

Alaska Seafood Marketing Institute

Greg Smith, Communications Director

September 25, 2024
Southeast Conference Annual Meeting



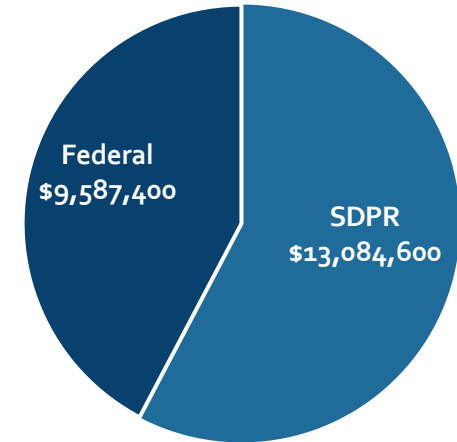
Alaska Seafood Marketing Institute

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

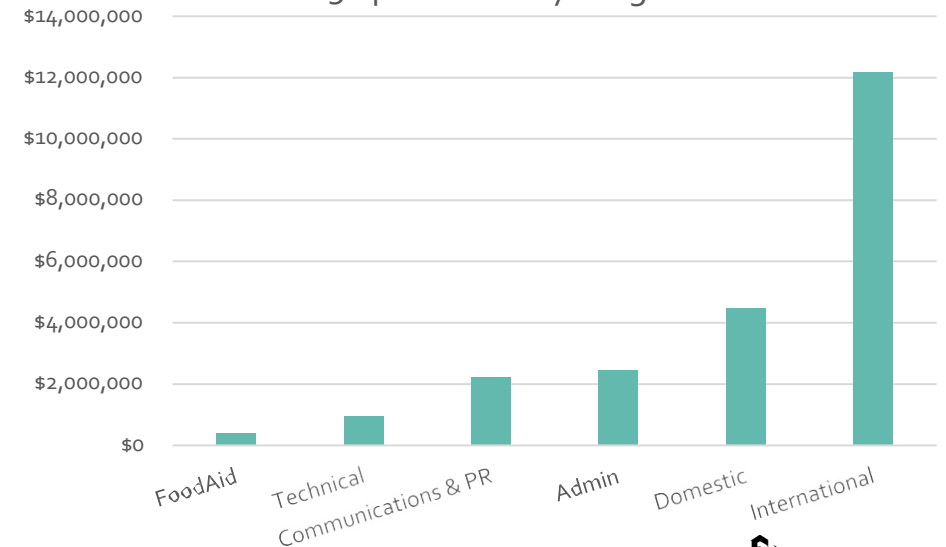
- Building and protecting the Alaska Seafood brand
- Developing and creating markets for Alaska seafood products
- Working directly with the seafood industry to maximize efforts

ASMI is directed by a Governor-appointed Board of Directors: 5 Processors, 2 Commercial Harvesters; and 9 board-appointed Species and Operational Committees.

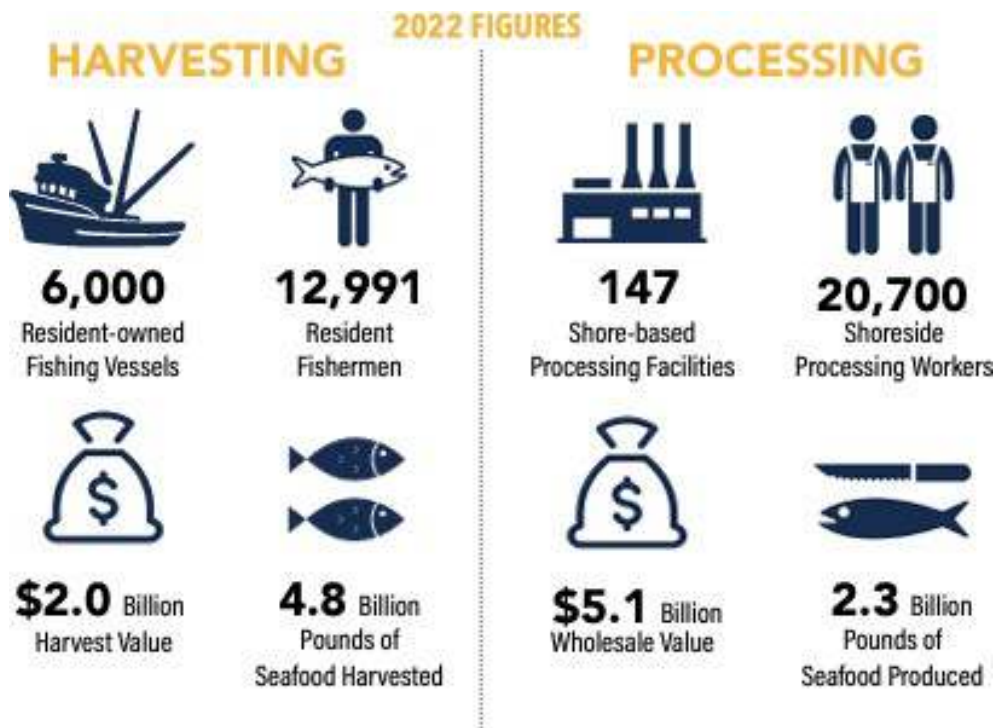
ASMI FY25 Funding



FY25 Spend Plan by Program



Economic Impact of Alaska Commercial Fishing Industry - Statewide



SEAFOOD INDUSTRY IMPACT ON ALASKA'S ECONOMY, 2021-2022 AVG.				
	Number of Workers	FTE Jobs	Labor Income	Output
Commercial Fishing	24,300	10,400	\$1.0B	\$2.0B
Processing	20,000	8,200	\$528M	\$3.0B
Management/Other	3,700	2,300	\$248M	-
Direct Impacts Total	48,000	20,900	\$1.8B	\$4.9B
Secondary Impacts Total	-	8,200	\$484M	\$1.1B
TOTAL IMPACTS	-	29,100	\$2.3B	\$6.0B



Economic Impact of Alaska Commercial Fishing Industry - Southeast

SEAFOOD INDUSTRY IMPACT ON REGIONAL ECONOMY, 2021-2022 AVG.

	Number of Workers	FTE Jobs	Labor Income (\$ millions)	Output (\$ millions)
Commercial Fishing	4,800	1,600	\$124	\$227
Processing	3,200	1,300	\$80	\$553
Management/Other	1,050	750	\$84	n/a
Direct Total	-	3,650	\$288	\$780
Secondary Total	-	2,100	\$117	\$396
TOTAL IMPACTS		5,750	\$405	\$1.2B

2022 FIGURES

HARVESTING



2,480

Resident-owned
Fishing Vessels

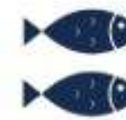


3,806

Resident
Fishermen



\$225 Million
Harvest Value
(11%
of Alaska Total)



201 Million
Pounds of
Seafood
Harvested

PROCESSING



44

Shore-based
Processing Facilities



3,189

Shoreside
Processing Workers



\$887 Million
Wholesale Value
(17%
of Alaska Total)



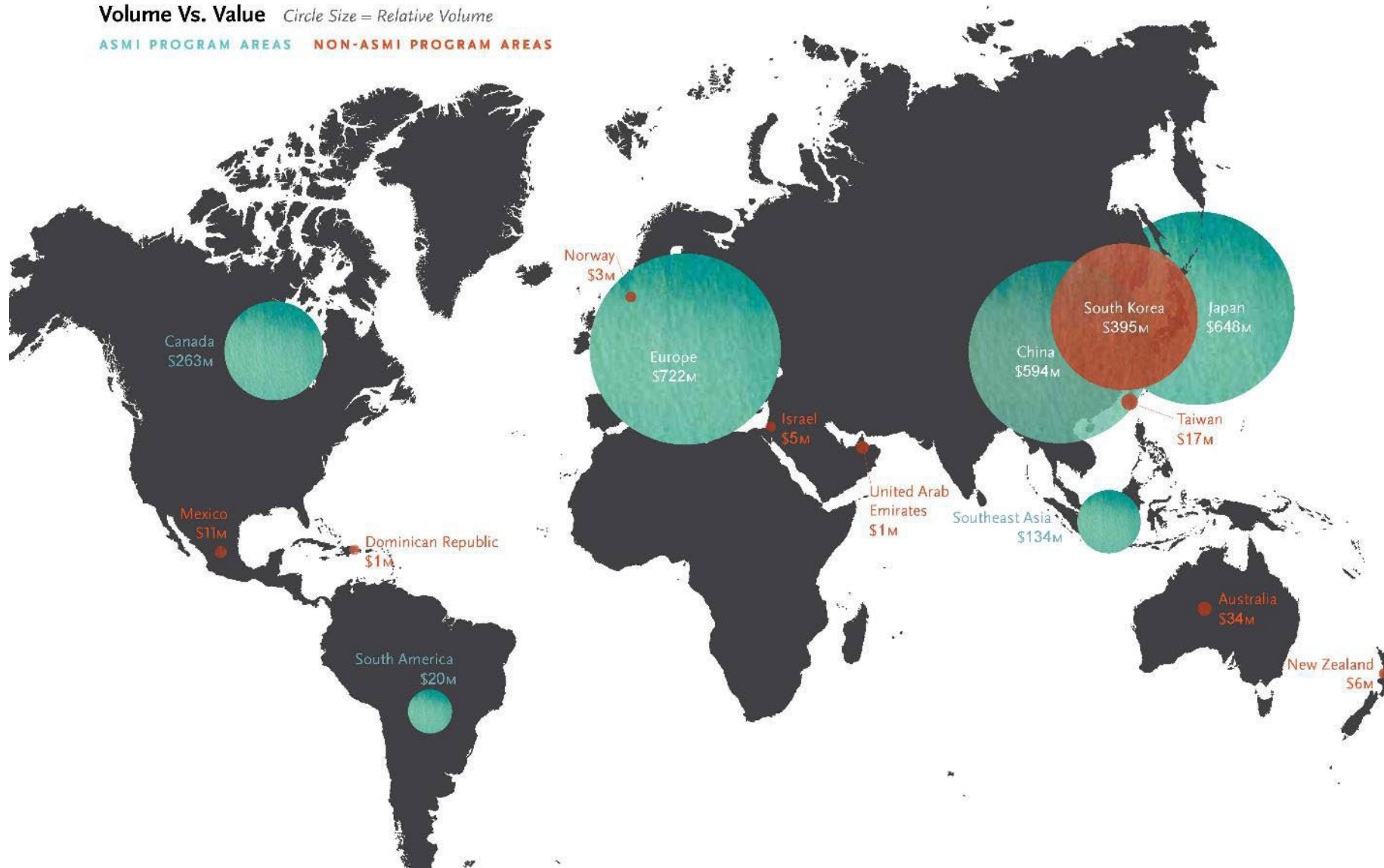
254 Million
Pounds of
Seafood Produced



International Market

Volume Vs. Value Circle Size = Relative Volume

ASMI PROGRAM AREAS NON-ASMI PROGRAM AREAS



About 65-70% by value of Alaska seafood production exported annually to 100 countries

U.S. has largest market share with more than 30% by value

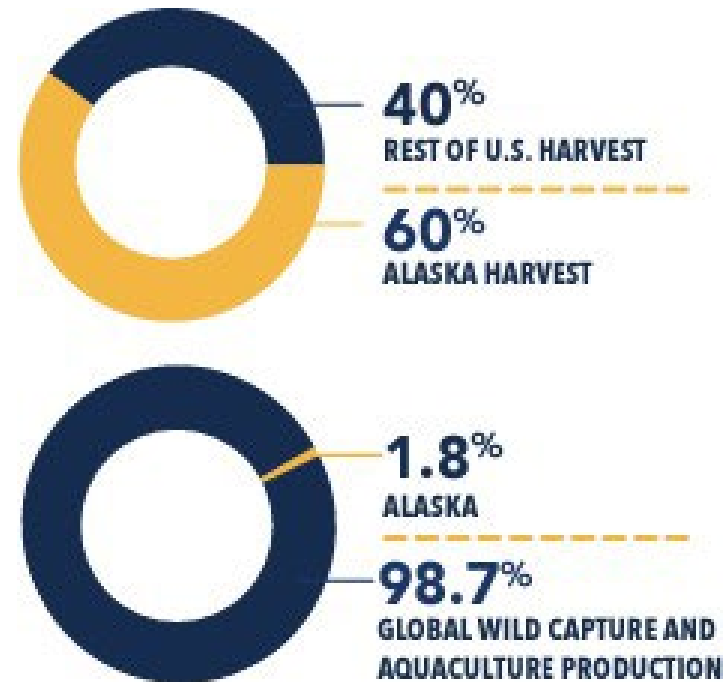
China/South Korea largest trading partners primarily for transshipping and reprocessing

Japan/Europe largest direct foreign markets

75% of pollock, keta salmon, and flatfish species exported



Alaska in the Global Seafood Market



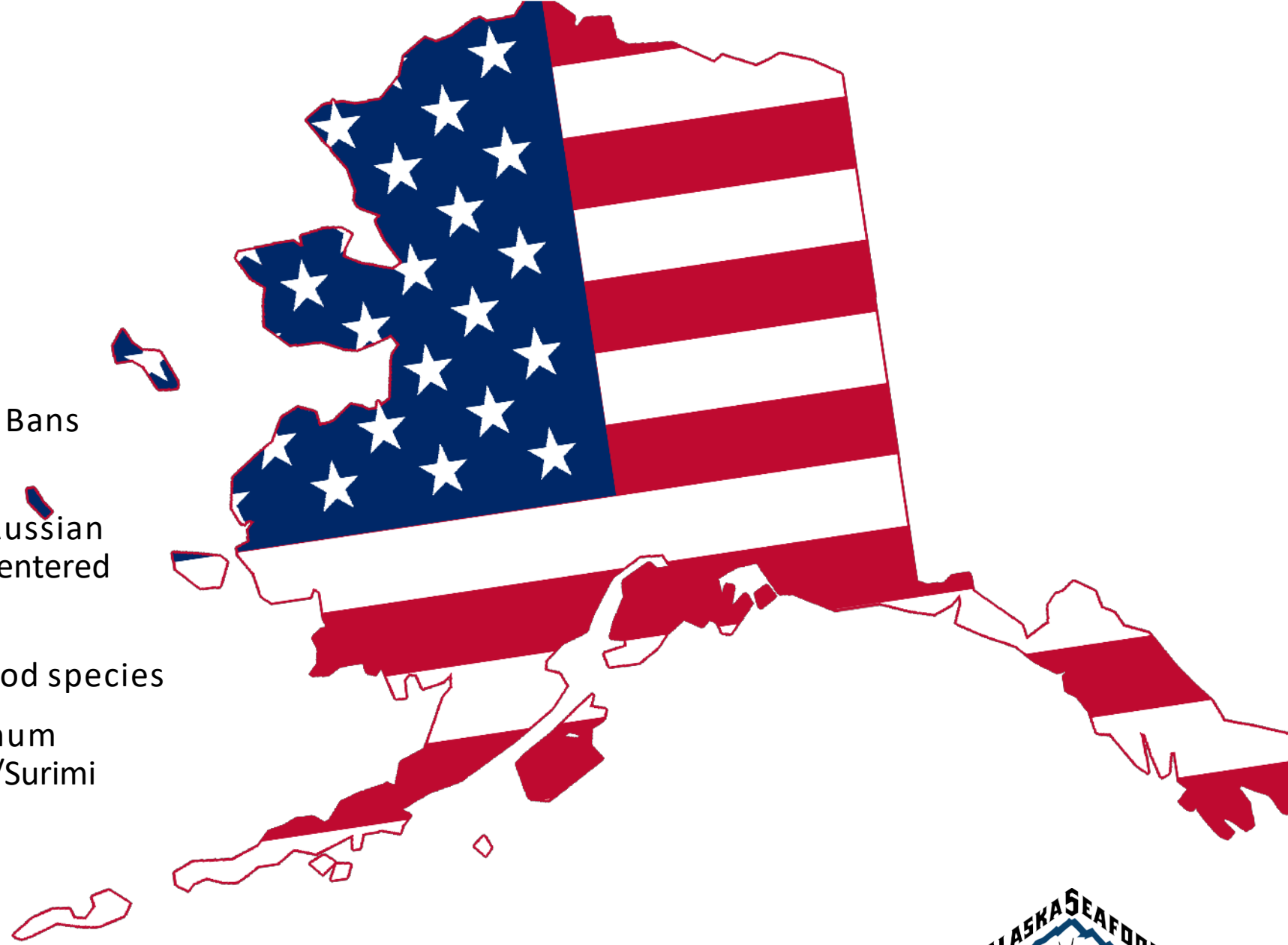
Alaska Seafood Hit By An Economic Storm

- **Excess Inventories** of key species harvested in Alaska and other countries in 2022 and 2023
- **Decreasing Consumer Demand:** inflation spending
- **Russian War in Ukraine:** historic low prices
- **Unfair Trade Policies:** both export/import
- **Increased Costs:**
 - Labor - inflation - operational costs
 - International shipping
 - Sustainability, social responsibility, and environmental compliance



Freedom Fish

- Federal Executive Order 14068: Bans Russian Seafood from U.S.
- In 2022, 70,000 metric tons of Russian seafood valued at \$356 million entered U.S. market
- Opportunity for all Alaska seafood species
 - Near-term focus: Pink & Chum Salmon, Sablefish, Pollock/Surimi



Global Competition

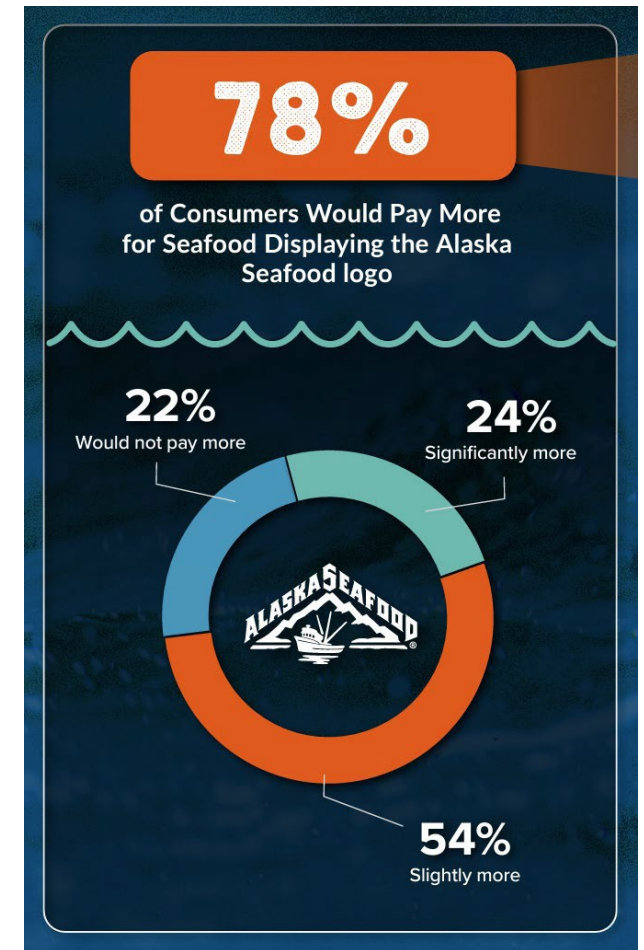
- Opportunities and Challenges not unique to Alaska Seafood
- Norwegian Seafood Council global marketing budget \$46 million (*\$5 million in USA*)
- Russia investing \$7 Billion into its fisheries
 - New Processing, Vessels, Cold Storage, and Promotions
 - “New Alaska”
 - Finally blocked from USA!



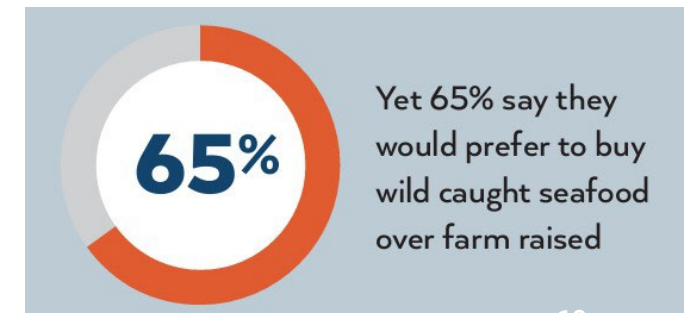
The Power of Alaska Seafood (and the brand)



Wild, Natural & Sustainable®



Nearly 3 in 4 (74%) of Americans say they wish they ate seafood more often



Yet 65% say they would prefer to buy wild caught seafood over farm raised

Seafood Modernization

- Continued and increased focus on the U.S. domestic market
- Continue to diversify markets globally (this takes time)
- Increased automation in processing
- Shifting to more value-added products
- Shifting to increased direct marketing
- “New” product lines: petfood and increased utilization (SK grants)
- Increased marketing by ASMI and other partners (RSDAs, NW Sablefish, cod marketing, etc.), budget and funding permitting
- Support by state and federal governments (federal disaster aid, USDA changes, etc.)



ASMI Resources Available



- Digital assets library (photos, videos and graphics)
- Consumer and market data
- Technical information on quality, nutrition, etc.
- Species fact sheets
- Recipes
- Materials for direct marketers

Shameless plug: ASMI's All Hands on Deck
Annual Conference in Anchorage, December 3-5

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