



Alaska Seafood Marketing Institute

Draft agenda

ASMI Whitefish Committee Meeting

Tuesday, October 25th 2016 beginning at 1:30 PM Alaska Time
Quadrant Room at the Captain Cook Hotel in Anchorage, AK

Call in number: 800-315-6338

Alternate Call in number: +1-913-904-9376

Access code: 99697

- I. Call to Order
 - II. Roll Call
 - II. Approve Agenda
 - III. Approve Minutes from last meeting
 - IV. Public Comment
 - V. Old business
1. Committee member's impression of market conditions and issues facing each species.
 - i. Alaska Cod -
 - ii. Alaska Rockfish -
 - iii. Alaska Flounder & Sole -
 - iv. Alaska Pollock -
 - v. Other -
 2. Update Whitefish Buyers Guide -
 - i. Discussion of progress on update in progress by Technical Committee.
 - ii. Next steps

3. Domestic Marketing Program Update
 - i. Linda Driscoll & Mark Jones will update us on their domestic retail promotion efforts
 - ii. Karl Uri will report on foodservice promotion activities

VI. New Business : Questions for the Whitefish Committee

1. What specific concerns or marketing needs do you feel should be brought to the ASMI Operational Committees for them to consider?
2. Do you have any overall industry concerns that should be brought to the Committee Chairs meeting for them to discuss and carry forward to the ASMI Board of Directors?
3. What major challenges do you see ASMI facing in the coming years? (short-term and long-term)
4. What trends or opportunities can you identify that ASMI Programs can capitalize on?

VII. Next meeting – Date & Time

VIII. Adjourn