



Marketing Recommendations Report

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Prepared by Food for Climate League for Southeast Conference (SEC)

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Executive Summary

This internal memo details eight targeted and actionable marketing recommendations to promote Alaska mariculture kelp and oysters to consumers in Alaska and the Lower 48. Grounded in FCL's prior consumer and B2B market research, these **strategies focus on key prioritized consumer segments and provide realistic, phased steps aligned with the industry's current state**. The initial focus should be on marketing efforts targeting Alaska Visitors, with plans to activate strategies for Established Eaters in the Lower 48 once the supply chain stabilizes, as outlined in the recommended [Alaska Kelp Food Roadmap](#) and [Alaska Oyster Food Roadmap](#). The memo also includes suggested tools and assets for each recommendation, and strategic guidance to leverage existing motivators, address barriers, and strengthen marketing efforts.

Overview of Key Recommendations

KELP

Alaska Visitors

- 1: Leverage social media and Alaska travel websites** to promote: a) kelp as a regional ingredient, and b) kelp-themed experiences.
- 2: Partner with Alaska's travel industry to develop immersive kelp-themed experiences**—tastings, farm tours, and meals—and integrate them into existing shore excursions, including pop-up gift shops, in order to translate experiences into purchases.

Established Kelp Eaters

- 3: Launch a multi-pronged strategy to increase retail awareness** and purchases by combining in-store demonstrations, promotional incentives, and paying for high-visibility areas in stores.
- 4: Host familiarization trips for chefs** and key decision-makers/gate-keepers of specialty natural grocery stores and health-oriented restaurant chains.

OYSTERS

Alaska Visitors

- 5: Partner with an existing newsletter popular among Alaska chefs** who own Alaska tourist-focused restaurants to feature a monthly section on Alaska oysters. Support this initiative with a targeted paid media campaign to expand outreach and engagement among Alaska's culinary professionals.



6: Host **live cooking demonstrations at popular Alaska festivals** and eventually on cruises and/or lodges.

Established Eaters of Oysters

7: Host an **on-stage presentation**, complemented by an **experiential booth** that features Alaska oysters at a **national chef-focused event** (e.g., the American Culinary Federation's National Convention or the National Restaurant Association Show), creating a memorable, sensory-rich experience to highlight Alaska oysters' unique qualities.

8: Send curated Alaska oyster **tasting kits** to influential seafood chefs in the Lower 48.

In the body of this report, you will find additional details about the goals, rationale, and audience, in addition to guidance for implementing these recommendations and suggested tools & assets.

Overview of Tools & Assets

Each of the eight recommendations includes a specific Tools & Assets section outlining the tools and resources needed for implementation. The summary below captures the core assets that can be leveraged across all recommendations for a unified approach:

- **Alaska kelp and oyster brand and branding** to ensure consistent and engaging framing and language across assets and to inform the design of any visual materials.
- **Visual assets, particularly high-quality images** of the different Alaska kelp species and Alaska oyster varieties.
- **Mechanisms for tracking feedback and impact.**
- **Social media strategy.**

Assets to be developed for the Mariculture Conference of Alaska in February:

In partnership with Rising Tide, FCL would develop a few teaser assets that can be used by participants of the conference. These will be building blocks for future marketing campaign assets given that the recommendations are very specific and target audiences don't overlap. The assets to be developed include:



- **Engaging material with selling points about Alaska oysters to encourage adoption by chefs.** This could be in the form of a brochure, a one-pager, or another creative format.
- **Engaging material with selling points about Alaska kelp to encourage adoption by retailers.** This could be in the form of a brochure, a one-pager, or another creative format.

Introduction

Food for Climate League (FCL) developed these marketing recommendations, tools, and assets to drive wider adoption of Alaska mariculture kelp and oysters among two prioritized consumer segments: Alaska Visitors and Established Kelp and Oyster Eaters. Grounded in extensive research—including trends analysis, literature reviews, and input from over 1,400 eaters, B2B stakeholders, and industry experts—**these recommendations address key motivators and barriers to adoption, preferred channels and formats, pricing expectations, and compelling narratives.**

This work aligns with the Alaska Mariculture Cluster (AMC) grant goals to scale the market for Alaska kelp and oysters by 50 times over the next decade. These recommendations aim to maximize the impact of SEC's remaining marketing efforts under the AMC grant, inform the rollout of SEC's RFP in 2025, and provide a solid foundation for the contractor selected through the RFP process.

How did FCL arrive at these recommendations?

FCL began with a comprehensive list informed by our research, best practices based on past successes from the Alaska Seafood Marketing Institute (ASMI), and SEC's initial ideas for the RFP. The FCL team went through several rounds of prioritization and refinement using the following key criteria:

- **Impact** – The potential to drive behavior change within specific segments, considering their unique needs, motivators, and barriers, as well as the opportunity to strengthen Alaska's brand identity.
- **Feasibility – Alignment with the roadmap timeline for [kelp](#) and [oysters](#),** current SEC resources and partnerships, operational viability within the existing supply chain and infrastructure, and cost-effectiveness, prioritizing high-reach, low-cost solutions.



This process ensured the final recommendations are both strategic and actionable, beginning with strategies targeted at Alaska Visitors and transitioning to Established Eaters as the supply chain improves. **As time progresses, it will be important to reassess these recommendations and the deprioritized marketing ideas, as changing economic, political, and market conditions may influence the feasibility and impact of the proposed strategies. For example, changes to legislation impacting ASMI's mandate is likely to increase the feasibility of currently deprioritized ideas.**

Recommendations and Rationale

KELP

Alaska Visitors

FCL recommended prioritizing Alaska Visitors as the focus **for the first phase of the [food roadmap strategy](#)**. These consumers play a crucial role in connecting local and broader markets for Alaska kelp in building Alaska kelp brand equity. Given that **visitors are drawn to premium and local dining experiences, as well as the opportunity to explore unique and diverse flavors connected to the region**, this makes this segment an effective first step. This starting point is also cognizant of the infrastructure and transportation challenges that the industry is currently facing.

Recommendations were designed based on their motivators for wider adoption of Alaska kelp—such as flavor, health, versatility, and the desire for exploration—and by addressing Alaska Visitor's barriers, such as unfamiliarity with Alaska kelp or uncertainty about its uses.

2 C. How to Market Alaska Kelp to Alaska Visitors?



1: Leverage social media and Alaska travel websites to promote: a) kelp as a regional ingredient, and b) kelp-themed experiences. This approach engages Alaska Visitors before they arrive in Alaska.

Goals: What do we aim to accomplish?

- Increase Alaska Visitors' **awareness** of Alaska kelp species.
- Promote Alaska kelp as a **regional ingredient** that they must try when visiting the state.
- **Spark interest** in participating in kelp-themed experiences during the planning phase of their trip by positioning it as an essential part of their travel experience.

Rationale: Why and how is this approach impactful and feasible?

- **It targets Alaska Visitors at the earliest stage in their behavioral journey; in other words, before they even arrive in Alaska.**
Travelers typically plan activities in advance, so it is crucial to offer enticing kelp-themed excursions, such as tastings or farm tours, during this decision-making phase.
- **It satisfies Alaska Visitors' strong desire for exploration and memorable local experiences.**
Many travelers are eager to try new, local foods that aren't available elsewhere.
- **It addresses one of the key barriers among Alaska Visitors: unawareness.**



Providing information about Alaska kelp species and Alaska kelp experiences before they arrive directly combats unawareness.

- **It maximizes feasibility and is cost-effective due to its high reach.**

Leveraging existing travel websites and social media accounts (see *suggestions below*) focused on Alaska vacations is a scalable, cost-effective way to promote kelp experiences to a wide audience. As an example, TravelAlaska reaches millions of potential Alaska Visitors every year.

How: What are the key actions in order to implement this marketing activity?

1. SEC should hire a content marketing agency to create visually engaging content showcasing Alaska kelp's regional importance, its producers, and sustainable practices. This can help build awareness and highlight the unique attributes of Alaska kelp as a local food.
2. **The content marketing agency should produce videos, testimonials, and interactive features to educate consumers** using [messaging that resonate with Alaska Visitors](#) to encourage them to try Alaska kelp when visiting the state. This content would reinforce Alaska kelp's identity as a regional food and highlight its connection to the environment and local communities.
3. SEC should **collaborate with trusted travel organizations, travel influencers, and travel-focused social media accounts** to include visual content about Alaska kelp on their platforms. Potential collaborators include:
 - a. **Travel industry stakeholders:** The Alaska Travel Industry Association (ATIA), Alaska.org, TravelAlaska, and other regional Destination Marketing Organizations (DMOs) within Alaska.
 - b. **Tour operators:** AlaskaCollection, GAdventures, Trafalgar, BrushBuck Wildlife tours, Alaska Shore Tours.
 - c. **Influencers and social media accounts:** Identify high-traction Alaska travel influencers, like @exploringalaska, and cruise-focused influencers, like @EmmaCruises, for collaboration on social media campaigns.
4. To refine and improve the marketing efforts, SEC should collaborate with travel organizations to establish **feedback loops** through online surveys, social media interactions, and direct engagement with travelers who have interacted with the content or visited Alaska. This would help gauge the effectiveness and return on investment (ROI) of the campaign, understand consumer perceptions of Alaska kelp, and make data-driven adjustments to the marketing strategy, such as where best to allocate marketing dollars.

Key considerations: What are potential challenges or risks?



- **Risk:** Establishing new partnerships with travel organizations is essential, but may require time to nurture.
 - **Mitigator:** Focus on leveraging existing relationships and targeting organizations with mutual goals.
- **Risk:** Lack of consistent messaging and branding across multiple collaborators could lead to confusion or dilution of key messages.
 - **Mitigator:** Develop unified educational content that resonates with Alaska Visitors, and/or dissemination support through webinars or trainings to ensure consistency across direct-to-consumer messaging.

Tools and Assets: What are some of the tools and assets that will support the campaign?

- **Paid media placements across Alaska travel websites and social media platforms.** *FCL should curate the background information that will inform this content.*
 - This would involve SEC investing in placements of Alaska kelp content (labeled as sponsored) among regular editorial content, ensuring full control over messaging. This approach mitigates the risk of inconsistent communication and ensures messaging is directly aligned with SEC's goals. Additionally, paid influencer partnerships offer the opportunity for SEC to guide content creation and messaging through the agency's input and the influencer's media kit, allowing for precise targeting and measurable impact.
- An advertising agency could produce the following assets that **Alaska travel websites and Alaska travel influencers could adapt for their audiences.** *FCL should curate the background information that will inform the content.*
 - **Engaging content (videos, photos, testimonials) showcasing shore excursions** and outdoor adventures paired with Alaska kelp experiences for Alaska Visitors, using the talking points.
 - **A kelp brand and catchy slogan** for promoting the kelp-themed experiences.
 - **Visual graphics with educational content** about Alaska kelp species.



2: Partner with Alaska's travel industry to develop immersive kelp-themed experiences—tastings, farm tours, and meals—and integrate them into existing shore excursions, including pop-up gift shops, to translate experiences into purchases. This approach engages Alaska Visitors while they are on their trip.

Goals: What do we aim to accomplish?

- Increase Alaska Visitors' **consideration** of Alaska kelp while visiting the state by integrating kelp-themed experiences (i.e., tastings, farm tours, meals) into shore excursions.
- Offer an opportunity to drive repeat consumption well after their visit **by offering Alaska kelp CPG products** through a pop-up gift shop.

Rationale: Why and how is this approach impactful and feasible?

- **It speaks to Alaska Visitors' top motivators.**
These travelers enjoy activities in nature and seek out unique dining experiences that are exclusive to the location they are visiting.
- **It builds an emotional connection to the ingredient through experiential learning.**
This approach leverages the growing trend of experiential travel, combining Alaska's natural beauty with its unique culinary offerings. Framing this as "you've gotta eat while adventuring" ties the Alaska kelp experience directly to visitors' primary motivator—exploring Alaska's breathtaking landscapes and outdoor attractions—while also introducing them to a unique culinary offering. The tour component is highly popular in Ketchikan, offering significant reach
- **It is feasible if SEC utilizes existing connections.**
SEC's existing connections with travel associations make implementation relatively straightforward..

How: What are the key actions in order to implement this marketing activity?

1. SEC should **meet with ATIA and other major travel industry organizations** to explore and formalize partnerships.
2. In partnership with Alaska kelp product companies and Alaska kelp producers, SEC should work with major travel associations to **strategically integrate Alaska kelp tastings or kelp snacks as "must-try" additions to existing shore excursions** (e.g., glacier tours or wildlife expeditions).



- a. Additionally, SEC should facilitate collaboration between Alaska kelp CPG companies and travel associations to offer **tourist-friendly products, such as dried kelp snacks, kelp-based sauces, and seasoning blends, in pop-up gift shops during the excursions**. This would capitalize on Alaska Visitors' preference for convenient, packaged kelp formats that allow them to **take a piece of their Alaskan experience home**.
3. SEC should work collaboratively with travel tour associations, Alaska kelp CPG companies, Alaska kelp producers, and chefs to **host pop-up tastings of kelp-based snacks at port**. This, in combination with **demonstrations and disseminating brochures at port**, can help drive awareness of these tours. With over 50% of travelers focusing on cruise-only itineraries, this strategy can effectively maximize reach. One example of how this approach could be executed is through Tomi Marsh's food truck ("Fishes & Dishes") in Ketchikan.
4. Alaska travel websites should **feature these unique experiences and tastings across their social media** accounts to boost visibility and reach a wider audience of potential visitors. They should use the narratives that resonate with Alaska Visitors identified in FCL research.
5. SEC should work with Alaska travel tour operators to establish **feedback mechanisms**, such as surveys or online reviews, to capture visitors' preferences and continuously refine the experience. This would help gauge the effectiveness and ROI of the campaign, understand consumer perceptions of Alaska kelp, and make data-driven adjustments to the marketing strategy, such as where best to allocate marketing dollars.

Key considerations: What are potential challenges or risks?

- **Risk:** Tour operators may need education on kelp to be able to sell the tours using the right messaging.
 - **Mitigator:** Consider inviting them on familiarization trips to Alaska kelp farms. It would also build enthusiasm and trust, provide personal stories they can weave into their content, and enhance their individual investment in the ingredient.
- **Risk:** Travel organizations, as well as visitors, may not initially see kelp experiences as a compelling addition to their offerings and/or itineraries.
 - **Mitigators:** Ensure that collaborating travel organizations understand how Alaska kelp experiences can enhance their tours, and showcase Alaska kelp with visitors by [using narratives we know resonate](#) with



these audiences—both online on tour operators' websites, and in-person, when selling their tours.

Tools and Assets: What are some of the tools and assets that will support the campaign?

- **Engaging visual content** about Alaska kelp species that appeal to Alaska Visitors, to be disseminated by **Alaska travel tour operators** when **promoting tours through the different platforms**. *FCL should curate the background information that will inform the content.*
- **B-roll and photography** showcasing Alaska's kelp experiences. These visuals can be used in brochures and other marketing materials, as well as **distributed to travel websites and apps for promotion**. The content can also be shared with in-cabin TVs, cruise concierge desks aboard cruises, or other digital platforms to enhance visitor engagement.
- **Brochure or food trend postcards** with infographics, images, or illustrated by a local artist to be distributed prior to and/or on the tours. It could include **QR codes** linking to Alaska CPG websites where they can get the Alaska kelp CPG products and Alaska kelp producer websites. *FCL should curate the background information that will inform the content of these assets.*
- **Develop a campaign hashtag** (e.g., #AlaskaKelpExperience) to encourage travelers to share their Alaska kelp experiences in real-time on social media. This would help to build a sense of community and track user-generated content.
- **Metrics for tracking program success**, such as participant feedback, sales, digital engagement metrics, and brand engagement.

Established Kelp Eaters

FCL prioritized Established Kelp Eaters as a key segment to engage **during the second phase of scaling in the Alaska [kelp food roadmap](#)** as the supply chain improves. These eaters already eat kelp with some regularity, and would be motivated to eat Alaska kelp due to its reputation as a high-value ingredient. They strongly associate Alaska's purity and pristineness with **superior flavor, sustainable production, and high quality, while also appreciating its adventurous appeal**. As the market for kelp continues to grow, Established Kelp Eaters will be instrumental to expanding the distribution of kelp to the Lower 48.



Recommendations were designed to leverage their key motivators—such as flavor, health benefits, and sustainable sourcing—and address barriers like unfamiliarity with Alaska kelp, uncertainty about its applications, and concerns about high perceived cost.



3: Launch a multi-pronged strategy to increase retail awareness and purchases by combining in-store demonstrations, promotional incentives, and paying for high-visibility areas in stores.

Goal: What do we aim to accomplish?

- **Increase awareness of Alaska kelp among Established Kelp Eaters** by introducing them to the ingredient through their preferred retail channels, particularly specialty grocers that emphasize organic and natural products (e.g., Whole Foods Market, Sprouts, Trader Joe's), using engaging, hands-on formats.
- **Overcome the affordability barrier** and reduce first-time entry obstacles by providing discounts through coupons.
- **Drive repeat purchases** by fostering familiarity and trust of Alaska kelp CPG products.

Rationale: Why and how is this approach impactful and feasible?

- **It creates engagement through multiple touchpoints.**
This approach meets eaters at various decision-making stages, creating memorable experiences while addressing barriers like unawareness about Alaska kelp species.



- **It builds trust and engagement with the ingredient through trusted voices.**
Hands-on tastings build trust and drive impulse purchases, especially when led by chefs, particularly celebrity and entertainment chefs, who influence Established Kelp Eaters' food choices.
- **It taps into [key motivators](#) identified during our research for Alaska kelp consumption.**
60% of kelp consumers cite flavor as a key motivator. This marketing activity allows people to experience the taste of Alaska kelp firsthand.
- **It reduces first-time entry barriers through coupons.**
Coupons and recipe cards lower the barrier for first-time trials and encourage repeat purchases.
- **It has been shown to be successful by other B2B companies who sell sea vegetable products.**
In-store demos have been validated by sea vegetable companies like Daybreak Seaweed, who cite this as one of their most successful marketing activities to date for driving sales.

How: What are the key actions in order to implement this marketing activity?

1. To ensure the success of this marketing program, SEC should contract a dedicated project manager or **local agency with established retailer connections, experience in managing in-store demonstrations, and product visibility campaigns** to oversee and coordinate its execution.
2. The hired project manager or content marketing agency should take the following actions:
 - a. Engage retail decision-makers to establish partnerships for implementing the marketing strategy:
 - i. **Approach key decision-makers at specialty stores that sell natural and organic products** in the Pacific Northwest (due to current supply chain constraints).
 - b. Negotiate key retail actions:
 - i. Collaborate with retailers to plan **promotional campaigns and discounts** for Alaska kelp CPG products, available both in-store and online, to encourage trial purchases.
 - c. **Act as a liaison between CPG companies and retailers:**
 - i. Coordinate with Alaska kelp CPG companies, such as Foraged & Found, Barnacle Foods, and Alaska Coastal Seaweed Snacks **to request product samples to use in in-store demos by chefs,**



- particularly in formats like snacks, sauces, and seasonings, which align with consumer preferences.
- ii. **Coordinate and negotiate high-visibility product placement** for Alaska CPG products among retailers, with SEC likely covering the associated costs.
- d. **Organize chef-led tastings in-store and demo programs:**
- i. **Reach out to an iconic Alaska chef** like Chef Kirsten Dixon (a trusted voice for this audience who has expressed interest in a potential collaboration) or Chef Julia O'Malley to lead chef-led tastings or interactive demos featuring Alaska kelp products at the stores. Having a product expert engage in 1-on-1 conversations with customers can significantly boost sales, based on feedback from B2B stakeholders.
 - ii. **Coordinate with a content marketing agency to develop recipe cards** to distribute during the demos.
- e. **Tap into retailer digital platforms (social media, newsletter, and apps), and local networks:**
- i. Negotiate with retailers to **amplify kelp demos and promotions through their digital platforms.**
 - ii. Collaborate with a content marketing agency to create a cohesive social media campaign, including a branded hashtag (e.g., #TasteAlaskaKelp) to drive user-generated content.
 - iii. **Engage local publications and networks**, such as Edible Communities, to spread awareness about promotions and demos.
- f. **Implement feedback mechanisms:**
- i. Work with retailers to **set up on-site feedback tools** during demos, such as thumbs-up/thumbs-down buttons or QR codes linking to quick surveys, to gather consumer insights and preferences. Also request digital engagement metrics.

Key considerations: What are potential challenges or risks?

- **Risk:** It may be difficult to find someone who is both well-versed in kelp and a trusted voice for this audience who speaks from a place of both personal and cultural understanding. This challenge has been highlighted by B2B stakeholders who have implemented similar marketing activities in the past.



- **Mitigator:** Develop clear talking points that appeal to Established Kelp Eaters and provide thorough training for the chef leading the demos to ensure alignment with [key narratives](#).
- **Risk:** Establishing prime shelf placement and demos requires funding and coordination.
 - **Mitigator:** Prioritize high-ROI opportunities and focus efforts on regions with the highest concentration of target audiences to maximize impact.

Tools and Assets: What are some of the tools and assets that will support the campaign?

- **Engaging material (e.g. brochure or another interactive format) with selling points about Alaska kelp to encourage adoption by retailers** and convince them to implement the marketing campaign in their store. *FCL should curate the background information that will inform this asset.*
- **Talking points about Alaska kelp that appeal to Established Kelp Eaters, to be used by chefs** leading the in-store demos. *FCL should curate the background information that will inform this asset.*
- **Engaging materials for consumers (e.g. brochure, buyer guide, etc.)**, with educational content and the messages about Alaska kelp that resonate with Established Kelp Eaters. *FCL should curate background information that will inform this asset.*
- **Physical recipe cards and/or recipe booklet** for consumers including a QR code to the recipes online. *FCL should consult on the recipes that would resonate with eaters.*
- **Coupons** for consumers including a **QR code** to the recipes online.
- **Mechanisms to track coupon redemption** rates and subsequent product sales.
- **Social media campaign for Established Kelp Eaters.** Develop a kelp brand, slogan, or hashtag to promote Alaska kelp demos in stores.
- **Alaska kelp samples.**

4: Host familiarization trips for chefs and key decision-makers/gate-keepers of specialty natural grocery stores and health-oriented restaurant chains.

Goals: What do we aim to accomplish?

- **Increase awareness** among decision-makers in key channels for Established Kelp Eaters about Alaska kelp, emphasizing narratives that resonate with this audience (flavor, sustainable production, health benefits, and versatility).



- **Enhance education** among key decision-makers of the identified channels for Established Kelp Eaters on the unique value of the different Alaska kelp species.
- **Encourage the incorporation of Alaska kelp into existing menus or retail offerings**, or as a key ingredient in new product launches.
- **Further increase awareness and educate Established Kelp Eaters** through their preferred channels in CPG and foodservice.

Rationale: Why and how is this approach impactful and feasible?

- **Experiential learning fosters emotional connections with the ingredient.**
Immersive learning experiences in the natural environment create a powerful connection to the ingredient. These trips enable chefs and buyers to fully grasp its story and significance, inspiring them to integrate it more confidently into menus or product lines.
- **It strengthens the Alaska brand identity through a curated, personal experience.**
Participants gain firsthand knowledge of the unique characteristics, sustainability practices, and story of Alaska kelp species, making it easier to communicate its value to customers. Learning directly from experts, including local producers and Indigenous communities, deepens their connection to the ingredient and strengthens the Alaska brand.
- **It can help communicate the unique benefits for retailers to be able to best convey the information.**
Chefs and buyers who deeply understand the brand story are better equipped to feature Alaska kelp in their menus or product lines, allowing them to share the talking points that resonate with Established Kelp Eaters more effectively.
- **It taps into a core need of B2B stakeholders: community.**
Chefs are eager to collaborate, innovate, and learn from one another in hands-on, in-person settings.¹
- **This strategy has demonstrated both scalable impact and effectiveness in the past.**
This strategy builds on existing relationships with culinary professionals, retailers, and distributors and employs an experiential marketing model that has already proven successful by ASMI with 14 chefs from around the world.

How: What are the key actions in order to implement this marketing activity?

¹ Insights from FCL's Cook Aquatic Foods program.



1. SEC should **designate a project manager for effective coordination of tasks within this marketing activity.**
2. SEC should work collaboratively with FCL and/or a designated project manager **curate and engage a highly targeted and manageable group of B2B stakeholders using diversity and inclusion as a key criteria for selecting chefs and/or grocers.** It should include decision-makers from specialty natural grocers (e.g., Whole Foods Market, Sprouts) and health-oriented restaurants (e.g., Sweetgreen, Just Salad, Modern Market, Sweetfin). To ensure high engagement, leveraging existing relationships with these key players in these specific channels is important.
3. The project manager should **connect and engage with the selected group of decision-makers** at [the identified channels](#) to convince them to join the trip. This would involve working with a content marketing agency to create a compelling outreach materials, as well as a landing page/social media page (*see 7 below*) or other digital marketing asset, that showcases the unique aspects of the experience, highlighting its value for B2B stakeholders. The brochure should focus on the educational, hands-on components of the trip, while leveraging the key messages identified during our Task 4 research that emphasize the benefits and potential of incorporating Alaska kelp into their business offerings.
4. **The designated project manager should design a clear itinerary that balances educational content and hands-on experiences.** Ensure that chefs and buyers **hear directly from Alaska stakeholders, including** Alaska kelp producers, Alaska kelp CPG companies, local chefs, and Indigenous communities, to ensure diversity and inclusion. Activities could include:
 - o **Farm tours:** Showcase sustainable cultivation practices and the pristine environment of Alaska waters.
 - o **Cooking demonstrations:** Collaborate with local chefs to highlight versatile applications of kelp.
 - o **Workshops and panels in traditional foodways:** Include **Indigenous chefs and local communities** to highlight traditional practices and enrich the experience with culturally significant foodways.
 - o **Interactive cookouts:** Organize recipe development challenges or group cookouts featuring Alaska kelp. Friendly competition is especially attractive to chefs based on FCL's research.
5. The project manager should **coordinate with B2B Alaska stakeholders to facilitate activities and provide samples.**
6. The project manager should **engage trusted local chefs**, such as Chef Kirsten Dixon, Within the Wild luxury lodge owner and kelp advocate, to host



participants. Chef Dixon's prior experience with ASMI campaigns makes her an ideal collaborator.

7. The project manager should work with a content marketing agency to design a **targeted marketing campaign that amplifies the initiative through social media**. This could include a chef-influencer "hosted journey" campaign (i.e. a chef with a following 'inviting' a group of chefs to come to Alaska). This allows the use of an established trusted voice without the need to build a social media presence from scratch. Alternatively, a dedicated hashtag could be created to encourage participants to share their experiences, increasing the visibility of Alaska kelp to a broader audience.
8. After the trip, the project manager should **follow up with participants** by providing resources such as chef-curated recipe cards with preferred formats and dishes for Established Kelp Eaters, product samples from Alaska CPG companies, and infographics with messages for reaching out Established Kelp Eaters.
9. SEC should **design and establish impact metrics** to assess the effectiveness of the initiative. This would help gauge the effectiveness and ROI of the campaign, understand consumer perceptions of Alaska kelp, and make data-driven adjustments to the marketing strategy, such as where best to allocate marketing dollars.

Key considerations: What are potential challenges or risks?

- **Risk: Geographic and logistical challenges** in organizing the trips need to be carefully considered, and **coordinating schedules** for busy chefs and buyers would also pose a challenge.⁴
 - **Mitigator:** Cover travel expenses and ensure that the trips are planned with sufficient lead time and travel arrangements are seamless. Work with a communication agency to promote the trip as an exclusive experience, making it irresistible to B2B stakeholders. They should be making the business case for it. Moreover, ensure that promotion includes use of [messages that resonate with B2B stakeholders](#) identified in our research.

Tools and Assets: What are some of the tools and assets that will support the campaign?

- **Engaging outreach materials for SEC to pitch the trip to chefs and retailers**, including a brochure/infographic with the itinerary for the trip and



key messages that resonate with the specific audience identified in FCL research. *FCL should curate the background information that will inform the content of these materials.*

- **Talking points for the familiarization tour host/operator to engage with chefs and retailers** during the trip. *FCL should curate the background information that will inform this asset.*
- A **content creator** (e.g., photographer, videographer, or social media specialist) to capture high-quality content during the trip. This includes video footage, photos, and live social media updates to engage participants and a broader audience in real-time.
- A **sourcing guide** for chefs and retailers with specific details on pricing, available formats, and contact information of Alaska kelp producers. This guide should empower decision-makers to source Alaska kelp easily for menu integration or retail offerings.
- **Digital recipe “cards”** for retailers and chefs attending the trip and for follow up engagements. These should showcase diverse applications of Alaska kelp that resonate with Established Kelp Eaters.
- **Product samples** from Alaska CPG companies to give to participants when they are on the trip. It would allow participants to experience the full range of product offerings and help chefs and retailers visualize how Alaska kelp can be integrated into their own menus or retail shelves.
- **Hashtag and social media campaign** that participants can use to share and promote this experience. This should include a mix of user-generated content and professional content to amplify the campaign’s reach, visibility, and engagement, showcasing the Alaska kelp story through participants’ lenses.

OYSTERS

Alaska Visitors

FCL prioritized targeting Alaska Visitors from the Lower 48 as the focus for the **first phase** of the [food roadmap strategy](#) due to their **strong interest in local and premium experiences**, with dining being one of their top activities while visiting the state. This approach also takes into account the current supply chain challenges. These visitors play a critical role in establishing Alaska oysters as a cornerstone of Alaska’s regional brand identity. This approach also considers the current infrastructure and transportation challenges faced by the industry.



Our recommendations are tailored to address these visitors' motivators and barriers to adopting Alaska oysters, as well as their preferred channels for engagement. Alaska Visitors **view Alaska oysters as a special treat and associate their Alaska origin with superior quality, safety, and sustainability** due to its pristine waters. However, barriers such as unfamiliarity with Alaska oysters and their perceived cost can hinder adoption. Additionally, since these visitors often **enjoy oysters in fine dining settings**, engaging Alaska chefs as ambassadors will be pivotal to increasing awareness and driving wider adoption. **There is a need for greater availability of oysters in Alaska's tourist-focused restaurants to drive wider adoption among visitors.**

How to Market Alaska Oysters to Alaska Visitors?

PROMOTION
Culinary professionals are top trusted voices. Using **versatility narratives** can significantly improve overall perceptions, helping to overcome flavor, texture, and preparation barriers.

PLACE
Foodservice is the preferred channel. Target tourist-focused and fine dining restaurants, as well as secondary channels in CPG like specialty food stores (e.g., gift shops).

PRODUCT
Cooked, familiar formats "with a twist" that preserve the Alaska halo are preferred—like ready to eat Alaska oyster chowder (CPG), and fried options like an Alaska po' boy (foodservice).

PEOPLE
Aiming to explore Alaska by land and sea, these travelers enjoy activities in nature, and seek out **unique experiences**. They are drawn to **"memorable" dining experiences** that are exclusive to that specific place.

PRICE
Focus on **premium positioning**. High willingness to pay aligns with premium U.S. oyster market products and dishes. This high-income segment **allocates significant funds to food and dining while traveling**.

5: Partner with an existing newsletter popular among Alaska chefs who own Alaska tourist-focused restaurants to feature a monthly section on Alaska oysters. Support this initiative with a targeted paid media campaign to expand outreach and engagement among Alaska's culinary professionals.

Goals: What do we aim to accomplish?



- **Increase adoption in foodservice in Alaska** by motivating chefs owning Alaska tourist restaurants to include Alaska oysters on their menus.
- **Strengthen Alaska oysters' positioning as a premium regional ingredient, increasing familiarity on the unique characteristics of each Alaska oyster variety and merroir.**
- **Raise awareness and interest among Alaska Visitors** about Alaska oysters by increasing its menu presence in Alaska tourist restaurants.

Rationale: Why and how is this approach impactful and feasible?

- **It targets foodservice, the primary channel for oyster consumption among Alaska Visitors.**

Partnering with Alaska chefs to increase adoption would be crucial to success, as they are key allies and gate-keepers.

- **It ensures regular touchpoints to keep chefs informed, inspired, and connected to Alaska oysters.**

Chefs value on-trend practical information, such as seasonal updates and market insights, which regular articles in a newsletter can provide in an approachable and easy format. Additionally, it builds ongoing relationships with chefs through regular, high-quality content.

- **It builds trust and decision-making influence by using a platform that chefs already rely on.**

Tapping into trusted voices would help strengthen connections with chefs and reinforce key messages.

- **It is a highly feasible and cost effective way to reach Alaska chefs.**

It requires less effort and resources compared to creating and maintaining a new communication channel, as the platform would already have a strong reach and engagement with the target audience.

How: What are the key actions in order to implement this marketing activity?

1. **SEC should pilot test the initiative.** SEC should begin by featuring Alaska oyster content a few times a year in the months leading up to tourism season. This time frame allows chefs ample time to adopt new ideas and affords SEC the opportunity to measure and adjust to enhance the effectiveness of the campaign. For example, SEC could evaluate whether a given outlet is the right newsletter and if it's reaching the intended audience. If not, consider exploring alternative channels. Eventually, build up enough engagement with the newsletter's audience to have a monthly article.



2. SEC should consult with influential Alaska chefs such as Chefs Nathan Bentley, Nel Uddippa, and Mandy Dixon, or organizations like ASMI to **identify a popular chef-focused newsletter**.
3. SEC should establish a strategic **partnership with the recommended chef-focused newsletter**. An example mentioned during an Alaska chef interview was the [Foods in Season](#) newsletter.
4. SEC should **contract a marketing agency or work directly with the newsletter editors or publishers** for content creation. Some publishers offer custom content creation as a service, which could eliminate the need for SEC to work through an agency.
 - a. **The content for the articles should be informed by FCL research and insights from Alaska stakeholders**. Here are some initial content suggestions inspired by chef interviews and existing newsletters:
 - i. **What's in season:** Highlight current Alaska oyster varieties, emphasizing unique qualities of Alaska oysters. This is worth doing because one of the biggest barriers for Alaska chefs is understanding the unique value of Alaska oysters based on [FCL research](#).
 - ii. **Market insights:** Monthly updates on market prices, trends, and seasonal demand forecasts to help businesses plan their purchasing strategies. This offering could increase availability, which is one of the main barriers for Alaska chefs.
 - iii. **Producer stories:** Feature profiles of Alaska oyster producers to highlight their sustainable practices, harvesting stories, and unique perspectives. Incorporate a digital map of the featured oyster farms in the newsletter, offering chefs insight into the variety and provenance of Alaska oysters. These stories would help build trust, deepen chefs' connection to the Alaska brand, and align with their values. Chefs are especially drawn to the unique origins and narratives of each ingredient, enabling them to speak with passion, excitement, and authenticity to visitors about the oysters they serve.
 - iv. **Recipe inspiration:** Feature recipes that are attractive to Alaska Visitors, such as Alaska oyster fried bites or Alaska oyster po' boys—even showcasing recipes from restaurants that already include Alaska oysters on their menu for Alaska Visitors.
 - v. **"Did You Know?" section:** Share interesting facts about Alaska oysters, such as their sustainability certifications, environmental benefits, or unique cultivation techniques.



- vi. **Oyster farm tours:** Share Alaska oyster events including oyster tastings, farm tours, or seafood festivals that feature Alaska oysters.
5. SEC should **run a paid media campaign** in the designated newsletter to increase reach among Alaska chefs, allowing control over the message and a clear call to action (CTA). Most newsletters outline these options in their media kits.
6. SEC should also collaborate with the newsletter to **align on impact metrics**. This would help gauge the effectiveness and ROI of the campaign, and make data-driven adjustments to the marketing strategy, such as where best to allocate marketing dollars.

Key considerations: What are potential challenges and risks?

- **Risk:** This strategy requires high-quality content and the resources to produce it, including a team for content, design, and distribution.
 - **Mitigator:** Partner with existing newsletters, repurpose content across channels, and use freelance contributors or the newsletter's own sponsored content services to reduce workload.
- **Risk:** Maintaining and growing an engaged audience would require ongoing efforts for outreach and platform management.
 - **Mitigator:** Start by featuring content seasonally, and supplement with frequent updates or micro-campaigns to gather feedback, sustain engagement, and keep momentum in between seasons, adjusting as needed based on the success of the pilot. Regularly refresh content, track engagement, and partner with chefs to maintain interest through co-created content, special features/spotlights, etc.

Tools and Assets: What are some of the tools and assets that will support the campaign?

- **Editorial calendar.**
- **Newsletter or article blurbs** in engaging formats (listicles, infographic, Q&A, simple video, recipes), featuring producer stories, sourcing tips, and the other key messages. *FCL should curate background information to inform this content based on our research to ensure messages resonate and drive adoption.*
- **High-quality photography.** Versatile, professional images for use across articles, social media, and promotional materials.



- **Display ads and paid media campaign.** Create eye-catching ads for newsletters and social media to amplify the campaign's reach.

6: Host live cooking demonstrations at popular Alaska festivals and eventually on cruises and/or lodges.

This marketing strategy could also be extended to Alaska kelp, creating an opportunity to showcase both Alaska kelp and oysters at popular festivals through live cooking demonstrations.

Goals: What do we aim to accomplish?

- Unlock **initial interest** and raise **awareness** of Alaska oysters among Alaska Visitors and Alaska locals by introducing them to the ingredient in an **engaging and low-pressure** setting.
- Use this as a pathway to get eaters to **continue to be interested and drive repeat consumption**, potentially leading to other experiences like oyster farm tours and fostering lasting engagement with Alaska oyster varieties well beyond their visit.
- **Leverage partnerships between Alaska chefs and Alaska oyster producers** to foster future engagements and drive wider adoption among B2B stakeholders in Alaska.

Rationale: Why and how is this approach impactful and feasible?

- **It is an opportunity to build local culture around mariculture ingredients and be a bridge between tourism and community.**
A mariculture food product presence at these events can attract both visitors and locals. The tourism industry often notes that "visitors want to do what the locals do." Therefore, this is an opportunity to cultivate a local culture around mariculture ingredients.
- **It has the potential for high audience reach, and thus, impact.**
It is an opportunity to reach a large number of Alaska locals and Alaska Visitors in a low pressure setting. For example, the Alaska State Fair attracted over 350K attendees last year, including both locals and visitors. Additionally, this is an opportunity to cultivate a local culture around mariculture ingredients.
- **It delivers what eaters gravitate to most—memorable experiences—all while tapping into their trusted voices.**
Live cooking demonstrations create a hands-on, interactive way to introduce Alaska oysters, especially if they are delivered by influential Alaska chefs.



- **It appeals to eaters by speaking to a key perception—Alaska oysters as a premium, special treat.**

Alaska visitors often seek premium, fine-dining experiences, making Alaska oysters an attractive experience through taste testing and/or demos.

- **It is a highly feasible and cost-effective approach.**

SEC can tap into the partnerships that already exist in Alaska among chefs and producers. Demonstrations can be scaled with streamlined logistics (e.g., pre-prepared or frozen oysters, standardized recipes and demo plans that have been tested and curated for the most popular preparations).

How: What are the key actions in order to implement this marketing activity?

1. SEC should **identify the most popular and strategic Alaska festivals**, such as Alyeska Slush Club, the Alaska State Fair, and Sitka WhaleFest, and explore opportunities to host booths or live cooking demonstrations at these events.
2. SEC should **partner with key festival organizers** to secure a presence at these events.
3. SEC would need to carefully **choose and partner with influential or [trusted chefs](#)** who can authentically tell the story of Alaska oysters, such as Chefs Thomas Griffiths or Kirsten Dixon. Recommended formats for the live demonstrations, based on Alaska Visitors' preferred styles, include Alaska oyster po' boys, Alaska oyster chowder, or Alaska oyster fried bites.
4. SEC should **facilitate producer, chef, and festival coordinators partner connections by:**
 - a. Coordinating between Alaska oyster producers, chefs, and festival coordinators to ensure a consistent supply of fresh oysters.
 - b. Encouraging chefs to pair oysters with other Alaska seafood favorites like salmon and crab to enhance their regional identity. Enable connections with Alaska salmon or crab producers.
 - c. Pair Alaska oysters with Alaska kelp products like Alaska kelp hot sauce.
 - d. SEC should contract a marketing agency to design interactive pieces for the demo, which could be recipe postcards or even a fun "passport" or scavenger hunt to try different oysters after the demo while they're ashore, as well as digital assets (e.g., QR codes linking to recipes or Alaska oyster information).
5. SEC should **consider expanding these live cooking demonstrations to cruises and lodges once the supply chain stabilizes**. While the logistics of supplying cruise ships and lodges with a consistent stream of mariculture products may be challenging in the early stages, it would be a strategic move



for a later phase in the roadmap. **Nearly half of Alaska's visitors arrive via cruise ships, presenting a prime opportunity** to engage a captive, interested audience. Luxury lodges, which attract travelers seeking premium experiences, would also provide an ideal setting to showcase these products. When targeting cruises and/or lodges SEC should **identify the most strategic hospitality partners** to integrate live Alaska oyster demonstrations into dining or activity schedules.

- a. Cruise lines: Target luxury and small cruise lines with a history of incorporating local ingredients, such as Holland America and Royal Caribbean.
 - b. Luxury lodges: Partner with lodges that cater to travelers seeking immersive culinary experiences, such as Within the Wild luxury lodge.
6. SEC should hire a marketing agency to develop a marketing campaign around the live demos to enhance visibility among Alaska Visitors. This could include inviting Alaska chef influencers to participate in tastings and creating a hashtag for Alaska Visitors to share their experiences online, fostering greater engagement and reach.
 7. SEC should develop partnerships with restaurants serving Alaska oysters and oyster producers offering farm tours to **collect vouchers, discounts, or promotional materials** that can be distributed during demos and **encourage additional engagement with other channels offering oysters.**

Key considerations: What are potential challenges and risks?

- **Risk:** There is high competition with seafood dishes with stronger reputations during those festivals.
 - **Mitigator:** Invest extra effort to make oysters stand out. Specifically, highlight oysters' unique attributes during demos and tastings, while emphasizing how these foods can complement existing seafood favorites.
- **Risk:** Finding the **most strategic and knowledgeable trusted voices** to deliver these cooking demonstrations can be challenging.
 - **Mitigator:** Tap into culinary organizations and local chef networks to identify experienced chefs with credibility and strong storytelling skills to lead engaging demonstrations.
- **Risk:** Logistics, procurement, and delivery of fresh oysters when moving to cruise ships can be complex.



- **Mitigator:** Think about working with local oyster producers to streamline logistics and utilize frozen or shelf-stable formats to ensure quality while reducing complexity.

Tools and Assets: What are some of the tools and assets that will support the campaign?

- **Talking points for Alaska chefs with [the narratives](#) that resonate with Alaska Visitors** based on FCL research. These can equip Alaska chefs with effective messages for live demos. *FCL should curate the background information that will inform this asset.*
- **Discounts or vouchers** for local restaurants serving Alaska oysters to encourage on-land consumption or farm tours.
- **Recipe postcards or a fun "passport"** or scavenger hunt for visitors to try different oysters after the demo while they're ashore.
- **Social media strategy** for promoting live demonstrations.

Established Oyster Eaters

FCL prioritized Established Oyster Eaters as a key segment to engage during **the second phase** of scaling in the [Alaska oyster food roadmap](#), once a more reliable supply chain and infrastructure are in place. These eaters are seafood enthusiasts who regularly enjoy oysters and are already familiar with them. Their primary motivation for consuming oysters is to **experience the distinct flavors of the place. As such, they are drawn to Alaska's unique merroir** and the freshness and quality of its oysters, which are closely tied to the region's pristine waters.

Marketing recommendations for these eaters should leverage these motivators while addressing barriers such as unfamiliarity with Alaska oyster varieties, concerns about food safety, and **preferences for consuming oysters in foodservice settings, especially at seafood restaurants.** In this regard, increasing the availability of Alaska oysters in seafood restaurants across the Lower 48 will be essential for raising awareness and driving adoption among Established Oyster Eaters.

How to Market Alaska Oysters to Established Oyster Eaters?



7: Host an on-stage presentation, complemented by an experiential booth that features Alaska oysters at a national chef-focused event (e.g., the American Culinary Federation’s National Convention or the National Restaurant Association Show), creating a memorable, sensory-rich experience to highlight Alaska oysters’ unique qualities.

Goals: What do we aim to accomplish?

- Increase **education and awareness** of Alaska oysters among influential chefs in the Lower 48 states to drive wider adoption in foodservice settings, especially seafood restaurants.
- **Utilize peer influence to enhance impact and encourage adoption.** Chefs are strongly influenced by the opinions and practices of their peers. Engaging influential seafood chefs can foster peer-to-peer advocacy, expanding the presence of Alaska oysters in seafood restaurants and on menus across the country.
- **Strengthen Alaska oysters as a regional ingredient**, emphasizing their value among influential chefs.



- Increase **awareness and education of Alaska oyster varieties among Established Oyster Eaters** by driving higher menu adoption in restaurants.

Rationale: Why and how is this approach impactful and feasible?

- **It targets foodservice, the primary channel for oyster consumption among Established Oyster Eaters.**

Partnering with seafood chefs would be key to increasing eaters adoption, as they are key allies and gate-keepers.

- **It capitalizes on the existing familiarity and expertise of chefs, specifically those who have experience with oysters.**

In targeting chefs who are already primed to appreciate oysters, they will want to evaluate the quality of Alaska oysters themselves through hands-on, sensory-rich experiences. These experiences, delivered by trusted voices, are powerful in fostering emotional connections. At national chef events, many chefs are eager to explore new ingredients and are particularly drawn to unique and sustainable ingredients with a great story. They value premium products that differentiate their offerings, making them more likely to embrace Alaska oysters for their distinct flavor and sustainability attributes.

- **It leverages the strong brand equity of Alaska seafood among Lower 48 chefs, which can elevate their perception of Alaska oysters.**

Effectively communicating the unique value of Alaska oysters to chefs is essential for increasing adoption among Established Oyster Eaters.

- **It has high reach as it taps into an influential, targeted audience of decision-makers.**

National chef events gather influential chefs from across the nation, providing direct access to a highly relevant and impactful audience for Alaska oysters.

- **It should be activated once the supply chain is optimized and there are some farmers producing at scale.**

Engage Alaska oyster producers already operating at scale to participate in national chef events, creating awareness and building brand equity. At the same time, continue refining quality, tracking key metrics, and improving cold chain logistics to support broader distribution to seafood restaurants in later stages.

How: What are the key actions in order to implement this marketing activity?

1. SEC should **identify the most strategic chef-focused event** by utilizing existing partnerships and selecting an event based on connections with



organizers to ensure the feasibility of hosting an on-stage demo and/or booth. Two events recommended by B2B experts are the American Culinary Federation's (ACF) National Convention or the National Restaurant Association (NRA) Show, but others should be considered (e.g. Menus of Change, Worlds of Flavor, among others). If SEC does not have a direct connection, it is important to tap into a chef who is already a part of said organization, such as Barton Seaver (who belongs to many networks, including ACF and the Coalition for Sustainable Aquaculture).

2. SEC should collaborate with relevant event organizers to explore logistics and **secure vendor and sponsorship opportunities**. Early discussions are key to ensuring feasibility, as many conferences work on long-lead timelines.
3. SEC should **identify and engage an influential chef with experience using Alaska oysters**, like Chefs Kirsten Dixon Nathan Bently, or Barton Seaver, to lead the interactive session and demos.
4. In consultation from FCL and with input from the chef leading the activity, SEC should **plan an interactive tasting station/stand at the conference**, showcasing a variety of Alaska oysters prepared in creative ways that resonate with chefs and Established Oyster Eaters—fried, grilled, and incorporated into chef-friendly dishes (e.g., po' boys, oyster stews)—rather than just serving raw oysters. The tasting could also include a contest or raffle, e.g., "Win a Culinary Tour of Alaska!" to encourage booth visits.
5. **SEC should contract a marketing agency to develop visuals for the event.** They should use the educational content and [messages that resonate](#) with chefs based on FCL research.
6. **The contracted marketing agency should maximize visibility through a social media campaign.** Leverage ACF's social channels and pre-event marketing (e.g., newsletters, website) to promote the booth and attract attendees.
7. **SEC should execute post-event follow-up engagement.** This would include a platform to collect emails at the booth, enabling SEC to send follow-up emails with the visuals created by the marketing agency, including sourcing tips, recipes, and farm-to-table stories.

Key considerations: What are potential challenges or risks?

- **Risk:** Vendor and sponsorship opportunities at conferences are often time-capped. It is also not always clear what the process looks like for those interested in applying to be a vendor or event sponsor.



- **Mitigator:** Begin inquiry into vendor applications and/or sponsorship discussions early and utilize contacts at the hosting organization(s) as well as partnerships with existing vendors, i.e., Alaska chefs and producers.
- **Risk:** There is a risk of blending in with other booths at the conference and failing to attract attention.
 - **Mitigator:** The booth must provide a memorable, differentiated experience amidst other vendors. Ensure an immersive experience by incorporating engaging elements such as live cooking demonstrations, tasting stations, or interactive storytelling about Alaska oysters' unique origins and sustainability practices. Offering free giveaways and/or a contest or raffle can also encourage engagement.
- **Risk:** It is challenging to transport and maintain the quality of fresh oysters at far-away conferences and events.
 - **Mitigator:** Use a mix of fresh, frozen, and shelf-stable oyster formats to ensure a consistent supply. Partner with a local distributor or use pre-shucked oysters to simplify transportation and minimize handling risks.

Tools and Assets: What are some of the tools and assets that will support the campaign?

- Infographics with **educational content for chefs about Alaska oysters.** *FCL should curate the background information that will inform this content.*
- **A consumer-focused communication toolkit for chefs,** designed to help them effectively promote Alaska oysters to Established Oyster Eaters through their menus. *FCL should curate the background information that will inform the content of this asset.*
- **Sourcing guides.** Provide detailed guides to help chefs access Alaska oysters directly from Alaska producers.
- **QR codes to the digital infographics and sourcing guides.**
- **Social media strategy.** Create a unified hashtag for chefs to promote the oysters once they engage with the stand and try the oysters.

8: Send curated Alaska oyster tasting kits to influential seafood chefs in the Lower 48.

Goals: What do we aim to accomplish?



- Raise **awareness and encourage adoption in seafood restaurants** nationwide, increasing Alaska oysters' presence on menus.
- Increase **the availability of Alaska oysters to Established Oyster Eaters** through preferred channels, particularly within the foodservice sector.

Rationale: Why and how is this approach impactful and feasible?

- **Foodservice is the preferred channel for Established Oyster Eaters.**
Given that [foodservice is a preferred channel](#), influential chefs are vital partners in driving increased adoption by Established Oyster Eaters.
- **It utilizes a key lever to product adoption: hands-on engagement.**
According to B2B needfinding, tasting the oysters is a crucial step for chefs, as experiencing their quality directly is essential for driving adoption. B2B interviews identified sampling as the most effective way to connect chefs with Alaska oysters, enabling them to experience the oysters' quality firsthand.
- **Chefs are trusted voices for Established Oyster Eaters.**
Sending samples helps build familiarity among chefs, who can in turn add these to menus and help build trust in and familiarity with Alaska oysters among Established Oyster Eaters.
- **It is cost-effective and can yield high impact if well-coordinated with chefs and a targeted marketing campaign.**
Unlike kelp, chefs are already familiar with oysters, and tasting kits offer an exciting and convenient way for them to experience Alaska oysters firsthand without needing to travel to Alaska.

How: What are the key actions in order to implement this marketing activity?

1. SEC should use effective messages from FCL research to **reach out to 8-10 seafood chefs** in the Lower 48 with strong social media followings, prioritizing micro-influencers whose niche appeal and high engagement align with the target audience. Examples of trusted voices from FCL's research include Chefs Renee Erickson (Little Sea Creatures), Thomas Griffiths (Campbell's), and Sammy Monsour (Joyce Soul & Sea).
2. SEC should collaborate with Alaska oyster producers to curate **premium tasting kits** consisting of 3-4 varieties of Alaska oysters. For chefs, tasting the quality of Alaska oysters would be key to adoption. Some B2B recommendations for sending the kits:



- a. Focus on **sending kits** during the summer season, aligning with peak availability and increased consumer interest in seafood from Alaska when the waters in the Lower 48 are really warm.
 - b. Ensure that **mailings are pre-arranged** with chefs to confirm their participation.
 - c. Launch an **Alaska oyster challenge** with the oyster kits to explore and identify the distinct flavor profiles of different oyster varieties, such as those from Prince William Sound versus Southeast Alaska. The challenge would encourage chefs to develop creative recipes that highlight these unique flavor characteristics. This initiative would help **build individual identities for the different Alaska oyster varieties, enabling farmers to better position and market their oysters based on regional differences**, ultimately enhancing consumer recognition and driving demand.
3. **SEC should contract a marketing agency to design a marketing campaign around the tasting kits**, encouraging chefs to share their tasting experiences and challenge on social media. A unified hashtag (e.g., #TasteAKOysters) can be created to amplify content. In addition, a digital or print follow-up campaign can feature testimonials, recipes, and chef-generated content.

Key considerations: What are potential challenges or risks?

- **Risk:** Delays or mishandling during delivery might compromise the freshness and quality of the product.
 - **Mitigator:** Partner with reliable logistics providers and implement tracking systems to guarantee fresh and timely delivery, preserving product quality.
- **Risk:** Failure to confirm chefs' interest in receiving samples could lead to ineffective outreach.
 - **Mitigator:** Confirm interest in advance and maintain close communication with chefs to ensure successful sample delivery.

Tools and Assets: What are some of the tools and assets that will support the campaign?

- **Engaging visuals, including infographics and/or videos** to be delivered alongside the tasting kits with educational content that tells the story of Alaska's pristine environment, sustainable oyster practices, and the unique merroir of Alaska oysters. These could include **QR codes** to easily access other



interactive resources. *FCL should curate the background information that will inform these assets.*

- **Sourcing guides and other interactive materials** (e.g. producer profiles and recipe ideas) that provide detailed information to help chefs access Alaska oysters directly from producers and motivates them to incorporate these ingredients into their menus. *FCL should curate the background information that will inform these assets.*
- **Consumer-focused communication toolkit for chefs with [talking points](#)** for effectively promoting Alaska oysters to Established Oyster Eaters. *FCL should curate the background information that will inform these assets.*
- **Social media strategy.** Create a unified hashtag for chefs to promote the oysters once they receive the curated tasting kit and taste the oysters.
- **Tasting guide and challenge instructions.** Send chefs a tasting guide and challenge instructions outlining how to participate in the challenge. Provide clear guidelines on sharing their recipes and tasting experiences on social media, ensuring they highlight the unique flavor profiles and culinary applications of each variety. This would encourage engagement and help generate buzz around Alaska oysters. Provide **a rubric** to evaluate chef creations and assessments, ensuring clear and consistent evaluation of the challenge.
- **Prize for the challenge.** Establish an annual prize for the winning chef of the challenge to incentivize participation and generate excitement around the campaign.

Conclusion

In conclusion, the eight marketing recommendations outlined in this memo provide a comprehensive approach to increasing wider adoption of Alaska kelp oysters among prioritized segments—Alaska Visitors and Established Eaters—while reinforcing the Alaska Origin brand. Grounded in FCL’s consumer and B2B market research, these strategies are designed to be implemented through phased steps that align with the industry’s current capacity. The initial focus should be on engaging Alaska Visitors, with plans to broaden efforts to reach Established Eaters in the Lower 48 as supply chain stability evolves, guided by the [Alaska Kelp Food Roadmap](#) and [Alaska Oyster Food Roadmap](#).



Appendix

Honorable Mentions

These are recommendations that ranked high in our prioritization process but did not make the final cut due to considerations around **short-term feasibility, operational viability, or overall alignment with prioritized segments**. While these ideas were not selected for immediate implementation, they **remain valuable and could be revisited in the future** as new opportunities and priorities evolve.

KELP

Alaska Visitors

1: Collaborate with chefs to **integrate kelp into menus** alongside iconic Alaska products (e.g., salmon, halibut) by hosting a menu challenge to develop innovative kelp-based recipes.

- **Rationale for deprioritization:** *Alaska chefs need education and hands-on experience with kelp to overcome barriers like unfamiliarity and uncertainty on how to incorporate it on their menus. Providing workshops and resources will better prepare chefs, setting the stage for initiatives like menu challenges in the future.*

Established Kelp Eaters

2: Partner with meal kit companies to feature Alaska kelp as a key ingredient, including educational materials about its benefits, sustainability, and Alaska origin, to reach a national audience with pre-measured, ready-to-cook kelp portions.

- **Rationale for deprioritization:** *The current supply chain for Alaska kelp is not yet scalable for national distribution through meal kits. Short-term opportunities could focus on local meal kit companies in Alaska, with nationwide partnerships being more viable as supply expands.*

3: A **co-branding campaign with local and/or trusted, values-aligned producers in partnership with complementary regional food** and beverage brands to create joint products or promotions featuring Alaska kelp. Think: Fishwife tins, Momofuku chili crunch, hot sauces etc. Incorporate logos and visual elements to emphasize the



partnership. Highlight shared values like sustainability, premium quality, and regional pride.

- **Rationale for deprioritization:** *Potential partners like Fishwife are not yet ready to incorporate Alaska kelp into their offerings due to supply chain limitations. SEC also lacks the connections and stable supply chain needed for national or high-profile co-branding partnerships. This idea could be revisited in the long term as supply chain infrastructure and key partnerships develop, with **local Alaska partnerships being a more feasible starting point in the short term.***

OYSTERS

Alaska Visitors

4: Organize an **immersive 2-day oyster experience for key Alaska influencers** and media.

- **Rationale for deprioritization:** *This idea is **complex and resource-intensive.** A simpler approach, like sending tasting kits, is more feasible and provides chefs with an immediate, hands-on experience with Alaska oysters. This idea can be revisited as part of a broader engagement strategy in the future.*

Established Oyster Eaters

5: A **multimedia content marketing campaign** (digital and in-person) at fine dining and specialty stores to build trust, relationships, and long-term engagement. Focus on the uniqueness of Alaska oysters, category language development, and compelling storytelling about the people and producers behind differentiated tastes.

- **Rationale for deprioritization:** *While this concept has strong potential, it **works best as part of a broader strategy** rather than a standalone effort. Integrating storytelling and trusted voices into other prioritized marketing will amplify impact and ensure cohesiveness.*

6: **Redesign frozen Alaska oyster packaging to make it beautiful and reflect the “affordable luxury”** food trend that is on the rise for tinned fish to spark a must-have, must-try feeling about frozen oysters (e.g., combining the convenience and modern design of Daily Harvest with the premium, artisanal appeal of Fishwife). It will be important to emphasize messages that resonate with Established Oyster Eaters (e.g., safety, production, sustainability, and Alaska origin). Support this with a content marketing campaign to educate people in the Lower 48 states about why oysters should be an “affordable luxury”.



FOOD FOR CLIMATE
LEAGUE

- **Rationale for deprioritization:** Constraints such as **limited capacity and brand partnerships make this challenging in the short term.** A "lean luxury" approach may also be more effective when integrated with other strategies, like in-store demos or holiday campaigns, in the future.