



WHEEL WATCH

ASMI REPORT TO THE FLEET

ASMI News and Updates Facebook Page

ASMI created a new, industry-focused ASMI News and Updates Facebook page. Follow @ASMINewsAndUpdates for relevant news, videos, resources, staff updates, and highlights of ASMI's work. For recipes, nutrition content and media mentions, follow our consumer-facing Facebook page at @AlaskaSeafood.

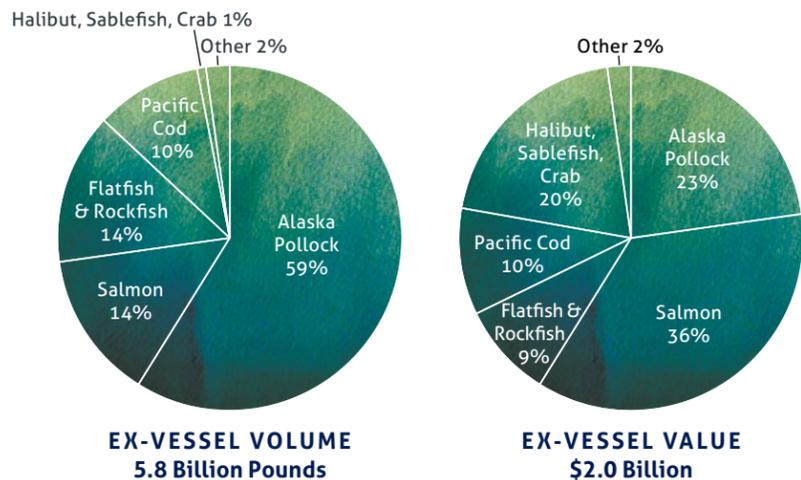
You can find us online at:

- facebook.com/alaskaseafood
- facebook.com/ASMINewsAndUpdates
- instagram.com/alaskaseafood
- twitter.com/Alaska_Seafood

Email us at info@alaskaseafood.org to sign up for our monthly marketing update!

Prst STD
 US Postage
 PAID
 Permit 845
 Anchorage, AK

Alaska Seafood Volume and Value (2017-2018 Average)



Wild, Natural & Sustainable®
 311 N. Franklin Street, Suite 200
 Juneau, AK 99801-1147



Calling All Direct Marketers!

If you're interested in direct marketing your own catch, ASMI offers an array of free resources online including a direct marketer's manual, access to the ASMI media library, technical support and quality control tools, a catalog of literature and sales aids, a directory of Alaska Seafood suppliers, and use of the Alaska Seafood logo, all at no charge.

Would you like to add the official Alaska seafood logo to your Alaska seafood product packaging? Contact info@alaskaseafood.org or call 907.465.5560.



Wild, Natural & Sustainable®



Wild, Natural & Sustainable®

WHEEL WATCH

ASMI REPORT TO THE FLEET

VOLUME 5 | JANUARY 2020

Welcome to the fifth edition of the *Wheel Watch*, ASMI's Annual fleet newsletter.

I am honored to introduce myself as the new communications director for Alaska Seafood Marketing Institute. Alaska seafood rightfully commands a premium value across markets and is perfectly positioned to make its way to the plates of even more consumers.

Research shows that purchasing trends are in our favor. Seafood consumption in the U.S. is up 13% over the last five years and is expected to continue to grow an additional 15% over the next five years. Alaska Seafood remains the top ranked protein brand on menus nationwide, with over 70% of seafood eaters willing to pay more for seafood featuring the "Alaska Seafood" logo. A recent study of seafood buying trends tells us shoppers will spend more for a protein they know is healthy, fresh-tasting and sustainably harvested. Alaska seafood checks all these boxes.

The fleet and industry's ongoing commitment to careful harvesting and quality handling ensures a delicious, nutrient rich and fresh tasting product, and increasing values for the fishery. ASMI takes an active role in providing you the tools you need to share the message that quality is a top priority with a full suite of quality-handling posters, videos, and even T-shirts.

When it comes to sustainability, customers are constantly bombarded with a flood of confusing, conflicting or even incorrect information about which seafood is better to eat for either people or planet. But two things that are perfectly clear are Alaska's world-leading fisheries management practices, and ASMI's commitment to telling the world about it. Seafood lovers in any market can feel confident that if they "Ask for Alaska" in grocery stores and restaurants, they are getting the triple threat of nutritious, sustainable and delicious seafood.

While Alaska Seafood has a lot to celebrate, it's true that our efforts are not without headwinds. Unfavorable trade conditions continue in some of our export markets. Volatile harvests of some key species are creating unwanted uncertainty in many Alaska communities and the plant and cell based seafood product trends are taking direct aim at wild seafood. However, ASMI is well poised, and has the experience to react to these dynamic circumstances.

ASMI applied for and was awarded \$7.5 million in supplemental federal funding to diversify export markets for Alaska seafood. ASMI utilized these funds to establish a trade focused new marketing program in Southeast Asia and expand regional marketing efforts in South America and Europe to develop opportunities for products historically exported to China.

When unpredictable conditions result in smaller or larger than expected harvests, ASMI works with our partners to leverage existing markets for available inventories. ASMI's global food aid program was instrumental in securing record purchases of Alaska seafood by the USDA, which will help feed America's food insecure.

As an organization, ASMI's strength lies in working closely with our industry and fleet. Navigating market trends, harvest fluctuations and shifting consumer preferences is made possible only by the close relationship we enjoy with you, the fleet. By staying true to our roots ASMI can cultivate insight and continue to find progressive solutions.

As a lifelong Alaskan, I couldn't be prouder to do my part in bringing Alaska seafood to market. Our job is to share *your* stories, as the hardworking fishermen and families that bring in the catch, with customers around the world.

Together, we are strong.

Sincerely,
 Ashley Heimbigner
 ASMI Communications Director



Seiner in Prince William Sound

NORTH AMERICA

U.S. Per Capita Seafood Consumption Jumps 7.4 Percent

According to the most recent release of NOAA's annual Fisheries of the United States report, Americans ate 16 pounds of fish and shellfish in 2017, an increase of 7.4 % from the 14.9 pounds consumed in 2016. This supports a recent Mintel study which suggests seafood consumption will increase an additional 15% over the next five years. Alaska provides approximately half of the wild seafood harvested in the U.S.

Alaska Seafood in the News

A key strategy for telling the world about Alaska seafood is through media partners. An impressive 874.9+ million impressions were earned from July 1, 2018 -June 30, 2019 via stories that highlight Alaska seafood, working with 70+ reporters, influencers and chefs who experienced Alaska seafood via media events such as the NYC Spring Brunch Media Showcase and the annual Alaska Culinary Retreat.

These media influencers represent outlets such as BuzzFeed, Bon Appetit, Food Network, Parade, Martha Stewart Living, The Washington Post, VICE, Brit + Co, Thrillist, Well + Good and Men's Fitness, Heritage Radio Network, Food52, Muscle & Fitness, Good Housekeeping, The Daily Meal, PureWow, Matador Network, Buffalo News, Ask.com, Washington Business Journal, Arizona Central, Star Tribune, San Diego Tribune and the Boston Herald.



Chef Carlyle Watt of Fire Island Rustic Bakeshop in Anchorage prepares his Alaska Halibut Olympia Danish in NYC.

& Steakburgers, Long John Silver's, Macy's, Market Broiler, Rubio's, Sonic, White Castle, Wienerschnitzel, Foster's Freeze, Lucky Louie's Fish Shack, Rockfish Seafood Grill, B Restaurants, McGuire Management Group, Crabby Mike's, The Country Cat, Duke's Chowder House, American Dairy Queen, Nordstrom, Ocean Prime, and Season's 52.



New Media Library

ASMI's new online media library, netx.alaskaseafood.org, features improvements to searching, ease of grouping and sharing assets, and the ability to download highest resolution photography, video and print-ready files.

8th Annual Alaska Culinary Retreat in Bristol Bay

ASMI hosted a group of 12 international chefs, top-tier domestic media and registered dietitians June 23-27 in Naknek, AK. Guests took a deep dive into Alaska seafood by learning about sustainable management from Alaska Department of Fish and Game, observing commercial set-netting, touring a processing plant, and enjoying expertly prepared Alaska salmon, whitefish and shellfish dishes each evening.



Economic Impact Airport Videos

Six new ASMI videos on display at the Ted Stevens Anchorage International Airport highlight different facts about the economic importance of the Alaska seafood industry.

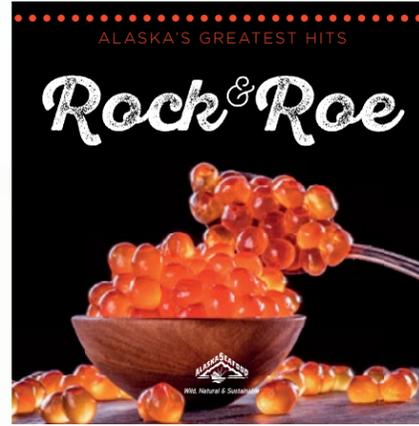


Videos highlight different facts about the Alaska seafood industry for visitors.

INTERNATIONAL

ASMI Secures Agricultural Trade Promotion Program Funds

After a rigorous application process, the USDA Foreign Agriculture Service awarded ASMI a total of \$7.5 million in additional funding through the Agriculture Trade Promotion Program to help mitigate the impacts of tariff and non-tariff barriers on U.S. agricultural exporters. ASMI will use the funds to expand marketing and trade activities in both longstanding and emerging markets, including Southeast Asia, South America and Eastern Europe.



Alaska salmon roe finds center stage through new ASMI promotions in Central and Western Europe.

Sustainability Increasingly in Demand in Asia

In 2018 ASMI developed a sustainability strategy targeted to the Japan market, which included speaking engagements with seafood trade and academic audiences. As both trade and consumers in Japan increase their understanding and requests for sustainable and certified seafood products ahead of the 2020 Olympics in Tokyo, these speaking opportunities provide an important platform for ASMI to remind industry leaders that Alaska seafood is the gold standard.

Sustainability in Asia continued...

This strategy continues to gain traction, and has expanded to include other regions in Asia. The launch of the new Alaska Responsible Fisheries Management (RFM) logo has provided additional opportunities to share Alaska's sustainable seafood story. The new logo is trademarked in multiple languages and is available to all companies who have completed an RFM Chain of Custody audit and will continue to have no logo licensing fees.



Seafood Expo Global Sales Top \$1 Billion

In May 2019, ASMI hosted 19 Alaska seafood companies at the Alaska pavilion at Seafood Expo Global in Brussels, the world's largest international seafood trade show. Onsite show sales for ASMI pavilion exhibitors reached \$112.8 million and projected annual sales are estimated at a record \$1.06 billion, leading to the first time onsite sales have topped the billion-dollar mark.



INDUSTRY



New Alaska Seafood Quality and Technical Materials

ASMI's technical program works to provide the most up to date scientific information about Alaska seafood related to sustainability, health, nutrition and quality for the fleet. Newly published assets include a fact sheet on salmon hatcheries, updated nutritional values of Alaska seafood, nutrition postcards, species fact sheets, and functional nutrition white papers about the benefits of Alaska seafood related to

heart health, brain health, mothers and babies, and seafood and plant-based diets. All of these can be found at alaskaseafood.org.

Seafood Market Bulletins

Detailed analysis of Alaska salmon species-specific market outlooks are published annually by McDowell Group for ASMI, and can be found online. These bulletins feature a current market summary, multi year harvest summary and forecast for the coming year, along with historical ex-vessel price and value data.

Economic Value of Alaska Seafood

This detailed economic report provides in-depth information about the economic value that the Alaska seafood industry brings to communities, Alaska, the region and the world. The report is updated every other year and is available at alaskaseafood.org.

New Salmon Quality Videos

Harvesters looking to step up their quality game, or skippers wanting to train new deckhands can view ASMI's new series of videos providing guidelines for quality handling of salmon. From reminders not to grab fish by the tail to best-in-class chilling techniques, the videos are aimed at harvester and industry education, and are available on YouTube and alaskaseafood.org.

Banner Year of USDA Purchases

ASMI's global food aid program works with U.S. government-sponsored domestic and international food aid programs to make wild Alaska seafood available to meet the food security and nutrition needs for people both in the U.S. and overseas. The USDA's largest single purchase of canned Alaska pink salmon in September at \$30 million closely follows a record setting purchase of \$41 million of wild Alaska pollock products. These purchases are one element of a larger effort by ASMI to develop viable markets for a wide variety of Alaska seafood products.