



Wild, Natural & Sustainable®

**ASMI Shellfish Committee
October 25, 2015 Anchorage, Alaska
1:30 pm Alaska Time**

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Draft Agenda

- I. Call to Order**
- II. Roll Call**
- III. Approval of the draft agenda**
- IV. Approval of Minutes of 2015 meeting**
- V. Overviews Shellfish Harvests and Trends**
- VI. Status of IUU Crab**
- VII. Bairdi Marketing**
Jake Jacobson, Jim Stone
- VIII. Bairdi Petition - potential impacts and marketing strategies**
- IX. Golden KC update**

X. List of domestic ASMI promotions

XI. Review of the ASMI Shellfish buyer's guide

XII. Questions for the Shellfish 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?

VIII. Communication with Board of Directors

IX. Adjourn