



ASMI Foodservice Committee  
October 22, 2015  
Egan Center, Room 5  
Anchorage, Alaska  
**DRAFT MINUTES**

**Committee Members Present:**

Jennifer Castle, Fisherman, Chair  
Julianne Curry, Fisherman  
Mike Cusack, Icicle Seafoods  
Peggy Parker, HANA  
Rasmus Soerensen, American Seafoods  
Jamie Marshall, Trident Seafoods

**Committee Members Absent:**

Jerry Eagle, Peter Pan Seafoods, Vice Chair

**ASMI Staff and Contractors:**

Claudia Hogue, Foodservice Marketing Director  
Karl Johan Uri, Foodservice Marketing Specialist  
Jann Dickerson, National Accounts  
Tricia Sanguinetti, Marketing Consultant  
David Woolley, Distributor Accounts  
Christine Fanning, Communications Program

**Guests:**

Steve Chartier, Peter Pan Seafoods  
Jim Carroll, Peter Pan Seafoods  
Claire Naukitis  
Jim Stone

**Call to order:**

The meeting was called to order by Chair Jennifer Castle at 2:48 PM.

**Roll Call:**

Karl Uri called the roll and determined a quorum was present.

**Approval of the agenda:**

**Motion: Curry moved to approve the agenda, Soerensen seconded. The motion passed unanimously.**

**Approval of the minutes from the previous meeting: April 28, 2015:**

**Motion: Soerensen moved to approve the previous meeting minutes. Parker seconded. The motion passed unanimously.**

**Public Comment:**

There was no public comment at this time.

**Committee Chair Report:**

Due to limited time, Castle decided to forgo the Chairperson report.

**Foodservice Program Update:**

Claudia Hogue, Foodservice Marketing Director, asked the committee if there were any questions on the presentation from previous day. At this time there were none. Hogue updated the committee that Datassential will be fielding new foodservice consumer research in January and the program will be producing a new brochure. The Genuine Alaska Pollock Producers (GAPP) and ASMI will be attending the Culinary Institute of America (CIA) Healthy Kids Collaborative in December.

Hogue reviewed the budget with the committee and reminded the members that at one time the Foodservice budget was down to \$900K and we still had a viable program. The program knows how to adjust our budgets in times of reduced funding.

Soerensen thanked staff for their hard work.

Castle asked Hogue if there were things that were working or not working or things to be excited about. ASMI Foodservice is still creating new contacts and promotions year over year and our partners are seeing value in working with ASMI. We are always adjusting our focus to narrow in on the best opportunities.

Trade education and new materials this next year will include Alaska salmon and Alaska crab. The committee asked for a refresh on some of the posters.

**Foodservice Public Relations Review:**

Our foodservice PR Agency and Katie Coleman are doing an amazing job with placements and a new Operator Database. Uri walked the committee through the Revelry Agency report.

Jamie Marshall inquired if we are working with Compass (Bon Appetit). Dickerson stated that we are meeting with them at the CIA Healthy Kids and that working with them in conjunction with the Seafood Nutritional Partnership.

Uri followed with some statistics from April to September 2015 generated by the Foodservice Program working with the Revelry Agency.

- 3.8 million impressions
- 28 Unique placements
- 75 Pitches
- 22 Operators
- 9 Recipe placements
- 35 Images

Uri updated the committee on the Operator Database and asked the committee to send operator leads when they find Alaska seafood on the menu.

**\*Action Item:** Curry asked staff to send out quarterly reminders to the committee to send operator leads to Uri.

Soerensen asked if the tagline Wild, Natural & Sustainable is a little dated. Parker agreed and said we are not going to be able to hold on to those attributes forever. A discussion followed and it was noted that the tagline is registered and no other fishery can use it. The committee asked Castle to bring the discussion to the attention of the Board of Directors.

**Foodservice Operator and Distributor Promotion FY15 review:**

Castle introduced Jann Dickerson, National Accounts and David Woolley, Distributor Promotions, and asked them to present to the committee.

Dickerson walked the committee through the promotional partners for FY15. Foodservice is focusing on Fast Casual where volume is growing. This year we partnered with Sharky's, Rubio's and Joey's.

Dickerson reviewed the Partnership Application form and how we determine the funding level for each promotion.

Dickerson reviewed promotions at Seasons 52, Princess Cruises, Red Lobster, Market Broiler, and Krystal.

A discussion occurred regarding the "Veg-Centric" dining trend where vegetables are becoming the center of the plate and the protein becomes the side. Dickerson displayed examples from McCormick and Schmick's and Salad Creations.

Curry thanked the staff for being up to date on the latest food trends.

Dickerson reviewed the continued relationship between ASMI and Sodexo for Alaska Pollock at K-12 school. The Alaska Pollock video produced by ASMI was viewed.

**Chairman Election:**

By secret ballot Julianne Curry was elected Chair and Mike Cusack was elected Vice Chair.

**Cont. Foodservice Operator and Distributor promotion FY15 review:**

David Woolley, Distributor Promotions, reviewed category management and walked the committee through the Sysco Alaska Seafood promotion from FY15. Category management for ASMI has been a great help when executing promotions and provided ASMI with greater exposure with the individual operating companies.

**Foodservice Industry Update:**

It was determined that an industry update was not needed at this time.

**Operational Committee Questionnaire:**

Castle walked the committee members through the different budget categories to determine priorities in upcoming budget cycle for FY16:

- Operator
- Distributor
- Trade Shows & Conferences
- Trade Education
- Trade Advertising
- Trade Relations

Hogue noted that Trade Advertising and Trade Relations are specific to the Foodservice program. There is no duplication of efforts with the Communications program.

Cusack believes that Operator and Distributor promotions are essential, measurable and visible. Category Management has been a huge asset to our Distributor promotions.

Parker believes Trade Advertising would be an obvious first choice to cut in FY16.

Hogue reviewed the Trade Education category and a discussion followed regarding efficiencies between the programs.

A discussion followed regarding the Trade Show & Conference line item. Hogue explained that the only trade show we attend is the Boston Seafood Show; the conferences we attend are how we meet new promotional partners.

**Old Business:**

There was no old business at this time.

**Adjournment:**

**Motion: Parker moved to adjourn, Cusack seconded and the motion passed unanimously.**