

September 2018

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ALASKA SEAFOOD MARKETING INSTITUTE

Marketing Update



This Issue:

- [Announcements](#)
- [Events and Sponsorships](#)
- [Partnerships and Promotions](#)
- [International](#)
- [Participation Opportunities](#)
- [News and Upcoming Events](#)

Announcements

ASMI International Marketing Committee Meeting

The Alaska Seafood Marketing Institute International Marketing Committee met in Seattle on August 20, 2018. Overviews of ASMI's regional marketing programs were presented by ASMI staff. Topics of significance discussed by the committee included China tariffs, low salmon inventories due to low catch numbers, canned salmon demand and production. Meeting materials are available [here](#). The next IMC meeting will be during All Hands on Deck in Anchorage, which takes place October 29-31, 2018.

Alaska Commercial Fishing Photo Contest Now LIVE!

ASMI kicked off the 2018 Commercial Fishing Photo Contest August 10 in celebration of Alaska Wild Salmon Day. For more details and to enter your photos, go to photocontest.alaskaseafood.org. Submissions end September 30.

ALASKA COMMERCIAL FISHING PHOTO CONTEST

SUBMISSIONS OPEN THROUGH SEPTEMBER 30
ENTER AT
PHOTOCONTEST.ALASKASEAFOOD.ORG



CATEGORIES:

- Life on the Boat
- Quality Handling
- Best Scenic
- Best Action
- Family Photo
- Best Boat



FOR EACH CATEGORY:

- 1st Prize: \$150 cash
- 2nd Prize: \$100 cash
- 3rd Prize: \$50 cash

Call for Product for Symphony of Seafood

The Alaska Fisheries Development Foundation (AFDF) announced the Call for Product for the 26th annual Alaska Symphony of Seafood in 2019. The Alaska Symphony of Seafood is a competition for new value added products made from Alaska seafood. The overall goal is to inspire innovative ways to fully utilize and increase the value of Alaska's seafood. The Call for Product is now available. Entry forms and fees are due by October 19, 2018. All information is available at AFDF's website: <http://www.afdf.org/symphony-of-seafood/>.



Crab UPC Codes

ASMI is soliciting UPC codes for frozen Alaska crab products to be included in the \$1-off iBotta offer, running October through the end of the year. If your company has frozen crab in grocery freezers, send UPC codes and item descriptions to [Victoria Parr](#) to be included.

Events and Sponsorships

ASMI Attends International Food Bloggers Conference

ASMI sponsored the 2018 International Food Bloggers Conference (IFBC) closing reception August 26, 2018 in New Orleans. The IFBC closing reception traditionally announces the location for the next year's conference, which happens to be in Juneau, Alaska June 20-23, 2019. Alaska seafood was served to the conference's attendees alongside Alaskan Brewing Co. beer. The IFBC is being brought to Juneau by Travel Juneau sponsored in part by ASMI, Alaskan Brewing Co. and other Alaska businesses.



ASMI attended the Flavor Experience conference in Newport Beach, California August 13-16, 2018. The event attracted foodservice operators from across the country to network and gain insight on current trends and innovation in the restaurant space. The target audiences of these operators align with the Originators, the seafood super consumer group ASMI recently identified via third-party research conducted by Technomic based on psychographics. By attending, ASMI was well-placed to engage these operators that inspire this key consumer group of adventurous eaters that pay keen attention to the latest food trends.

ASMI featured prominent chef Dustin Trani of J. Trani's Ristorante located in San Pedro, California. Chef Trani composed one dish featuring Alaska king crab and a second dish starring wild Alaska king salmon cooked sous vide at 100 F. Trani's dishes were well received by the attendees for the flavorful, inventive and healthful attributes.



ASMI Attends Flavor, Quality and American Menus Leadership Retreat

ASMI attended the Flavor, Quality & American Menus leadership retreat August 21-23, 2018 in alignment with the Domestic Marketing Program's focus on understanding and marketing to the future seafood consumer. ASMI participated, presented and showcased wild Alaska sockeye, pollock, and cod as a bronze level sponsor at this year's 16th annual FQAM retreat. Presented in partnership by The Culinary Institute of America (CIA) and the University of California, Davis at the CIA's Copia Campus, FQAM helps foodservice operators understand the fundamental shifts taking place in the foodservice industry for future menus and future generations of eaters.

ASMI networked with several large volume commercial foodservice restaurant chain decision makers, as well as college and university foodservice providers and emerging, fast-growing restaurant chains. Engagement with operators included innovative discussions around the future of flavor-, quality- and diversity-driven menu research and development.



Partnerships and Promotions

Alaska Cod Featured at Save-On-Foods Canada

Save-On-Foods Canada (162 stores in Western Canada) promoted frozen and refreshed Alaska cod in June, with custom signage and displays featuring multiple displays in each store, as well as print and digital ads promoting the product. The promotion resulted in 100,000 lbs. of product sold, with an impressive 75% sales lift.



Publix Offers Support For Wild Alaska Pollock

Publix is showcasing wild Alaska pollock both in-store and online. More than 3,000 demos were executed the week of August 12 at approximately 1,000 Publix stores across FL, GA, AL, TN, SC, NC and VA. There was no cost to ASMI to promote, as Publix led the effort themselves. Publix also featured a delicious wild Alaska pollock recipe in its weekly ad, accompanied by wine pairings to create the perfect meal.



International

US Seafood Trade Mission to Vietnam

The U.S Seafood Trade Mission to Vietnam, a Global Broad-Based Initiative funded by the Foreign Agricultural Service, is underway in Ho Chi Minh City, Vietnam. The mission took place September 8-11 and included one-on-one meetings with qualified buyers from Vietnam and other regional markets such as Singapore, Thailand, Indonesia, Malaysia and Cambodia, retail tours, and seafood processing tours. An ASMI representative and four Alaska seafood companies participated.



ASMI Exhibits Booth at Japan International Seafood Show

ASMI Japan exhibited with a booth at the Japan International Seafood Show August 22-24. At the show ASMI dedicated POS material to explaining the significance of the new ASMI Japan tagline, which now highlights sustainability, a growing trend in Japan. ASMI Japan also hosted a reception on the 23rd at the Intercontinental Hotel where Trident CEO and former ASMI Board Chair, Joe Bundrant, gave a speech and ASMI Japan made a presentation about current Alaska Seafood marketing activities in Japan.



Participation Opportunities

Seeking Ideas for Northern Lights

interesting organizations, ideas, developments, resources, etc. in the Alaska seafood industry. If you have an idea of something you would like to see showcased, please contact Arianna Elnes at aelnes@alaskaseafood.org with the subject line: Northern Lights.

News and Upcoming Events



[Alaska Seafood Organization Seeks Comments on US Tariffs](#), *Associated Press*, Aug. 21, 2018

[Best Road Trip Snack Ideas](#), *Tasting Table*, Aug. 29, 2018

[In Juneau, Locally Minded Chefs are Redefining Alaskan Cuisine](#), *The Washington Post*, Aug. 23, 2018



[Alaska Federation of Natives Convention](#), *Anchorage, AK*, Oct. 18 – 20, 2018

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

[Pacific Marine Expo](#), *Seattle, WA*, Nov. 18-20, 2018



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