QUESTIONS FOR SPECIES COMMITTEES

Wild, Natural & Sustainable®

Key Questions:

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?