



Alaska Seafood Marketing Institute

All Hands on Deck

Communications Committee Meeting Minutes (DRAFT)

Friday, November 3, 2023

1:00 – 4:00 PM Alaska Time

Adventure Room @ Hotel Captain Cook – 935 W 5th Ave, Anchorage, AK and Virtual

Meeting Recording Link: https://us02web.zoom.us/rec/share/8uGE307zCY2TzN9ziOm-DsHM3r6L3YDTDsUnPLiWiOpS-4NGKIMGxdAGYZN2zaBY.dvrNlaHND8MH_t-p?startTime=1699044994000

Passcode: TV5*gce8

- I. Chair Cassandra Squibb called the meeting to order at 1:07 pm.
- II. Roll Call
 - a. Present: Chair Cassandra Squibb, Vice Chair Hannah Heimbuch, Julianne Curry, Shannon Ford Ward, Matt Carle (via zoom), Nicole Kimball, Pat Shanahan, Everette Anderson, Julie Cisco, Jessica Keplinger
 - b. Quorum was met.
 - c. Also present: ASMI Staff and Contractors: Greg Smith, Margie Sherman, Tanna Peters (via zoom), Christine Fanning, Alina Fairbanks, Kate Constantine, Katie Goldberg
- III. ASMI Antitrust Statement
 - a. Chair Cassanda Squibb read the Antitrust Statement
- IV. Approval of Agenda
 - a. Julie Cisco moved to approve, Everette Anderson seconded, none opposed. Motion passed.
- V. Approval of Previous Minutes
 - a. Minutes from September 22, 2023 Communications Committee meeting. Pat Shanahan moved to approve, Shannon Ford Ward seconded, none opposed. Motion passed.
- I. Public Comment
 - a. Tracy Welch, Executive Director of United Fisherman of Alaska, encouraged the Communications Committee to use United Fisherman of Alaska as a resource to help get “the story of Alaska fisherman” out to help sell fish in US and abroad.

- VI. Introduction of New ASMI Staff
 - a. Margie Sherman, the new Marketing and Communication Specialist, introduced herself with experience and background.
- VII. Review and discussion of Operational Committee Questions
 - a. The committee discussed the questions posed to the committee and approved the responses shown below.

1. What should ASMI do to make an immediate difference in the marketplace?

- Coordinate between programs on the need for communications tools to support USDA Alaska seafood procurement, including school lunch program, and advocacy to federal delegation regarding the timing of USDA buys.
- Highlight the affordability, ease, and accessibility of retail product forms across media channels, and increase consumer PR program partnerships with influencers.
- Collaborate with harvester groups to develop a robust network of harvester ambassadors in high ROI activities (social media, earned media, trade shows).
- Increase promotion of Buy Alaska Seafood page.

2. What resources can ASMI provide to best help harvesters?

- Promote the existing centralized subscription page on the ASMI website and leverage connections with harvester groups such as UFA to increase reach.
- Increase awareness of ASMI tools and resources available for fishermen.
- Utilize new approaches to drive awareness and the importance of All Hands on Deck.

3. What long-term challenges must your program continue to monitor and/or address?

- Seafood Exclusivity Perceptions. Shift perception of Alaska seafood from a luxury, indulgence, or special occasion item *only*, to an easy, affordable, every day, every-meal option for any budget.
- Climate Change Narratives. Develop communications around a more nuanced definition and discussion of ecological sustainability, addressing issues like climate impact and stock health, and highlighting industry efforts related to climate action. Ensure we have a solid message about what sustainability means in the long-term that incorporates a broad diversity of perspectives, including Indigenous voices.

4. Please address the comments from the species committees that were directed toward your program. In response, do you have any recommendations for which your operational program should take action?

Salmon:

Sushi influencer to work with salmon.

- Plan to address with influencer and chef partnership efforts; will include multiple species.

Continued sockeye salmon filets and canned pink salmon promotions.

- Address with consumer PR influencer efforts.

Education for harvesters concerning supply chain and real-time market conditions.

- Utilize high impact efforts, leveraging partnerships, to disseminate market information (including All Hands on Deck materials) through webinars, web, newsletter, and social media. Webinar preferred in Spring.

Shellfish:

Country of origin labeling with providing support for Sullivan's "Seafood Reciprocity Act."

- Communicate ASMI support and generate industry support if the position is supported by the ASMI Board of Directors

Messaging around all Alaskan crab focuses on the management of the resource and a closure of the fishery does not equate to an unsustainable fishery.

- Utilize existing talking points and information as needed by industry and media.

Whitefish:

Emphasize the highly sustainable management of Alaska's fisheries, and note our management remains strong even with climate change impacts on stocks.

- Consider being more proactive and active on distributing positive messaging.

The negative messaging around trawling fails to recognize or acknowledge that Alaska trawl fisheries are sustainability managed and have a low carbon footprint, particularly compared to trawl fisheries outside the U.S. jurisdiction.

- Highlight positive stories and techniques of Alaska fishing fleet in our Communications and Consumer PR programs.

Halibut/Sablefish:

Proactively drafting ASMI messaging that draws on IPHC verified statements that the biomass is not overfished.

- Develop talking points and distribute to appropriate audiences on a reactive basis.

The negative perception that surrounds small sablefish in many markets.

- Continue and expand influencer efforts regarding sablefish preparation and its success in a changing environment.

5. Is there an action that this committee recommends the board consider at All Hands or in the near future? If not, write N/A.

- Building on our 2022 recommendation, we recommend that ASMI increase attention and efforts related to communicating about sustainability, especially climate.
 - Request staff bring a proposal to the next BOD meeting with possible messaging options. (Climate and sustainability were mentioned by three of the four Species Committees as desired areas of focus).
- Expand ASMI's engagement and conversation with Indigenous communities within Alaska.

VIII. Old Business and Good of the Order

- a. None

IX. Adjourn

- a. Shannon Ford Ward motioned to adjourn and Hannah Heimbach seconded. None opposed. Motion passed.