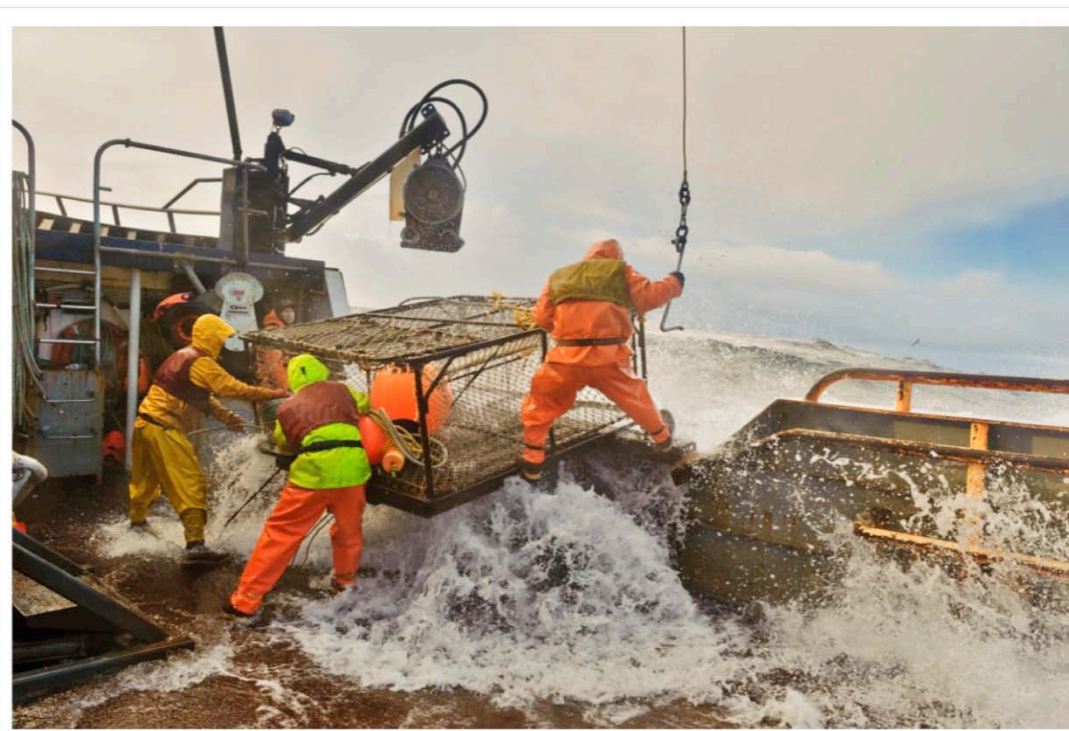


Alaska Seafood Marketing Institute

Resource Development Council

Anchorage, Alaska April 4th, 2013



Wild, Natural & Sustainable®

Consumer Advertising Campaign



**INVITE
WILD
TO DINNER**



wildalaskaflavor.com

Food Network

Alaska Airlines Magazine

Alaska Seafood Marketing Institute

- **a partnership** of public and private sectors to foster economic development
- **guided by Governor-appointed Board of Directors:** five processors, two commercial harvesters
- **Alaska's official seafood promotion arm**



- The Alaska Seafood Marketing Institute is a marketing organization with the mission of **increasing the economic value of the Alaska seafood resource** through:
 - *Increasing positive awareness of the Alaska Seafood brand,*
 - *Collaborative marketing programs that align ASMI and the industry marketing efforts for maximum impact within the food industry,*
 - *Long-term proactive marketing planning,*
 - *Quality assurance, technical industry analysis, education, advocacy and research,*
 - *Prudent, efficient fiscal management.*

ASMI BUILDS 'ALASKA' BRAND

- ASMI promotes all species of Alaska seafood, under the “Alaska” brand.
- AS 16.51.110 prohibits ASMI promoting seafood by geographic origin other than from the state generally, geographic region of the state, or specified brand name.
- Alaska Constitution -Article 8, Section 4
“Sustained Yield – Fish, forests, wildlife, grasslands, and all other replenishable resources belonging to the State shall be utilized, developed, and maintained on the sustained yield principle, subject to preferences among beneficial uses.”



Wild, Natural & Sustainable®

FY 13

ASMI Funding

.05% voluntary tax paid by processors

General Funds	\$7,772.2
Federal Funds (MAP)	\$4,500.0
<u>Industry Funds</u>	<u>\$10,227.8</u>
Total Spend Plan	\$22,500.0

19 Employees

Juneau, Seattle, Kodiak

21 Countries



LEAD BY INDUSTRY



Board of Directors

7 members (5 processors, 2 harvesters)

- Joe Bundrant, Chair, Trident Seafoods Corp.
- Kevin Adams, Vice Chair, commercial harvester
- Mark Palmer, Ocean Beauty Seafoods
- Bruce Wallace, commercial harvester
- Barry Collier, Peter Pan Seafoods, Inc.
- Dennis Guhlke, Icicle Seafoods, Inc.
- Jack Schultheis, Kwik'Pak Fisheries



Wild, Natural & Sustainable®



ADVISORY COMMITTEES

Species Committees

- Salmon
- Halibut-Sablefish
- Shellfish
- Whitefish

Operational Committees

- International Marketing
- Seafood Technical
- Foodservice Marketing
- Retail Marketing



Alaska Marketing Coordination

- Alaska Tourism Marketing
- Alaska Grown
- Alaska Film Office
- Alaska Businesses



Wild, Natural & Sustainable®

ASMI COMMUNICATIONS



Alaska Seafood Industry

- was worth \$4.6 billion in first wholesale value in 2011
- accounted for 52 % of the total US harvest in 2011
- employs over 60,000 commercial fishermen and seafood processing workers each year
- brings in more than \$100 million in tax revenue for local and state governments

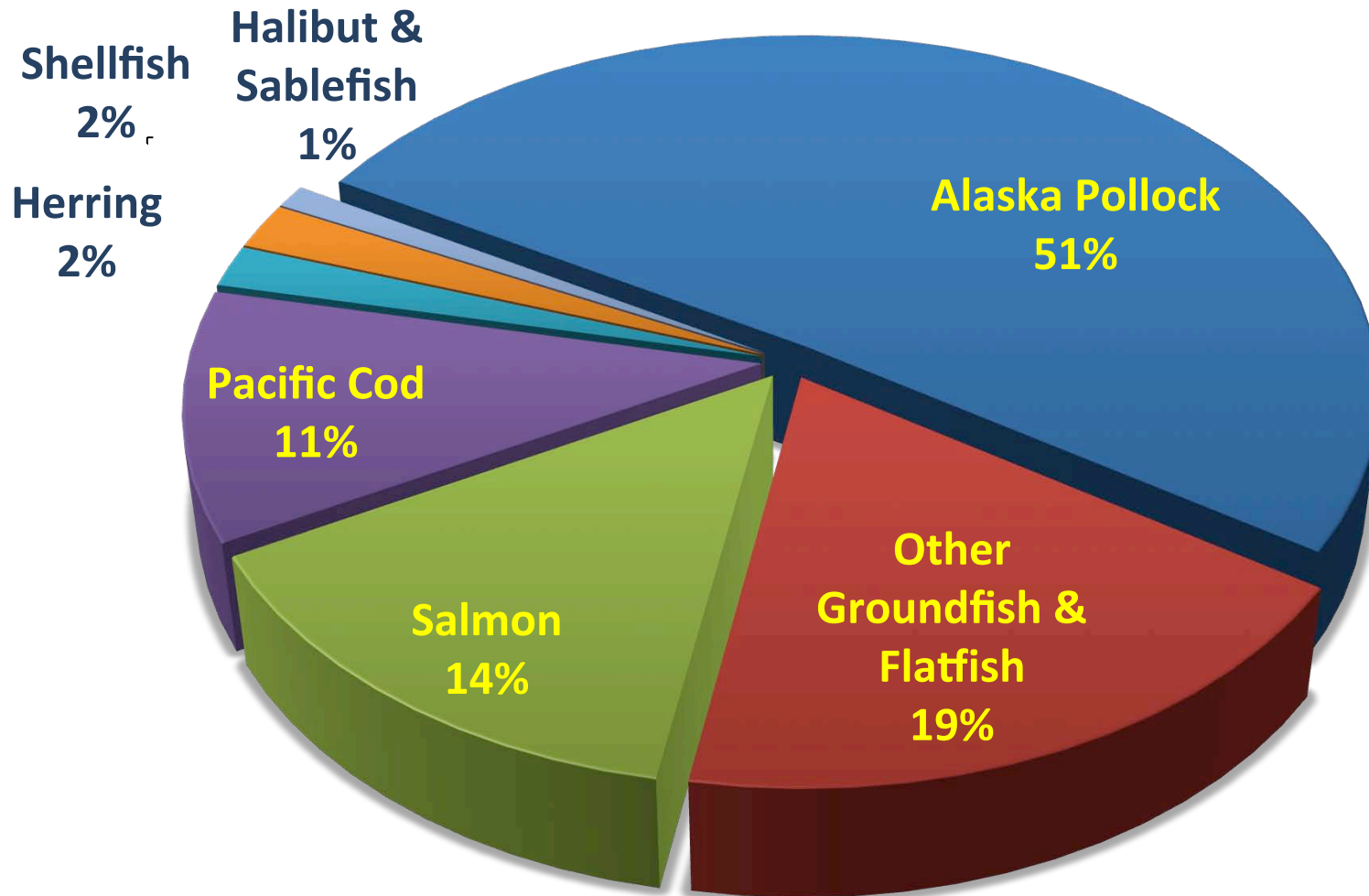
McDowell Group



Wild, Natural & Sustainable®

Alaska Seafood: Composition by Volume

Total 2011 Harvest: 5.5 Billion lbs.

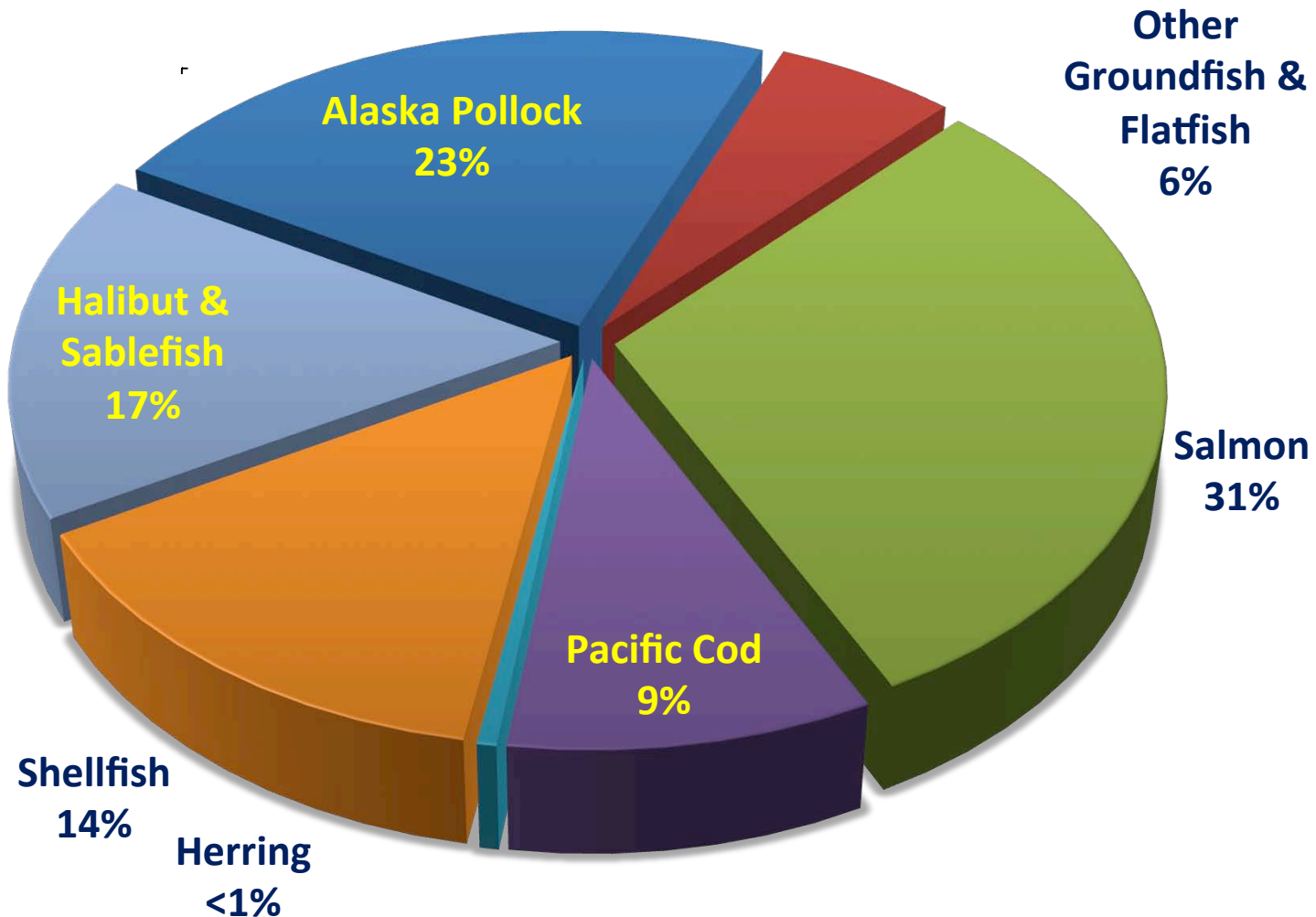


Source: NMFS, ADFG

Alaska Seafood: Composition by Ex-Vessel Value

Total 2011 Ex-Vessel Value: \$2.1 Billion

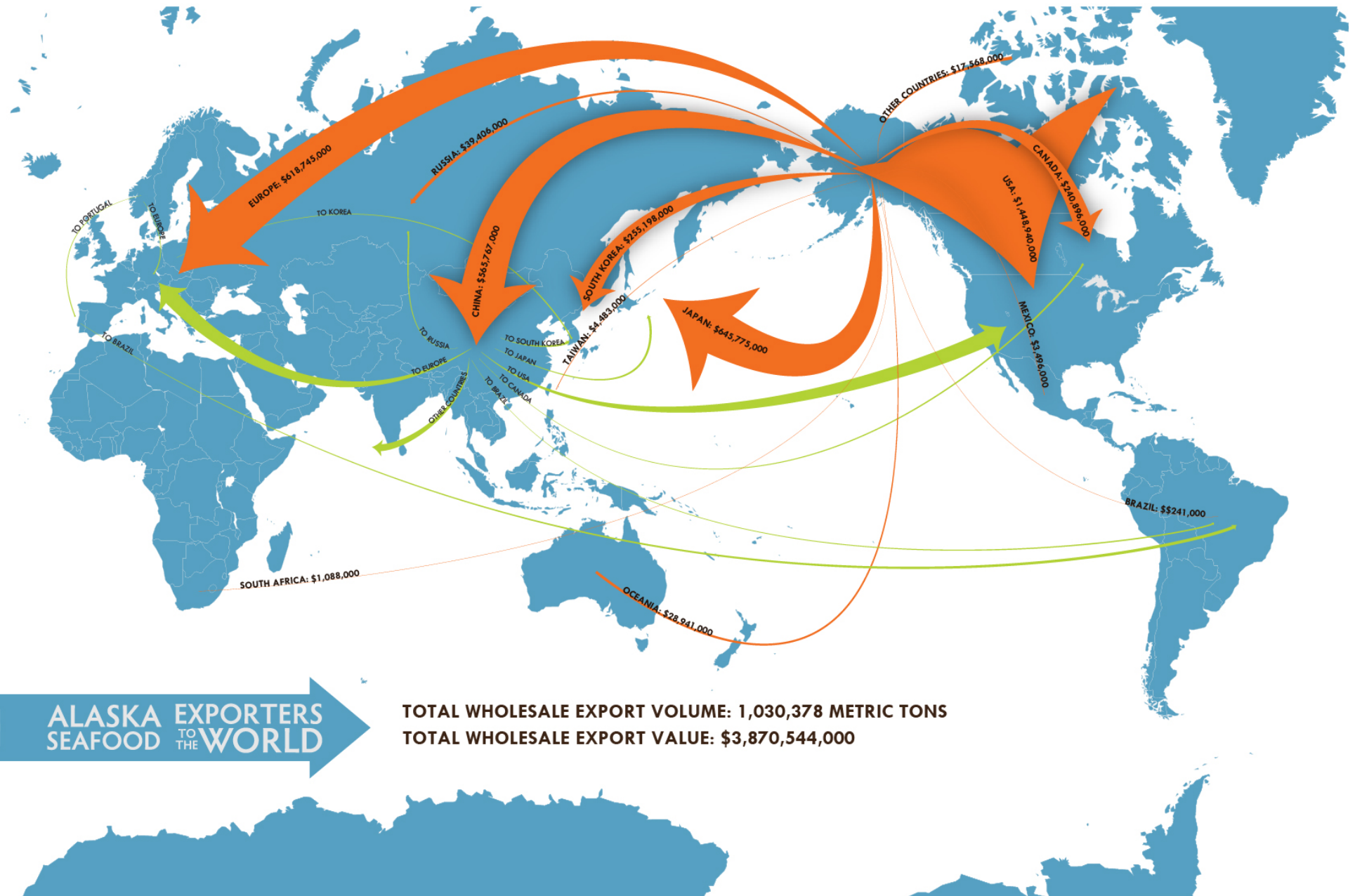
Total 2011 First Wholesale Value: \$4.5 Billion



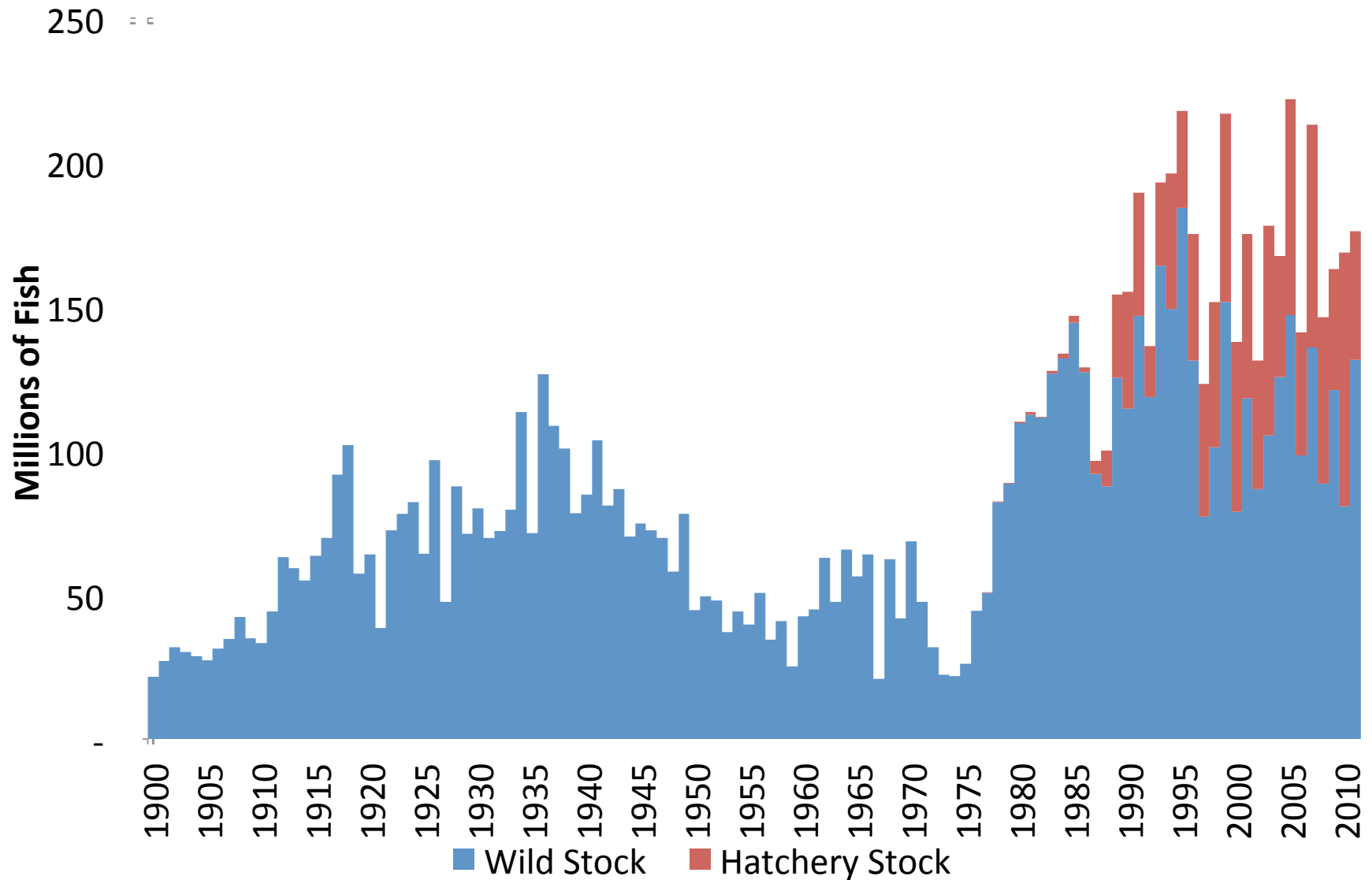
Source: NMFS, ADFG, and ASMI Estimates.

EXPORTED VALUE OF ALASKA SEAFOOD

ORANGE ARROWS=VALUE OF SEAFOOD EXPORTED GREEN = ESTIMATED RE-EXPORTS TO MAJOR RE-PROCESSORS

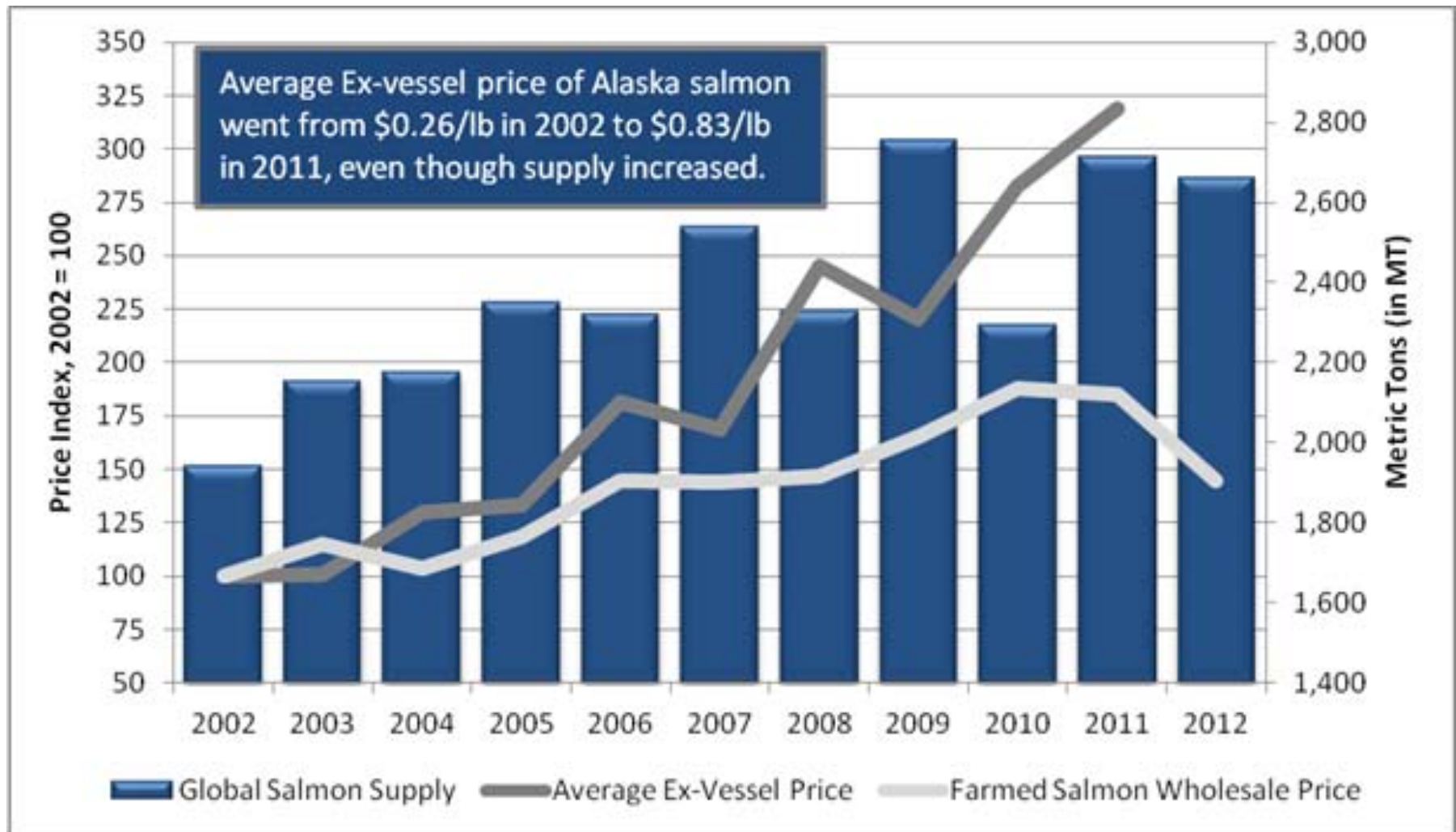


Historical Alaska Salmon Harvest



Alaska Salmon Ex-Vessel Price

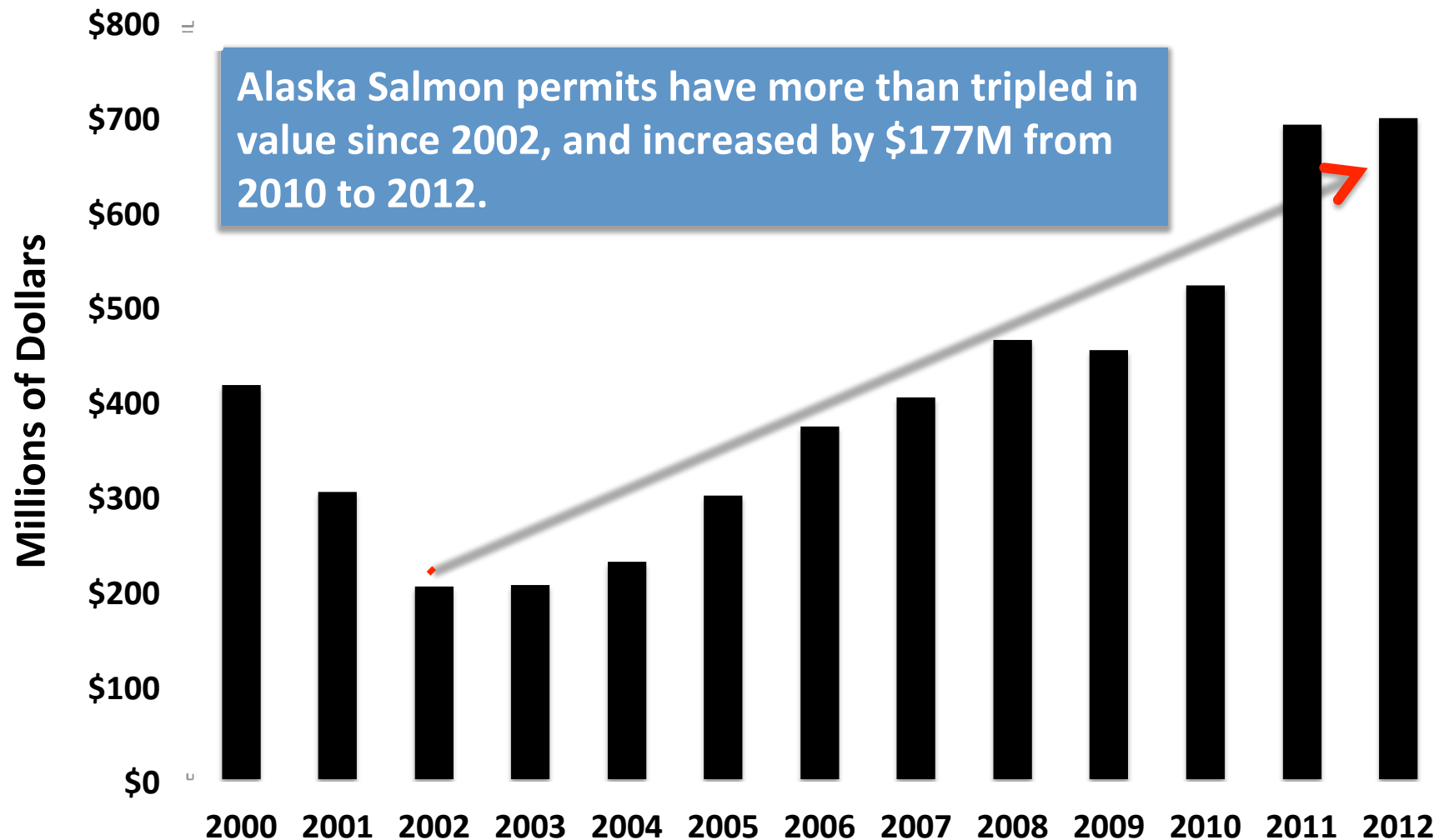
Rising Value for Wild Alaska Salmon Despite Increased Supply



Source: ADFG, FAO, Groundfish Forum, Salmon of the Americas, and Russian Federal Fisheries Agency.

Higher Prices Rebuild Fishing Assets

Total Value of Commercial Salmon Fishing Permits



Source: CFEC, compiled by McDowell Group.

Recent Market Challenges



- Economic Unrest
- IUU Fishing
- Whitefish Supply – Barents Sea Cod
- Farmed Salmon Supply – Chile, Norway, GMO
- Competing Proteins – Imported Seafood, Norwegian Cod Promotions
- Domestic Seafood Consumption Down
- Proliferation of Eco-labels
- Salmon withdrawal from Marine Stewardship Council

Sustainability?

- Everybody wants it but nobody agrees on what it means.
- Who gets to decide?
- People don't want to pay more for it.
- Alaska and the United States fisheries management is the gold standard worldwide.
- Other industries and other highly functioning fisheries share the same challenges

Why withdraw? Concerns over:

- Maintaining market access
- Potential NGO control of the fishery management process
- Long-term devaluation of the Alaska Seafood brand
- Ongoing and increasing costs of the MSC certification and pay-to-play eco-labeling
- Other fisheries that are “making progress” towards sustainability put on equal footing as our own

MSC Insertion in Fisheries Management

- At the 2005 recertification MSC sought to divide the Alaska salmon into 64 units for certification- going river by river in Alaska
- Language on packaging in the UK claims management
- Moving goalposts
- Alaska hatcheries under attack



What should be the role of the NGO?



- FAO Guidance
- Competent Authority
- Stakeholders; Fishermen, Processors, Coastal Communities
- NGOs

Disappearing “Alaska” Brand

- We began to see “MSC” replace “Alaska.”
- We are lumped in with competitors, some of whom are only “making progress” toward sustainability.



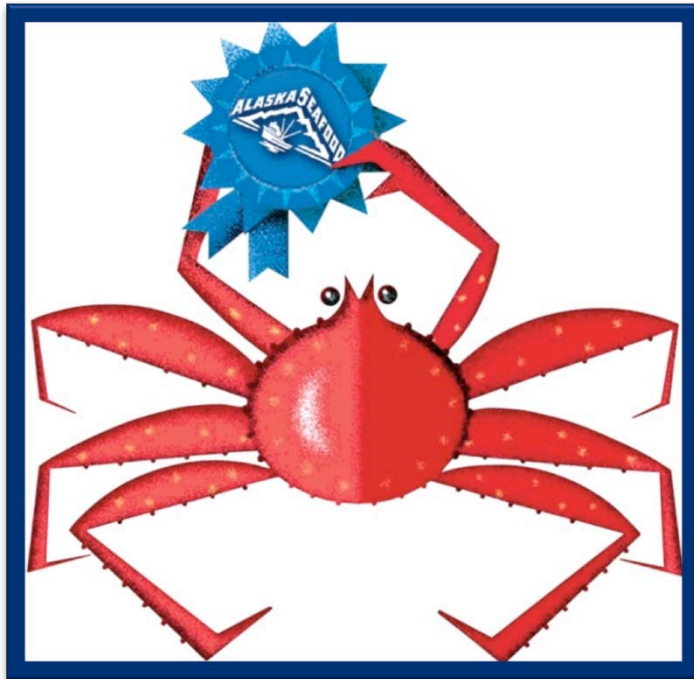
What do we do about it?

- Responsible Fisheries Management Certification
- Support science - based management and the roll of proper governance
- Stock assessments by NOAA and Alaska Department of Fish and Game
- Enforcement
- Tell the Alaska story
- Defend the Alaska brand



Wild, Natural & Sustainable®

THE ALASKA BRAND



Alaska Seafood remains the second most commonly specified brand on U.S. Menus!

Source: Datassential 2012 – largest menu database in the U.S.

NEW RANKINGS!

- | | |
|-------------------------------------|-------------------|
| 1. Angus Beef | 9. Haagen Dazs |
| 2. ALASKA SEAFOOD
Boursin | 10. |
| 3. Oreo | 11. Amaretto |
| 4. Tillamook | 12. Jack Daniel's |
| 5. Reese's | 13. Boars Head |
| 6. Garden Burger | 14. Kraft |
| 7. Snicker | 15. Kahlua |
| 8. Grand Marnier | |



CELEBRATE ALASKA SEAFOOD

MARKETPLACE &
SEVEN ON STATE



Macy's



WILD ALASKA SALMON

LITE SUGAR-SPICE BBQ SALMON
WITH FRUIT SALSA

7.95 EACH

3/12

ASMI FOODSERVICE MARKETING

EXAMPLE OF RECENT US PARTNERSHIPS

Quick Service and Casual Restaurant Chains



Casual restaurant chain:

- Typical ASMI funding: \$5,000-\$15,000
- Promotion materials: called out on the menu as Alaska; Alaska Seafood logo included on the menu, menu inserts .
- Most casual restaurant marketing has shifted to online vehicles, i.e. website and frequent eater clubs, Facebook, Twitter; some wait-staff/incentive programs (win a trip to Alaska).



RESULTS

- Fish sandwich promotion has led to a product improvement and change. JIB moved to a one piece battered Alaska Pollock with a slightly different build (lettuce and tomato addition) and improved bun.
- Promotion of the Fish Sandwich during Lent continues to increase in the mix: 1.2% during the promotion period.
- Increased sales do not cannibalize sales of other beef, chicken sandwiches.
- Number of franchisees and franchisees with larger number of units requesting marketing support.

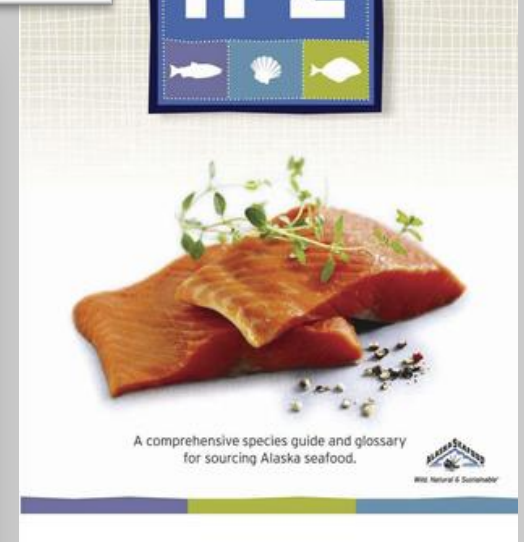
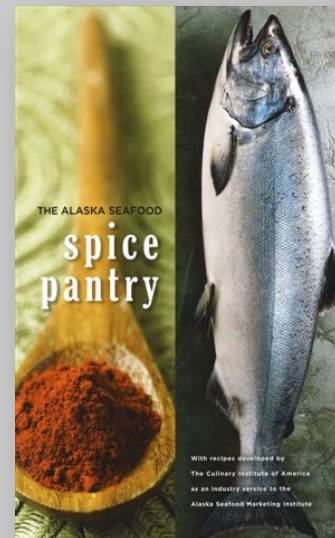
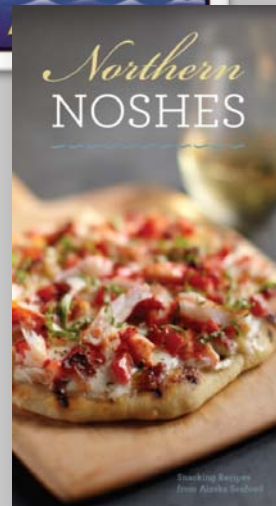
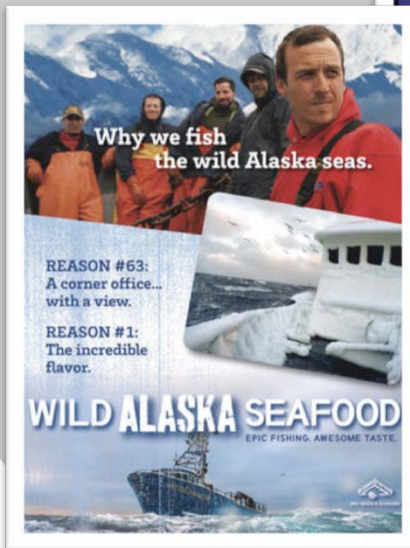
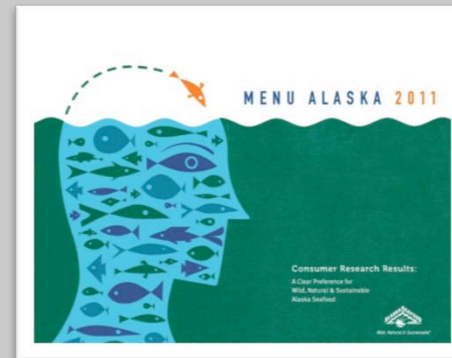
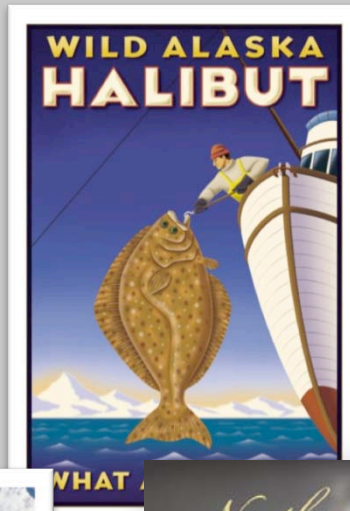
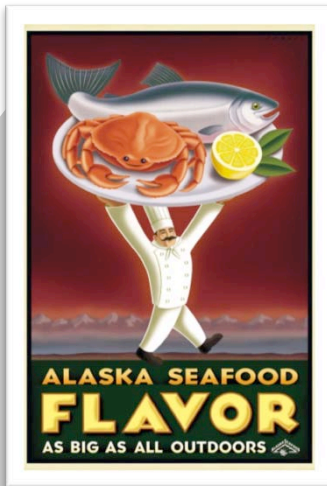


Emory University – Longest Fish Taco

Merchandising Materials Consumer Research

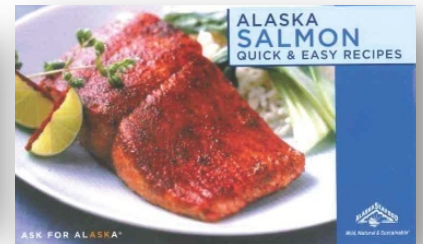
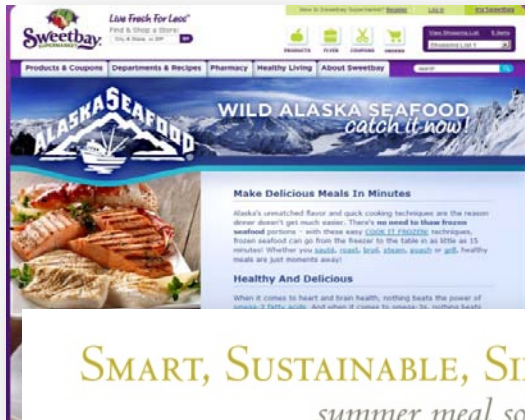
Menuing Ideas Education and

Training



ASMI FOODSERVICE MARKETING

ASMI RETAIL MARKETING



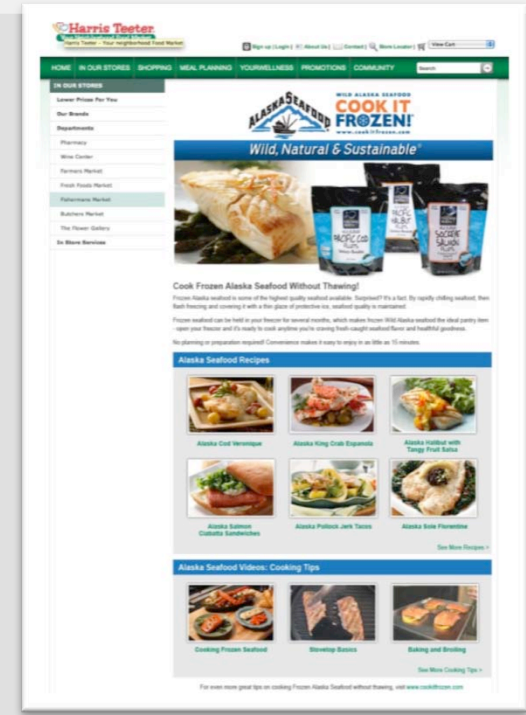
Goal

Our goal is to increase direct retail & consumer awareness of Alaska Seafood by utilizing a three-tiered messaging platform:

1. Differentiate wild Alaska Seafood from other/farmed fisheries.
2. Increase consumer preference for Wild Alaska Seafood.
3. Increase retail merchandising and understanding of the importance of Alaska Seafood through training and communication targeted directly to retailers.

Partnership with Major Retailers

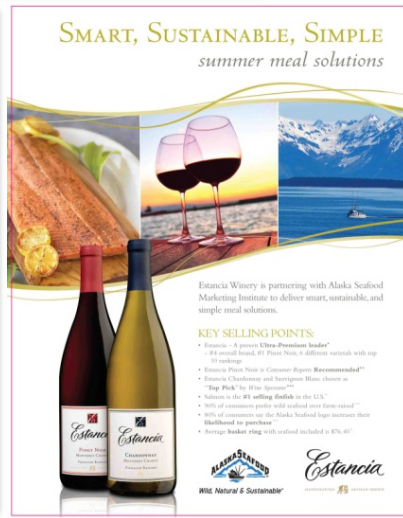
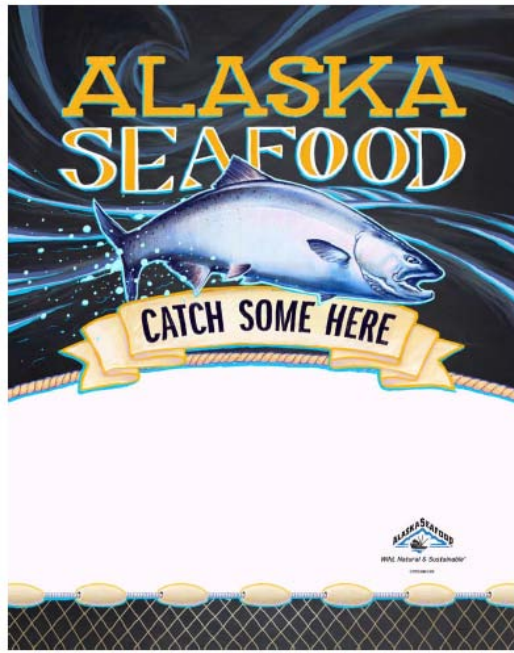
Online banners, customizable landing pages



ASMI RETAIL MARKETING

Co-Promotion Opportunities

Merchandising/POS Development



Case Dividers

EXAMPLE OF RECENT US PARTNERSHIPS



Hy-Vee Alaska King & Snow Crab Promotion

Holiday December 2012 ● Hy-Vee Supermarkets 318 stores HQ in Iowa ● Featured in 200 stores with full service seafood counters ● Major markets: Iowa, Nebraska & Kansas ● Decision was made as part of its commitment to Sustainable Fisheries, combined with U.S. Jobs

Told the Alaska story:

Quality

Flavor

Conservation & Sound Fisheries Management

Featured on TV, Radio, Seasons Magazine & Print Ads ● Retailer spent in high six figures to support the effort

ASMI Provided: Staff Training, recipes, photography, video footage, copy points, in-store ASMI crab point-of-sale materials



RESULTS

Record sales!

300,000+ pounds of Alaska King Crab sold

50,000+ pounds of Alaska Snow Crab sold

200% Increase over last year

Retail Training



ABOUT ALASKA

The ABOUT ALASKA Training Section includes 3 distinct topic areas. After completion of each of these topics, you'll be quizzed and then guided to the next training section.

ALASKA CONSTITUTION

➔ FISHERIES MANAGEMENT

FROZEN ALASKA SEAFOOD

WELCOME TO ALASKA SEAFOOD U

Get Certified in 3 Easy Steps!

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1

Create Account

2

Take Quiz

3

Get Certificate

S



ALREADY A MEMBER?

Please enter your user name and password to activate your account, edit your account or resume testing.

Member Name:

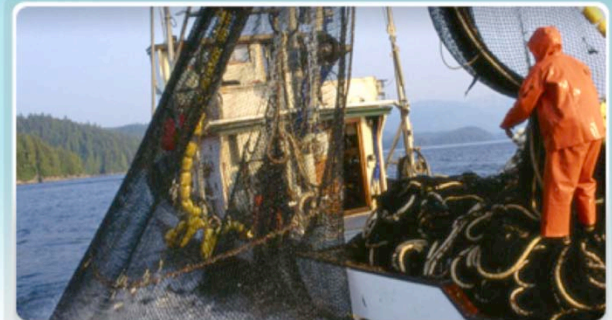
Password:



[Forget your ID or Password?](#)

HEADLINE

Duis autem vel eum i
vulputate velit esse m
illum dolore eu feugia
eros et accumsan et
blandit praesent lupta
dus dolore te feugait



Low Med High Off

Now Playing:
Fisheries Management

Save

Trade Advertising

84%

WILD ALASKA SEAFOOD
COOK IT FROZEN!
www.cookitfrozen.com

FACT: 84% of consumers are likely to purchase frozen fish.*
ACT: Put the power of Alaska Seafood's COOK IT FROZEN!® techniques to work in your freezer case.

Contact us about our free, comprehensive merchandising program — today!
www.alaskaseafood.org/retailers

*Illuminate Market Research & Planning 2011 survey of upper income grocery shoppers.

ALASKA SEAFOOD
Wild, Natural & Sustainable®

100%

ALASKA SEAFOOD
Wild, Natural & Sustainable®

Fact: Alaska is 100% committed to sustainability - it's even constitutionally mandated. And now Alaska seafood® has been independently certified to the United Nations Food and Agriculture Organization (FAO) Code of Conduct for Responsible Fisheries.

Act: For information on sustainability and promotional support, contact Larry Andrews at 800-806-2497 or LAndrews@AlaskaSeafood.org

*Salmon, halibut, haddock & pollock. Carefully select assessment with U.S. cod.

©2012 ASMR

80%

ALASKA SEAFOOD
Wild, Natural & Sustainable®

FACT: 80% of consumers are more likely to purchase seafood when they see the Alaska Seafood logo.*
ACT: Put the power of Alaska to work at your seafood counter.

Contact us about our free, comprehensive merchandising program — today!
www.alaskaseafood.org/retailers/merchandising

*Illuminate Market Research & Planning 2011 survey of upper income grocery shoppers.

CONSUMER PUBLIC RELATIONS



Target Audience

- Adults aged 45-64, known as 'Boomers,' earning an annual household income of greater than \$100,000.
- Adults aged 25-34, known as 'Generation-Y' or 'Millennials,' earning an annual household income greater than \$50,000. This cohort is made up primarily of young professionals.
 - ** Both target audiences are food sophisticates who enjoy cooking, are eco-conscious and prone to considering health implications in their dining decisions.*



Hook some wild Alaska salmon

If we were to pick a single icon of Western cooking, it would be wild salmon. For millennia they've journeyed from ocean to rivers—in some cases traveling more than a thousand miles—to spawn and die where they were born. And along the way, they've sustained both wildlife and humans. Salmon was once plentiful from California all the way to Alaska, but today Alaska is the one remaining Western fishery whose salmon populations are relatively healthy and abundant.

Want to try hooking your own salmon in Alaska? Get started at

Consumer Media Relations



CONSUMER PUBLIC RELATIONS



Patrick Hoogerhyde



Michael Cimarusti



Jesse Ziff Cool

Alaska Seafood Culinary Alliance

Press & Chef trips

CONSUMER PUBLIC RELATIONS







Great Alaska Seafood Cook Off.com

May 8, 2013
Bill Sheffield
Anchorage
Railroad Depot



International Activities

- Consumer PR/Advertising
- Retail Promotions
- Trade Shows/Business Development
- Trade PR/Advertising
- Hotel and Restaurant Promotions

Key Aspects of ASMI Promotions

- Wild, Natural, **Sustainable**
- Promoting Alaska Seafood, Promoting Alaska
- Product Diversity
- New Markets, New Products
- Underutilized Species



ASMI OVERSEAS & EXPORT MARKETS

Traditional Markets

- Japan
- Central EU: Austria, Germany,
- Northern EU: Ireland, The Netherlands, U.K., Sweden, Denmark
- Southern EU: Italy, Portugal and Spain
- Western EU: Belgium and France

Emerging Markets

- Central EU: Czech Republic, Poland
- China
- Eastern Europe: Russia and Ukraine
- Brazil

Increased Export Value

- **2011 Alaska seafood export value increased dramatically, rising 27% to total \$3.26 billion.**
- Exports to many of ASMI's primary target markets were even more impressive.
- **Exports dramatically increased to: China (+53%), U.K. (+41%), Denmark (116%), Finland (+166%), Germany (+33%), Russia (+303%) and Spain (+35%).**



Wild, Natural & Sustainable®

Co-Promoting with Key Partners



天然のおいしさを、アラスカから。

アラスカのおいしさを

**COOK IT
FROZEN!**

冷凍のままカンタン調理

Recipe Development





Wild, Natural & Sustainable®

Thank you



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tfick@alaskaseafood.org
907-465-5560

@ASMIakseafood
[Facebook.com/alaskaseafood](https://www.facebook.com/alaskaseafood)

