

October 2018

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ALASKA SEAFOOD MARKETING INSTITUTE

Marketing Update



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Announcements

October National Seafood Month and Alaska Commercial Fishing Day

Alaska, the nation's largest provider of wild seafood, commemorated National Seafood Month by declaring October Alaska Seafood Month and October 25th Commercial Fishing Day. In celebration, ASMI shared several ways consumers, home cooks fishermen and others could take part in the occasion. ASMI shared new healthy and seasonal recipes and offered dozens of promotions and discounts at retailers nationwide.

Publications

ASMI Produces Alaska Seafood Utilization Infographic

ASMI produced an infographic to summarize the current and potential effort by the Alaska seafood industry to utilize more of what is harvested from the ocean.

[Alaska Seafood Products report](#) and is available [here](#).



Events and Sponsorships

ASMI Participates at Southeast Conference Annual Meeting

ASMI Communications Director Jeremy Woodrow presented a general overview of ASMI, the value of Alaska seafood and consumer trends as part of the seafood track at the Southeast Conference Annual Meeting in Ketchikan September 12-14, 2018. The audience included local elected officials, business owners and representatives, and a few fishermen from Southeast Alaska. The other speakers for the seafood track were Steve Reifenhohl of Northern

Seafood Nutrition Partnership's State of the Science Symposium

ASMI attended the Seafood Nutrition Partnership's State of the Science Symposium in Washington D.C. September 17, 2018. This forum represents the latest consensus on all aspects of seafood nutrition for global leaders in human nutrition. The audience included leaders from federal agencies, businesses, foundations, and nonprofits, and provided an update on research on seafood nutrition. Educational presentations merged technical analysis and accessible information for non-specialists. The themes for this year's sessions were: Brain Health, Aquaculture, and Consumer Education. ASMI was a sponsor for the event providing wild Alaska seafood and ASMI's seafood Technical Director Michael Kohan was present to convene with nutrition leaders to promote seafood nutrition concepts.

ASMI Exhibits at Natural Products Expo East

ASMI exhibited at the Natural Products Expo East in Baltimore September 13-15, 2018. The event hosts over 1,500 brands and over 29,000 community members, where both large and small brands launch innovative products that further missions centered on health, wellness, community building, and sustainability. ASMI provided samples of chipotle wraps made with canned Alaska salmon and poke bowls made with Alaska surimi seafood. Recipes and literature highlighting nutrition were given to attendees.



ASMI Attends Flavor, Quality and American Menu Leadership Retreat

ASMI attended the Flavor, Quality & American Menu leadership retreat August 21-23, 2018 in alignment with the focus of 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 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.

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

First-Ever Promotion with PCC Community Markets

ASMI partnered with PCC Community Markets in September to promote Alaska coho salmon in 11 stores throughout the Seattle metro area. The retailer is launching a 3-part series of coupons sent to 200K households in the greater Seattle area, running mid-September through early January 2019. This is further supported in-store and online, with corner stickers on all self-serve wrapped cuts, POS signage, and social media posts. The first coupon of the series ran September 12-21, offering buy one/get one free Alaska coho salmon.

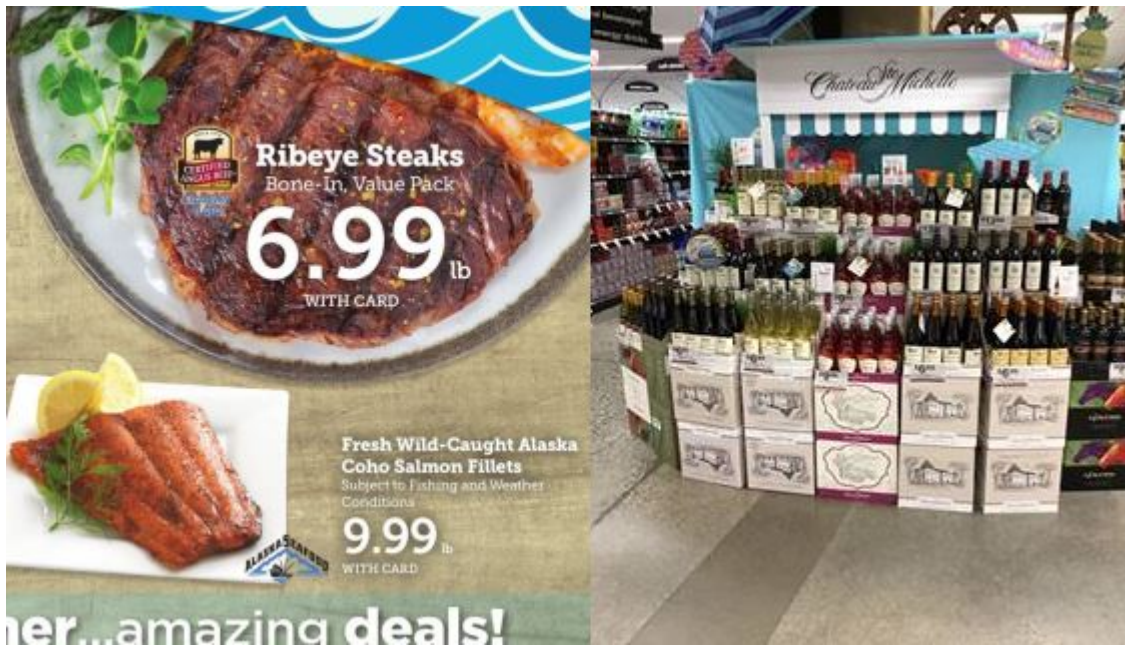
After just nine days, the promotion resulted in over 11K coupons redeemed, with over 26K total pounds of Alaska salmon sold. Social media results show over 6K users reached on Facebook and Instagram, with 134 Instagram likes and nearly 4K Facebook impressions.



QFC Promotes Alaska Seafood with Sales Contest and Raise a Glass to Wild Campaign

QFC held a Sales & Merchandizing contest in 64 Pacific Northwest stores throughout August, promoting the summer "Raise a Glass to Wild" campaign

increase in Alaska seafood to win prizes per district. Each store promoted Alaska sockeye, coho and rockfish at the seafood case, and featured Alaska salmon fillets in print ads. A total of 106,000 lbs. of all species were sold, with \$1.1 MM in seafood sales.



New Wild Alaska Pollock Recipes on Serious Eats

ASMI [collaborated with Serious Eats](#) to develop eight new wild Alaska pollock recipes for National Seafood Month, highlighting a variety of on-trend ingredients and flavor profiles. All recipes are fall-inspired with H3 wine and Kona beer pairings, and are shoppable through Amazon Prime Now, Instacart, and Clicklist.



International

“Sponsored by Salmon” Running Team Reports Impressive Results for First Half of 2018

The Alaska Seafood-sponsored running team Fisio Monestario, based in Spain,

snagging one victory. The team, which was created by a prominent physical therapist in Barcelona, enjoys a unique partnership with Alaska Seafood – in exchange for a sponsorship, ASMI provides units of frozen or canned salmon to every member of the team to fuel their training and recovery.



ASMI U.K. Chef Ambassador Introduces “Wild Wednesday” Movement To Encourage Parents and Kids To Eat More Alaska Seafood

Alaska Seafood Chef Ambassador Alyn Williams was interviewed on the British TV show Sky News to discuss the results of an ASMI survey regarding the amount of processed food parents feed their children. Williams encouraged parents to try Alaska seafood as an alternative to processed meat, highlighting its wild and natural qualities, as well as the ease of cooking and how it allows parents to integrate storytelling and provenance at mealtimes. Williams used the interview to introduce the new “Wild Wednesday” movement, which is a push to incorporate wild seafood into mealtimes every Wednesday.



ASMI Northern Europe Features Alaska’s Female Fishermen in The Caterer Magazine

As part of the "Women in Seafood" campaign, ASMI Northern Europe continues to feature rising female stars in the hospitality world through a partnership with The Caterer Magazine. Stemming from a collaborative “Women in Hospitality” roundtable held in London in April 2018 at the Amazon

headquarters. ASMI and The Caterer Magazine are focused on highlighting women working in the Alaska seafood industry – from fishermen to buyers to chefs to CEOs – who are champions in the field. Over the next four months, The Caterer Magazine will publish a variety of articles featuring women in who work in the industry with a spotlight theme on “Sustainable futures.”

THE WILD PULL OF THE BIG BLUE

From Texas to Alaska, via Nepal: seafood entrepreneur Maddie O’Laire



CONXEMAR Trade Show in Vigo, Spain

The CONXEMAR trade show began October 2, 2018 in Vigo, Spain. The Alaska pavilion has a record breaking number of co-exhibitors this year and demand is high in the region for Alaska cod, pollock and salmon.



Participation Opportunities

Seeking Ideas for Northern Lights

ASMI submits a monthly article to be published in the Northern Lights section of *National Fisherman Magazine*. This is a great way to highlight helpful and interesting organizations, ideas, developments, resources, etc. in the Alaska

the subject line: Northern Lights.

News and Upcoming Events



[Celebrate October's National Seafood Month with Alaska Seafood Holidays, Recipes, and Promotions](#), *PR Newswire*, Sept. 27, 2018

[Celebrate National Seafood Month with Wild Alaska Pollock](#), *Serious Eats*, Oct., 2018

[Smoked Alaska Salmon Toast Recipe](#), *Vice Munchies*, Oct. 9, 2018
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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