ALASKA SEAFOOD MARKETING INSTITUTE
Marketing Update & Consumer Trends
2019 Southeast Conference Annual Meeting

Ashley Heimbigner, ASMI Communications Director
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 to 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
INDUSTRY OUTREACH RESOURCES

**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
ASMI works with the following restaurants, retailers and organizations to promote Alaska Seafood to consumers.
GLOBAL MARKETING EFFORTS

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
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

ANNUAL MARKETING BUDGETS

- 2016: $22,305,000 (Norwegian Export Council)  
- 2018: $17,033,100 (ASMI)  
- 2018: $50,250,000 (Norwegian Export Council)  
- 2018: $66,500,000 (ASMI)
Tariff on Alaska Seafood Exports to China
• Implemented July 6, 2018
• Latest increase Sept 1, 2019
• Affects most major Alaska Seafood products including frozen finfish (salmon, pollock, cod, sablefish, rockfish, flatfish), roe, geoduck, sea cucumber, scallops, crab species and fishmeal. Some fresh product is exempt (salmon, herring), fish oil and fishmeal (updated 9/11/2019).
• Short-term impacts: Tariffs will likely increase the cost of Alaska seafood products to Chinese consumers.
• Long-term impacts: If the tariff stays in place, it could impact demand & consumer sentiment in China for Alaska seafood/U.S. products.
• Does not include product reprocessed and re-exported.

Tariff on Alaska Seafood Imports from China to U.S.
• 10% Sept. 2018; 25% May 2019; 30% Oct 1, 2019 (following comment period)
• Excludes salmon, cod; affects flatfish (25-30%) and pollock (10-15%, effective December 15)
• Could increase cost of Alaska Seafood products to U.S. companies and to U.S. consumers.
• Long-term - This could slow U.S. consumption of our own seafood because prices could increase. Companies may eventually look elsewhere for reprocessing.
• The proposed tariffs have already caused cancellations and delay, as well as uncertainty by U.S. and Chinese seafood companies.
INCREASING THE VALUE OF ALASKA SEAFOOD
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
Record USDA purchases of Alaska seafood in FY2019, on track to exceed $125 million.
Working with industry
CONSUMER TRENDS
Health – Sustainability – Convenience
CONSUMER TRENDS - Health

UNITED STATES

- 55% of Americans aspire to be healthier
- 45% eat healthier than 2 years ago

CHINA

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

UNITED KINGDOM

- VEGANUARY

JAPAN

- Frozen Alaskan Wild Black Cod
Alaska is the sustainable fishing model the world needs
REACHING THE CHANGING CONSUMER

- 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

Source: Progressive Grocer, BusinessWire, GroceryDive
CONSUMER TRENDS - Convenience
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PRODUCT INNOVATION
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

ALL HANDS ON DECK
OCTOBER 8-10, 2019
ANCHORAGE, ALASKA
Thank you!