

# Alaska Seafood Marketing Update

February 9, 2022

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Alaska Seafood Marketing Institute





# What is ASMI?

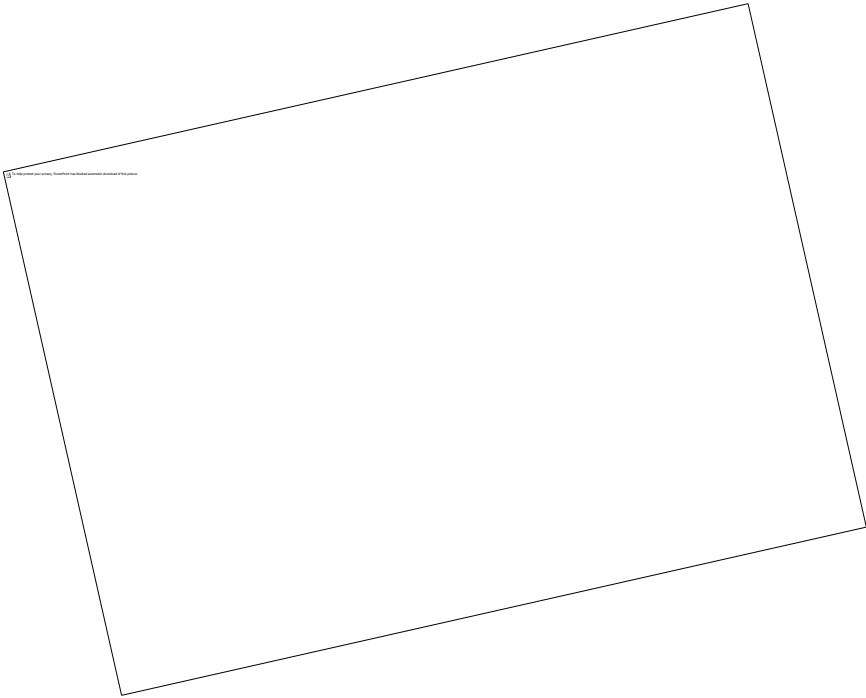
As Alaska's official seafood marketing arm, ASMI maximizes the economic value of the Alaska seafood resource by:

- **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.



# Sharing Our Value:



[Download the Report](#)

@ Alaskaseafood.org

# 62k

**The seafood industry directly employs over  
62,000 workers, including over 27,000  
Alaska residents**

# 1st

**Seafood directly employs more workers in  
Alaska than any other private sector  
industry**

# \$15B

**Alaska seafood created \$15 billion in  
economic output and nearly 100,000 jobs  
nationally in 2019**

# SE ALASKA boasts 4 of Alaska's top 10 Ports

Petersburg: 3<sup>rd</sup> - \$49M

Sitka: 4<sup>th</sup> - \$41M

Juneau: 8<sup>th</sup> - \$20M

Ketchikan: 10<sup>th</sup> - \$16M

*Largest private sector industry in SE Alaska, in terms of workforce size and labor income.*

*Accounts for 15% of regional employment.*

2019 Figures

## Harvesting

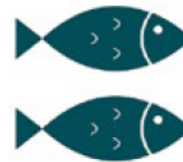


**2,655**  
Resident-owned  
Fishing Vessels

**5,316**  
Resident  
Fishermen



**\$167 million**  
Harvest  
Value



**183 million**  
Pounds of  
Seafood  
Harvested

8% of Alaska Total

## Processing



**41**  
Shore-based  
Processing  
Facilities

**3,906**  
Shoreside  
Processing  
Workers



**\$433 million**  
Wholesale  
Value



**158 million**  
Pounds of  
Seafood  
Produced

9% of Alaska Total

# 2020 Was Rough

# Partial Recovery in 2021

# Key Challenges Loom

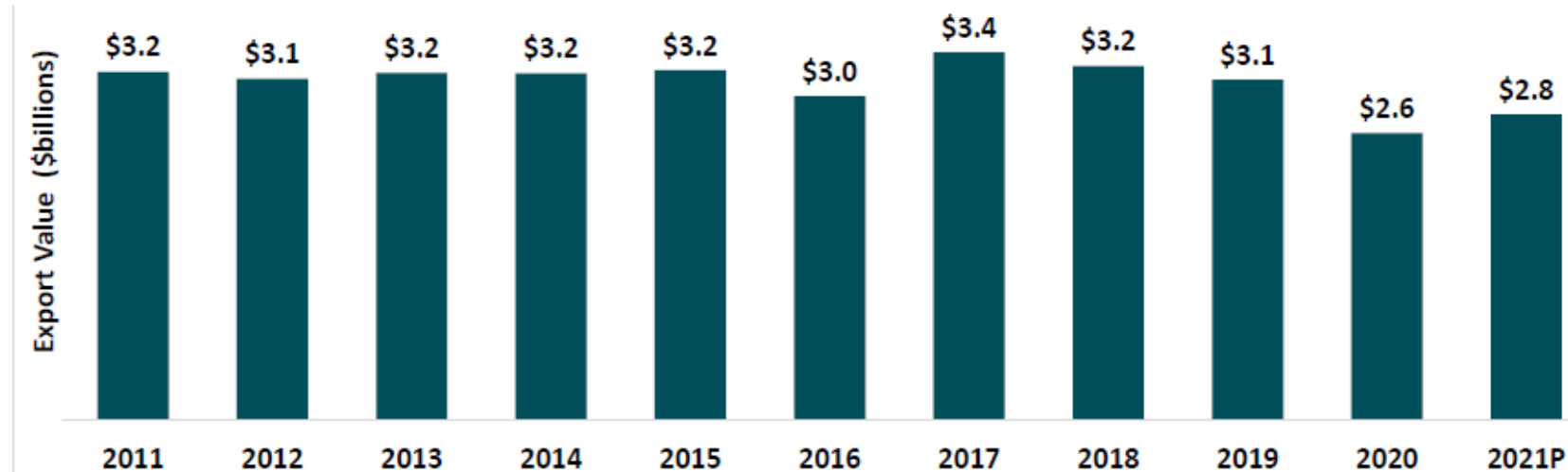
- Supply Chain Logistics & Rates
- Increased Labor Costs
- COVID Mitigation
- Uncertainty

# OPTIMISM IN 2022

Key Figures	2019	2020 <small>(see note)</small>
Skippers & Crew	31,300	24,200
Skippers	8,800	7,700
Crew	22,500	16,500
Percent Alaska Residents	63%	57%
Fishing & Related Vessels	8,900	8,500
Ex-Vessel Value (\$millions)	\$1,988	\$1,457
Percent to Alaska Residents	39%	37%
Harvest Volume (millions pounds)	5,658	5,056

Workforce	2019	2020 <small>(see note)</small>
Peak Monthly Emp.	20,244	15,954
Avg. Monthly Emp.	9,095	8,114
Total Worker Count	27,100	23,700
Alaska Residents	6,568	4,958
Total Earnings	\$491 million	\$457 million
Alaska Residents	\$162 million	\$140 million

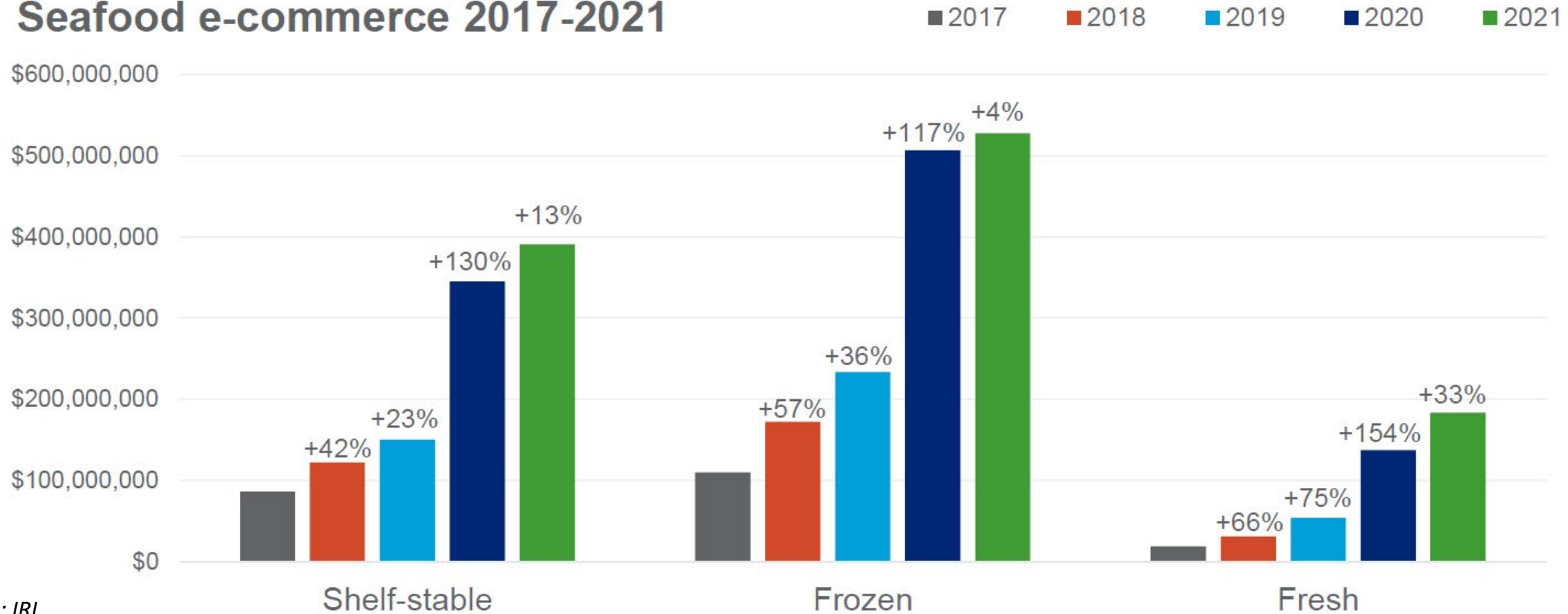
Value Added	2019	2020 <small>(see note)</small>
Ex-Vessel Value	\$1.99 billion	\$1.46 billion
First Wholesale Value	\$4.67 billion	\$3.67 billion
Value Added by Processors	\$2.68 billion	\$2.21 billion



# Ecommerce has been an area of growth for total seafood for years

*Fresh has highest growth rate, but is much smaller*

## Seafood e-commerce 2017-2021



Source: IRI



Calling out “Alaska seafood” increases shoppers’ willingness to purchase<sup>2</sup>

**82%**

say they’re motivated to buy when it’s wild-caught<sup>2</sup>



**75%**

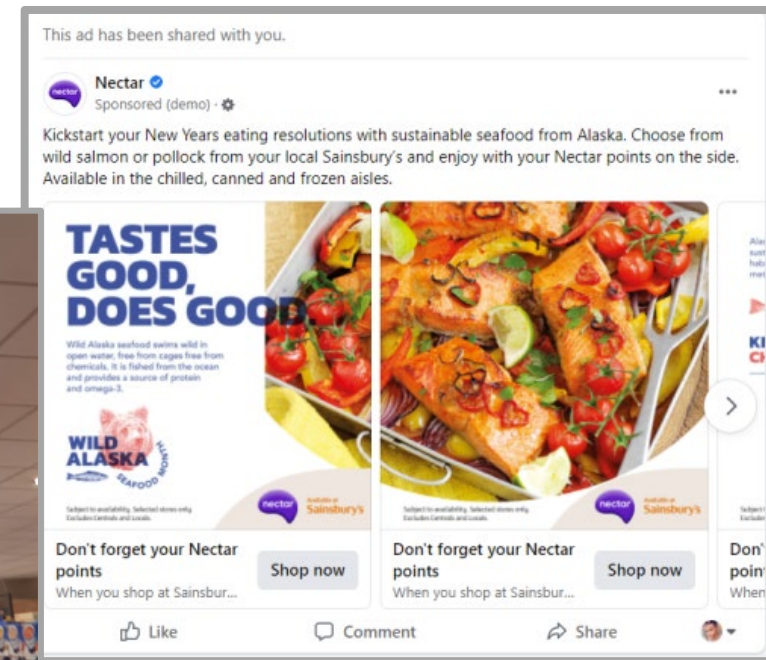
of consumers are more likely to purchase seafood with an “Alaska Seafood” logo<sup>2</sup>



**7 OUT 10** consumers prefer Alaska salmon vs. Atlantic salmon<sup>2</sup>

# WILD ALASKA SEAFOOD MONTH: JAN '22

- Restaurant Week in Lisboa, Portugal
  - 10 restaurants: Special menus and dishes to showcase the versatility of Alaska seafood
- Multi-Channel Retail Promotions
  - In-store Demos Across Europe
  - Digital & Online Promotions



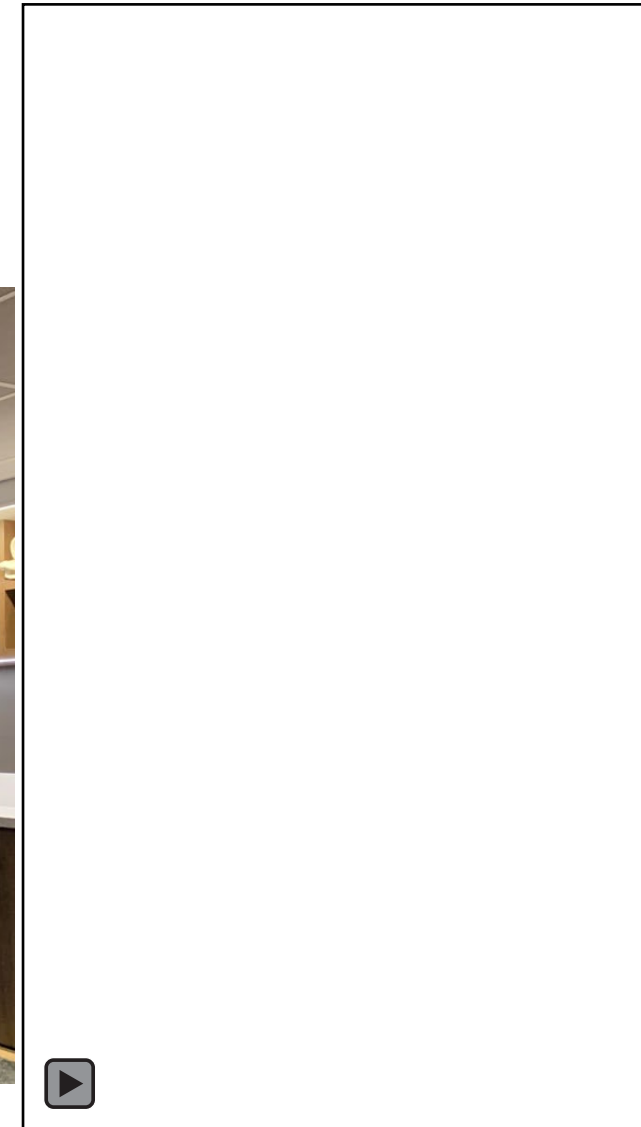
Selvagem, Natural & Sustentável





# Fitness Center Take Over

- Strong like a grizzly!
- Be more bear!
- Advertisement in fitness studios recording: 340,000

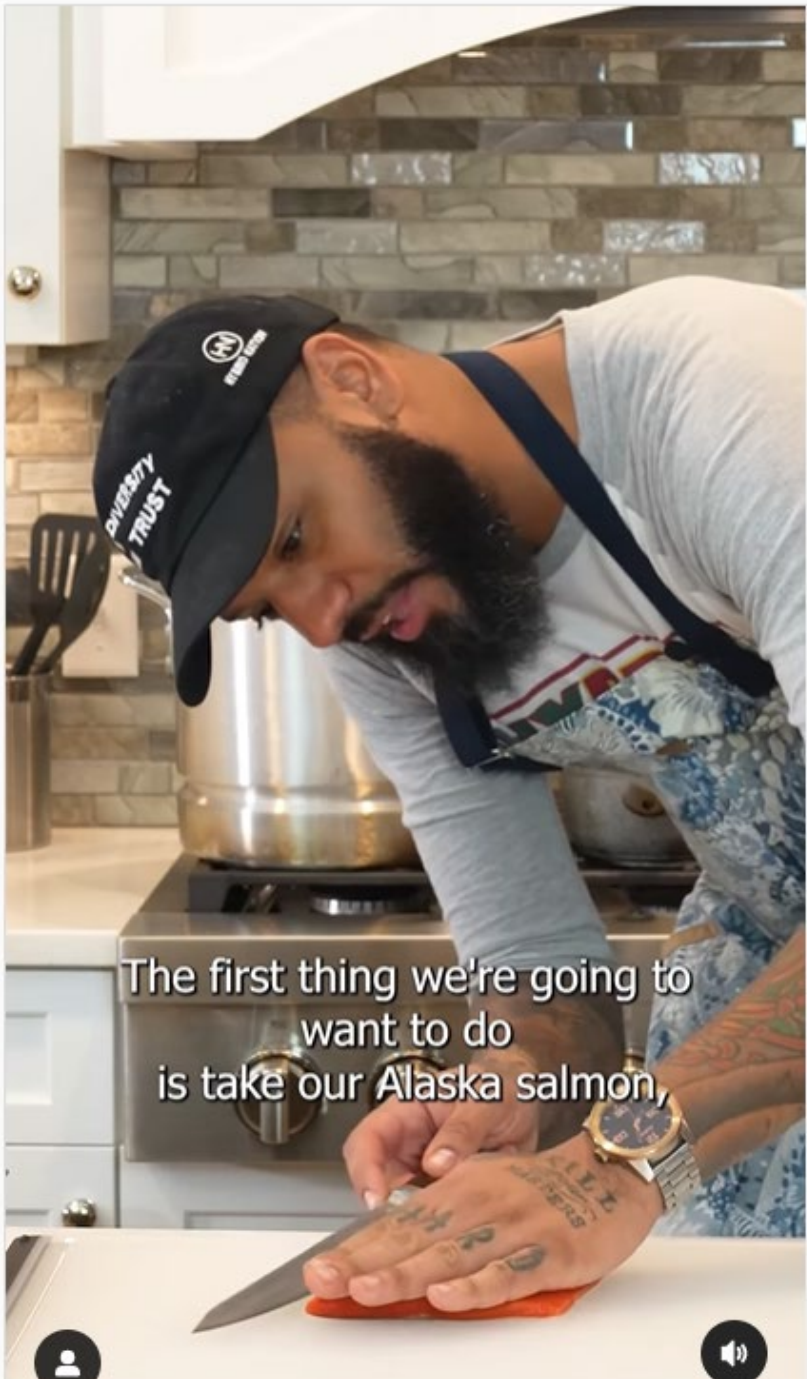




January 27 – March 4

\*Includes Alaska specific component to inspire, connect and remind Alaskans of their local world class sustainable protein.





The first thing we're going to want to do is take our Alaska salmon,



chefjustinsutherland • Following

Paid partnership with [alaskaseafood](#)  
Original Audio



chefjustinsutherland Cooking unique seafood dishes can seem challenging. So I'm sharing some quick and simple [#AlaskaSeafoodHacks](#) like this one for poaching salmon while preserving a crispy skin. I always use seafood from Alaska because it's sustainably caught every time. What seafood hacks do you have up your sleeve? Share your tips and tricks with [#AlaskaSeafoodHacks](#) and [@AlaskaSeafood](#) and we may feature or recreate your idea on social. [#AskforAlaska](#) [#ad](#)

3h



Liked by [katiegoldbergphillips](#) and 142 others

3 HOURS AGO



Add a comment...

Post



**OBI Seafoods**  
January 27 at 2:00 PM · 🌐

Our friends [Alaska Seafood](#) are looking for your favorite [#AlaskaSeafoodHacks](#). We love how grilling brings out the natural flavors of our own seafood cooking tips. [#AlaskaSeafoodHacks](#) | [#alaskaseafoodhacks](#) | [#seafoodgrilling](#) | [#grillingtips](#) | [#seafoodtips](#)



42 Likes  
Like

**Senator Dan Sullivan** 18h · 🌐

As I often like to say, Alaska is the unquestioned superpower of seafood, offering the most delicious, fresh and sustainable protein you can find.

In celebration of our world-class seafood industry, the Alaska Seafood Marketing Institute has launched a new initiative with some great tips and tricks from skilled chefs and experts on how best to prepare the seafood we all love. ASMI is also looking for recipes and "hacks" from those who know Alaska seafood better than anyone else... See more

6:09 LTE

**ALASKA SEAFOOD**

**SHARE YOUR BEST ALASKA SEAFOOD HACKS BY TAGGING @ALASKASEAFOOD AND USING #ALASKASEAFOODHACKS**

**TRAVEL JUNEAU**

**TRAVEL JUNEAU**

**TRAVEL JUNEAU**

**Trident Seafoods**  
19h · 🌐

**traveljuneauak**  
Juneau, Alaska



2 Comments 5 Shares

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**traveljuneauak** It's time to eat! Our friends over at [@alaskaseafood](#) are going to be sharing their [#AlaskaSeafoodHacks](#) over the next few days to... more

Seafood is easy to cook

[forAlaska](#)

2 Comments 5 Shares



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# Thank You

