



Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing and Communications Committee Joint Meeting
Thursday, November 11, 2021
8:30 AM – 2:30 PM Alaska Time

<https://us02web.zoom.us/j/85670711948?pwd=T2VYNdhZdmhaWWZGd3F3REtMOUtwQ0tWQT09#success>

Draft Minutes

I. 8:30 AM Call to Order by Madame Chairwoman, Lilani Estacio-Dunn

II. Roll Call

Present:

Chair Lilani Dunn
Chair Pat Shanahan
Vice Chair John Salle
Vice Chair Cassandra Squibb
Larry Christensen
Branson Spiers
John Daly
Mike Cusack
Thea Thomas
Jessica Hathaway
Nicole Kimball
Peggy Parker
Julianne Curry
Hannah Heimbuch

Absent:

Ron Christianson
Kendall Whitney
Matt Carle

Also Present:

ASMI contractors and staff

III. Approval of Agenda

Christensen moved to approve the agenda. Seconded by Curry. Squibb proposed motion to move public comment before the good of the order. Seconded by Thomas.

IV. Welcome provided by Madame Chairwoman, Pat Shanahan

Madame Chairwoman Shanahan read the ASMI by-laws, explained how to leave a public comment, and acknowledged Veteran's Day.

V. Joint Presentation provided by Ashley Heimbigner and Megan Rider

Rider and Heimbigner took turns introducing their teams and provided an overview of the Domestic and Communications programs. Highlighted the recent domestic promotions and the new ASMI website. Discussed new integrations and upcoming advancements to website and updated media library on NetX. Discussed the importance and future strategy for omnichannel marketing approach.

Rider discussed consumer interest in health and well-being. Noted partnerships, upcoming online campaigns, and expanding product forms to include smoked salmon. Heimbigner discussed influencer and registered dietitian partnerships. Discussed health and nutrition section of the new ASMI website. Noted value of influencer relationships and sustainability. Highlighted the Alaska Seafood mention on the Today show.

Heimbigner discussed the benefits of unified site and cohesive brand refresh and presented a sample of the upcoming industry website. Provided overview of crisis communications support and noted upcoming 40th anniversary celebration book "40 Years of Fish".

VI. Retail Update provided by Mark Jones

Jones shared a presentation on the Domestic Retail Trade Promotions.

Jones discussed 2021 Lent promotions and record lent sales. Notes plans to continue and expand Lent promotions in 2022. Recapped promotion with Meijer in the summer of 2021. Noted the benefits of summer promotions.

Jones recapped National Seafood Month and in store demos. Discussed opportunity to promote frozen seafood offerings with retailers, and demos returning to stores like Kroger. Noted future opportunities in partnerships with wineries for demo promotions. Surimi and new seafood bowl recipes will be included.

VII. Foodservice Update provided by Jann Dickerson

Dickerson presented on Domestic Foodservice Promotions.

Dickerson discussed difficulties with labor and supply chain impacting the foodservice industry. Dickerson noted that promotional dollars from foodservice companies were reduced in 2021. Overall there was no change between FY20 and FY21, Lent promotions were up.

Dickerson discussed new promotions for Lent & FY22. Dickerson noted increasing interest in sole and flounder. Dickerson provided update on distributor results of FY21 with a 29% overall increase. Dickerson noted the industry changes impacting the supply chain and opportunities for ASMI moving forward.

VIII. Public Relations Update provided by Edelman team

Tessa Ward with Edelman shared a presentation on FY22 current and upcoming Domestic and Communications program updates. Provided a walkthrough of the #AskForAlaska program and

campaigns. Ward discussed upcoming #AlaskaSeafoodHacks campaign. Noted consumer growing interest in origin stories of seafood. Explained how Edelman will promote the Alaska story in 2022.

Dunn took time to answer questions from the zoom comments before handing over to Shanahan.

IX. Joint Committee Discussion on strategy and/or review of species committee comments

Hathaway asked about foodservice sales and consumer data. Suggested looking for a “gateway” fish to introduce new consumers to Alaska Seafood. Rider noted that the Domestic Foodservice focus is on who is coming into the market and how to retain their business. Agreed that new consumer insights are valuable and we should continue regularly updating research. Goldberg noted salmon is the most popular introductory fish, millennials are the new buyers, as well as Gen-Z.

Jones noted that frozen saw uptick in retail during the pandemic when restaurant food was not available. Retailers have mentioned likelihood of retaining new consumers is positive.

Thomas asked how ASMI plans to address smaller salmon size. Goldberg– responded they have not seen this concern from consumers, but noted foodservice industry has had more concern. Goldberg recommended proceeding with caution on preemptive messaging about smaller fish sizes to consumers to avoid creating a concern. Parker and Salle acknowledged smaller fish sizes concerning Foodservice, recommend possibly adjusting recipes and cooking methods times to accommodate smaller sizes.

Squibb mentioned private label brands and inquired about creating a private label toolkit for retailers to recommend messaging and partnerships while developing private label. Daly agreed a toolkit could be beneficial. Jones noted that retailers are already doing this thing with private brands, believed a toolkit could be helpful, but noted that retailers tend to reach out to us when interested in using Alaska seafood.

Thomas mentioned tractability and sustainability messaging on packaging. Hathaway suggested using a QR code on labeling to link to sustainability information. Rider acknowledged benefits of QR code, but noted limited space on labels. Christensen mentioned ASMI suggesting recyclable packaging to retail and foodservice partners.

Shanahan, Parker, and Heimbigner discussed strategy for targeted messaging and responding to negative press on a broad and local scale.

Christensen discussed promotion of different freezing methods.

Squibb asked if there anything that needs to be done differently this year due to flow of product changes. Dickerson suggested talking about Alaska’s response to the pandemic and ensuring the safety of our industry, as well as highlighting other species and finding ways to get them into Foodservice while encouraging more communication about what species are available. Goldberg agreed and also suggested pivoting to species we have in supply. Also suggested leaning into canned salmon in light of shortages and labor issues.

Jones discussed canned fish, noted shelf stable sales have increased. Daly provided insight to the canned salmon market and growing opportunity.

Rider noted extra funding recently allocated to Domestic and the concerted effort directed towards the US market.

X. Public comment

Shanahan noted the chat feature on Zoom was used for public comment.

XI. Old Business and Good of the Order

Shanahan opened the floor to old business or good of the order.

XII. Joint Meeting Adjourn

Christensen moved to adjourn. Seconded by Curry. Shanahan adjourned meeting, noted that the Communications Committee and Domestic Committee will reconvene shortly for separate meetings.