand of Kroger in the Rocky Mountains, held a grand opening event for its newest location in Arvada, CO at the beginning of May promoting Alaska halibut. The store featured fresh Alaska halibut fillets that were cut from whole in front of customers to generate interest and excitement, and a total of 500 pounds were sold in just one week. The promotion also included an Alaska halibut visual so customers could visualize what a whole halibut looks like, and the Alaska Seafood logo was used in a grand opening ad and poster to further drive awareness.



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## International

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### **ASMI China Facilitates Business and Networking Opportunities for Governor's Trade Mission to China**

The ASMI China team at SMH Global played an essential role in the success of Governor Walker's recent trade mission to China May 22-29, 2018, hosting five major events over two weeks and providing on-the-ground support. On May 22, ASMI China held a chef seminar, attended by over 85 traders, suppliers, chefs, hotels, and media platforms with great exposure across industry channels. On May 24, seafood industry members of the Alaska trade delegation visited the leading e-commerce company [JD.COM](http://JD.COM) at their headquarters in Beijing. While in Beijing, ASMI China, along with the Bank of China, co-sponsored a banquet dinner held on Friday, May 25. ASMI China provided six Alaska seafood products for the banquet dinner, including Alaska king crab, snow crab, sablefish (black cod), pollock and herring roe and pollock roe. On May 28, members of the Governor's delegation, including seafood companies, visited Alibaba headquarters in Hangzhou. Alibaba is the largest e-commerce platform in the world. To round out the successful Alaska Trade Mission, ASMI China held a trade gathering on Tuesday, May 29 in Shanghai. The event attracted 180 attendees, with representation from many area retailers, five-star hotels, chain stores, traders, and media. A special media conference was held prior to the reception, attended by Governor Walker, four seafood companies and 32 media platforms, including leading English newspaper, China Daily and many influential key opinion leaders. Governor Walker and the Alaska seafood companies answered questions about the advantages of Alaska seafood, and discussed some of goals and challenges they faced, as well as trends and changes for the Chinese market in the coming years.





## Alaska Seafood Has Strong Presence at Salon De Gourmets Food Show in Madrid, Spain

Alaska Seafood Southern Europe supported both the Wild Alaska Salmon Booth and the Wild Alaska Food Truck at the Salon de Gourmets 2018 trade show May 7-10. Salon de Gourmets is a yearly gastronomy fair held in Madrid, Spain that attracts over 93,000 professional visitors including retailers, restaurants, hospitality professionals and more. The Wild Alaska Salmon booth featured a freezer display of Alaska salmon, black cod, king crab and ikura and passed out samples of Alaska sockeye and coho salmon. The Wild Alaska Food Truck showed off a new polka dot paint job and provided Alaska Seafood tastings to eager guests.



## News and Upcoming Events



[What to Cook this Week](#), *New York Times*, June 3, 2018

[A Special Salmon Tasting with Martha in the Test Kitchen](#), *marthastewart.com* June



[ASMI China Inbound Trade Mission](#), *Kodiak & Seattle*, July 8-13, 2018

[IMC Meeting](#), *Seattle, Aug. 20, 2018*

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Past Issues

[U.S. Seafood Trade Mission to Vietnam -- Ho Chi Minh City,](#)

Translate ▼

[THIS is the Best State to Buy Your Seafood From](#) *mindbodygreen.com*, June 5, 2018

Vietnam, Sept. 8-11

[All Hands on Deck](#), Anchorage, AK, Oct. 29 – 31, 2018



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