

Seafood Marketing: Is It Time for a Unified Approach?

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Jeff Regnart

Jeff has been an independent fisheries consultant and fisheries policy analyst since 2015, when he launched his own consultancy, Jeff Regnart Consulting. He was a policy analyst with the state of Alaska for three years through 2015. For 25 years, he was the division director for commercial fisheries for the Alaska Department of Fish and Game. He played a key role in the Alaska Seafood Marketing Institute's pollock marketing campaign.

REGNART
CONSULTING,
ASMI

Alaska Seafood Marketing Institute

Jeff Regnart, ASMI Fishery Consultant & RFM Program Manager

Who is ASMI?



Mission is to increase the economic value of the Alaska seafood resource through:

- Increasing positive awareness of Alaska seafood brand.
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry.
- Championing the sustainability of Alaska seafood harvests resulting from existing fisheries management imperatives.
- Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to changing environment and economy.
- Quality assurance, technical industry analysis, education, advocacy and research.
- Prudent, efficient fiscal management.



ASMI is a Resource.

- Technical information including sustainability, health and nutrition
- Species and harvesting information
- Consumer research
- Education and training materials
- Consumer recipes
- Digital asset library for creative
- POS and merchandising materials
- Customized promotional support



Sustainability is in Our Genes



Sustainable, So Why RFM?

To protect and advance Brand Alaska

Alaska developed a credible certification alternative:

- Independent, third-party / formally accredited
- Directly based on FAO Code of Conduct for Responsible Fisheries
- Preserves the Alaska origin
- Cost-effective for supply chain
- Provides a consumer facing eco-label, but does not emphasize it
- Provides the Alaska industry, processors and Alaska fishermen access to the certifications without additional cost – not a pay to play model



ASMI conducted an open competitive RFP process to convert the FAO key reference documents into auditable criteria

RFM Program

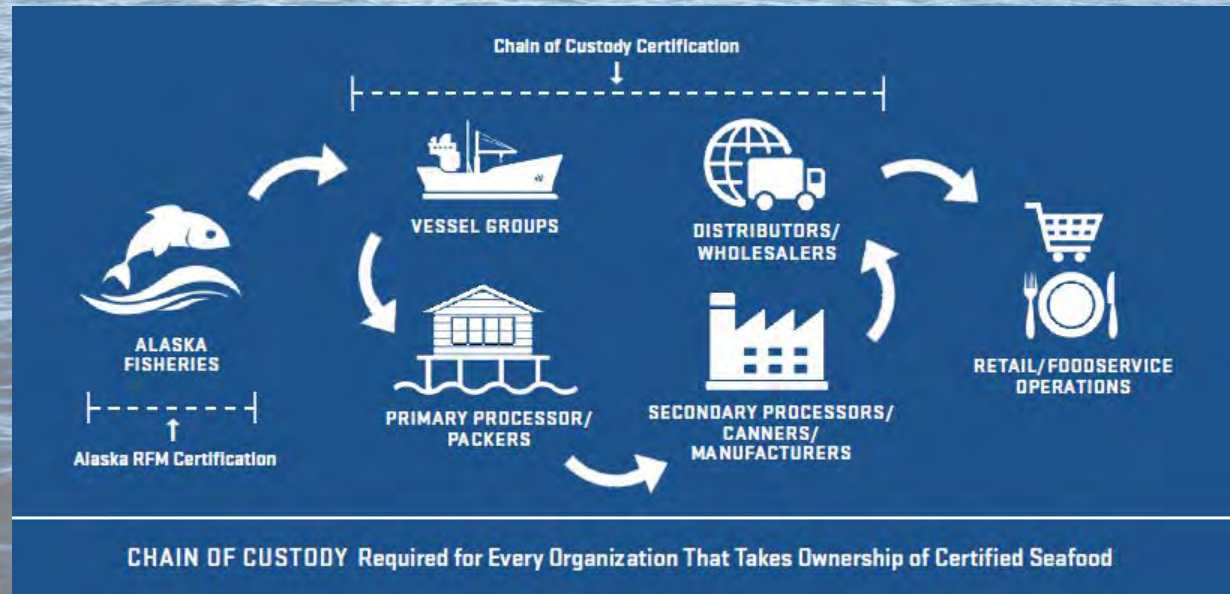


FISHERIES STANDARD

SIX KEY PRINCIPLES FOR EVALUATING FISHERIES:

1. The Fisheries Management System
2. Science and Stock Assessment Activities
3. The Precautionary Approach
4. Management Measure
5. Implementation, Monitoring and Control
6. Serious Impacts of the Fishery on the Ecosystem

CHAIN OF CUSTODY STANDARD



Origin Label vs. Certification Seal

- ☑ Allows 'certification claim'
- ☑ Demonstrates traceability
- ☑ **No logo license fee!**



Wild, Natural & Sustainable®



Global Recognition for RFM



- GSSI is a global, multi-stakeholder initiative to streamline seafood purchasing decisions while promoting sustainability
- AK RFM is **first to achieve** GSSI recognition in July 2016!

Value of GSSI increases with more recognized programs



Alaska Pollock



Alaska Pollock Situation



- Alaska pollock products have struggled to retain value due to continued competition from Russian pollock. The weak Russian currency puts Russian producers at a significant advantage versus U.S. Alaska pollock producers.
- 2013 – MSC certification of Russian pollock doubled the volume of competing product in Europe, Alaska’s largest pollock fillet market.
- 2016 – Highest Gulf of Alaska pollock harvest since 1985, which resulted in oversupplied pollock markets – roe in Japan and fillets in Europe

ASMI Alaska Pollock Response



- Promotions around the globe — at retail and foodservice
 - In-store cooking demos at retail outlets
 - Fish taco co-promotions with Alaskan Brewing offering rebates for purchases
 - Distributor, quick-service restaurant and K-12 school promotions

Jack in the Box (USA)

The advertisement features four panels showcasing the Wild Caught Alaska Pollock Fish Sandwich Combo. Each panel displays a fish sandwich with lettuce, tomato, and sauce on a bun, served with golden french fries and a 12 oz. can of Sprite. The Alaska Seafood logo is visible in the bottom left of each panel. The price '\$4' is prominently displayed in large blue font.

Wild Caught Alaska Pollock
\$4 FISH SANDWICH COMBO*

Wild Caught Alaska Pollock
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Wild Caught Alaska Pollock
\$4 FISH SANDWICH COMBO*

*Tax, tip and service charges extra. ©2017 Jack in the Box Inc. All rights reserved.

Del Taco (USA)

DEL TACO

MENU • LOCATIONS • ECLUB • SPECIALS • CONTACT US

SEAFOOD SEASON IS HERE!

FIND A DEL TACO

2 FOR \$4

ALASKA SEAFOOD
Wild Alaska Pollock

BEER BATTERED FISH TACOS

2 FOR \$5

JUMBO SHRIMP TACOS

The banner features a light blue background with a wooden plank texture. On the left, two beer battered fish tacos are shown, topped with lettuce, tomatoes, onions, and cheese. A blue circular badge to the left of the tacos displays '2 FOR \$4'. Below the tacos is the Alaska Seafood logo, which includes a fish icon and the text 'ALASKA SEAFOOD' and 'Wild Alaska Pollock'. On the right, two jumbo shrimp tacos are shown, also topped with lettuce, tomatoes, onions, and cheese. A blue circular badge to the right of the tacos displays '2 FOR \$5'. Below the tacos is the text 'JUMBO SHRIMP TACOS'. The background of the entire banner is a scenic view of a beach with waves crashing onto the shore under a bright sky.

White Castle (USA)



BOLD BY THE BOATFUL

FISH NIBBLERS®
Made with flaky Alaska Pollock, a savory breading and the loving caress of the sea.

FISH SLIDER
Flaky, lightly breaded Alaska Pollock and melted cheese on our tasty signature bun.

ALASKA SEAFOOD
Alaska Pollock

ANYTHING, ANYTIME®
Limited time only. While supplies last. © 2018 White Castle Management Co. OR 514, 001, 001, 001, 001, 001

BOLD, LOU, MFL, NASH, WOODS



BOLD BY THE BOATFUL

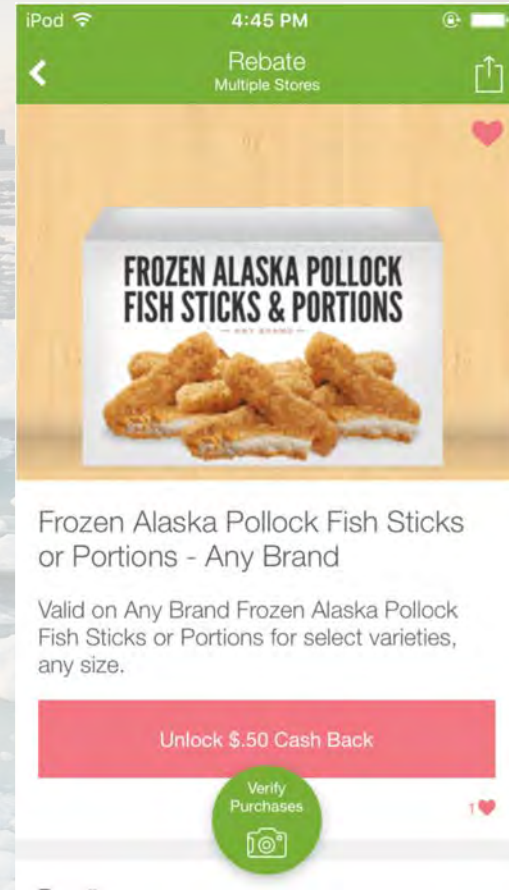
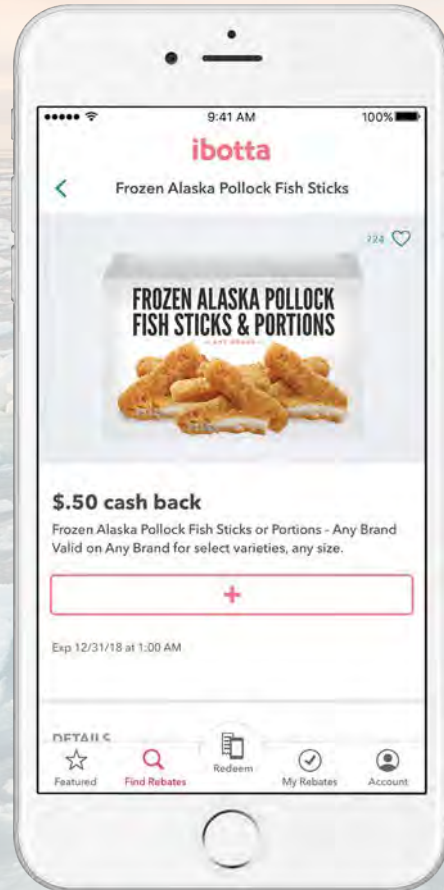
CLAM STRIPS
The lightest 'n' crispiest clams this side of the Atlantic.

FISH NIBBLERS®
Made with flaky Alaska Pollock, a savory breading and the loving caress of the sea.

FISH SLIDER
Flaky, lightly breaded Alaska Pollock and melted cheese on our tasty signature bun.

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Limited time only. While supplies last. © 2018 White Castle Management Co. OR 514, 001, 001, 001, 001, 001

IBOTTA Digital “Coupon” – Lent 2017 (USA)



DeMoulas Market Basket (USA)



Viciunai Pollock Promo: Maxima Supermarket (Lithuania)



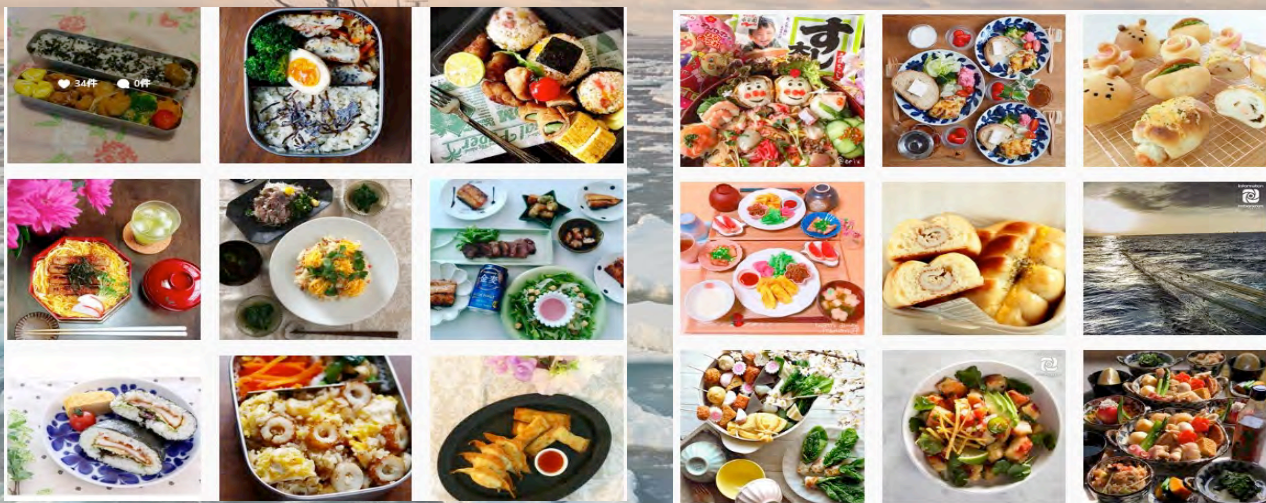
Tokai Denpun Food Festival GAPP Collaboration, Japan



- 2000 attendees, over 50% surimi industry
- Collaborative efforts, complementary branding, greater reach



Pollock Surimi Recipe Photo Contest (Japan)



Instagram 

Pickenpack Alaska Pollock Line (Central Europe)

- Partnership with Pickenpack for development and launch of a new Alaska pollock product line for the HRI and foodservice sector.





Thank you! Questions?



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