



**ASMI International Activity Report**  
**ASMI Japan**  
**DATE (October 1<sup>st</sup> - December 31<sup>st</sup>, 2012)**

**Summary:**

The Japanese Cabinet Office reported weakening economic conditions in October and November but held steady in December. Exports and business investment are still down, though the Cabinet upgraded its assessments of private consumption and industrial production. The Cabinet's economic report attributes Japan's recent performance to "the deceleration of the world economy."

Five think tanks released predictions on Japan's GDP growth, and came up with an average of 1% growth in FY2012 and 1.5% in FY2013, thanks to recovering overseas economies and a likely jump in consumption before the consumption tax is hiked to 8% in April 2014. The Japanese government itself is predicting 1.7% growth in 2013.

Throughout the quarter, the value of the yen plummeted against the US dollar, from 77.96 on October 1<sup>st</sup> to 85.96 on December 31<sup>st</sup>. Exporters are greeting the weaker yen with a sigh of relief, but a weaker yen simultaneously drives up the price of imports, especially the fuel for Japan's thermal power plants.

The value of seafood imports to Japan fluctuated throughout the quarter. According to the Japan External Trade Organization, the amount fell 7.9% in September (US\$1.34 billion), increased 4% in October (\$1.57 billion) and then dropped off 20.2% in November (\$1.5 billion). While JETRO's statistics are not broken down by country and commodity at the same time, in November Japan's imports from the USA were actually up 3.5%. These percentage changes are versus the same period the previous year, at the exchange rate when the figure was released.

**Activity Number: M11GXJAXC1 Consumer PR and Advertising**  
**Expenditures: \$141,634**

**Activity Description:**

ASMI Japan ensures the maximum possible ROI for Alaska seafood by obtaining as much free coverage as possible on a PR basis, including interviews with ASMI headquarters and ASMI Japan staff, targeting consumers through magazines and other traditional media as well as online.

**Date of Activity:**

October 1<sup>st</sup> to December 31<sup>st</sup>, 2012

**Summary of Activity:**

- ASMI Japan prepared clipping reports and translations for media coverage secured for Alaska seafood.



**Dates of Activity:**

October 1<sup>st</sup> to December 31<sup>st</sup>, 2012

**Summary of Activity:**

- ASMI Japan produced and distributed two press releases to core media and seafood industry representatives throughout Japan. The topics were as follows:
  - 1: October 31<sup>st</sup>:
    - ✧ ASMI Japan to hold Alaska Seafood Fair at NOBU Tokyo throughout November.
    - ✧ ASMI Japan, “dancyu” magazine and famous chef Mr. Tateno collaborate on high-end Alaska seafood boxed lunch for sale at Isetan department store in Shinjuku from November 14<sup>th</sup> to 20<sup>th</sup>.
    - ✧ ASMI Japan to launch online Alaska seafood promotion with Oisix.com.
  - 2: November 30<sup>th</sup>:
    - ✧ ASMI Japan conducts first ever tie up with online organic supermarket Oisix.com.

**Dates of Activity:**

October 24<sup>th</sup>, November 19<sup>th</sup> and December 26<sup>th</sup>

**Summary of Activity:**

- ASMI Japan successfully negotiated with cable provider J:com to produce a TV program along the theme of “natural Alaska seafood”. The project consists of five 30-minute episodes, and broadcasting began on October 31st on J:com’s cable channel to approximately 9.2 million households. ASMI Japan also owns the rights to use the footage for the ASMI Japan website, as well as other international and domestic ASMI programs. The details of each episode are below.
  - 1st episode (Student’s trip): visit Juneau and Sitka and film the winners of the English speech contest as they enjoy wild Alaska nature. The shooting took place from July 26th to August 1st.
  - 2nd episode (fisherman’s challenge): visit Kodiak and film plant tour, fishing for salmon and also bear watching. The shooting period was from August 3rd to 5th.
  - 3rd episode (Sustainability): visit Kodiak and film plant tour, fishing for salmon. The shooting period was from August 3rd to 5th.

Thanks to Alexa Tonkovich for accompanying the crew for the entire itinerary, and to Jeff Stephan for his cooperation in Kodiak.



ASMI Japan will visit again in February, to film the final two episodes.

- 4th episode: visit Dutch Harbor to shoot Pollock (TBD).
- 5th episode: Far North, Anchorage (TBD)

**Dates of Activity:**

November 6<sup>th</sup>, November 14<sup>th</sup>-20<sup>th</sup>

**Summary of Activity:**

- Dancyu is one of the most popular gourmet magazines in Japan, with a monthly circulation of 125,808 reaching affluent readers whose average household yearly income is US\$115,000.

ASMI Japan placed an advertorial in Dancyu's November 6th issue, and cooperated with Dancyu's in-store event from November 14th to 20th to sell high-quality Alaska seafood boxed lunches at Isetan's flagship department store in Shinjuku. This store boasts the best sales in Japan. Combined, this promotion allowed ASMI to capitalize on Dancyu and Isetan's awareness and customer bases to promote Alaska seafood.



ASMI Japan selected Chef Yuji Tateno, a disciple of legendary Japanese Iron Chef Rokusaburo Michiba. Chef Tateno now owns his own famous Japanese-style restaurant in



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the Ginza district of Tokyo (<http://tateno.info>). Chef Tateno produced two boxed lunches as well as two deli items of Alaska sockeye salmon, Pacific cod, black cod and herring roe etc.

ASMI Japan and Dancyu also decided the contents and layout of an Alaska seafood brochure, with a print run of 10,000. ASMI Japan submitted these to ASMI headquarters in November.

### Dancyu Magazine and Isetan Department Store Results:



*Assorted Alaska seafood bento*  
(1,575 yen/\$19)  
570 units



*Black cod bento*  
(\$19) 430 units



*Surimi hot pot deli*  
(1,260 yen/\$15)  
270 units



*Herring roe in wasabi deli* (840 yen/\$10) 370 units

#### Dates of Activity:

Throughout December 2012

#### Summary of Activity:

- The original warehouse was not very user friendly, so ASMI Japan searched the greater Tokyo metropolitan area for a more affordable and user friendly warehouse/shipping company. This new company has an online interface, and allows ordering by piece, and is not limited to shipping by the entire box. ASMI Japan moved all the materials to the new warehouse and set up an online inventory system by piece, not by box. This allows for flexible distribution of materials.



### **Current Quarter Activity Results:**

- *Combined circulation of 9,780,938 and value of US\$1,371,751.*
- *The Dancyu/Isetan tie-up results are on page four above.*
- *For the detailed results of all media activities, please refer to each month's clipping reports, with translations and scans.*

### **Activity Number: M11GXJAXC2 Consumer Promotions**

**Expenditures: \$3,000**

#### **Activity Description:**

To increase consumer knowledge of Alaska seafood and influence consumer purchasing behavior, ASMI Japan will focus on outreach activities that directly deliver ASMI's message to consumers. This includes educational events, where consumers are given a chance to experience first-hand all the positive attributes of Alaska seafood outside retail stores and HRI outlets. Examples of consumer-directed promotions include Alaska seafood cooking classes, student and PTA tie-in activities, chef demonstrations, taste-testing events and events featuring the Alaska Seafood Celebrity Ambassador. All activities will aim to improve consumer awareness of Alaska seafood and create a positive impression of the products and the brand.

#### **Dates of Activity:**

December 8<sup>th</sup>, 2012

#### **Summary of Activity:**

- On December 8<sup>th</sup>, ASMI Japan supported and participated in an Alaska seafood event for consumers in the Osaka/Kansai area who are interested in safe and healthy food. At the event held at "Millibar Salon" located in the center of Osaka city, ASMI Japan made a presentation to 44 attendees about the sustainability of Alaska seafood, as most of the attendees are already familiar with the concept of natural salmon, but do not understand the other benefits of Alaska's natural seafood. ASMI also decorated the venue with a number of posters and standing banners.

#### **Alaska Seafood Event at Millibar Salon Results**

- *44 consumers attended the event, and some of them have already mentioned the event using their own SNS channels.*
- *ATO Osaka attended the event, and as promised placed an article about this event on its website, highlighting the unique selling points of Alaska seafood as natural, sustainable and delicious. [http://www.myfood.jp/special/event1212\\_05.html](http://www.myfood.jp/special/event1212_05.html)*
- *ASMI Japan was responsible for the presentation, but will obtain photos from another source in time for the January report.*



**Activity Number: M11GXJAXT1 Retail Merchandising & Middle Meal Promo**  
**Expenditures: \$153,450**

**Activity Description:**

ASMI will continue to support major Alaska seafood importers for all species into Japan by providing ASMI's origin identifiers throughout the distribution channel. ASMI continues to produce and distribute educational literature for the Japanese trade explaining the emphasis that Alaska places on food safety, quality and the integrity/purity of Alaska Seafood products.

In response to requests from the Japanese trade for Alaska seafood merchandising and promotional tools, ASMI creates and distributes a comprehensive merchandising and sales guide. The materials feature general information on Alaska, fishery profiles, seafood product origin, marketed species, available product forms, seasonality, packaging, sales tips, and merchandising suggestions. ASMI will also target the intermediate sector (convenience stores and independent vendors) who move high volumes of Alaska seafood in the form of middle-meals (ready-to-eat consumer food items, such as Japanese deli, rice balls and bento boxes).

To increase exposure, ASMI will explore cross-merchandising activities with food processors and U.S. commodity groups.

To help accomplish the goals listed above, ASMI plans to design, coordinate and conduct the following activities whenever possible: in-store promotions, retail promotions that include POS material production, cross commodity menu development with samplings, in-store cooking demonstrations, trade partnerships, frequent shoppers programs, sweepstakes, sales kits and retail buyers' merchandising contests.

**Dates of Activity:**

October 1<sup>st</sup> to December 31<sup>st</sup>

**Summary of Activity:**

- Kamel Coffee Co., Ltd. owns a nationwide chain of 236 supermarkets called "Kaldi Coffee Farm", which specializes in imported foods, coffee and alcoholic beverages. Since 2009, Kaldi has been continuously purchasing canned Alaska sockeye, produced in Ocean Beauty's Alitak plant and distributed through Tokyo Seafoods Ltd. The sales have grown from one container in 2009 to four containers from this year's harvest. ASMI Japan supported a portion of the marketing fee, in return for Tokyo Seafoods printing the ASMI logo directly on the packaging.

**Kaldi Canned Sockeye Results:**

- *Placed the ASMI logo on 320,000 cans of Alaska sockeye.*



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- *In order to meet the printing deadline, Tokyo Seafoods used the logo it had one file, with the English tagline. ASMI Japan provided the logo with the Japanese tagline, and Tokyo Seafoods promised to use it in the future.*



**Dates of Activity:**

October 1<sup>st</sup> to 12<sup>th</sup>

**Summary of Activity:**

- ASMI Japan produced another run of 1,000 eco bags featuring the ASMI Japan logo, tagline and URL, and used these bags at ASMI events such as the Executive Directors' visit to Japan. These will be excellent for trade shows as well.



**Dates of Activity:**

Mid November to December 29<sup>th</sup>

**Summary of Activity:**

- ASMI Japan worked with the Consumer Commodity Department of Zen-Noh's Kanto (Tokyo) region to develop three types of "Alaska Sockeye Special Packages" to be delivered by the end of November 2012 through Zen-Noh's food delivery system.
  1. Sliced sockeye sashimi and sockeye sujiko
  2. Sliced sockeye sashimi and sockeye seasoned ikura
  3. Sliced sockeye sashimi



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Zen-Noh produced and distributed package leaflets to approximately 15,000 of its cooperative members, and these pamphlets featured product information on one side and the ASMI logo and a message from ASMI on the other. ASMI Japan partially supported the cost of the leaflet creative and printing fee.

**天然紅鮭**  
産地直採の新鮮な天然紅鮭を厳選し、熟練した調理技術でおいしく仕上げ、お召し上がりください。

**紅鮭すじこ**  
産地直採の新鮮な天然紅鮭を厳選し、熟練した調理技術でおいしく仕上げ、お召し上がりください。

**いくら醤油漬**  
産地直採の新鮮な天然紅鮭を厳選し、熟練した調理技術でおいしく仕上げ、お召し上がりください。

**天然紅鮭をどうぞ堪能あれ。**

① アラスカ産 天然紅鮭刺身スライス+紅鮭すじこセット  
産地直採の新鮮な天然紅鮭を厳選し、熟練した調理技術でおいしく仕上げ、お召し上がりください。

3,980円

② アラスカ産 天然紅鮭刺身スライス+いくら醤油漬セット  
産地直採の新鮮な天然紅鮭を厳選し、熟練した調理技術でおいしく仕上げ、お召し上がりください。

3,980円

③ アラスカ産 天然紅鮭刺身スライス  
産地直採の新鮮な天然紅鮭を厳選し、熟練した調理技術でおいしく仕上げ、お召し上がりください。

1,980円

**お申し込み書**

お名前	〒	〒	〒	〒
お名前	〒	〒	〒	〒
お名前	〒	〒	〒	〒
お名前	〒	〒	〒	〒

**アラスカ州とその漁業について**

アラスカはアメリカ合衆国の最北の州で、アメリカ最大のフィッシングと称されています。漁獲量は日本のなんと4倍、年間100万トンに達し、人口の5%に満たない州民がこれだけの漁獲を生み出すに足るために、州民の約60%が、漁業従事者です。漁業従事者が育つ環境に恵まれた結果、漁獲が豊富に獲れています。

アラスカは世界のシーフードの産地です。アメリカ全土で消費される水産物の量はほぼアラスカ産です。そしてアラスカ産のシーフードの消費は伸び続けています。アラスカ産のシーフードは、産地直採の新鮮な天然紅鮭を厳選し、熟練した調理技術でおいしく仕上げ、お召し上がりください。

**アラスカ産シーフードとは？**

アラスカ州で消費されるシーフードは、厳しい自然環境の中で育てられたものばかりです。天然の塩漬をはじめとし、高級サーモン、マダガスカルサーモン、アサリ、ササギ、カニ、イクラなどの海鮮食品や、ホタテ、アサリ、カレイ、そしてアラスカ産の新鮮な天然紅鮭の刺身としても、アラスカ産シーフードのすばらしさが伝わっています。

アラスカ産シーフードの大きな特徴は、その新鮮な天然紅鮭です。天然の塩漬をはじめ、アラスカ産の新鮮な天然紅鮭を厳選し、熟練した調理技術でおいしく仕上げ、お召し上がりください。

**アラスカシーフードマーケティング協会とは？**

アラスカのシーフードマーケティング協会は、アラスカ州とアラスカの漁業家により運営されている非営利団体で、実際のかつサファード（持続可能なアラスカ産シーフード）の消費促進のための様々なプロモーション活動を行っています。

In addition to the above promotion, ASMI Japan also successfully included sliced sockeye sashimi in Zen-Noh's special catalogue for the holiday season. While Zen-Noh could not place the ASMI logo in the catalog, the company did write a good explanation of this product focusing on the differences between farmed and wild salmon.





### Zen-Noh Special Package of Alaska Salmon & Roe Results:

- The sales results for November and December will be available by the end of January.

### Dates of Activity:

November 1<sup>st</sup> to 2<sup>nd</sup>

### Summary of Activity:

- ASMI's Executive Directors Ray Riutta and Michael Cerne, along with Alexa Tonkovich and board member Kevin Adams visited Japan to introduce Mike to the seafood industry.

ASMI Japan set up sales calls and produced a presentation for the delegation, and made the preparations for the reception itself, such as the guest list, developing and distributing invitations, producing the presentation and video letter, arranging the menu (including the delivery of Alaska seafood) etc. The schedule of the visit was as follows.

Thursday, November 1st

- ASMI Japan Managing-Director Tomo Shimada provided an overview of the Japan market and ASMI Japan activities.
- Sales call to Ocean Beauty (CEO Mark Palmer, Export Sales Manager Pacific Rim Darrell Mellum, Japan Executive Vice President Sales Shin-Ichiro Kaneko and Deputy General Manager Sales Atsuro Tanii).
- Sales call to Trident Seafoods Japan (President Koichi Suzuki, Mr. Tsutsumi, Mr. Tadauchi, Mr. Mori, Ms. Motoda, Mr. Chae)



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- Roundtable interview with Minato Shimbun, Suisan Keizai Shimbun and Suisan Times as well as Jiji Press at the Tokyo American Club.

#### Reception at the Tokyo American Club

- 18:15 doors open
- 18:30 opening remarks by ASMI Japan Tomo Shimada
- 18:35 speech by Ray Riutta, ending with an introduction of Michael Cerne
- 18:40 greeting by Michael Cerne
- 18:45 greeting by ATO Japan Director Steve Shnitzler
- 18:50 toast by Mr. Hidenori Nagaoka of the Japan Fisheries Association (JFA).
- Networking dinner
- 20:20 closing remarks by Michael Cerne
- 20:30 reception ends
- In the time outside of these presentations, ASMI Japan played the video produced with J:com, as well as a video letter from ASMI Japan Celebrity Ambassador Mr. Shinya Tasaki.



ASMI Japan welcoming guests as doors open



Guests networking prior to the start.



Tomo Shimada makes the opening remarks.



Ray Riutta speaks about his relationship with Japan and thanks to the industry.



Michael Cerne introduces himself to the industry and explains his background.



ATO Director Steve Shnitzler's remarks



Toast by JFA Mr. Hidenori Nagaoka



Guests enjoy the Alaska king crab



Commercial Attaché Dr. Stephen Anderson



Alexa Tonkovich greets Japanese industry members



Kevin Adams and the Executive Directors enjoy the seafood



Reiko Mizutani discusses plans with the media.



A colorful assortment of herring and Alaska Pollock roe



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天然のおいしさを、アラスカから。

## MENU

### FOR ALASKA SEAFOOD MARKETING INSTITUTE RECEPTION BY CHEF KAZUNARI TSUBOUCHI

November 1<sup>st</sup>, 2012

#### Alaska Seafood Roe Bar

イクラ、数の子とたらこを使ったオードブル

#### King Crab Bar with Three Kinds of Sauces

たらばガニ、三種ソース添え

#### Chilled Roast Beef and Rucicola Salad

ローストビーフとルッコラのサラダ

#### Pacific Cod Escabeche

真鱈のエスカベッシュ

#### Alaska Seafood Chirashi Sushi

シーフードたっぷりのちらし寿司

#### King Crab with Cranberry and Bean Salad

たらばガニとクランベリー、ビーンズのミックスサラダ

#### Snow Crab Cake with Citron Aioli

ズワイガニのクラブケーキ、アイオリソースがけ

#### Oven Baked Sockeye Salmon with Sweet Miso Paste and Vegetables

紅鮭の味噌風味、オープン焼き、野菜添え

#### Sautéed Pacific Cod with Citrus Butter and Tomato Relish

真鱈のソテー シトラスバター風味 トマト添え

#### Stir Fried Rock Sole with Sweet and Sour Sauce and Winter Vegetables

浅羽がれいの甘酢炒め 冬野菜添え

#### Roasted Black Cod with Bouillabaisse Sauce

銀だらのロースト ブイヤベースソース仕立て

#### Mini Cheese Cake

ミニチーズケーキ

#### Maple Crème brulee

クレームブリュレ メープル風味

#### Coffee and Tea

コーヒー、紅茶

Friday, November 2nd

- Retail inspection of Ito Yokado Oimachi branch (Japan's number two supermarket/retail chain after Aeon)
- Sales calls to Icicle Japan (Representative Director Henry Nakano)
- Sales call to American Seafoods Japan (President George Uyeno, Director of Strategic Market Development Jostein Rortveit)
- Dinner at NOBU Tokyo restaurant, which conducted an Alaska Seafood Fair throughout the month of November, organized by ASMI Japan. For more details on the fair itself, please refer to the Consumer Promotions section below.



**Ray Riutta with NOBU Tokyo Executive Chef Mr. Kazuhiro Yokoyama**

**ASMI Executive Director Visit to Japan Results:**

- *ASMI carried out a proper sendoff for Ray Riutta and the handoff to Michael Cerne in front of the Japanese seafood industry.*
- *Reception guests included 67 members of the seafood industry and U.S. government, as well as 36 members of the media. Reiko submitted the complete media list on November 6th, and Akiko submitted the complete list of the other participants on November 20th.*



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**Dates of Activity:**

October 1<sup>st</sup> to December 14<sup>th</sup>

**Summary of Activity:**

- ASMI Japan produced an Alaska sockeye salmon recipe book for distribution with high-end gift packs and at ASMI Japan consumer events. This is essentially the new version of the "Alaska Seafood Kantan Recipe" booklet from a few years ago, but with new and better photos, recipes and the updated ASMI Japan logo and contact information.

The recipe book is color, A6 size (148 x 105 mm or 5.8 x 4.1 in), fold out style, consisting of eight pages: cover page, message from ASMI HQ, unique selling points of Alaska seafood, four pages of recipes and back cover with description about ASMI. The four recipes include two from ASMI Japan and two from ASMI headquarters.

- Alaska sockeye salmon and salmon roe sushi
- Alaska sockeye salmon with balsamic vinaigrette and vegetables
- Honey-Dijon Alaska salmon <http://recipes.alaskaseafood.org/recipe.php?id=174>
- Alaska sockeye salmon with herbs and garlic <http://recipes.alaskaseafood.org/recipe.php?id=311>



**Alaska Sockeye Salmon Recipe Book Results:**

- ASMI Japan delivered 3,500 copies to Maruha Nichiro to use in its year-end sockeye salmon gift sets.



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**Dates of Activity:**  
Mid November 2012

**Summary of Activity:**

- ASMI Japan carried out a 3-day Alaska seafood promotion at 46 branches (the Kanto/Tokyo greater metropolitan area) of "Nakajima Suisan", a retail chain specializing in seafood, with 62 stores all over Japan. Nakajima Suisan stores are usually located in the basements (grocery floors) of department stores, where food is higher quality with a higher price point than ordinary supermarkets. Therefore, ASMI Japan believes this is the ideal target audience. This is the same approach ASMI Japan used with Sanpei Suisan in Osaka.

Nakajima Suisan's Alaska seafood fair included a wide variety of Alaska species, which is one of its strong points. The product list is as follows:

- Boiled snow crab section (berdi) and portion pack
- Boiled red king crab section
- Salted sockeye roe (sujiko)
- Seasoned herring roe
- Salted herring roe
- Salted APO roe
- Black cod kirimi
- Pacific Ocean perch kirimi
- Sockeye kirimi
- Rock sole

ASMI Japan provided POS (posters, flag, recipe cards, stickers) and sent demonstrators for sampling for two days at each of the 46 stores during the 3-day fair.



**Alaska Seafood Fair at Nakajima Suisan Results:**

- *Alaska seafood sales increased 295% compared to the same period the previous year.*
- *Kirimi products sold especially well, likely thanks to the black cod kirimi demonstration at stores.*
- *Demonstrators reported very positive reactions from customers for the “simply sautéed black cod, with yuzu (a type of Japanese citrus)”, and about the various recipe cards.*



**Dates of Activity:**





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October to December 2012

### Summary of Activity:

- Suto Canning Co., Ltd., established originally in 1923 in Hakodate, is a one of the major canning companies in Japan. Its brands "Suto" and "Eliza" are popular for a number of various canned products. The Suto sales network stretches all over Japan, including supermarkets and wholesalers including hospital dietary wholesalers.

Suto had been using Canada origin salmon as its long-selling canned sockeye product; however, the company is looking for a stable source, and has agreed to switch to Alaska salmon. Suto has secured 32,160 cans of sockeye and 100,896 cans of pink salmon harvested in Alaska in 2012. ASMI Japan asked Suto to place the ASMI logo on the packaging, and agreed to support some of the printing cost.



### Suto Canned Sockeye & Pink Salmon Results:

- *Placed the ASMI logo on 133,056 cans of Alaska salmon.*

### Dates of Activity:

December 14<sup>th</sup> to 31<sup>st</sup>, 2012

### Summary of Activity:

- ASMI Japan supported Costco Wholesale Japan's 2012 year-end "Crab Roadshow" promotion (December 14th to 31st) by providing sign boards to promote Alaska Dungeness crab, in addition to the traditional favorites of Alaska king and snow crab. Awareness of Dungeness crab has always been low in the Japan market, but ASMI Japan believes it has potential as the third type of crab from Alaska.



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ASMI Japan also negotiated for Costco to promote Alaska crab in its email newsletter to subscribers.

#### **Costco Year-end Crab Roadshow Results:**

- *Costco carried out the Roadshow from December 14<sup>th</sup> to 31<sup>st</sup> at all 13 of its branches in Japan. The sales were as follows.*
  - *6,037 units (18MT) of whole king crab for a total of 66.6 million yen (US\$774,800.)*
  - *15.9MT of King crab sections for 57.2 million yen (\$665,400)*
  - *1 MT of snow crab for 2.2 million yen (\$25,600)*



#### **Dates of Activity:**

December 20<sup>th</sup> to 31<sup>st</sup>, 2012

#### **Summary of Activity:**

- ASMI Japan supported Aeon's nationwide year-end special promotion of Alaska seafood from December 20th to 31st at approximately 150 large scale shopping centers/malls and supermarkets in the AEON group. Originally, Aeon intended to promote only Alaska crab, but ASMI Japan successfully negotiated to extend the promotion to other species: not just red king crab, but seasoned and salted herring roe, Pollock roe and salted Pacific cod as well. ASMI Japan supported Aeon's in-store sampling of red king crab, which drew in customers to the other Alaska species as well. ASMI Japan also successfully negotiated for Aeon to place Alaska origin information on the POS.

ATO Japan Director Steve Schnitzler attended the event at Aeon Shinagawa Seaside store on December 20th, and gave a speech in Japanese about Alaska seafood. Mr. Shnitzler was invited by Aeon to speak as a high-ranking US government official in Japan.



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Setting up the king crab display



ATO Director Steve Shnitzler and Aeon Retail Co., Ltd. General Manager Mr. Okada



Customers line up for the Alaska seafood fair.



Aeon and Mr. Shnitzler hand out samples



Alaska salted sockeye with Alaska origin identifier POS



Alaska herring roe with Alaska origin identifier POS



### **Aeon Year-end Special Promotion Results:**

- *Aeon has promised to provide the sales results in time for the January monthly report.*

### **Dates of Activity:**

December 10<sup>th</sup> to 31<sup>st</sup>, 2012

### **Summary of Activity:**

- ASMI Japan also supported the “Alaska, Sitka Origin Herring Roe Promotion” from December 10th to 31st by the Izumi group, which operates 92 shopping centers and GMS stores in the west part of Japan. The focus is solely on Sitka origin "unbleached" salted herring roe products for year-end sales.

Unfortunately, Canadian herring roe traditionally has the best reputation in Japan, especially in Western Japan. This year, though, Izumi has agreed to focus on Alaska high-quality unbleached salted herring roe, and ASMI Japan is assisting in the development of POS such as posters and flags with the ASMI logo as well as demonstrators, all promoting the Alaska origin.

### **Izumi Supermarket Herring Roe Promotion Results:**

- *Izumi has promised to provide the sales results in time for the ASMI Japan January monthly report.*

### **Activity Number: M11GXJAXT2 Trade PR and Advertisement**

**Expenditures: \$40,340**

### **Activity Description:**

ASMI Japan continues to collaborate with existing Japanese seafood trade groups, trade press media companies and industry associations to facilitate informational exchanges within different trade sectors and regions in Japan. ASMI also works closely with the U.S. Embassy and the Alaska State Office in Japan to host trade-targeted PR events. These PR efforts include regular meetings with trade, receptions, etc., and will improve trade relations and enhance product placement by reminding the trade of the distinct advantages of Alaska seafood products.



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**Dates of Activity:**

October 10<sup>th</sup>, 2012

**Summary of Activity:**

- Nikkei Marketing Journal (Nikkei MJ) is Japan's only marketing journal offering extensive coverage of the consumer goods industry and special insight into consumption, retail and marketing trends.

In conjunction with the Nikkei MJ advertorial in June (JJ40 FY2011), ASMI Japan requested Mr. Tomohiro Asakawa, the fisheries commercial specialist at the U.S. Embassy, to give a presentation about U.S. seafood exports. This was followed by a talk show between Ms. Erica Angyal (<http://www.ericangyal.com/profile/>) a famous nutrition consultant, and Alaska Seafood Ambassador Mr. Shinya Tasaki as they discussed Alaska seafood, recipes and nutrition.

The main purpose of this activity is to spread ASMI's messages to seafood industry partners and retailers, and to provide the latest, most detailed information to the target audience.



Mr. Asakawa's Presentation  
Tasaki Talk Show



Ms. Erica Angyal and Mr. Shinya

**Nikkei MJ Forum Results:**

- 103 participants (mostly wholesalers, retailers, food and medical industry persons), who provided overwhelmingly positive reactions
- ASMI Japan also carried out a questionnaire to the participants about their recognition of Alaska seafood.
- ASMI Japan invited three seafood industry media: Minato Shimbun, Suisan Keizai Shimbun, Suisan Times as well as food industry media Nikkan Shokuryo Shimbun.
- Media coverage related to this event: circulation over 127,500 and value of \$7,649

**Dates of Activity:**  
October 10<sup>th</sup>, 2012

**Summary of Activity:**

- ASMI Japan identified an opportunity to advertise in the special salmon and trout edition of the Minato Shimbun (seafood industry newspaper), published October 30th. ASMI Japan chose this opportunity to show Alaska's resilience and commitment to the Japan market, even though only a limited amount of Alaska sockeye was imported into Japan in 2012. ASMI Japan anticipated the ad would appear facing Norway, so we deployed the "natural and sustainable" ad creative shown above.

ASMI Japan also secured free editorial coverage about Alaska seafood's branding efforts and the October 4th event hosted by Alaska Seafood Celebrity Ambassador, Mr. Shinya Tasaki.

The issue itself also included hard news on salmon source markets (Alaska, Norway, Japan etc.) as well as sales trends, processing etc.

**Ad Placement in the Minato Shimbun Results:**

- The ad was 5 columns, all color
- Circulation: 58,000

**Activity Number: M11GXJAXT3 Trade Shows**  
**Expenditures: \$4,400**

**Activity Description:**

Trade shows offer an opportunity to improve trade relations and directly educate otherwise unknown or unreachable industry members about the pure, natural and sustainable aspects of Alaska seafood products. To increase Alaska seafood's exposure to the trade, ASMI Japan will participate in trade shows throughout Japan, based on interest from Alaska seafood industry members.





Alaska Seafood Marketing Institute



**Dates of Activity:**

October 16<sup>th</sup> to 18<sup>th</sup>, 2012

**Summary of Activity:**

- ASMI Japan participated in the ATO's USA Pavilion at the "Food Messe" exhibition in Niigata from October 16th to 18th (<http://foodmesse.jp/english.html>). This signaled ASMI's first activity in Niigata, a prefecture on the Sea of Japan that is a large consumer of salmon.

October 16th and 17th were industry days: mainly processors, wholesalers, retailers, department stores, supermarkets, hotels, restaurants and more. Consumers visited on October 18th, making this ASMI Japan's first event where it was possible to directly reach consumers. Altogether, 7,209 people attended the event.

ASMI Japan made contacts with following people:

Company Name	Staff and Position (when applicable)
Kashimaya Co., Ltd.	Mr. Kashima, President & CEO
Hishisan Shokuhin Co., Ltd.	Mr. Urata, President
Mitamotoshichi Co., Ltd.	Mr. Mita
Katayama Shoten Co. Ltd.	Mr. Katayama
Niigata Takeuchi Co., Ltd.	Mr. Matsui, Factory Manager
Niibori Co., Ltd.	Mr. Nanba
The Chamber of Commerce & Industry of Niigata	Mr. Ozawa, Secretary General
The Chamber of Commerce & Industry of Kameda, Niigata	Mr. Honma, Executive Director
Niigata Isetan Mitsukoshi	Mr. Saito, Manager
Aeon Retail Co., Ltd.	Mr. Sekido, Manager
Niigata Chuo Suisan	Ms. Hoshino
Ichimasa Kamaboko Co., Ltd.	Mr. Morita
Niigata Reizo Co., Ltd.	Mr. Kato
JA Niigata	Mr. Sakai, Representative Director





Alaska Seafood Marketing Institute

ASMI booth



Product display

### **Food Messe Results:**

- *Some of the contacts ASMI Japan made were interested in joint promotions. ASMI Japan will follow up accordingly.*
- *“Kashimaya” is a one of the most famous seafood product makers for the gift market in Japan. Kashimaya’s signature used to be premium Alaska king salmon flake products, but the company has switched to Canadian farmed king salmon due to the unstable supply of Alaska natural king salmon. Kashimaya is very influential in the gift market, so ASMI Japan will pursue the possibility of future joint activities.*

### **Activity Number: M11GXJAXT4 Website Development**

**Expenditures: \$0**

### **Activity Description:**

ASMI obtained the permissions and guidelines from ASMI HQ, and began drafting details of the new seafood industry and media sections for the ASMI Japan website. The heart of the ASMI Japan plan is to take much of the ASMI industry website content and structure, translate and localize it for the Japan market and then compile it into the new ASMI Japan website. ASMI Japan will collect registrations for access to this data, which will allow more proactive, more focused promotions in Japan. This plan would also take advantage of awareness of the existing ASMI Japan website and make it a one stop shop for POPs, press release archives, photo galleries and other resources for the Japanese seafood industry and media.

### **Dates of Activity:**

October 1<sup>st</sup> to December 31<sup>st</sup>, 2012

### **Summary of Activity:**

- All new contents will go live once the ASMI Japan web team resolves the issue with the server in Juneau, and all contents will all appear within the [japanese.alaskaseafood.org](http://japanese.alaskaseafood.org) domain.
- Throughout the quarter, ASMI Japan uploaded the following to the website:
  - October 31st press release: ASMI Japan conducts co-op Alaska Seafood Fairs at NOBU Tokyo, with gourmet magazine dancyu and Isetan department store, and at online supermarket Oisix.com
  - November 14th: ASMI Japan conducts first ever tie up with online organic supermarket Oisix.com
  - December 4<sup>th</sup>: ASMI Japan conducts first ever tie up with online organic supermarket Oisix.com (press release)





Alaska Seafood Marketing Institute



- December 4<sup>th</sup>: Uploaded the COOK IT FROZEN! recipe for Pacific Ocean perch (submitted in the October monthly report) <http://japanese.alaskaseafood.org/cookitfrozen/アラスカ産メヌケの煮つけ/>
- December 4<sup>th</sup>: Updated the COOK IT FROZEN! page <http://japanese.alaskaseafood.org/cookitfrozen/>
- December 21<sup>st</sup>: corrected the nutritional contents of Pacific cod, sujiko, king crab, snow crab, salmon, sole, black cod, and herring roe to protect ASMI's liability.

#### **Current Quarter Activity Results:**

- *The ASMI Japan website achieved the following results, according to Google Analytics:*
- *October: 2,679 page views from 1,137 visits*
- *November: 2,820 page views from 1,073 visits*
- *December: 5,385 page views from 1,008 visits*

#### **Activity Number: M11GXJAXT5 Seafood Buyers Ed Program**

**Expenditures: \$0**

#### **Activity Description:**

In order to maintain and develop 'sustainable' trade relationships with existing and younger generations in the Japanese seafood industry distribution channel, ASMI will provide year-round Alaska seafood information services in academic and hands-on forums. A principal focus will be on ASMI's sustainability platform. ASMI will arrange for prominent sustainability experts from various sectors, both public and private, from the US and Japan, to speak with and educate industry members. ASMI will also work with US seafood industry organizations to co-sponsor trade seminars and workshops.

#### **Dates of Activity:**

October 1<sup>st</sup> to December 31<sup>st</sup>, 2012

#### **Summary of Activity:**

- ASMI Japan made sales calls to the following industry members on the corresponding topics.

#### **October**

- Mos Food Service Inc. (Mr. Fukushima, Executive Officer) – met to exchange information for future cooperation.
- Hishisan Shokuhin Co., Ltd. (Mr. Urata, President) – met to exchange information for future cooperation.
- Kashimaya Co., Ltd. (Mr. Kashima Chohachi, President & CEO) – met to introduce ASMI and its activities, and exchange information for future cooperation.
- Pyramid Island Seafoods (Mr. Aoyagi) – discussed the 2012 Alaska salmon season, and the upcoming ASMI reception on November 1st.



Alaska Seafood Marketing Institute



- Nakajima Suisan (Mr. Yamagishi, Mr. Inoue, Mr. Harada) – met to discuss the details of the upcoming Alaska seafood fair.
- Nichirei Fresh Inc. (Mr. Sonoda) – met to exchange ideas for “in store promotions” supported by ASMI Japan.
- Yaoko Co., Ltd. (Mr. Kasai) – discussed herring and herring roe.
- Ito-Yokado Co., Ltd. – made several proposals for Alaska herring roe promotions.

## November

- Ocean Beauty (Mr. Palmer & Mr. Mellum of Ocean Beauty Seafoods LLC, Mr. Kaneko & Mr. Tanii of K.K. Ocean Beauty) – as a sales call during ASMI HQ’s visit to Japan
- Trident Seafoods Japan Co., Ltd. (Mr. Suzuki, Mr. Tsutsumi, Mr. Tadauchi, Mr. Mori, Ms. Motoda, Mr. Chae) – as a sales call during ASMI HQ’s visit to Japan
- Icicle Seafoods (Japan) Ltd. (Mr. Nakano, Mr. Ozaki, Mr. Azuma) - as a sales call during ASMI HQ’s visit to Japan
- American Seafoods Japan K.K. (Mr. Uyeno, Mr. Jostein) - as a sales call during ASMI HQ’s visit to Japan
- Japan Food Journal (Ms. Nemoto, Mr. Ueno) – met to discuss a mid-meal promotion with Kakiyasu (deli item vendor)
- Oisix Inc. (Mr. Akahori) – met to discuss the “Alaska Seafood Fair” to take place on the Oisix website.
- Clipper Seafoods Ltd. (Mr. Gilliland, Ms. Lee) – met to introduce ASMI Japan activities and to exchange opinions about the Japanese market.
- Consumer Co-operative Kobe (Mr. Yanase, Mr. Mitsuhashi) – met for an overview of Coop Kobe’s seafood sales situation, and to exchange information on Alaska origin seafood products.
- Japan Fisheries Association (Mr. Nagaoka, Mr. Miyamoto) – visited to express ASMI’s gratitude for their attendance and speech at the ASMI reception on November 1st, and to exchange information about Japanese general seafood market situation.
- Kanetetsu Delica Foods Inc. (Mr. Akiyama) – met to exchange opinions about neri-products promotions.
- Kitanihon Marine Products Co., Ltd. (Mr. Taya, President) and Tokyo Seafoods Ltd. (Mr. Shiba/President, Mr. Tsuchidate) – met to exchange information about the herring roe market and ideas to promote Alaska origin herring roe products.
- Chubu Suisan Co., Ltd. (Mr. Kamiya), Uoichi Co., Ltd. (Mr. Tsuchiya), and Sendai Suisan Co., Ltd. (Mr. Hirohata) – met at a conference of seafood consumption promotion to exchange information about the Japanese seafood market in general and Alaska origin seafood specifically.
- All Japan Kamaboko Producers Association (Mr. Okuno/Executive Director) - visited to express ASMI’s gratitude for their attendance at the ASMI reception on November 1st, and to exchange information about the neri product market situation.
- Toyo Suisan Kaisha Ltd. (Mr. Ode) - met to discuss herring roe product promotion plans for December.



Alaska Seafood Marketing Institute



- Aomori Shokuhin Co., Ltd. (Mr. Hachiya) – met to explain Alaska’s new certification scheme.

## **December**

- Oisix (Mr. Akahori) – met to discuss the ongoing Alaska Seafood Fair at Oisix.com
- Yamayo Co., Ltd. (Mr. Fujita, Mr. Iikura) – met to exchange information
- Aomori Shokuhin Co., Ltd. (Mr. Tajima/President, Mr. Hachiya/General Manager) – met to explain Alaska’s FAO-based RFM program for salmon
- Aomorigyorui Co., Ltd. (Mr. Wakai Keiichiro/President, Mr. Wakai Gyo/Manager, Project Planning Office, Mr. Abe Kentaro, Mr. Maeda Naoya) – met to acquire information about the Aomori market, and share information about Alaska
- Aomori Chuosuisan Co., Ltd. (Mr. Shioya Ryoichi/Executive Senior Managing Director, Fukuoka Tamotsu/Director Planning Dept.) – met to acquire information about the Aomori market, and share information about Alaska
- Warabino Sato (Mr. Kitatani Masayuki/Director) met to exchange information and identify possibly opportunities for joint promotions
- Benirei Cooperation Osaka (Mr. Sasaki) – met to exchange information and to get the latest on the Osaka market situation
- Aeon Topvalu Co., Ltd (Mr. Hashimoto Kazuhiko/Topvalu Merchandising Division) – met to plan the ASMI year-end promotion at Aeon
- Aeon Retail Co., Ltd (Mr. Okada Toshimi/General Manager, Food Merchandising Planning Div., Mr. Kuroki Tatsushi/Merchandiser, Sea Food Department, Food Merchandising Planning Division, Mr. Uchino Masakazu/Marketing Division) – met to plan the ASMI year-end promotion at Aeon
- Aeon Global Merchandising Co., Ltd (Mr. Yoshida Yoshiaki/Buyer, Marine Products Procurement Department, Perishables Procurement Headquarters) – met to plan the ASMI year-end promotion at Aeon
- Japan Fisheries Association (Mr. Miyamoto Hiroki/Secretary General of Seafood Consumption Promotion Center) – met for a year-end sales call
- Suisan Keizai Shimbun Co. (Ms. Ukisu/Manager of Editorial Department) – met to exchange information on the year end market situation.
- Japanese Consumers' Co-operative Union (Mr. Sato Yasuhiko/ Seafoods Department, Merchandising Department 3) – met to explain Alaska’s FAO-based RFM program for salmon, and to get information on Co-op’s consumers

### **Activity Number: M11GXJAXH1 Foodservice Promotions**

**Expenditures: \$0**

#### **Activity Description:**

In addition to the already popular seafood items among chefs like salmon, crab, sablefish and roe, ASMI will develop new venues for underutilized species or relatively new-to-market products to



be introduced and experimented with by HRI users. Such venues will include restaurant menu contests and a pilot menu promotion at a renowned hotel/restaurant.

Whenever appropriate, ASMI will participate in ATO foodservice promotions and will seek opportunities for joint menu promotions with other U.S. cooperators to improve the overall image of American food products among Japanese consumers. To increase sales and interest in Alaska seafood in the HRI sector, ASMI will negotiate at least one Alaska Seafood Fair with a major national restaurant chain and two smaller menu fairs with small-scale hotels and restaurants. ASMI will work to develop new foodservice partners from both the high-end to fast food sectors, as well as encourage innovation and continued use by previous promotional partners.

**Dates of Activity:**

October 1<sup>st</sup> to November 30<sup>th</sup>

**Summary of Activity:**

- ASMI Japan and the Royal Hotel Osaka conducted an Alaska Seafood and Wine Fair for two months from October 1st until the end of November. The fair took place at the hotel's restaurant "REMONE," which has 262 seats and is priced at an average of 2,500 yen (\$32) per person for lunch and 3,000 yen (\$38) for dinner.

ASMI Japan provided Alaska seafood samples for the chef to develop original recipes, and POS materials, i.e., table tents, leaflets and posters, and support the fair's PR activities. At the hotel's request, ASMI Japan also produced an Alaska seafood flashlight.

Near the end of the promotion on November 28th, ASMI Japan and hotel conducted an Alaska seafood and North American wine pairing seminar, coordinated by the hotel's master sommelier, Mr. Oka, targeting approximately 30 customers.



**Master Sommelier Mr. Oka**



**Promotional poster**

**Royal Hotel Osaka Results**

- *Chef Matsuo developed his own recipes, “cream pasta using Alaska king crab” (1,000 yen/\$13) and an “Alaska seafood all-star set” including Pacific cod, salmon roe, herring roe, king salmon and king crab (3,500 yen/\$44).*
- *The sales figures are as follow, as of November 28th.*
  - *Cream pasta: 150*
  - *Alaska seafood all-star set: 55*
- *The hotel staff will do their best to promote Alaska seafood through their PR activities for the rest of the fair period.*

**Dates of Activity:**

October 4<sup>th</sup>

**Summary of Activity:**

- Following the success of the first "Marriage of Alaska Seafood and Wine" HRI seminar, where ASMI Japan Celebrity Ambassador Shinya Tasaki presented recipes and wine



Alaska Seafood Marketing Institute



matching for Alaska Pollock and rock sole, ASMI Japan conducted a follow up seminar on October 4th, once again at Mr. Tasaki's "Restaurant S".

This time, the menu was based around Alaska sockeye salmon and herring roe. Mr. Tasaki introduced the fish itself as well as four of his newly-developed, original Alaska seafood recipes.



U.S. Embassy Commercial Attaché Stephen J. Anderson, Ph. D. makes opening remarks

ASMI Japan Managing-Director Tomo Shimada describes ASMI's Japan strategy.



Alaska Seafood Japan Ambassador Shinya Tasaki makes presentation to HRI industry.

Mr. Kaneko of Ocean Beauty (provided the Copper River sockeye) describes his product.



Mr. Taniya of Marketing Taniya (which provided the Alaska herring roe) describes his product.

First, Restaurant S simply grilled the sockeye for a taste of the ingredient on its own.

Mr. Tasaki's original Alaska seafood recipes:



Escalloped sockeye salmon, accompanied by Noily sauce with basil flavor



Rolled sockeye salmon mousse with red wine sauce



Gardenesque herring roe and vegetables with Alaska king crab savor



Smoked herring roe with terrine de foie gras, accompanied by red wine sauce

As a result of this seminar, Restaurant S will extend its Alaska seafood fair until the end of November. The next recipe will feature sockeye salmon.

**A Marriage of Alaska Seafood and Wine: Second Session Results:**

- *38 people attended. The majority was hotel and restaurant representatives, and U.S. Embassy personnel also attended.*
- *Several hotel/restaurants, such as the Royal Park Tower Shiodome, Ambassador Hotel, Royal Co. expressed their interest in conducting Alaska seafood fairs and/or promotion at their venues. ASMI Japan will follow up accordingly.*

**Dates of Activity:**

October 1<sup>st</sup> to November 30<sup>th</sup>

**Summary of Activity**



- Following the success of the Marriage of Alaska Seafood and Wine HRI seminars at Celebrity Ambassador Mr. Shinya Tasaki's "Restaurant S", as well as the success of the fair itself, ASMI Japan also arranged for the fair to continue until the end of November. ASMI Japan arranged for the ASMI logo to be featured on the menu, and the staff promoted Alaska seafood to their guests.

The October menu is attached, featuring "rolled Alaska sockeye salmon mouse with red wine sauce" included in the regular menu.

#### **Alaska Seafood Fair with Restaurant S Results:**

- *General Manager Mr. Tagawa informed ASMI Japan that the restaurant's sales results are confidential, but, the Alaska sockeye salmon dish is selling well. Restaurant S promoted both sockeye salmon and Alaska Pollack in November 2012. These fish are mostly used for Japanese cuisine, but this beautifully arranged French recipe is very attractive.*
- *General Manager Mr. Tagawa informed ASMI Japan that the restaurant's sales results are confidential, but, the Alaska sockeye salmon dish is selling well, and he has added three Alaska seafood items to the regular menu starting in December, which also features the ASMI logo. The menu is attached.*
  - *Alaska salmon covered with kadayif (Moroccan thin pasta) accompanied by tomato sherbet*
  - *Seamed snow crab meat wrapped in yuba (the upper skin of tofu, a delicacy)*
  - *Greenland turbot fritter with red wine risotto.*

#### **Dates of Activity:**

October 21<sup>st</sup>

#### **Summary of Activity:**

- On October 21st, ASMI Japan hosted an Alaska seafood recipe development seminar and luncheon at Roti Roppongi, and invited food coordinators, consultants and cooking specialists to attend, share their recipe ideas for Alaska sockeye salmon and herring roe and taste Alaska seafood recipes by Mr. Ian Tozer: chef of Roti Roppongi restaurant (<http://www.roti.jp/en/index.php>) in Tokyo. Mr. Tozer is an expert in American ingredients and spices.

Prior to the seminar, ASMI Japan sent the participants Alaska sockeye salmon, and followed up with samples of Alaska herring roe after the seminar.





**Alaska salmon trio: tartare, graviax, salmon cake (similar to crab cake)**



**Roast Pacific cod with beetroot mash, sautéed winter greens, black olive pesto**





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### **Alaska Seafood Seminar at Roti Roppongi Results**

- *Mr. Ian Tozer was very satisfied with the quality and taste of Pacific cod from Alaska, and will use it for the regular menu item, “Roast Pacific Cod”.*
- *The seminar attendees uploaded the following posts and recipes to their respective blogs.*

### **Recipes**

- Ms. Yukai Sasaki

<http://ow.ly/ezAqo> (blog, recipes with Alaska sockeye)

[http://www.tokyu-dept.co.jp/foodshow/column\\_baby/index.html/](http://www.tokyu-dept.co.jp/foodshow/column_baby/index.html/) (recipe on Tokyu foodshow)

- Ms. Reiko Yamada

<http://www.reiko-cooking.com/cp-bin/blog/> (blog, recipes using Alaska herring roe and sockeye)

<http://www.facebook.com/reiko.cooking> (Facebook)

- Rei Watanabe

<http://www.recipe-blog.jp/profile/51856/blog/12733190> (blog recipe Alaska salmon south India curry style)

- Masumi Yanase

<http://blog.livedoor.jp/foodcreator/> (blog recipe Alaska herring roe and cream cheese spread)

- Yuki Hirao

<http://ameblo.jp/yukihirao/entry-11375678631.html> (blog recipe Alaska sockeye chowder)

### **Blog Posts About the Alaska Seafood Luncheon at ROTI**

- Ms. Miya Ohjra

<http://ameblo.jp/miyazotengoku/>

- Ms. Ai Igarashi

<http://www.facebook.com/#!/GoGoIgarashi>

- Ms. Yasuko Imabeppu

<http://www.foods.thinknext.co.jp/a-blog/>

### **<Others>**

- Delite

[http://www.toshin.co.jp/fish\\_recipe/](http://www.toshin.co.jp/fish_recipe/)



Alaska Seafood Marketing Institute



**Dates of Activity:**  
November 1<sup>st</sup> to 30<sup>th</sup>

**Summary of Activity:**

- ASMI Japan carried out an Alaska Seafood Fair from November 1st through 30th at the prestigious, “white tablecloth” NOBU Tokyo restaurant to educate customers about Alaska seafood while capitalizing on NOBU’s high-end reputation, which should help garner additional media coverage for Alaska seafood. ASMI Japan proposed Mr. Yokoyama, the chef of NOBU Tokyo, develop at least two to three new recipes using Alaska seafood and present them on the main page of the menu.

Before the fair started, the restaurant already prominently featured Alaska black cod on the regular menu; however, the salmon is from Norway, and other fish are mostly from other countries.



ASMI and NOBU Tokyo also produced a postcard promoting the Alaska seafood fair, and distributed it to its regular guests.

The Fair menu is below; supplemented with photos from ASMI’s November 2nd visit (some of the items from November 2nd were specially developed for ASMI’s visit.)



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NOBU Monthly Specials

## Alaskan Seafood Fair

Supported by



Wild, Natural & Sustainable



Dungeness Crab Meat Hearts of Palm \*Pasta\*  
(Tomato Sauce or Pepperoncino)  
ダンジネスクラブとハーツオブパームの Pasta  
(トマトソース又はペペロンチーノ)

¥3,200

King Crab Tempura (Ponzu or Creamy Spicy Sauce)  
タラバガニの天ぷら (ポン酢又はクリーミースパイシーソース)

¥ 3,000

King Crab Tempura with Sweet Sour Ponzu  
タラバガニの天ぷら 甘酢ポン酢ソース

¥ 3,200

NOBU Style Fish-n-Chips with Alaskan Cod  
真鱈のフィッシュ&チップス

¥ 2,500

Silver Salmon Mini Gyozas (5 Pieces)  
銀鮭のダンプリング NOBUスタイル (5ピース)

¥ 1,800

Arugula Dry Miso Salad with Slow Cooked Silver Salmon  
銀鮭のスロークック添え ルッコラのドライミソサラダ

¥ 2,600

Black Cod with Miso - DeNiro's Favorite  
ブラックコッドの味噌焼き - デニロお気に入り

¥ 4,000





Alaska Seafood Marketing Institute



### Alaska Seafood Fair at NOBU Tokyo Results

- *Mr. Yokoyama, chef of NOBU Tokyo was very satisfied with the Alaska seafood fair. Although the sales of Alaska seafood are classified, ASMI Japan did learn that Alaska seafood earned approximately 20% share of sales during the fair.*
- *Guests enjoyed opportunities to taste Dungeness crab, which is still rare in Japan.*
- *NOBU Tokyo is eager to continue promoting Alaska seafood for future promotions. The NOBU Tokyo regular menu includes two Alaska species: black cod and king crab.*

### Dates of Activity:

November 19<sup>th</sup>

### Summary of Activities

- ASMI Japan, in collaboration with the ATO, conducted a cooking demonstration on November 19th with Chef Michael Anthony of Gramercy Tavern in New York, targeting the HRI industry. ASMI Japan donated black cod for 60 guests and for as samples.



### Chef Michael Anthony of Gramercy New York Visit to Japan Results

- *On December 26<sup>th</sup>, the US ATO published an interview with Chef Michael Anthony on its website, [http://www.myfood.jp/w\\_myfood/interview/](http://www.myfood.jp/w_myfood/interview/) where he described the points of cooking natural Alaska black cod. Ambassador Roos also tweeted the link to his 57,000 followers.*



### Advertising/PR Clipping Results

	Date	Media	Circulation	Ad Value	Ad Value in USD (JPY 79.15=USD)	Subject
<b>ASMI</b>						
<b>1 General</b>						
1	14-Sep-12	Okazu no Cooking (Asahi TV)	N/A	80,400,000	1,015,792	Salmon Meuniere with grated cucumber
2	17-Sep-12	Suisan Times	8,500	39,474	498	Promote Alaska salmon flakes and herring roe
3	18-Sep-12	Reishoku Times	8,500	103,684	1,309	Food Service Solution 2012
4	19-Sep-12 02-Oct-12	Yokohama Walker	111,938	261,569	3,304	Hakone Yunessun "Alaskan Seafood Fair"
5	24-Sep-12	Minato Shimbun	58,000	47,368	598	ASMI Luncheon Seminar
6	08-Oct-12	Suisan Times	8,500	92,105	1,163	ASMI held The Marriage of Alaskan Seafood & Wine Seminar hosted by Tasaki Shinya, who introduced the attractiveness of Herring roe.
7	09-Oct-12	Minato Shimbun	58,000	328,618	4,151	ASMI held The Marriage of Alaska Seafood & Wine Seminar, hosted by Shinya Tasaki
8	09-Oct-12	Nikkan Sokuho Suisan Times	2,000	21,124	266	ASMI held The Marriage of Alaskan Seafood & Wine Seminar hosted by Tasaki Shinya, who introduced the attractiveness of Herring roe.
9	12-Oct-12	Minato Shimbun	58,000	330,395	4,174	Seminar "Import seafood forefront" organized by ASMI
10	12-Oct-12	Nikkan Suisan Keizai Shimbun	61,000	147,368	1,861	Seminar "Import seafood forefront" organized by ASMI
11	15-Oct-12	Nikkan Shogyo Keizai	N/A	33,158	418	"Japan's Market is Shrinking" Seminar and "Import seafood forefront" organized by



						ASMI
12	15-Oct-12	Nikkan Suisan Keizai Shimbun	61,000	208,421	2,633	PR for Alaskan Seafood at a luncheon and seminar
13	15-Oct-12	Suisan Times	8,500	94,737	1,196	"Let's Eat Fish" Fish Talk by Mr. Tasaki and Ms. Angyal at the ASMI seminar
14	15-Oct-12	Suisan Times	8,500	73,026	922	ASMI Ambassador, Shinya Tasaki sets his eyes on European fish cooking styles for Japanese tastes
15	16-Oct-12	Nikkan Suisan Keizai Shimbun	61,000	31,579	398	Remarks by the Managing-Director of ASMI Japan
16	18-Oct-12	Nikkan Suisan Keizai Shimbun	61,000	164,211	2,074	Food Messe exhibition in Niigata
17	Oct Issue, 2012	J:COM Magazine	2,200,000	122,969	1,553	TV documentary: " Alaskan Nature life "Journey to Alaska
<b>Total</b>			<b>2,774,438</b>	<b>82,499,807</b>	<b>1,042,310</b>	

	Date	Media	Circulation	Ad Value	Ad Value in USD (JPY 80.85=USD)	Subject
<b>1</b>	<b>ASMI General</b>					
1	12-Oct-12	Facebook of a food specialist Mr. Go IGARASHI	N/A	118,515	1,465	Event Report
2	15-Oct-12	Minato Shimbun	58,000	170,526	2,109	ASMI Luncheon and seminar for cuisine specialists and promotion of new recipe development
3	15-Oct-12	Sekiyu Kagaku Shimbun	8,000	67,368	833	Column: Alaska Salmon
4	16-Oct-12	Blog of a food specialist Ms. Yuki HIRAO	N/A	118,515	1,465	Alaska salmon chowder
5	17-Oct-12	Nikkan Shokuryo Shimbun	5,000	28,421	351	ASMI Luncheon and seminar to promote Alaskan seafood to cuisine specialists



Alaska Seafood Marketing Institute



6	18-Oct-12	Blog of a food specialist Ms. Yukako SAKAI	N/A	118,515	1,465	Alaska salmon dishes
7	19-Oct-12	Minato Shimbun	58,000	45,000	556	Alaska's FAO-based responsible fisheries management program: seven processing companies certified.
8	20-Oct-12	Blog of a food specialist Mr. Akira WATANABE	N/A	118,515	1,465	Southern Indian Alaska salmon curry
9	22-Oct-12	Blog of a food specialist Ms. Yasuko IMABEPPU	N/A	118,515	1,465	Event Report
10	22-Oct-12	Suisan Times	8,500	67,105	829	PR for Alaska sockeye salmon and cod at a luncheon and seminar
11	23-Oct-12	Blog of a food specialist Ms. Miya OHIRA	N/A	118,515	1,465	Event Report
12	25-Oct-12	Blog of a food specialist Ms. Masumi YANASE	N/A	118,515	1,465	Event Report & Herring roe and cream cheese spread
13	27-Oct-12	Blog of a food specialist Ms. Reiko YAMADA	N/A	118,515	1,465	Herring roe and pickles with sesame oil. Spring roll. Cold pasta, Salmon with cream curry sauce.
14	27-Oct-12	Facebook of a food specialist Ms. Reiko YAMADA	N/A	118,515	1,465	Cold capellini with Herring roe
15	30-Oct-12	Minato Shimbun	58,000	186,513	2,306	Promotion activities for Alaska seafood brand - Ambassador Mr. Tasaki
16	05-Nov-12	Minato Shimbun	58,000	298,421	3,691	Interview with ASMI New Executive Director
17	05-Nov-12	Nikkan Shokuryo Shimbun	5,000	20,789	257	The party for New Executive Director of ASMI.
18	05-Nov-12	Nikkan Suisan Keizai Shimbun	61,000	265,263	3,280	ASMI had a press conference for Executive Directors.
19	05-Nov-12	Suisan Times	8,500	13,158	162	ASMI Executives visit Japan
20	05-Nov-12	Suisan Times	8,500	80,921	1,000	ASMI seminar for developing tastes
21	05-Nov-12	Suisan Times	8,500	73,684	911	Reception for ASMI Executives





Alaska Seafood Marketing Institute



22	09-Nov-12	Nihon Shokuryo Shimbun	94,500	77,368	956	New Executive Director of ASMI
23	09-Nov-12	Nikkan Sokuho Suisan Times	2,000	28,620	353	Interview with Mr. Riutta, Executive Director of ASMI
24	12-Nov-12	Nihon Shokuryo Shimbun	94,500	55,263	683	ASMI actively organizing various promotions targeting consumers
25	14-Nov-12	Nikkan Sokuho Suisan Times	2,000	25,000	309	ASMI is conducting Collaborative Promotions
26	19-Nov-12	Nikkan Suisan Keizai Shimbun	61,000	117,895	1,458	Promotions for Alaska Herring roe
27	Jul Issue, 2012	Vinotheque	10,000	32,357	400	ASMI Alaska seafood Ambassador
28	Oct Issue, 2012	Toshin Suisan Osakana Kantan Recipe	N/A	118,515	1,465	Salmon and sujiko tartar
29	Nov Issue, 2012	TOKYU Food Show (TOKYU department-store's website)	N/A	118,515	1,465	Natural Alaska salmon
<b>ASMI</b>						
<b>2 Reference</b>						
30	30-Oct-12	Minato Shimbun	58,000	724,737	8,963	The year supply volume of salmon and trout
31	Nov Issue, 2012	Skyward	1,020,000	22,400,000	277,056	Journey to Alaska
<b>Total</b>			<b>1,687,000</b>	<b>24,778,411</b>	<b>322,578</b>	

	Date	Media	Circulation	Ad Value	Ad Value in USD (JPY 83.45=USD)	Subject
<b>1 ASMI General</b>						
1	12-Nov-12	Suisan Times	8,500	177,632	2,128	Concern About Environmental NGO's Fisheries Management - Interview with ASMI Executive Directors
2	03-Dec-12	Minato Shimbun	58,000	113,684	1,362	ASMI Collaborates to Sell Alaska Seafood Online



Alaska Seafood Marketing Institute



3	06-Dec-12	Nutritional Consultant Ms. Erica Angyal's Facebook	N/A	118,515	1,420	Salmon and its Anti-aging Effects
4	07-Dec-12	Minato Shimbun	58,000	139,737	1,674	New market developments to diversify sales channels
5	15-Dec-12 01-Jan-13	Chain Store Age	15,000	23,310	279	New Executive Director of ASMI
<b>Total</b>			<b>139,500</b>	<b>454,363</b>	<b>6,863</b>	