

December 2018

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ALASKA SEAFOOD MARKETING INSTITUTE

Marketing Update



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Announcements

ASMI Seeks Candidates for Executive Director Position

The Alaska Seafood Marketing Institute, a corporate entity of the State of Alaska is seeking candidates for the Executive Director Position. This position is located in Juneau, AK and reports directly to ASMI's Industry Board of Directors. This position requires a Bachelors degree and professional senior management experience. Fisheries, legislative/government, or marketing experience preferred. For a full job description, and to view instructions on how to apply, please visit the www.alaskaseafood.org/careers.

Jeremy Woodrow to Serve as ASMI Interim Executive Director

ASMI Board of Directors announced that ASMI Communications Director Jeremy Woodrow will serve as the Interim Executive Director. ASMI Executive Director Alexa Tonkovich will stay on through December 21 to provide a period of transition. Tonkovich has elected to pursue a masters in international business. Woodrow has served as the ASMI communications director since

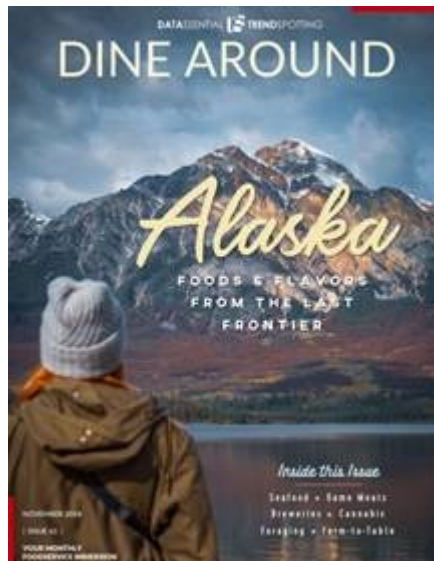
Publications

US Per Capita Seafood Consumption Jumps 7.4 Percent

A Dec. 14 article from IntraFish reports that according to the National Fisheries Institute, Americans ate 16 pounds of fish and shellfish in 2017, an increase of 7.4 percent from the 14.9 pounds consumed in 2016. “More than a pound increase is substantial,” said John Connelly, president of the National Fisheries Institute. Seafood consumption hasn't reached the 16-pounds-per-person level in nearly a decade.

Dine Around: Alaska

Datassential released their December Trendspotting magazine, Dine Around: Alaska, featuring an interview with ASMI Foodservice National Accounts Representative Stephen Gerike. In the interview, Gerike highlighted ASMI's Ugly Crab campaign centered around Tanner or Bairdi crab with the aim of reducing food waste and promoting sustainable fishing practices. The article is accompanied by interviews with Alaska chefs across the state, calling out Alaska-forward trends for inspiration in foodservice application across the country. The full issue is available on our [website](#).



Events and Sponsorships

ASMI at Pacific Marine Expo

ASMI exhibited at the Pacific Marine Expo in Seattle Nov. 18-20, 2018. The expo regularly draws over 10,000 attendees from the national maritime sectors, including a large number of Alaska fishermen and processors. ASMI's booth was located in the show's Alaska Hall alongside other Alaska vendors who

represent a significant portion of the expo's exhibitors. Additionally on Nov 18, ASMI Communications Director Jeremy Woodrow co-presented with Garrett Evridge of McDowell Group an Alaska Seafood Value and Marketing Update. The Pacific Marine Expo offers ASMI staff a timely opportunity to interact with those involved in the Alaska fishing industry to foster future collaborative marketing activities.

Partnerships and Promotions

SoCal Pavilions Promotes Alaska Seafood for National Seafood Month

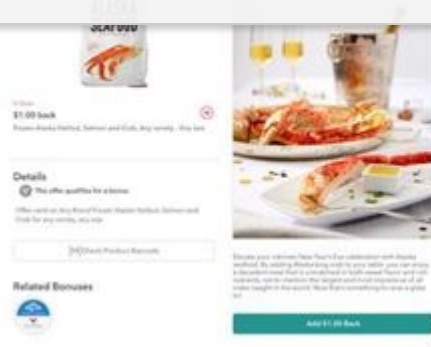
Twenty-six Pavilions stores in the Southern California metro area promoted several Alaska species (salmon, cod, halibut, crab, rockfish and sablefish) throughout October for National Seafood Month. Alaska seafood had its own designated Alaska section in the service case with branded signage throughout. Alaska seafood transactions totaled 17 percent of all store transactions, and posted a 27.5 percent year-over-year increase in Alaska seafood sales.



New Ibotta Content Launches for December

ASMI is running a digital Ibotta offer that began in October for National Seafood Month (\$1 off Alaska salmon, halibut and crab & up to \$3 off when combined with Villa Maria wine) and is continuing with fresh content. The offer featured Alaska halibut as the primary image and recipe engagement in October, Alaska salmon in November, and is now featuring Alaska crab in December.

The engagement encourages users to “reimagine” their New Year’s Eve tradition to include Alaska king crab. The offer for all three species (salmon, halibut and crab) remains consistent throughout October, November and December and has been performing strong and steady, garnering over 4.69M impressions, 96K completed user engagements, and 7K redemptions (~241 daily units moved).



International

ASMI China Retail Promotion with Epin Life / SKP in Xi'an

On Dec.1, 2018 ASMI China launched a retail event in Xi'an targeting the rapidly developing western province of Shaanxi. Partnering with Epin Life and SKP supermarkets, the promotion features wild Alaska pollock, black cod, and pink salmon. The promotion, which runs through the end of the year, includes sampling at five store locations, distribution of ASMI product guides/recipe books, and answering consumer questions about Alaska seafood.



Culinary Training School Program with New Epoch Cuisine School in Xi'an

To continue promoting in the Shaanxi province of China, specifically in the hotel, restaurant, and institution sector, ASMI China organized a culinary school event in the city of Xi'an, Dec. 3-7, 2018 with a focus on wild Alaska pollock, yellowfin sole and pink salmon. This event educated over 300 chef students on how to work with Alaska seafood, from proper storage and handling to different cooking techniques and quality characteristics of the product. During the week, the students split time between the classroom and the kitchen to boost their knowledge and familiarity with Alaska seafood. To help ensure long-term success, this Alaska seafood course will be added to the school's standard curriculum.



Alaska Seafood Brazil Hosts Facebook Live Workshop on Wild Alaska Pollock

On Dec. 4, 2018 ASMI Brazil hosted a workshop on Genuine Alaska Pollock. The event included a presentation about Alaska seafood sustainability, seasons, harvesting methods and product formats, followed by a chef cooking demonstration of two recipes: Breaded Genuine Alaska Pollock and Alaska Pollock Confit. Fifty trade, retail and press members attended the event in person while another 790 people joined via facebook live. The video was posted to the ASMI Brazil [Facebook](#) and [Youtube](#) pages and currently has over 17,000 views.



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 with the subject line: Northern Lights.



[Alaska Crab Mac 'n Cheese](#), *The Daily Meal*, *NY Daily News*, Nov., 2018

[Best Foods to Prevent and Manage Diabetes](#), *US News & World Report*, Nov. 29, 2018

[The 50 Most Popular Recipes of 2018](#), *The Daily Meal*, Oct. 26, 2018

[Food Storage Tips](#), *Thrillist*, Dec. 6, 2018



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