

Alaska Seafood Marketing Update

September 2022

Ashley Heimbigner, Communications Director



What is ASMI?



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 for Alaska seafood products
- working directly with the seafood industry to maximize efforts

ASMI is a **public-private partnership** directed by a Governor-appointed Board of Directors: five processors, two commercial harvesters, and **10 Species and Operational Committees**.



Responsive + Strategic

- Harvest Fluctuations
- Market Conditions
- Industry Infrastructure
- Consumer Preferences
- Education Needs



Challenges:

- Harvest Fluctuations
 - **Sockeye volumes (price uncertainty), crab closures**
 - **Smaller sablefish, etc**
- Market Conditions
 - **Inflation**
 - **10-16% decline in seafood retail sales**
 - **Strong US dollar**
- Competition
 - **Alaska salmon 9% of global supply (2020); most farmed**
 - **Russia still strong in EU, Japan, China**
- Industry Challenges
 - **Supply chain, transportation costs, labor**





Opportunities:

- **Growing interest in broader Alaska portfolio**
 - **Rockfish, sablefish, flatfish, crab**
- **Industry Innovation**
- **Consumer preferences**
 - **Sustainability**
 - **Nutrition**
 - **Origin**
 - **WILD**
 - **Connection to the product**



75% of consumers want to be more knowledgeable about seafood.

*FMI Power of seafood





Where are we telling the story...

- **Traditional Media**
- **Social/Digital Media**
- **Trade Missions**
- **Trade Shows**
- **Point of Purchase**
 - **Menus**
 - **Retail**
 - **Ecommerce**
- **Partnerships**



September 1, 2022

Cruise lines, Alaska seafood and sustainability – a natural connection

in [Current Issue](#) • [Fall](#), [News](#), [Alaska](#)

Guest Author: Renée Limoge Reeve

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Holland America Certified for Responsible Fisheries

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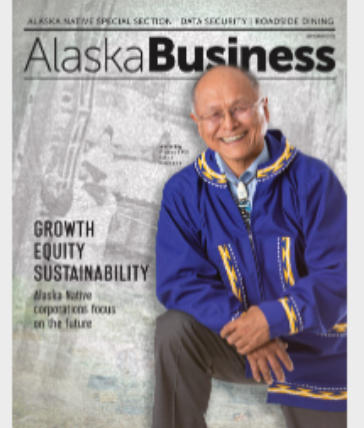
Holland America’s business is putting passengers on the water, not pulling seafood out of it, yet the cruise line is the first to be certified by Responsible Fisheries Management (RFM) for sustainability.

Alaska Seafood on the Menu

On any Alaska cruise, Holland America serves more than 2,000 pounds of salmon; 1,000 pounds of cod; 800 pounds of halibut; and 500 pounds of rockfish. Because the company serves only fresh, certified sustainable Alaska seafood with traceable origins on all Alaska voyages, RFM certified all six of the cruise line’s ships that sail to Alaska following an independent audit.

“Holland America Line has shared Alaska adventures with our guests for seventy-five years, and supporting sustainable fishing and local business is an important commitment for us,” says

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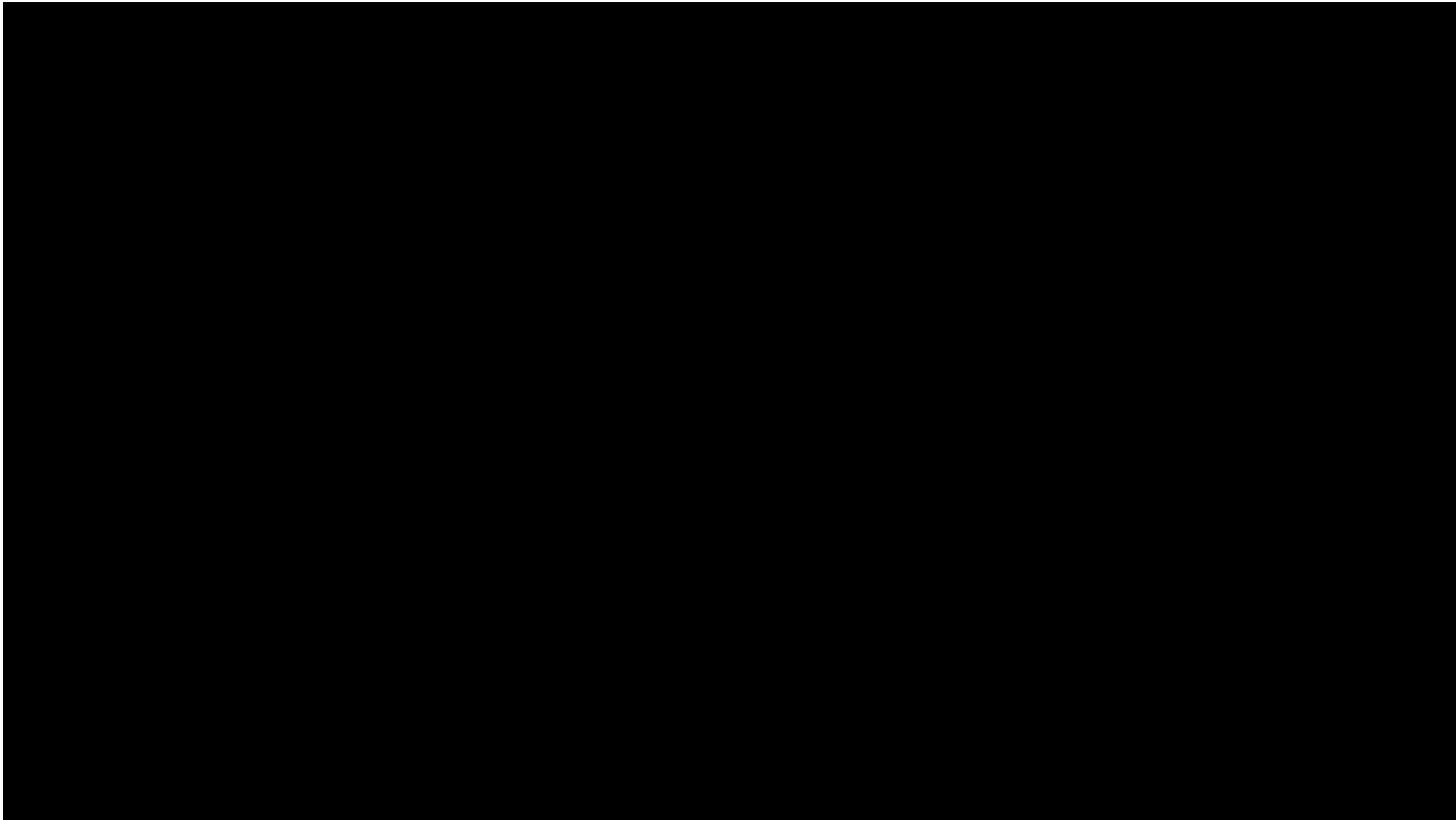
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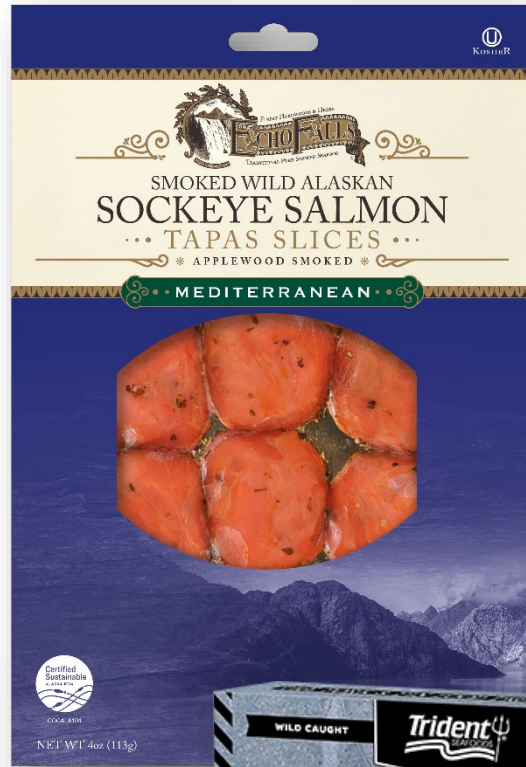
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WELCOME

TO THE ALASKA SEAFOOD ONLINE
MARKETPLACE

Other ways to get involved:

- Join a Committee

Application Deadline: Sept 30

- Attend ASMI Meetings

All Hands on Deck, Nov 2022



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Wild, Natural & Sustainable®

Thank you

