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ALASKA SEAFOOD MARKETING INSTITUTE

Marketing Update



[Chefs & Media Attend ASMI Culinary Retreat](#)

From August 17-21, ASMI hosted the fifth annual hands-on, Alaska Seafood Culinary Retreat for top-tier domestic media, registered dietitians and chefs, and international chefs from Brazil, China, Germany and Spain. The tour started in Ketchikan with a sustainability presentation at ADFG and a plant tour of E.C. Phillips to provide an overview of the Alaska seafood industry. The trip continued with a float plane ride to Steamboat Bay Lodge on Noyes Island where the group spent the next few days observing commercial fishing, learning about and tasting the various Alaska salmon, whitefish and crab species, hosting chef demonstrations showcasing seafood cooking techniques, experiencing Alaska's scenery and wildlife via boat, visiting the native village of Klawock for a Native foods luncheon, and touring the Trident Seafoods processing plant in Ketchikan. The highlight of the trip was meeting Hollis Jennings, seine skipper of the F/V Natalie Gail, where the group toured her



All guests were active across their social media channels sharing photos and fun facts from the trip using #AskForAlaska. As a result of the trip, the media guests are all planning immediate and future stories highlighting Alaska seafood via their respective outlets, including Better Homes & Gardens, FoodNetwork.com, Good Housekeeping, Muscle & Fitness Hers, and Real Simple, while chefs have new menu inspiration, deeper understanding, and appreciation for what makes Alaska Seafood the best in the world.

Healthy Food Retailers Promote Alaska Seafood in Southeast US

Throughout the month of August, EarthFare promoted Alaska cod and sockeye salmon at 34 grocery stores in the Southeast United States. Efforts to promote the seafood included in-store demos, displays of Alaska seafood and 1 million targeted email advertisements sent twice during the month of August. Alaska Seafood cod and sockeye recipes along with sustainability information about the species were distributed at all stores during the promotion.



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Healthy Deals
HOT PRICES!
Valid Wednesday, 8/24/16 - Tuesday, 8/30/16

SAVE \$4/lb.
Wild Alaska
Sockeye Salmon Fillets
\$10⁹⁹/lb.

NON-GMO FRESH

Sustainably Sourced, Never Any Water Additives or Preservatives, Fresh - Never Frozen
All Earth Fare Salmon is non-GMO

Premium Products to Hit Pan-Pacific Open in Tokyo

The 33rd Toray Pan-Pacific Open Tennis Tournament is going to be held in

promote Alaska Seafood.

Two food trucks will be featured: a classic kitchen truck that will target general visitors and a premium restaurant truck that will target VIP guests. Highly acclaimed gastronomist, Chef Sugiura, will be developing special recipes for the two food outlets including an Alaska Sushi box for the kitchen truck, and a six-course menu for the VIP restaurant truck. Recipes that feature Alaska sockeye salmon, salmon roe and king crab will be a highlight of the food truck cuisine.

New & Improved RMF Materials



With the recent recognition of the Alaska RFM Certification program by GSSI, ASMI added three new educational documents to the RFM Communications Toolkit.

1) Alaska RFM FAQs — Frequently asked questions have been compiled into an easy to navigate word document. The Table of Contents contains hyperlinks for each question, scrolling you directly to the question/answer of your choosing. Additionally, as requested by industry, there is also a “Quick

Reference Cheat Sheet” at the beginning to help sales staff have something at their fingertips that allows them to easily speak to RFM.

2) Alaska RFM/GSSI Fact Sheet — In light of the recent GSSI recognition, a separate Fact Sheet provides further details and information about GSSI and how this relates to customers and stakeholders.

3) Alaska RFM Marketing Brochure — We updated our Alaska RFM marketing brochure which can be found in the RFM News & Tools section of ASMI’s website— <http://www.alaskaseafood.org/rfm-certification/rfm-news/>

ASMI Presents at the Seattle Chamber of Commerce Alaska Business Forum

ASMI Executive Director Alexa Tonkovich spoke to the Seattle Metropolitan Chamber of Commerce last week for their Alaska Business Forum: Seafood Industry Update. ASMI’s presentation included a State of Alaska and ASMI budget update, the most current harvest/market conditions, highlights of recent activities, and data about the seafood business connections between Alaska and Washington State. The program also included speakers from the Arctic Encounter Symposium, Alaska Airlines, Alaska Fisheries Development Foundation and the Washington Maritime Federation.

Partnership with Captain D's Restaurants to Help

Captain D's, a leading fast casual restaurant with 517 units in 26 states and headquartered in Nashville TN, is known for providing customers with innovative value fish meals. ASMI has recently partnered with the restaurant to include Alaska keta salmon cakes on their menu.



[USDA Admits Weight Loss Not Possible for People Who Don't Like Salmon](#), *The Onion*, September 6, 2016

[For healthy, forgiving cooking, try a foil pack in the oven: Recipe for fish tacos](#) *National Post*, August 19, 2016, Published in 130 outlets.

[Alaska crab still getting conned by US labeling laws](#) *Alaska Fish Radio*, August 24, 2016

[Spicy Alaska Black Cod in Lettuce Cups](#) *The Daily Meal*, August 26, 2016

[The Sustainability of Alaska Seafood](#) *The Food Network*, September 7, 2016



[Kodiak Seafood and Marine Science Center Smoked Seafood School](#) October 12-14, 2016, Kodiak

[Food and Nutrition Conference and Expo](#), October 15-18, 2016, Boston, MA

[Alaska Federation of Natives Convention](#) October 20-22, 2016, Fairbanks

[ASMI All Hands Meeting](#) October 25-27, 2016, Anchorage

[Pacific Marine Expo](#) November 17-19, 2016, Seattle



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