

November 2018

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# ALASKA SEAFOOD MARKETING INSTITUTE

## Marketing Update



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## Announcements

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### Photo Contest Winners Announced

ASMI received nearly 500 photos from the lenses of commercial fishermen in the 2018 Alaska Commercial Fishing Photo Contest. The 1st place winners, shown below, have been announced, with 2nd and 3rd place winners slated to be announced later this month on social media. The photos will be used for social media, promotions, and presentations to help tell the Alaska seafood story. Congratulations to all winners, and thank you to everyone who participated!





1st Place Best Boat: Maya Chay



1st Place Best Action: Seain Kearney





1st Place Best Fish/Quality Handling: Mark Tupper



1st Place Best Scenic: Jeff Rasco





1st Place Best Family: Carolyn Uttreyuk



1st Place Life on a Boat: Jacqui Shaffer

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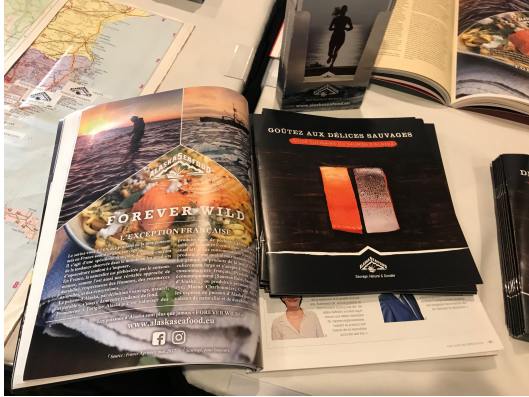
## Events and Sponsorships

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### **All Hands on Deck**

ASMI hosted its annual All Hands on Deck Meeting October 29-31, 2018 in Anchorage. The meeting, which is open to the public, brings together all

ASMI Board of Directors and the ASMI species and operational committees.



## ASMI Attends Alaska Federation of Natives Convention

ASMI sponsored a booth at the Alaska Federation of Natives Convention October 18-20, 2018. The annual convention serves as the principal forum for the Alaska Native community, where thousands of official delegates and participants from membership organizations across the state gather. ASMI's booth was located in the Alaska State agency row of the expo floor, where staff handed out hundreds of recipes and informational materials to the convention's 6,000 attendees.

## ASMI Speaks at Tokyo Sustainable Seafood Symposium

Sustainability director Susan Marks and ASMI Japan representative Akiko Yakata attended the Tokyo Sustainable Seafood Symposium November 1, 2018. Marks participated in a panel discussion called "An Introduction to Global Seafood Certification Schemes," and gave a presentation on Alaska's sustainability and certification. ASMI also distributed materials about Alaska's RFM program and how to apply to the program. The symposium is organized by Seafood Legacy, a Japanese NGO with a focus on sustainable fisheries and educating businesses and consumers about sustainable seafood.



## Partnerships and Promotions

Fortune Fish has launched an incentive-based sales program from October 1 - November 16, 2018. Sales associates will be rewarded with \$1 per case sold to existing customer purchases and \$2 per case sold for new customer purchases. Featured items include Alaska cod, pollock, salmon and surimi seafood.

Vendors at the October 9th Fortune Fish Food Show at Navy Pier in Chicago showcased samples of the featured products with special pricing to encourage attending customers to buy. During the show sales aids and merchandising materials were available at the ASMI booth. Both Chicago and Minneapolis Fortune Fish divisions participated.



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## Foodable.io with Alaska Seafood

In partnership with ASMI, Foodable hosted their latest foodable.io event, Feeding the Future, in Seattle on October 10, 2018. This “silent” event spread itself across three stages with an array of experts discussing seafood-forward topics. There were chef demos and pairings featuring both Sainte Michelle Wine Estates and Craft Brew Alliance. All the stages were recorded and subsequently released on Foodable's various channels. Attendees each received a pair of headphones to toggle through the three stages and tune into discussions on topics such as underutilized species, sustainability, fishing life, psychographics of the seafood eater, seafood and mental wellness, and more.



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## International

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ASMI Central Europe is currently promoting Alaska seafood at universities in Germany. Around 600,000 freshman students entering university receive welcome bags designed for students living on their own for the first time and often new to a foreign city. Most students in Germany live alone or in shared flats and are learning to shop and cook for themselves for the first time in their lives. This promotion is an excellent opportunity to educate students on the health benefits of Alaska seafood along with providing easy recipes and promoting species such as wild Alaska pollock as a high quality and affordable protein to incorporate into their meals. The promotion includes samples, coupons, and educational materials sharing the myriad benefits Alaska seafood has to offer.



## ASMI Japan Educates Nutritionists on Health Benefits of Alaska Pollock

ASMI Japan conducted an Alaska pollock and surimi seafood nutritional seminar with the National Kamaboko Federation at Kagawa Nutrition University on October 4, 2018. Over 120 nutritionists and media participated in the seminar which included two presentations about the nutritional benefits of pollock, as well a cooking demonstration with surimi products by Kijima Ryuta and Alaska pollock dishes to sample.



## ASMI Participates in San Sebastian Gastronomika Trade Show and Chef Congress

ASMI Southern Europe participated in the Hotel Restaurant Trade Show and Chef Congress at the San Sebastian Gastronomika October 7-9, 2018. The

13,000 visitors. From the booth, ASMI served Alaska seafood samples and distributed informational brochures to interested visitors. ASMI chef ambassador Sergio Garrido was one of the show's presenters and used his time to demonstrate techniques for preparing wild Alaska salmon. During his presentation he discussed how Alaska's clean environment and careful fishing methods result in delicious, high quality seafood.



## ASMI Japan Exhibits at Busan International Seafood & Fisheries Expo

ASMI was invited by the Korea Agricultural Trade Office to exhibit as part of U.S. Pavilion at the Busan International Seafood & Fisheries Expo, October 31 – November 2, 2018, in Busan, Korea. The ASMI Japan office arranged the booth with participation from Trident Seafoods Asia Inc., and American Seafoods. ASMI distributed buyers' guides and played ASMI promotional videos for visitors. Booth partners displayed a variety of species, including salmon, pollock, herring roe, surimi and crab. There was no charge for ASMI to exhibit, and booth partners reported many quality meetings, making the event a cost-effective promotion for the Korea market.



## 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 seafood industry. If you have an idea of something you would like to see showcased, please contact Arianna Elnes at [aelines@alaskaseafood.org](mailto:aelines@alaskaseafood.org) with the subject line: Northern Lights.

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## News and Upcoming Events

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[What to Cook this Weekend](#), *New York Times*, Nov. 9, 2018

[Confused by Fats? 6 Rules to Live By](#), *mindbodygreen.com*, Oct. 29, 2018

[50 Delicious Foods from Every State](#), *Delish*, Oct. 26, 2018

[Ginger-Steamed Alaska Cod](#), *The Daily Meal*, Oct., 2018



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

[2019 Seafood Expo Global Invitation](#)



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