



Wild, Natural & Sustainable™

ALASKA SEAFOOD MARKETING INSTITUTE

Marketing Update & Consumer Trends
2019 Southeast Conference Annual Meeting

Ashley Heimbigner, ASMI Communications Director

WHAT IS THE ALASKA SEAFOOD MARKETING INSTITUTE?



Wild, Natural & Sustainable®

As Alaska's official seafood marketing arm, **ASMI maximizes the economic value of the Alaska seafood resource** by:

- building and protecting the Alaska Seafood brand
- developing and creating markets
- working directly with the seafood industry

ASMI is a **public-private partnership** directed by a Governor-appointed Board of Directors: five processors, two commercial harvesters.





Many Alaska seafood products receive a market premium over other seafood products due product quality and effective marketing efforts.

ASMI's strategic and targeted marketing efforts produce significant results.

- In North America, Alaska Seafood overtook Angus Beef in 2016 to be the **No. 1 ranked protein** brand on menus nationwide.
- **Over 65 percent** of domestic seafood eaters are willing to pay more for seafood labeled with the “Alaska Seafood” logo.



ASMI PROGRAMS



Wild, Natural & Sustainable®



INDUSTRY OUTREACH RESOURCES



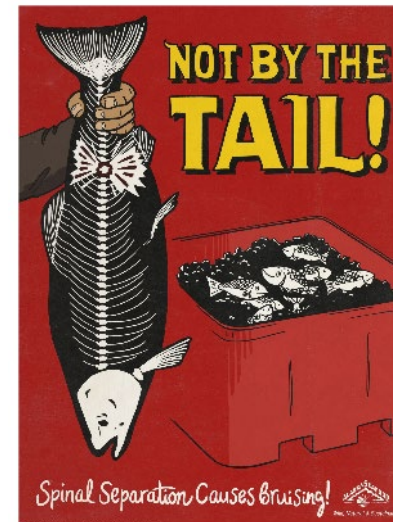
Wild, Natural & Sustainable®

QUALITY handling guides and resources for processors and fishermen



BUYERS GUIDES help distributors, chefs, retailers learn more about Alaska's seafood.

RESEARCH AND REPORTS on health, nutrition, utilization and industry efficiency



UTILIZATION of ALASKA'S Seafood

FISHMEAL
Alaska's seafood industry produces **87,000 MT FISHMEAL** worth **\$125 MILLION**

CONSISTING OF 81% POLLOCK MEAL

BONE MEAL IS PRODUCED FROM LEFT-OVER BONE ASH AFTER FISHMEAL PROCESSING

POLLOCK BONE MEAL ACCOUNTS FOR AN ESTIMATED 18% OF TOTAL WOOD-COOK MEAL PRODUCTION BY VOLUME.

Did you KNOW? Bonemeal can bind to toxic elements in soil and create a healthy environment.

CRAB TAIL & SHELL
Using crab tails and shells increases yields by 12-14%, resulting in **78% MORE**

CRAB SHELLS CONTAIN CHITIN, WHICH IS:

- ANTI-BACTERIAL
- ANTI-FUNGAL
- ANTIVIRAL
- INSOLUBLE IN WATER!

VALUABLE
Processing shells into chitosan increases their value by over **2,000%!**

PROTEIN HYDROLYSATE
Protein hydrolysate processing makes it possible for the Alaska seafood industry to utilize effluent and processing waste into a high nutrient content option for animal foods, fish-based fertilizers and human consumption.

Did you KNOW? THERE IS A PROMISING FUTURE IN FISH PROTEIN HYDROLYSATE IN FOOD SYSTEMS AND USES IN NUTRACEUTICALS.

FISH SKIN
Processors harvest collagen peptide, a natural protein found in fish skin, for use as a supplement for healthy skin, tendons and bones.

Did you KNOW? Skin is harvested and processed into a gelatin that can be used as a binding agent and food ingredient.

FISH OIL
Most fish oil produced in Alaska comes from Alaska pollock. The industry produces 90,000 MT of fish oil. Fish oil from Alaska is used for human consumption, aquaculture feed and as a pet food ingredient.

HUMAN GRADE FISH OIL
Alaska's seafood industry produces **28,000 MT human grade fish oil** or **\$32 MILLION** each year

COMMODITY-GRADE WHITEFISH OIL CAN SELL FOR \$1.25/MT. 5 MILA'S GRADE SALMON OIL IS WORTH 40-50% MORE. **The retail value of FISH OIL CAN EXCEED \$80,000/MT (OR \$35/LB)!**

PET FOOD INGREDIENTS
WILD SALMON MEAL IS THE MOST SOUGHT-AFTER PRODUCT FOR THE PET FOOD INDUSTRY.

Alaska salmon meal is a good material for pet food because of the **HIGHER OMEGA-3 CONTENT**

Alaska's seafood industry utilizes **FISH HEADS & GRINDING & DRYING** THEM TO BE SOLD AS RAW MATERIAL TO PET FOOD MANUFACTURERS.

Did you KNOW? Chitin is one of the most abundant biodegradable materials in the world.

CHITIN HAS MANY MARKETABLE USES:

- Blood clotting products in the medical field
- Food preservations
- Textile treatment
- Weight loss supplement
- and many more!

THE ALASKA SEAFOOD INDUSTRY IS COMMITTED TO STAYING ON FULLY TRUSTED CHAINS OF SUSTAINABLE RESOURCES

All values are first withdrawal unless otherwise noted.

Source: Analysis of Supply, Alaska Seafood Products Report by MCFR and Group Inc. APRIL 2017

Wild, Natural & Sustainable®

BRAND PARTNERSHIP HIGHLIGHT

RESTAURANT and RETAIL PROMOTIONS



Wild, Natural & Sustainable®

ASMI works with the following restaurants, retailers and organizations to promote Alaska Seafood to consumers



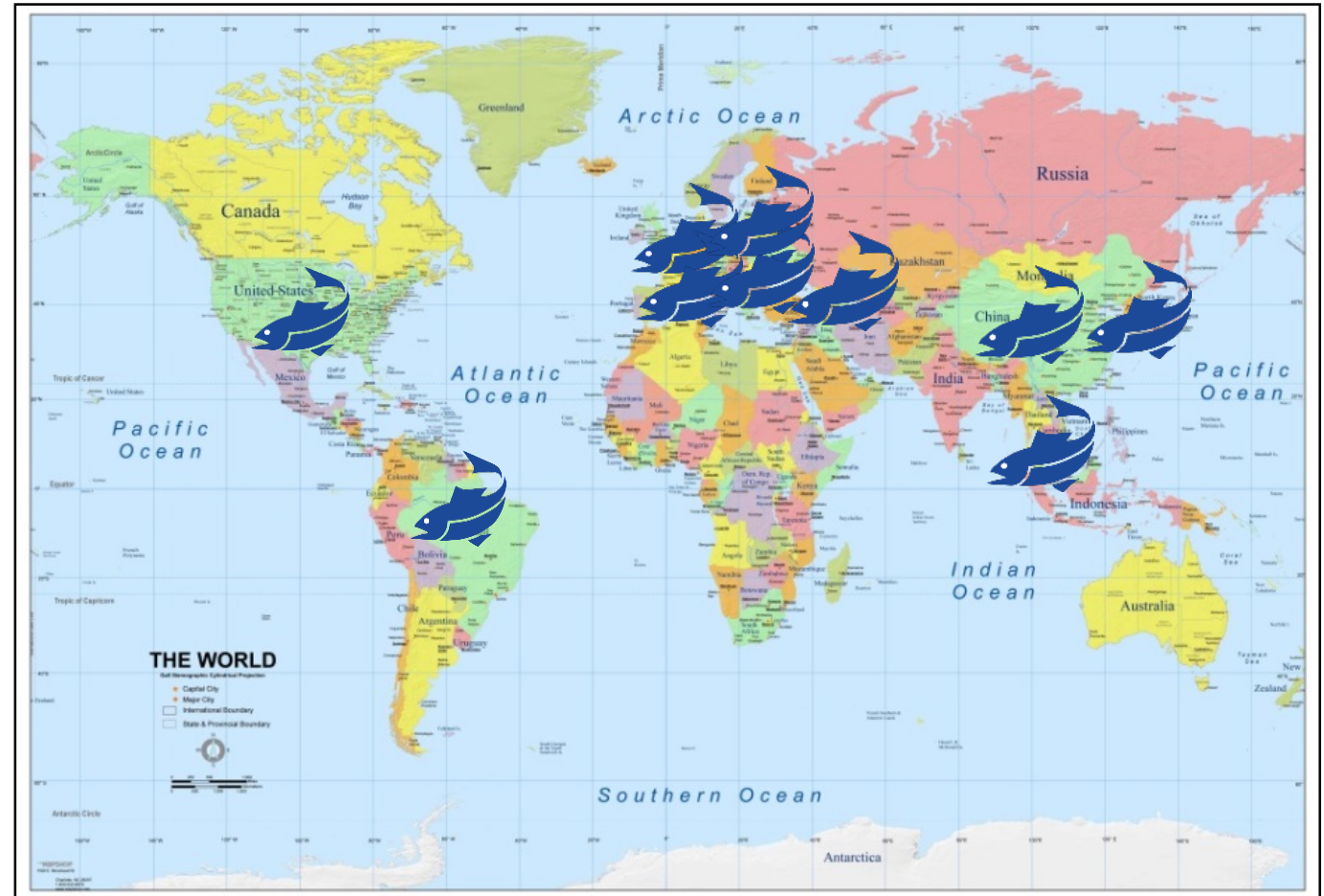
GLOBAL MARKETING EFFORTS



Wild, Natural & Sustainable™

Nine Program Areas in 41 Countries

- Japan
- China
- Brazil – NEW! South America
- Northern Europe
- Central Europe
- Southern Europe
- Western Europe
- Eastern Europe
- NEW! Southeast Asia



HIGHLIGHT INTERNATIONAL



Wild, Natural & Sustainable®

E-COMMERCE PROMOTIONS see good rate of return in China and EU.

TRADE MISSIONS bring buyers from the U.K. China, Thailand, Brazil & Ukraine to Alaska.

SEAFOOD EXPO 2019 onsite sales at the ASMI Pavilion exceeded \$112M; Projected sales from the show expected to exceed \$1 billion.



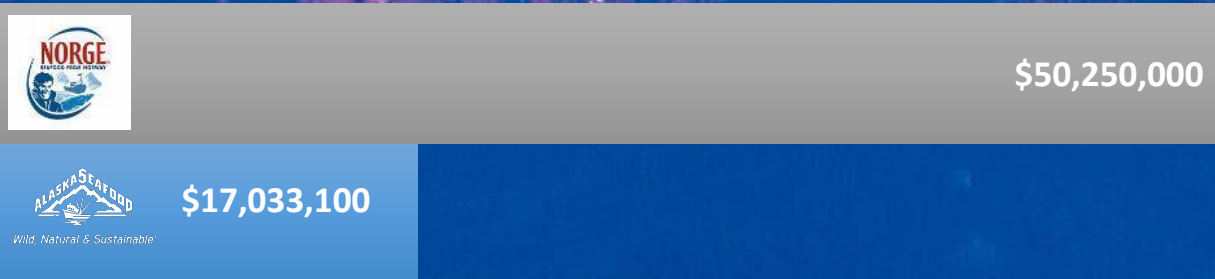
INTERNATIONAL COMPETITION



Wild, Natural & Sustainable™

ANNUAL MARKETING BUDGETS

2018



2016



■ Norwegian Export Council ■ ASMI



INCREASING THE VALUE OF ALASKA SEAFOOD






Wild, Natural & Sustainable™

USDA United States Department of Agriculture
Foreign Agricultural Service


Agricultural Trade Promotion Program

- To mitigate harmful effects of tariff and non-tariff trade barriers
- ASMI received a combined award of \$7.5 million to spend across three years

 **Alaska Seafood Thailand** is 🍴 feeling fantastic in Bangkok, Thailand.
September 1 at 8:00 PM · 🌐

ทำเมนูนี้ ใครเห็นก็ต้องอึ้ง!
อาทิตย์นี้มาลองทำตามสูตรของ Keri Glassman, Nutritious Life กัน รับรองใครเห็นก็ต้องร้องว้าว นึกว่าพ่อครัวมาเอง

<https://bit.ly/2VUpJzH...> See More



ASMI Efforts – Global Food Aid Program



Wild, Natural & Sustainable™

Record USDA purchases of Alaska seafood in FY2019, on track to exceed \$125 million.



Working with industry



Wild, Natural & Sustainable™



CONSUMER TRENDS

Health – Sustainability – Convenience



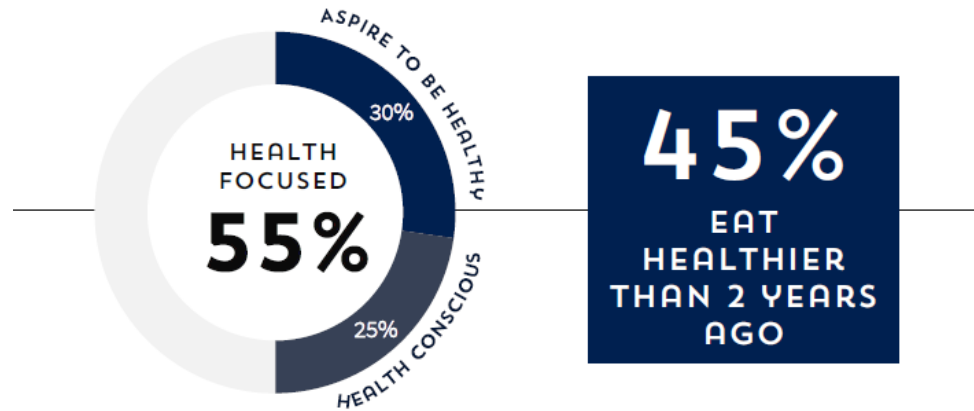
Wild, Natural & Sustainable™

CONSUMER TRENDS - Health



Wild, Natural & Sustainable™

UNITED STATES



CHINA



UNITED KINGDOM

VEGANUARY 

JAPAN



“A TUBE CHIKUWA A DAY KEEPS YOU AWAY FROM THE DOCTORS AND AN EXPENSIVE GYM!”
- AEON MARKETING CAMPAIGN

CONSUMER TRENDS - Sustainability



Wild, Natural & Sustainable™

VIDEO DESTINATIONS ▾ TOPICS ▾ travelstoke



Q EN

SUSTAINABILITY

Alaska is the sustainable fishing model the world needs



REACHING THE CHANGING CONSUMER



Wild, Natural & Sustainable™

- Top-growing sales category in 2017 was prepared foods
- Second largest growth category was combo meals
- Ready meals market expected to reach \$143B by 2023
- In 2015 over 40% of meals served at home were cooked elsewhere

“Limited time is the top reason that deli prepared foods have become so popular in recent years. Consumers still want to eat at home, even though everyone seems to be working longer hours, leaving little time to cook a full meal and have it on the table by 6 p.m.” - GroceryDive



CONSUMER TRENDS - Convenience



Wild, Natural & Sustainable®

ビーフ
シチュー

第2弾

SOUP
PAN
スープパン

器ままで味わう
新・たべるスープ

New
アラスカ産
サーモン
クリーム
シチュー

2018
1.11
発売

CONSUMER TRENDS - Convenience



Wild, Natural & Sustainable™



CONSUMER TRENDS - Convenience



Wild, Natural & Sustainable™



PRODUCT INNOVATION



Wild, Natural & Sustainable™

ALASKA SYMPHONY OF SEAFOOD



Wild, Natural & Sustainable™

Alaska Symphony of Seafood is a competition for new value-added products made from Alaska seafood.

Goal is to inspire innovative ways to fully utilize and increase the value of Alaska's seafood.



2018 Grand Prize Winner:
Wild Caught Alaskan Cod with Lemon Herb Butter
Alaskan Leader Seafoods



2019 Grand Prize Winner:
Alaska Pollock Protein Noodle
Trident Seafoods



PARTICIPATE



Wild, Natural & Sustainable™

ALL HANDS ON DECK

OCTOBER 8-10, 2019

ANCHORAGE, ALASKA



#AlaskaSeafood | #AskForAlaska

 [Facebook.com/AlaskaSeafood](https://www.facebook.com/AlaskaSeafood)

 [/ASMINewsAndUpdates](https://www.facebook.com/ASMINewsAndUpdates)

 @Alaska_Seafood

 @AlaskaSeafood

 @AlaskaSeafood



Thank you!

