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ASMI Foodservice Committee Meeting
February 23, 2016
Alaska Seafood Marketing Institute, Seattle, WA

Committee Members Present:

Mike Cusack, Vice Chair, Icycle Seafoods
Jennifer Castle, Fisherman
John Cannon, Orca Bay Seafoods, Inc.
Jamie Marshall, Trident Seafoods (Telephone)
Peggy Parker, HANA (Telephone)

Committee Members Absent:

Julianne Curry, Chair, Fisherman
Rasmus Soerensen, American Seafoods

ASMI Staff:

Claudia Hogue, Foodservice Director
Karl Johan Uri, Foodservice Marketing Specialist

Call to Order:

The meeting was called to order by Vice Chair Mike Cusack at 2:42PM

Roll Call:

Karl Johan Uri called the roll. A quorum was present.

Approval of the Agenda:

Jennifer Castle made a motion to move the budget discussion forward in the agenda and approve the amended agenda and was seconded by Cusack. The motion was approved.

Approval of the minutes from the previous meeting held October 22, 2015:

Peggy Parker moved to approve the minutes from the previous meeting and was seconded by Castle. The motion was approved.

FY17 Foodservice Budget:

Claudia Hogue, Foodservice Director, guided the committee through the budget reduction document. Hogue started the review with the exciting news that Alaska seafood is now the #1 branded protein on United States menus. She thanked the industry for their partnership, new products and support of the Foodservice program.

1. Program Operations: This category covers Hogue and Uri, 1/3 of the Seattle office manager and 15% of Heather Sobal to assist with special projects and

DRAFT

overflow. The travel budget will drop from \$40,000 to \$35,000 and covers all program travel over the fiscal year.

2. **Marketing Operations:** This category funds 2.7 marketing representatives: David Woolley who oversees Distributor Promotions, Jann Dickerson who manages National Accounts and 70% of Tricia Sanguinetti who has replaced our full service agency and their expenses. At this time Hogue recommend to keep this at the current levels.
3. **Operator Promotions:** This category funds Alaska Seafood promotions with national chain accounts. The dollars we provide to our partners is very small in comparison to what they use to promote Alaska seafood. On average see an almost \$1:\$12 match. Under the 30% budget scenario we would cut operator promotions by \$105,000.
4. **Distributor Promotions:** This category covers promotions with broadline and specialty seafood distributors. A 30% cut would reduce this category by \$87,000.
5. **Trade Shows and Conferences:** Hogue reviewed the category and explained that \$50,000 funds the foodservice portion of Seafood Expo North America (Boston) the remaining funds are used to cover sponsorships and expenses at conferences where staff is able to meet and network with current and future promotional partners. A 30% cut will require a \$72,000 reduction and a smaller presence at Boston.

Cusack brought up the idea to reach out to company and industry members to become better ambassadors to assist ASMI at shows and conferences. Cusack met with Curry prior to the meeting and feel that industry members are willing and able to step-up to support ASMI and reduce costs.

6. **Trade Education:** This category covers a wide range of items: POS, reprints, photo shoots, and product. The category helps to support ASMI Foodservice as a premium brand with the "Look of the Leader." A reduction of \$105,000 would be required.

A discussion followed to continue K-12 pollock support as legislation to require schools to serve product of USA is in the works.

7. **Trade Advertising:** A 30% overall reduction would require the elimination of this category.
8. **Foodservice Trade Relations:** Public relations for the foodservice trade is different than retail and consumer. A discussion followed on the great work Revelry Agency has been doing for the program.

DRAFT

Uri covered the International Foodservice Editorial Council (IFEC) annual conference. Under the 30% budget reduction would reduce the program to \$75,000.

Marshall asked what the heart and soul of the program. And it was reaffirmed that Operator and Distributor promotions are the heart of the program.

Due to Scenario two approved in Retail, Foodservice and Communication meeting we do not need to cut 30%.

A motion was made by Parker that the FY17 budget will be \$2,120,645 with a 4% reduction to trade advertising. The motion was seconded by Castle and approved unanimously.

Chair Report:

Cusack noted on an action item regarding committee members be reminded to send in operator leads to Uri. Uri had sent a reminder out in December and will follow-up with the committee after the meeting. Uri will also contact the retail committee as well.

Cusack asked that the minutes from the meeting being distributed to all committees and it was noted that the minutes are always available to all committee members on the website and that with the new website in development it will be easier for committee members to access.

New Business:

Hogue asked the committee for Healthcare leads and to email herself or Uri.

Parker informed the committee that the house and senate are trying to raise 18 million dollars in the form of higher landing taxes. 4 hearings have occurred so far. The Governor is suggesting a 1% increase in the landing tax above each of the tiered levels. The Governor is looking at the amount of money they state is using manage the mining, tourism and fisheries. SB251 was supposed to go into the finance committee but it did not at this time. A discussion followed.

Castle brought up the proposed 12.5% tax on fishermen.

Old Business:

Cusack asked about the new Alaska crab and salmon materials and refresh on the posters. The POS projects have been on hold due to the budget limitations that have recently been lifted.

Adjourn:

A motion was made by Parker to adjourn the meeting and seconded by Castle. The motion passed unanimously and adjourned at 3:36pm.