

Alaska Seafood Marketing Institute
International Marketing Committee Meeting
October 22, 2015
Egan Center, Summit Hall, Room 4, Anchorage, Alaska
DRAFT MINUTES

INTRODUCTION

A regular meeting of the Alaska Seafood Marketing Institute (ASMI) International Marketing Committee (IMC) was called to order at 10:06 AM on October 22, 2015 at the Egan Center in Anchorage, Alaska.

Roll Call

Committee members present:

Jeff Stephan, Chair
Michael McGinley, Vice Chair
Torunn Halhjem
Lance Magnuson
Norman Aoyagi
Merle Knapp
Bob Janzing
Duncan Fields
Dean Pugh

Committee members absent:

Tomi Marsh – Excused
Julie Yeasting

Staff present:

Megan Rider, International Coordinator
Tasha McKoy, International Coordinator
Nicole Stangeland, Communications and International Coordinator
Hannah Lindoff, Strategic Marketing Specialist
Maria Kraus, Central Europe
Carolin Steinheuer, Central Europe
Tatiana Novikova, Eastern Europe
Robin Wang, China
Roger Zhang, China
Akiko Yakata, Japan
James McGuirk, Japan
Pierre-Hubert Meilhac, Western Europe
Adrien Peltier, Western Europe
Sarah Johnson, Northern Europe
Jon Harman, Northern Europe
Jose Madeira, Brazil
Carolina Nascimento, Brazil
David McClellan, Southern Europe

Guests:

Margie Bauman- *Fisheries News & Cordova Times*
Adrienne Christensen- Native Village of Port Heiden
Bruce Schactler- ASMI Food Aid
Sinclair Wilt- Westward Seafoods
Bill Sullivan- Kachemak Bay Seafoods
Tom Gemmel- Consulting
Tony Macedo- North Point Seafoods
Kevin Larsen- Icicle Seafoods
Megan Matthiew- Northern Air Cargo
Maigot Weigele- Northern Air Cargo
Stephanie Moreland- Trident Seafoods
Joe Childers- Bristol Bay Gillnetter
Jhi Jhi Ferrer- ASMI Fiscal Juneau
Dr. Nina Schlossman- ASMI/ Global Foods & Nutrition (DC)
Jason Smith- *Under Current News*
Jason Anderson- Alaska Seafood Cooperative
Stephanie Warpinski- McDowell Group
Eugene Anderson- Commercial Fisherman
Melanie Brown- Commercial Fisher/Salmon Committee Member

Approval of Previous Meeting Minutes:

Stephan moved to approve the minutes from the previous IMC meeting. The motion was seconded and passed.

Announcements:

No announcements for the meeting.

Introduction of Guests/Visitors:

ASMI staff, OMRs and guests introduced themselves.

Public Comment:

Stephan asked for public comment. No comments

REPORTS

Chairman's Report

Stephan welcomed the OMRs to the meeting. He reminded the committee that the next IMC meeting is tentatively scheduled for December 3rd and ASMI is looking for volunteers to host the meeting. Stephan congratulated Knapp on his many years as chair, and his many years of service on the Whitefish Committee. Stephan recognized Pugh, the newly elected Vice Chair of the Whitefish Committee.

Stephan recalled that on August 31st, Alexa Tonkovich sent an email to the Committee titled "Updates from the July meeting." Stephan remarked that the email touched on exploration of the

Korean market and the ongoing RFP. Stephan also confirmed support for greater collaboration between EU programs, in which ASMI implemented the first EU strategy meeting. He asked Rider for an update later in the meeting. Stephan noted that Tonkovich had been asked to be on a conference call with FAS about certificate issues and she had asked the committee for any input.

McGinley wondered about the certificate issues and received clarification from Lindoff that the issue was not necessarily with seafood exports, but other FAS program exports/customs.

Stephan addressed market place challenges, which will impact ASMI's ability to conduct its market activities in the next few years. Stephan stated that ASMI needs to be smart about allocation of resources, to reset priorities, to discuss what is working and what is not working, and to decide what ASMI can do about challenges and focusing on things that ASMI can actually change. Stephan stressed that the Committee needed to position themselves to take maximum advantage of the meeting. Stephan went through the operational committee questions list. Knapp asked the chairman if they addressed the species committee comments to the IMC, to look for synergies between the species committees and the IMC.

Program Director Report & Comments

In place of Tonkovich, Rider read Tonkovich's report. She gave an update on the German Press Tour that took place this summer in partnership with Friedrichs. Rider thanked Stephan for his assistance.

ASMI held an EU strat session in London with FAS Europe. The EU OMRs attended the strategy session. Great collaboration and ideas were shared. Follow-up will be necessary in the next few months.

CONXEMAR was held in Vigo, Spain. ASMI staff and OMRs including Susan Marks and Nicole Stangeland participated in the show and an FAO conference.

The China Fisheries show is being held early November. Rider welcomed people to attend and noted that if they have questions they should contact Rider or McKoy.

ASMI received seven proposals for the Korea RFP. Proposals will be assessed in the next following weeks. ASMI staff will attend USAEDC mid-November.

McGinley asked about some of the synergies happening at the EU strategy session. Krauss replied that the information would be part of her presentation. Krauss also agreed that she wanted to use collaboration to help their dollars go further. Harman spoke on researching EU trade markets. Rider commented on the FAS conference. The theme was cooperators working together. It was cohesive with the theme of the meeting. The EU meeting was productive and valuable. Harman commented on how it was the first time that cooperators from FAS came together in the EU and a great opportunity.

SALMON MARKET SITUATION:

Report on UK canned salmon: promotion included display advertising, retail sponsorship online (which is an effective, quick mechanism, and cross selling in an option), sampling, radio, and an endurance event. The UK OMR's did sampling and radio advertising for the first time. The promotion finished off with PR exercises, working directly with consumers rather than working with retailers/suppliers.

The UK works in partnership with the producers/packers of canned salmon (Princes and John West) and worked with label operators (the people who provide labels for salmon). They worked with the people from LDH. The John West partnership included a merchandising campaign. The UK also used the U.S. Uber Athlete campaign, which included a feature with *Men's Health Magazine*.

The *Jamie Oliver Magazine* campaign talked about the experience of eating canned salmon. The Weight Watchers campaign talked about the health benefits and the nutritional support canned salmon provides. There were 6.4 million engagements for the canned salmon campaign. Online activity resulted in £421,000 in sales. Consumer engagement and sampling activity resulted in total engagement of 355,500. From ads, total opportunities to see ads was 6,356, 261. Salmon promotions included an outdoor festival, a rugby cooking event, Billingsgate schools sampling (training center with heavy seafood focus), a John West 10K in Liverpool, and in-store samplings.

The consumer radio campaign took place over two months (March-May, 2015). ASMI ran a consumer radio campaign where they interviewed 2000 UK families and asked their buying habits with Alaska seafood. After the research, they used the findings to pitch radio shows. Findings: people do not read labels and they do eat fish, but do not know where it comes from. The radio campaign included the importance of area when it comes to salmon, and the value of Alaska seafood. The total reach for this campaign was 9.5 million people. The campaign was extremely successful, and there is currently a campaign in the UK regarding the importance of labeling.

The Tesco campaign included advertorials, online campaigns, and the increase in sales was 104%.

The Princes campaign included cross selling. For instance, if someone was looking for salad, a can of salmon would also pop up. Pugh clarified that the John West goodie bags included a can of salmon, it did. Janzing clarified that the conversion rate meant purchasing rate. Fields asked for more metrics. Harman replied that metrics will not be available until the next fiscal trends are available. Harman also said that there are increases in red salmon purchases, and packers are saying the product does need innovation and needs ring pulls. Tuna has ring pulls, and the price point is an issue (in comparison to tuna). Also, skin and bones in the can are an issue for the younger generation.

Pugh asked about the correlation between target audiences and radio campaigns. Sarah replied that the campaign was focused on geography, and cost effectiveness. Pugh stated that he was curious about the value of the campaign and the impact because this is something that will need to happen more so in the future with the market climate. Stephan clarified that there is a mechanism to measure success, and return on investment.

Harman stated that he can provide a figure on the uplift that was obtained in comparison to the promotional period last year.

Pugh stated that he wanted direct metrics with canned salmon campaign since it was such a specific campaign. Needs follow up from OMR's.

Aoyagi stated Jon did a great job to recover market. Aoyagi wanted to know why there was an issue with sales of salmon in the UK market. What is the England problem? What happened to the UK market and canned salmon? Harman replied: the whole canned industry is in trouble. It's a declining market, and it's consumed by the older generation. It's not sexy...so fresh product is more appealing. The third issue is the Alaska canned salmon operation is structured around a certain canned salmon format. Tuna is innovative and there are more varieties. The modern consumer also does not like skin and bones.

JAPAN SOCKEYE PROMOTION:

The promotion happened spring 2015. Promotion included: demonstration sales for nine retail brands, The Alaska Seafood logo on packages, securing space in major consumer cooperative's catalogs, and POS materials. Demonstration sales happened in 70 stores. ASMI partnered with numerous retailers and processors, wholesalers, and seafood companies.

Pugh asked how Japan OMRs evaluate their success. Akiko said the direct effect of the promotion was over 2000 MT of raw materials. Bob Janzing also confirmed that their sales increased due to the promotion.

CEU PRESENTATION AND DISCUSSION (MK2)

Market Update: Germany is the biggest market in the CEU, and Switzerland eats the most fish per capita. There is a big change in Germany with the current refugee crisis. CEU is anxious to see how this next year goes with the crisis but will try to use it as an opportunity.

CEU favorite fish varieties are salmon, pollock, shrimp, tuna, and herring. Pollock is #1.

Popular preparations are- salmon: smoked, frozen, fresh, and sushi. Pollock: processed fish sticks, frozen and fresh.

CEU strategy- challenges from inexpensive Asian, Scandinavian, and Russian competition, and MSC is highly important in Germany.

Market opportunities: growing sales in fish, high consumer acceptance of sustainability and wild products, solid pricing, a good reputation for US origin and the food trend is currently healthy eating.

Priorities include: sales support activities for salmon and pollock, building the Alaska brand, targeting new consumer groups, and encouraging trade to use origin and RESPONSIBLE FISHERIES MANAGEMENT labeling, and strengthening the market for surimi and salmon roe. A united EU strategy is exciting. The European OMR's are adopting the "Forever Wild" campaign.

Activity highlights:

ASMI participated at ANUGA 2015. The show had 150,000 visitors and is the largest international food trade show. Thirteen chefs participated in the event and cooked Alaska products. Press mailings were sent out the beginning of October, 2015. Four hundred press contacts from journalists, culinary, lifestyle magazines as well as trade press were contacted.

Facebook has 800 likes, 3-4 posts per week, and 15,000 users. Instagram, YouTube and Pinterest are also being utilized.

In Poland there will be in-store promotions in Auchan and Carrefour. ASMI will also conduct wholesale and retail promotions.

At the VW plant in Wolfsburg, over 50,000 employees were fed Alaska seafood for three days. The theme was “cool fish for strong wolves.” Wolfsburg people referred to as “Wolves”. VW scandal happened after promotion was scheduled.

The Alaska seafood truck, “the Alaska liner” is a seafood truck that is going to travel around Germany and attend street food festivals. The seafood truck will have a website to follow the truck’s location.

Product highlights: whole Alaska wild salmon, refreshed Alaska pollock fillets and new products include processed pollock and salmon substitutes.

Fields asked how closely are you associated with Alaska suppliers? Kraus stated they rely on EU importers.

Lance: Poland is becoming a processor, have you worked with them? Kraus replied in the ten weeks since the new OMRs started, the focus has been Germany. They will focus on Poland soon.

BRAZIL PRESENTATION AND DISCUSSION

Market Update: the economy is not doing well and there are political issues. GDP growth -2.4. Inflation is on the rise. Seafood imports were 862 million dollars. They are forecasted to be 1.1 billion this year. Brazil is seeking products that are more price oriented.

In terms of species names, ASMI suggested to the Brazilian government that the five salmon species be differentiated, as well as differentiation between wild and farmed.

There is an increased consumption of seafood: 25% growth from 2012-2014.

FY 16 Strategy:

An emphasis on wild, sustainability, as well as Cook it Frozen! for a time and cost savings solution. Increasing trade education and relations, working with top retailers and restaurants in Brazil, building partnerships with importers and processors, emphasizing cod and pollock in Brazil, and building awareness of the Alaska brand. Strategy includes in-store promotions, food

trucks, working with large hotel chains, partnership with other US origin products (like wine), and working with large western hotel chains and restaurants.

Activity highlights:

2015 Asian & Japan Food Show in Sao Paulo (over 350 leads were generated and four Alaska seafood classes were conducted). ASMI Brazil also participated in the Alaska Culinary Retreat. Public relation efforts generated 200K in free press. Social media has over 590K likes and tasting and press coverage has been successful.

Upcoming shows & Events:

Gastronomy & Hospitality Trade show, APAS, Asia & Japan Food Show, 3rd ASMI Brazil Annual Event December 8th (120 guests), Buyers Mission to AK In February- March, 2016 to Dutch Harbor. Pollock promotions (emphasis on single frozen and no chemicals), educational activities and seminars, and expansion of retail merchandising campaigns and food service campaigns.

McGinley asked, are your promotions mainly frozen fish? There are no canned salmon products in Brazil? Sardines and tuna are a big market in Brazil. Canned salmon is not part of the culture yet. **ACTION ITEM: ASMI Brazil to provide a “feasibility study of the market for canned salmon in Brazil.”**

Fields asked what are the major things you do in Brazil, and what would you do even with a reduced budget? What are your primary focuses? Continuation of pollock, cod, and salmon. There is potential for high end product such as sockeye, black cod, and king. Knapp asked has salted twice frozen pollock gone down? Jose commented that the product has gone up. The price is comparable to cod.

RESPONSIBLE FISHERIES MANAGEMENT UPDATE (SUSAN MARKS, ASMI)

The Global Sustainable Seafood Initiative (GSSI) is an important part of Responsible Fisheries Management (RFM), but the results of passing this standard will not mean immediate changes. The World Wildlife Fund (WWF) also tried to discredit the GSSI.

Fields asked has the support for GSSI been eroded after the aftermath of the WWF statement? Marks stated that it was unknown. The Quality Management System (QMS) will align with GSSI guidelines. They asked that the fisheries standard get further aligned with the GSSI standards. All actions are aligning us to pass the GSSI requirements. The process of GSSI is pass/fail.

McGinley asked how many actual retailers and major food service companies are on board? There are over 71 partners in GSSI. They have a great website to view partners. GSSI has had good interactions with all sectors.

Fields asked about the budget, what is the current RFM budget, and what is the anticipated budget? Budget is \$1.8 million. 725K is allocated towards certification costs. Stephan asked how

can we assist in your efforts? Marks's expectation is that we feel comfortable talking about RFM, and know that it is credible.

SEU PRESENTATION AND DISCUSSION

CONXEMAR in Vigo was better than ever this year. 547 exhibiting companies, and had to turn people away, and visitor traffic was up 3%. This year there was a food truck, and the booth was bigger. Angulas Aguinaga was at the event. ASMI is working with them on packaging for their new surimi product that contains Alaska pollock. Their packaging tag will be "the best of Alaska- wild and natural." CONXEMAR is a big show for whitefish. ASMI is starting to work with SOFRESAL product (Alaska salted cod). About 25 % of the budget is going to HRI promotions. These promotions include chef demos.

Salmon: Italy, Spain, and Portugal are huge seafood markets and growing salmon markets. Low price Chilean and Norwegian salmon are competitors. A leading store, Makro, started a sockeye and black cod campaign.

In Makro stores in Portugal, ASMI hosted an "in-house trade show." This was a three day show with chef demonstrations.

In Italy, a PAM in-store promotion to win a trip to Alaska campaign called "Win Alaska" just finished. The promotion featured salmon. Coop Italia is the largest retailer in Italy, they reasserted the Alaska origin with fresh, smoked, and canned salmon. COAM (Italy), the largest wild salmon smoker in Italy, is now using Alaska origin on their packaging. There is a growth of the Alaska brand in SEU.

Magnuson stated that calling out Alaska is important. Halhjem congratulated McClellan on focusing on calling out Alaska. **Suggested that other regions start tracking who is calling out Alaska.** Knapp noted that at the Vigo show, he got the vibe that Spain does not care about sustainability? The SEU market is not concerned about sustainability or certification. Is anyone selling Alaska pollock as merlusa? Yes.

WEU PRESENTATION AND DISCUSSION

Market update: seafood consumption is down; the market is down, fresh fish down -2.7%, chilled/processed down -1.5%, frozen fish down -3%, there is a higher demand for roe and sushi products. Cod is up 8% (#1 seafood product). The main issue for Alaska: lack of awareness, differentiation vs farmed, perceived quality, and fierce Nordic and local competition.

2015-2016 strategy:

Sharpen the ASMI message. Trends in France and Belgium are working- consumers want natural products, want to know origin, want a collective and social experience, branching out from just "French cuisine"-Asian and South American cuisine are becoming more popular.

NEU PRESENTATION AND DISCUSSION

NEU Market: retail sales remain relatively flat throughout NEU. Foodservice trade is showing growth. Chilled has modest growth; the frozen sector is in decline. Canned (ambient) continues to struggle and decline. Foodservice growth is mainly in food on the move and casual dining. Focuses will include chilled/refreshed, and canned.

Strategy 2015/16: use sport as a driver for communications. Highlight cooking from frozen, health, and location, younger audiences and dedicated press. Use social media.

Trade: continue to use strategic partnerships, develop school food program, and develop new partners in Ireland and Denmark.

Focusing on salmon differentiation with ambassador Laljee (from the culinary retreat). Also creating “salmon-eliers” (sommeliers).

2015 highlights:

ASMI worked with premier Rugby players prior to the World Cup- cooking from frozen was a focus. With *Men's Health* there were online and print ads, and Runner's World also hosted a campaign. ASDA hosted a sampling event in 206 stores, and 51k participated in the campaign. Sales were up during this campaign 746%. ASMI partnered with Youngs in a three month campaign toward school lunches.

Ideas: Inaugural Alaska Salmon Run- 10K run in the summer. Slow runners will have pink t-shirts, faster runners will wear blue- partnerships are developing. This promotion is yet to be confirmed.

A 12 month campaign starting in January - a swim to Alaska campaign. Over 12 months, 6 million packs of Youngs fish fingers will be sold.

Dinner Lady Exchange: in-school promotion to offer UK dinner ladies to go on an exchange to Alaska. ASDA may use the RFM logo- they would be the first to use the label in the UK.

EEU PRESENTATION AND DISCUSSION

Market Update: Putin signed a decree “destruction on the boarder” of all food brought into the country against import bans on Western products. The Far East salmon catch is expected to be 10% less than 2013. 80% of the population supports Putin. Retailers lowered the quality requirements for salmon roe, which will result in lower quality products on shelves.

Ukraine: GDP is down 11%, import of foods down 25%. Jan 1, 2015, a 10% customs duty was recalled. An increase of import volume expected on fish products.

EEU Strategy: Russia and Ukraine will have continual trade servicing, cost share with FAS cooperators, and visit trade shows for emerging markets. EEU will also research other markets and other geographic areas including Kazakhstan, Romania, Georgia, Armenia, etc.

Activity highlights: visited World Food Moscow, and other trade shows. Retail merchandising tasting in Siplo stores for salmon roe. The program is planning to attend World Food Kiev. ASMI will continue to research emerging markets.

JAPAN PRESENTATION AND DISCUSSION

Market Update: last year the government raised sales taxes from 5-8%, and taxes will rise from 8-10% in 2017. The government is debating holding the tax for essential items in 2017 (education, health, and food). 60% of Kamaboko (surimi final product) makers plan to raise their prices 5-10%. The quantity of black cod has decreased. There will also be a decrease of Russian snow and king crab, but an increase of Norwegian king crab.

Strategies include: enhancing the Alaska brand. There is already a favorable position for Alaska seafood but want to still emphasize the superior product. The program is going to promote seasonal products during non-traditional times.

Activity highlights: ASMI worked with NHK education to promote Alaska seafood. We took their three top chefs fishing and they created recipes of products that they caught. Clips of the broadcast will be shown on "Today's Cooking." At the Japan Tourism Expo the chefs attended and cooked for the booth.

Retail promotions included Coop Sapporo, where they sell 17 different types of Alaska seafood. \$681,508 in total sales was achieved. ASMI Japan is renovating their website so that it's more user friendly with smart phones/devices and is also more consumer friendly. The homepage is complete and soon there will be recipe pages, a resource page, news, etc.

October-December, 2015 working with an online food retailer "Oisix & ABC Cooking Studio." Oisix made an Alaska seafood page that is ongoing. ASMI is also collaborating with Chef Kasahara. A cooking seminar will happen November 18th, teaching Japanese home cuisine. At his restaurant, in December, he will sell traditional Japanese Alaska seafood recipes.

CHINA PRESENTATION AND DISCUSSION

Market Update: overall seafood imports are down 2.8% since Jan-Aug 2015. Imports from most countries are down for seafood. Reprocessing is down as production shifts to SE Asia. Increased domestic consumption is up 7.3% and the retail market keeps growing 4.5%. Salmon, cod, halibut and sea cucumber value all went up from 2014. Crab, flatfish, livers and roe values are down. Chilean and Russian crab products are impacting Alaska crab. Consumers in China are willing to pay more for Alaska products.

Strategy 2016: digital and social media, strengthen HRI sectors, and online and offline experiences. 2nd and 3rd tier cities are quickly growing, so more effort put towards promotions in those cities.

Activity highlights: ASMI went to Xi'an for chef seminars. Fifty chefs and buyers participated. At the event there was a high interest for Alaska seafood (this was the first event held in Xi'an).

YHD/Uber partnership: YHD is an online store, and Uber is a fast growing car service company. The Alaska Seafood logo was placed for free on Uber's cars, and they delivered Alaska seafood to clients.

Upcoming activities: ASMI will host trade gatherings in new markets, Moaming and Zhanjiang, as well as other 2nd tier and 3rd tier cities. The 2015 China Fisheries and Seafood Expo is the largest seafood show in Asia. ASMI will have a booth, host a reception, and have attendance from industry members and ASMI Staff.

ASMI will have an Offline to Offline (O2O) Road Show in Shanghai, Beijing, and Guangzhou. ASMI will encourage people to sign up for the Alaska Seafood WeChat account, and have a product showcase and sampling.

Jan 2016, ASMI China will host online promotions. China is the largest e-commerce market in the world. By 2020, they estimate 70% of China will shop online.

Hahljem asked: are you starting to see more western style products in the retail sector? Yes. You will see more and more western style products, even in the frozen section it's breaded and ready to cook. The halibut increase is Pacific not Greenland halibut. Crab decreased because Russian and Chilean crab is being imported to China and it's cheaper.

QUESTIONS FOR OPERATIONAL COMMITTEES

The committee answered the questions for the Board for Stephan to present at the BOD meeting.

The committee reviewed what was working well:

- Knapp noted that CONXEMAR went well and recommend setting it up the same next year.
- Magnuson noted that calling out of Alaska in Italy is incredibly important to our industry. We are competing with Russian sourced cod and David's work with Pambufetti is putting the salters in a spot where they have to send Alaska product to that market. Producers seem to want Alaska. Alaska sells. Hahljem complimented David on the chart of products calling out number of origin identified products.
- Janzing noted that the sockeye promotion in Japan helped to counter-balance the market situation and was very effective, we need this.
- The "Forever Wild" campaign was complimented and McGinley complimented the UK program for doing a Responsible Fisheries Management promotion with ASDA.
- Hahljem noted that EEU is doing the right thing to focus on different markets, as our hands are tied with Russia
- The strength of the IMC is our OMR network and their ability to respond, and respond creatively. The OMRs are very strong.

The Committee also addressed adjustments:

- Hahljem suggested that the term “FAO 67” should be incorporated into ASMI materials, as this may be the only identifier on the product. (As discussed in the whitefish committee).
- Fields stated that ASMI needs to have a bullet approach about our value matrix, showing our impact. How to we measure return on investment? Specifically we need to show results. **He asked for a specific report to publish on the sockeye promotion in Japan.**
- **McGinley asked for a feasibility study on canned salmon in Brazil.**
- Hahljem suggested that the OMRs and staff attend ½ day workshops devoted to the different species, where we talk about challenges and we drill down and go over what we can do. These should be permanent species workshops.
- The Committee asked for more promotions to kids and families with kids. (In China this has a food safety issue, Alaska seafood is safe).
- The Committee discussed the need to push forward with marketing to counter balance against cheap white fish- there is a constant build on aquaculture, it will be hard to get that value out of cod to cover our costs.

The Committee discussed input from their customers:

- The overseas trade sometimes doesn’t know who the OMRs are, we need to find ways to get everybody to know ASMI representatives in different regions.

The Committee discussed questions or comments from stakeholders that ASMI should take into account:

- Fields stated that we have to do something with salmon. We are 9-12 months away from a serious crisis with salmon. Support salmon. Support Ukraine to establish the roe market. Constant question: what is ASMI doing about salmon?
- Stephan noted that processors have mentioned that they’re concerned that they see online or hear from a customer that ASMI did a promotion with their customer and they never had a clue. They are happy about this (the whitefish committee brought this up). **The committee suggested cross communication or a marketing calendar.**

The Committee discussed major challenges they see ASMI facing in the coming years:

- McGinley noted that continuing to be a global market, we are going to have limited funds to hire OMRs and we are restricted by the UES to go into other places but he would like that flexibility.
- Hahljem stated the credit crunch in China, which is a huge challenge for re-processing. We appreciate all the help we can get to move things into the domestic market. We should focus on China and SE Asia on domestic sales.
- Farmed salmon, wild stocks of whitefish and salmon from Russia are chasing our products.
- Our trade partners in Japan and China, and the EU need focus.

In the next five years:

- Our Russian competitors are investing in their fleet, their quality will go up and we need to build brand recognition because we won’t be able to differentiate on quality.

The Committee was asked, with the State facing serious budget deficits for the foreseeable future, ASMI funding may see reduced state funding in future years. Do you see opportunities for increased efficiencies or coordination between programs?

- EU joint strategies met with favorable opinion. Cross pollination between OMRs should continue.
- Encouraged collaboration with GAPP in Germany as they undergo a new campaign.

Specifically: which program activities should be maintained, increased or reduced in the event of declining revenues?

- Knapp noted, we need to stay in Brazil, this is a pattern, it has happened before.
- All OMRs should understand what's going on with Alaska pollock name (happening in the US soon.)

Is there information you would like to be receiving from ASMI programs that you currently are not?

- Fairly good job on communication. We get info and emails we need.
- ROI on promotions, specific numbers would be nice.
- The Committee wants to see more information about how many origin identified products are in the market.
- The Committee would like more information about “refreshed/chilled product” in France.

The Committee provided website feedback:

- There are too many graphics and not enough information. If we want to tap into the salmon report- it's hard to find market information on the website and employee contact information is hidden. There should be an entire list.
- It is hard to order promotional materials.
- The Committee would like more current pertinent marketing information (salmon report, McDowell reports, snapshot of economic situation on the website).

The Committee provided feedback about the Responsible Fisheries Management program outreach:

- The program outreach is good. They have a committee, they are available.

Fields suggested adding a discussion on the marketing calendar, how to improve communications on what partnerships are going on, to the next IMC meeting agenda.

Fields suggested a salmon market update should be on the ASMI website. There are too many photos and not enough content, all employee contacts not available, and it is a difficult website to use. An industry member noted that it's hard to order promotional materials off the website. Fields suggested ASMI add the salmon price report, overview information from McDowell, ex vessel values, just a snapshot on some place on the website.

ELECTION OF IMC CHAIR AND VICE CHAIR

Michael McGinley was elected Chair by secret ballot. Lance Magnuson was elected Vice Chair.

SPECIES UPDATES

Herring: need a species update next meeting.

Salmon: This is a tough market. There's the Russia problem. The roe problem is reflected in the grounds price to the fisherman. Prices are down across the board. Japan is always chasing from the bottom up. Chilean coho price and the Russians were higher than we were, but now they are matching the Alaskan price. Russia is already preparing to produce younger, bright fish to Japan. We don't know the size for next year. It's a chance to penetrate the Japan market because both Japan and Russia have to terminate high sea fishing.

Is Canada International or domestic? It's a good sockeye market as long as the Fraser River is down. Pink salmon: the credit crunch in China has had a big impact, they have to have orders out of EU or US first, so that has stymied the market.

Fields moved to adjourn. Knapp second the motion.