



20gr de chalota
80gr de mango

INTERNATIONAL PROGRAM UPDATE

Hannah Lindoff | International Marketing Director | October 8, 2019



GLOBAL MARKETS OVERVIEW



CHINA TARIFFS

- May 2019 USTR released two notices that affect the import of AK seafood products from China to the US. On May 9, increased tariffs from 10% to 25%.
- On May 17, USTR published a notice of increased tariffs up to 25% on additional tariffs.
- Aug. 20- ISTR published a notice announcing tariffs of 10% on approx. \$300 billions good from China. List one was Sept.1, List 2 December 15.
- Aug. 23, China announced an increase in tariff rates from 5% to 25%. AK seafood products are subject to an additional 10%, bringing the new tariff rate to 35% ON TOP the rates prior to the trade war.
- Aug. 30, List two from Aug. 20 went from 10 to 15%



FUNDING UPDATE



- Agricultural Trade Promotion Program
- ONE-TIME surge in funding designed to mitigate effects of trade dispute
- **\$5,497,860 in ATP**
- **\$4,517,265 in MAP**
- **~\$120,000 in Cochran missions**
- **\$2,000,000 in ATP**

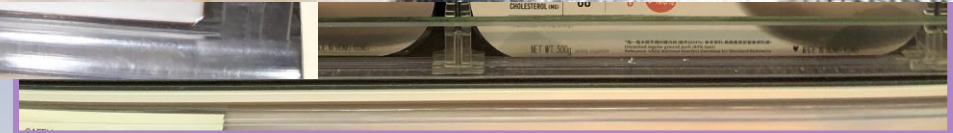
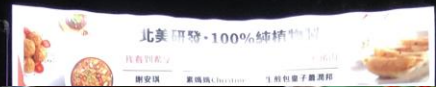
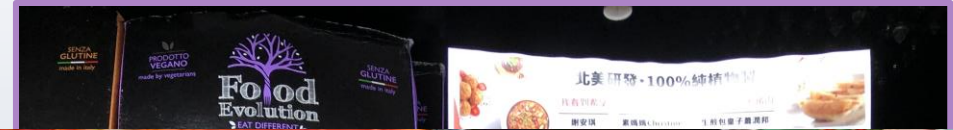


ATP STRATEGY

- **Diversify markets:**
- Added SE Asia
- Expand Brazil into S. America region
- **Build Assets:**
- New suppliers directory, Seafood U, photo and video acquisition
- **Spread the wealth:**
- \$100 K to Technical, \$20 K to Coms, etc.
- **Boost traditional markets:**
- Consumer agency in Japan
- Increased activities in all markets



PLANT INVASION!



THE AGE OF ALASKA

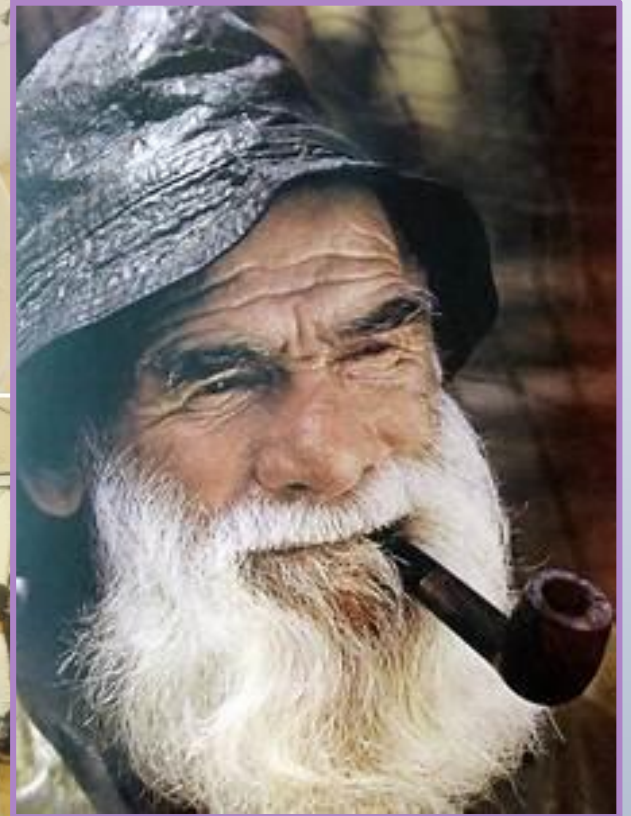
JAPAN GROWS OLD

Japan's percentage of population over 65 is growing faster than any other nation.

40%

Japan

30





IntraFish

Subscribe



Is the aquaculture industry

ready for feces-based feed?

One new fermentation technology company has a solution, but it may not be appetizing to everyone.

The search for alternative sources of feed has led companies to creative solutions, but Norwegian fermentation technology

JAPAN

ASMI

「活動強化を目指す」

リンドフ食品株式会社ディレクターら
「健康」「栄養」「持続性」テーマに

来日していたアラスカ
シーフードマーケティング
協会（ASMI）のハ
ナ・リンドフ・インタ
ーナショナルプログラ
ムディレクターらは、都
内で業界のグループ
インタビューに応じ、「来
年開催予定の東京五輪・
パラリンピック大会で
は、サステイナブルシ
ードへの消費者の関心
が高まると想定される
が、ASMIとしてアラ
スカ産シーフードに關
するアクティビティ（活
動）を強化したい」など
今後の方針を話した。
今回の来日は、アシ
リー・ハイムビックナ
ー・インターナショナル
プログラムコーディネ



「日本でのアクティビティに期待して」と
リンドフディレクター（中央）、ハイムビク
ナーコーディネーターの、イースティン
グ・インターナショナルコミ

ーとシュリエット・イ
ースティング・インタ
ーナショナルマーケ
ティングの副会長らと
ともに、今夏から企画し
ている消費者向けプロ
モーション強化に關する
セッションに関する確
信が主な目的。
リンドフディレクター
は、「健康」「栄養」「持
続性」がテーマで、アラ
スカ産シーフードを新た

JAPAN

- Japan FTA....we await good news.
- The Tokyo Olympics and ASMI



JUNIOR ATHLETE MOMS

- ASMI Japan works with a culinary expert with a junior athlete child, Ms. Toshie Kikawada.
- Recipe development
- Outreach

The screenshot shows the Alaska Seafood website. At the top, there is a navigation menu with links for 'ニュース' (News), 'アラスカ産シーフード' (Alaska Seafood), 'レシピ' (Recipes), '栄養について' (About Nutrition), and '協会について' (About the Association). The main banner features a photograph of three young boys playing soccer on a grassy field. A text box in the top left of the banner reads '天然のおいしさを、アラスカから。サステイナブルシーフード' (Natural deliciousness from Alaska. Sustainable seafood). A central text box says '子どもの栄養について 本多京子先生に聞いてみた!' (About children's nutrition, I asked Ms. Toshie Kikawada!) with a small photo of Ms. Kikawada and the text '医学博士・管理栄養士' (PhD in Medicine, Registered Dietitian). A red button on the right says '栄養について more'. Below the banner are two tabs: 'ALL' and 'イベント・フェア' (Event/Fair). Under 'ALL', there is a card with the Alaska Seafood logo and the text 'WEBサイトリニューアルしました 2019.09.25'. Under 'イベント・フェア', there are two cards: one showing a tray of salmon and another for the 'アラスカシーフードフェア' (Alaska Seafood Fair) with details about a 120% discount and a prize draw.

ALASKA SEAFOOD
天然のおいしさを、アラスカから。
サステイナブルシーフード

ニュース アラスカ産シーフード レシピ 栄養について 協会について

子どもの栄養について
本多京子先生に聞いてみた!
医学博士・管理栄養士

栄養について more

ALL イベント・フェア

ALASKA SEAFOOD
天然のおいしさを、アラスカから。
サステイナブルシーフード

WEBサイトリニューアルしました
2019.09.25

イベント・フェア

アラスカシーフードマーケティング協会
& 博多辛子めんたい共同組合 アラスカ産
スケソウダラの魚卵をつかった博多辛子
明太子をPR

イベント・フェア

アラスカ
シーフードフェア
抽選で¥120%にサステイナブルな
アラスカシーフードを楽しめるプレゼントが当たる!!
レシート対象期間▶▶2019年8月1日(木)~8月31日(土)

生活協同組合コープさっぽろと「アラス
カシーフードフェア」を実施
2019年8月1日~31日、全109店舗、およびカタログ
にて、計120名様にプレ...

RETAIL PROMOTION CO-OP SAPPORO

- 1.54 million members
- Sockeye, sujiko sockeye roe, Atka mackerel, mentaiko and tarako, Alaska pollock surimi, Alaska pollock fillets
- 10 stores with sales demos, POS at 108 stores
- Free ad in magazine circulation 570,000
- \$3,579,340 in sales



CHINA

China's first pilot offshore salmon farm launched. Targeting 1,600 tons by 2020 and eventually produce up to 20,000 metric tons of Atlantic salmon.

Goal: produce smolt that can reach harvest size in 10 months. CNY 37/kg

Foreign hypermarkets making a push: Carrefour, Sam's club, ALDI and Costco!

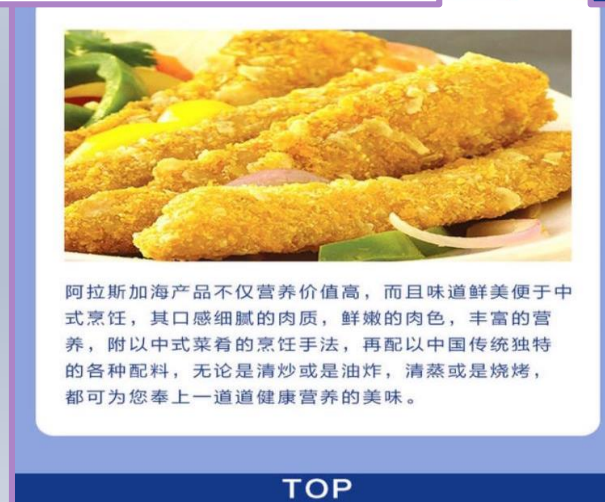
Value of Alaska Seafood Exports, by ASMI Region

	Jan-June 2017	Jan-June 2018	Jan-June 2019	Jan- June 2017	Jan- June 2018	Jan- June 2019
China	\$390,699,342	\$372,533,682	\$316,487,254	31%	28%	24%



BENLAI

- June 15 – 27, 2019.
- Pollock, cod, salmon and yellowfin sole and an assortment of ready items like salmon burgers.
- Benlai sent 200,000 texts to loyal customers reminding them of the event, and made announcements through its WeChat and Weibo accounts.
- A collection of Alaska seafood recipes was created and published for this event.



KOL SOCIAL CAMPAIGN

Name	Post Date	Platform	Product and Content	Views
任芸丽 (Ren Yunli)	2019.5.10	Weibo	Snow Crab Summer Appetizer + recipe / pictures	1,560,000 Views
安安的森系人间 (Anan of the Forest)	2019.5.17	Yizhibo	Black Cod Bento Box + live stream cooking demo, pics	2,378,000 Views
繁星满天飞扬 (Sky Full of Stars)	2019.5.24	Weibo	Healthy Pollock Recipe + pics	7,550,000 Views
金澜金二爷 (Jinlanjin)	2019.6.7	Weibo	Yellowfin Sole Recipe + pics, Summer Seafood and Alaska Introduction	2,150,000 Views
君君食尚美妈 (Junjun Mom)	2019.6.10	Weibo	Cod Recipe for young children + pics	1,510,000 Views
Woody	2019.6.21	Yizhibo	Healthy Black Cod Recipe + pics, live stream	2,467,000 Views



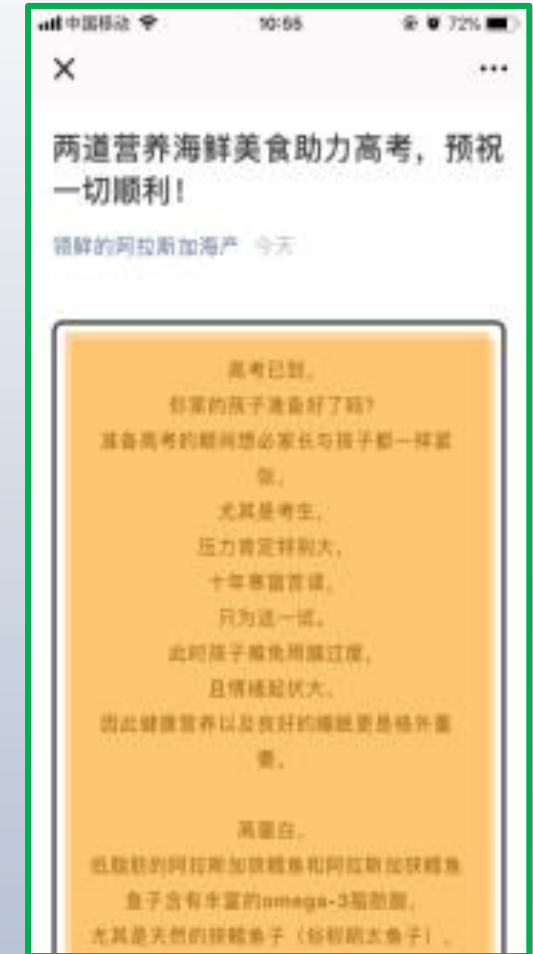
- Highest performing ASMI post of Q4
- Two Nutritious Alaska Seafood Dishes for College Entrance Examination Boost

This article cheers on candidates when they take their college entrance examination.

It explains that Alaska seafood which is high in protein and low in fat, is beneficial for brain development and sight.

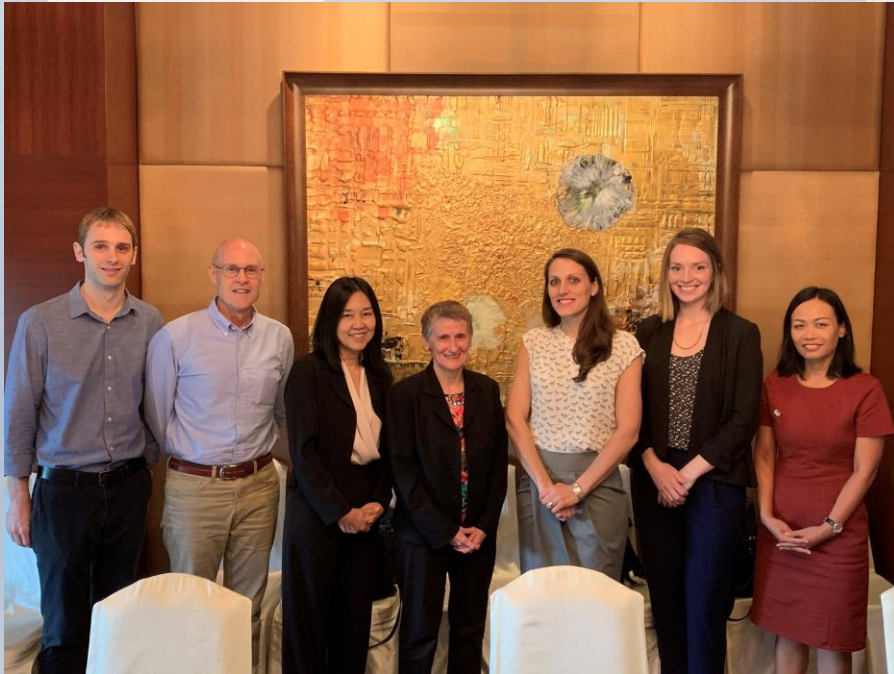
Alaska's natural environment is a crucial factor in ensuring freshness, high quality, and tasty seafood, while in Mainland China, the seafood environment cannot be guaranteed.

In the end, the article provides an Alaska cod and cod roe recipe.



SOUTHEAST ASIA:

Thailand, Vietnam, Indonesia,
Malaysia, Singapore, the Philippines



BURGER KING YOUR WAY HOT DEALS

ซื้อ 1 ฟรี 1*
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<p>เบอร์เกอร์ปลา CHICKEN CRISP 185.000</p> <p>FREE</p> 	<p>เบอร์เกอร์ปลา CHICKEN CRISP 195.314</p> <p>FREE</p> 

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ชุดสุดคุ้ม* COMBO SET

<p>ชุดไทรออยเบอร์เกอร์ CHICKEN CRISP BIRD CHEESE SET 185.368</p> 	<p>ชุดเบอร์เกอร์ปลา BIRD BACON CHEESE SET 199.376</p> 	<p>ชุดเบอร์เกอร์ BACON CHEESE SET 218.484</p> 
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COCHRAN MISSION AND FOLLOW UP



NORTHERN EUROPE

The UK, Ireland, Denmark, Sweden, Finland, the Netherlands

FEBRUARY 2019: DUTCH HARBOR, AK





alaskaseafooduk 7h



Delicious firecracker salmon with England woman's rugby star @vickyfleetwood

#FUELYOURFITNESS



@vickyfleetwood_



Send Message



RUGBY WORLD CUP TIE-IN



Fish is high in omega-3 fatty acids, which is **ESSENTIAL FOR BRAIN AND EYE DEVELOPMENT**



Eating fish has been linked to a **REDUCED RISK OF TYPE 2 DIABETES** and several other autoimmune conditions





The National Federation of Fishmongers Fish Craft Champion®



Wild, Natural & Sustainable®



EASTERN EUROPE



Russia
Ukraine
Romania
Moldova
Estonia
Latvia
Lithuania
Belarus
Georgia



RUSSIAN FLEET AND PLANT IMPROVEMENTS

Russ
CNN World Africa Americas Asia Australia China Europe India Middle East United Kingdom LIVE TV Editor

Walrus sinks Russian Navy boat in the Arctic Ocean

By Rory Sullivan and Darya Tarasova, CNN
Updated 11:24 AM ET, Tue September 24, 2019

Salmon: 439,200 MT (23.6% lower than in 2018, but 45% higher than in 2017).

Cod: 118,100 MT (28,200 MT more)

Pacific herring: 157,600 MT (16,600 more)

Source: Russian Federal Agency for Fisheries



GELIOS COD & POLLOCK ROE TASTING



- Leading importer specialized in roe
- Imports +30% of total salmon roe into Ukraine
- Economic recession led to an increase in cod and pollock roe imports
- Cod and pollock roe sales during *Maslenitsa* and Easter Fast
- 40 stores of five chains in Kiev and across Ukraine, 162 working days.
- **400% sales increase, around 9,000 cans sold during tastings days**



VICI ALASKA POLLOCK SURIMI -BALTICS



Marketing actions |
SPORT EVENTS





CENTRAL EUROPE

Germany, Austria, Switzerland,
Poland and the Czech Republic

ALASKA'S GREATEST HITS

Rock & Roe



Wild, Natural & Sustainable

und natürlich.

Wild Thing

EIN ECHTES NATURPRODUKT

Durch ein streng kontrolliertes und zukunftsorientiertes Fischereimanagement ist kein Wildlachsbestand in Alaska bedroht. Nachhaltigkeit ist das Credo der Fischer und es gilt die Devise: **THE FISH COME FIRST.** Der Wildlachskaviar aus dem Fanggebiet FAO 67 stammt damit aus garantiert nachhaltiger Produktion. So wird dieser Schatz der eisigen Ozeane auch für die Zukunft bewahrt.



We Will Roe You

AROMATISCHES AUS ALASKA



Let There Be Roe

WILDER LACHSKAVIAR AUS ALASKA

Roe, im Deutschen übersetzt mit Rogen, ist die wissenschaftliche Bezeichnung für eine Delikatesse, die unter Feinschmeckern besser als Kaviar bekannt ist. Kräftig orange gefärbt mit aromatischem Geschmack kommt dieser, wie könnte es anders sein, aus dem Lieblingsland der Wildlächse: **ALASKA.**



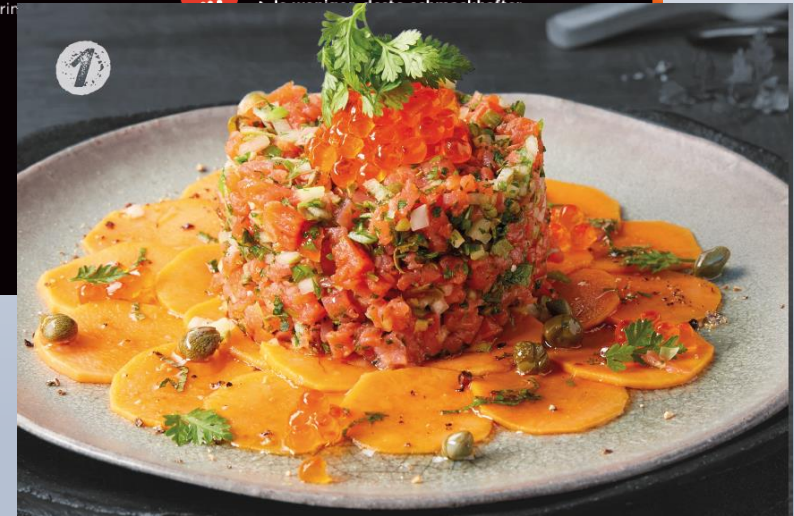
Drei Merkmale sind bei der Auswahl des richtigen Lachskaviars zu beachten:



DIE GRÖSSE DER FISCHIEIER
→ Je größer, desto besser



DER SALZGEHALT DES KAVIARS



1

All Right Now

ZEIT FÜR GENUSS



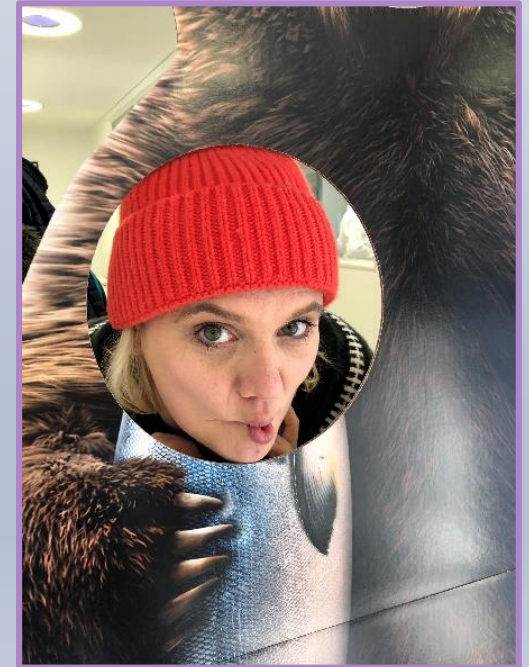
sheriff
Küchenlaboratorien

ZU DER 4 IN DER 10 BEWERTUNG FÜR INNOVATIVITÄT UND DAS PERFEKTE REZEPT FÜR DIE ERNÄHRUNG.

erstes Rezept für Gemüse-Frische
in Italien

vegane Variante es für mich nach Wärm an der Mülls - auf den Seiten der Wildlachs aus Alaska. In selbst Es, dass
die besten Zutaten (Wildlachs, Gemüse, Sojaprotein) und auch eine Menge Wasser mit dem höchsten Qualitätsstandard
Pflanz. Um es mehr natürlich sein geben dies ist ein Rezept für die Natur zu bekommen. Wildlachs die Frische gegeben
verarbeitet und wie bei der Zufuhr und Fang und Co.

Die Wildlachs Alaska zum Beispiel sind keine Zuchtprodukte sind auch nur in einem begrenzten Zeitraum gefangen
werden. Zum Schutz der Fischbestände gibt es gewisse Auflagen und so werden die Lachse in Alaska ständig beobachtet
und sogar manuell gefährt. Sollte es zu Verletzungen kommen, wird die Fischerei für ein paar Tage eingestellt damit sich der
Stand wieder etwas bessert.



POLAND TRADE MISSION



A world map with a light blue background and a darker blue outline of the continents. The map is centered on the Atlantic Ocean.

WESTERN EUROPE

France, Belgium

These New Asian Restaurants Are Taking Over Parisian Gastronomy

Forget about baguettes and bistros: Korean fried chicken, fiery mapo tofu or thick hand-pulled noodles are the new dishes de rigueur on the Parisian restaurant scene.

By **Fleur Burlet** on June 18, 2019



These new Asian restaurants are taking over Parisian gastronomy
Nathalie Ouederni

Kodawari

This second Kodawari restaurant is modeled on Tokyo's Tsukiji fish market, complete with fake fish on market stalls and a mouth-watering selection of ramen flavored with all kinds of sea creatures, from the humble sardine to the regal lobster. It sounds a bit Disneyland, but the effect fully hits after the first taste.

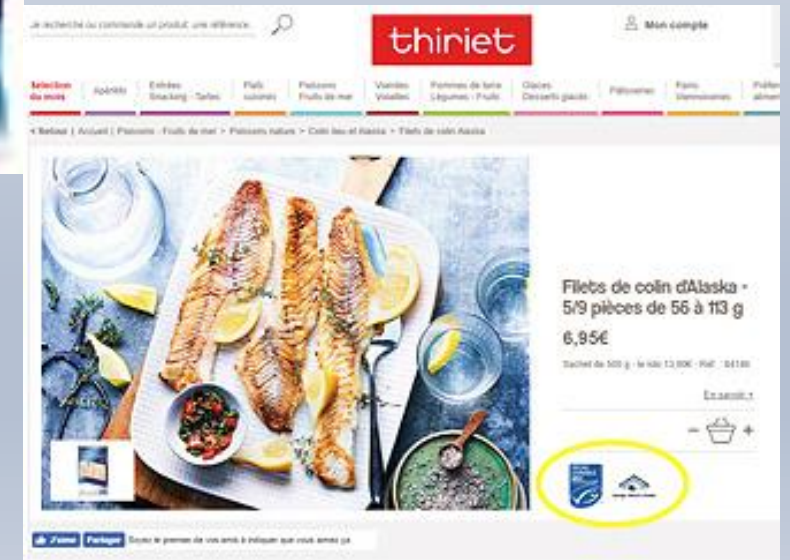
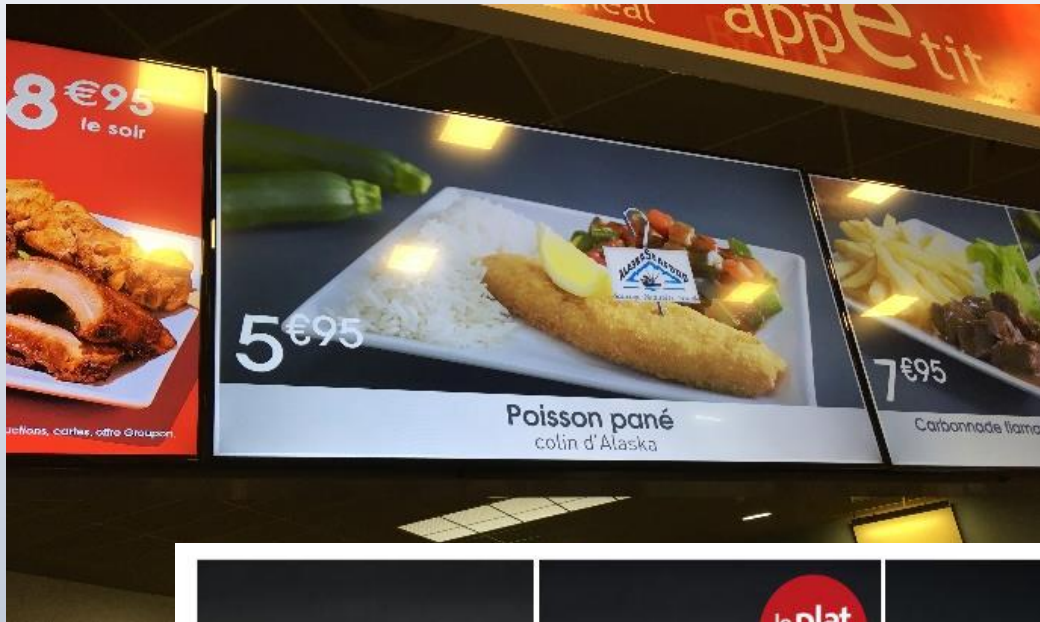
12 Rue de Richelieu, 75002. Open Tuesday to Sunday, Noon to 2:30 p.m. and 6:30 to 10 p.m.

 **kodawariramen**
18.6k followers

[View Profile](#)



ALASKA POLLOCK PROMOTIONS



COD & SALMON PROMOTIONS WITH DELPIERRE



In-store promotions including product samplings over two periods of a total of ten weeks



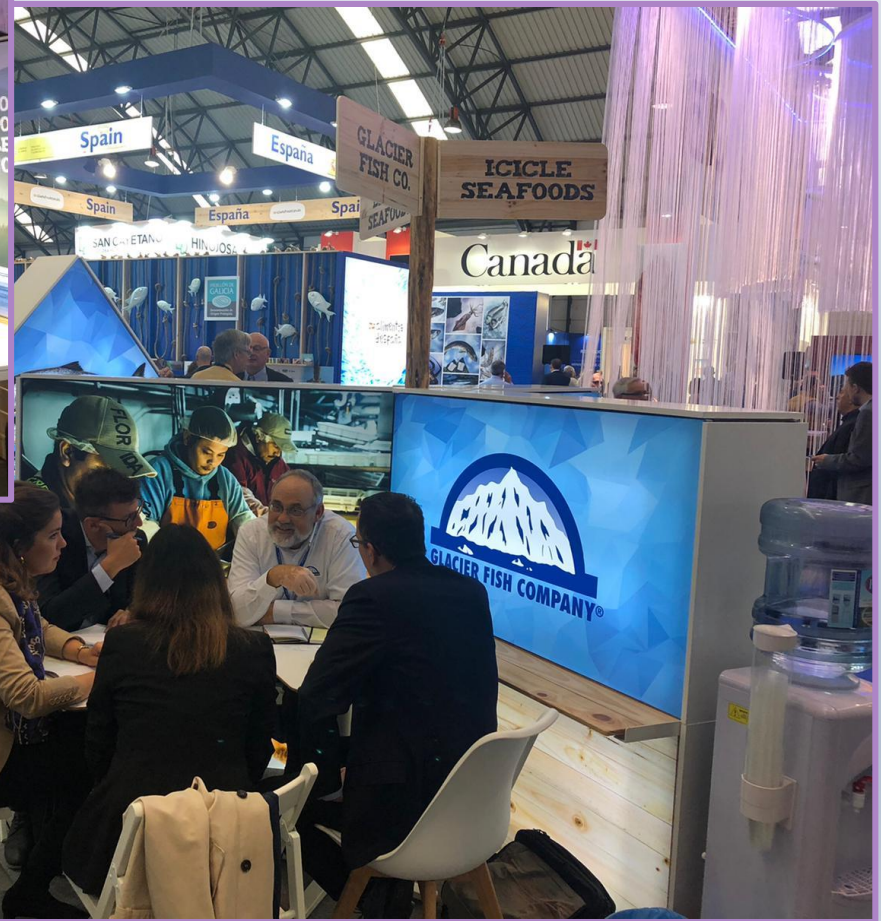
A world map with a light blue background and a yellowish-gold color scheme. The map is centered on the Atlantic Ocean, showing the continents of North America, South America, Europe, Africa, Asia, and Australia. The text is overlaid on the map.

SOUTHERN EUROPE

Spain, Portugal, Italy and Greece

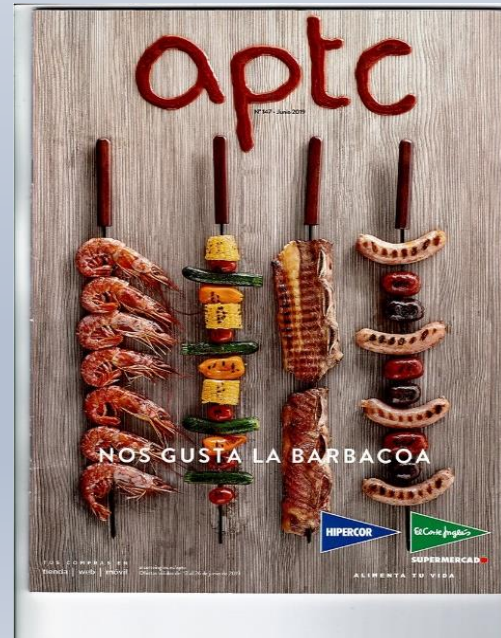
CONXEMAR

2019



EL CORTE INGLES SALMON PROMOTION

- Four-page feature of wild Alaska salmon in the June 2019 edition of the El Corte Inglés magazine APTC with circulation of 500,000 copies and an advertising value of over \$18,000.



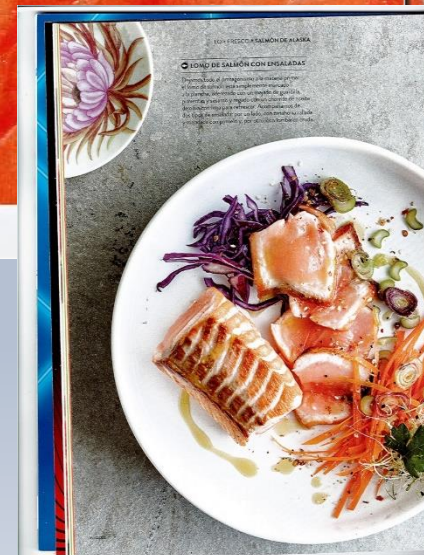
UN SALVAJE EN TU MESA

DE DÓNDE VIENE
En las limpias aguas de los ríos de Alaska maduran las especies de salmón salvaje que luego surcarán los fríos mares del Norte durante su vida adulta. Esto hace que su carne sea muy firme, baja en grasa y salada. Todo un tesoro gastronómico que podemos encontrar ya, con sus ósmotos corales, en la Pescadería de HiperCor y del Supermercado de El Corte Inglés. 100% salvaje, 100% sostenible.

QUE APORTA
Parece haber unanimidad en considerar al salmón salvaje de Alaska una de las alternativas más saludables y completas. Destaca por su rico aporte de ácidos grasos Omega 3. También proporciona proteínas fácilmente digeribles, vitaminas D, B6 y B12 y selenio, conocido por sus propiedades antioxidantes.

CÓMO PREPARARLO
Para las rodajas más gruesas la más recomendable es $180^{\circ}\text{C} - 4 - 4 - 4$.

APARIENCIA
Por favor su piel es de un plateado brillante. En el interior contrasta con su carne de un intenso rojo-naranja.



CANELÓN DE SALMÓN DE ALASKA MARNADO, AJOACATE Y VINAGRETA DE ENELDO

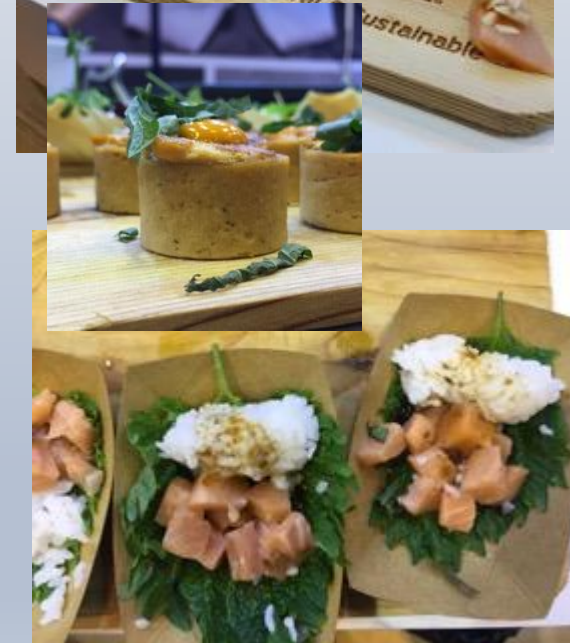
preparación: hervir el salmón y el ajoacate por separado y mezclarlos cuando estén fríos. Preparar la vinagreta con el eneldo y el aceite de oliva virgen extra. Colocar el salmón y el ajoacate en un plato y regar con la vinagreta.

WINO BLANCO MARQUES DE CAJES

preparación: hervir el salmón y el ajoacate por separado y mezclarlos cuando estén fríos. Preparar la vinagreta con el eneldo y el aceite de oliva virgen extra. Colocar el salmón y el ajoacate en un plato y regar con la vinagreta.

SALÓN DE GOURMETS, MADRID

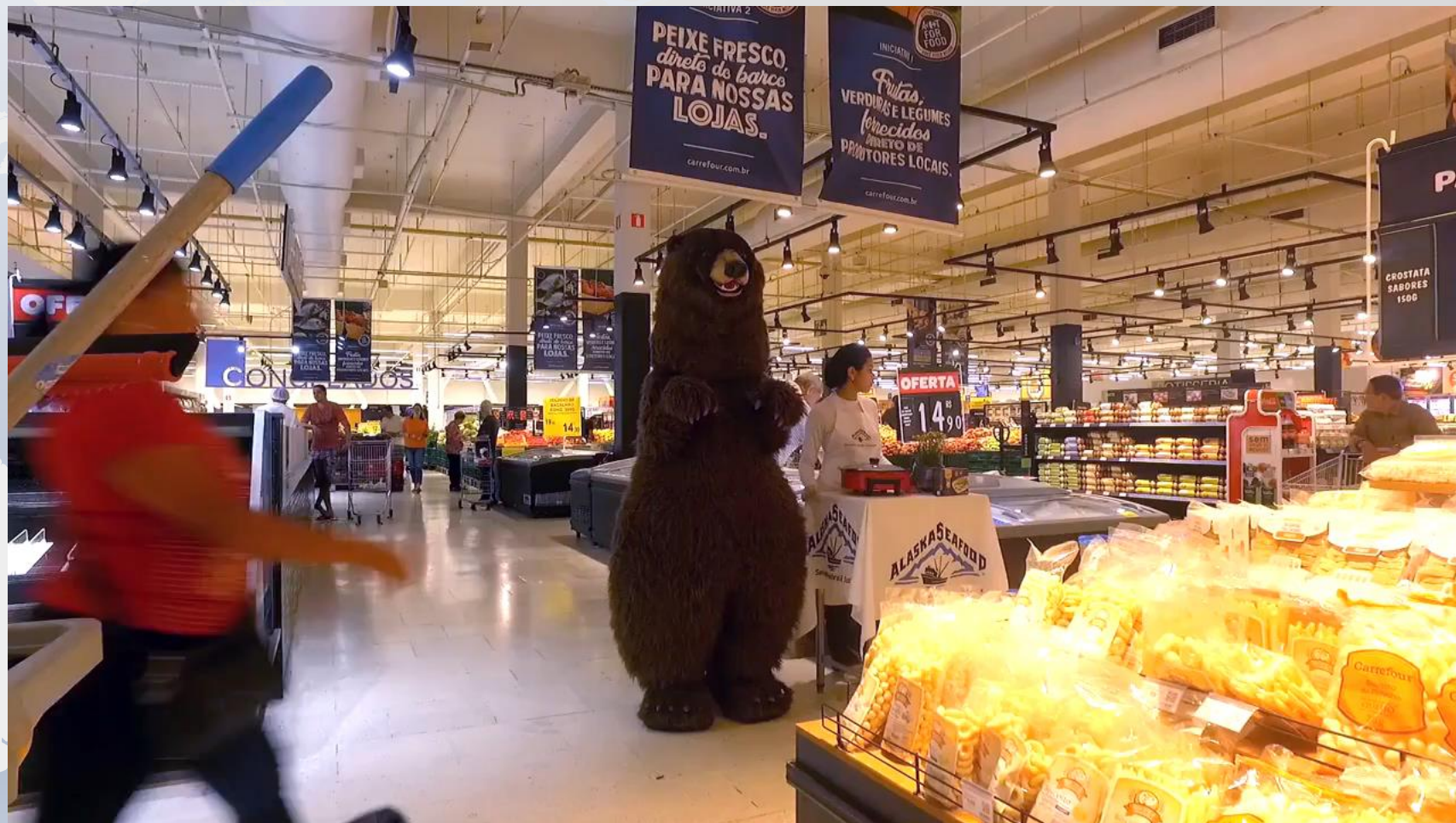
frozen Alaska keta salmon fillets
importer/distributor of a wide range of Alaska seafood products



Chef Marín presented various preparations of wild Alaska keta salmon to hundreds of HRI professionals Tartar, keta burger tartlets, keta salmon poké

SOUTH AMERICA

Brazil, Argentina,
Chile, Peru,
Columbia, Ecuador,
Uruguay...Mexico



ALASKA POLLOCK WEBSITE LAUNCH

- www.polacadoalasca.com.br & www.genuinapolacadoalasca.com.br



LENT 2019: KETA, SOCKEYE, COD & POLLOCK PROMOTIONS





Seafood Expo
GLOBAL



Seafood Processing
GLOBAL

UPCOMING

- China Fisheries
- WUSATA Taiwan early Nov.
- Busan Seafood
- Tokyo Sustainable Nov. 7-8
- Seafood Expo in-bound mission
- Seafood Expo

THE GLOBAL SEAFOOD MARKETPLACE

Dear Hannah,

I'm writing to share some exciting news about the future of Seafood Expo Global/Seafood Processing Global and the 2021 edition. We have listened to our exhibitor and attendee feedback through the years. After careful research and thorough analysis of all options, with a goal of providing you the best possible experience, we are thrilled to announce that, starting with the 2021 edition, Seafood Expo Global/Seafood Processing Global will be moving to Barcelona, Spain!



THANK YOU!



Alice

Alysha

Nicole

Hannah

Monica