

Shellfish Committee Meeting Minutes



Alaska Seafood Marketing Institute

Date:

November 15, 2024

Time:

10:00–11:30 AM AKST

Format:

Virtual

Zoom Details:

Join Zoom Meeting:

<https://us02web.zoom.us/j/85428080860?pwd=c7zo51j42BZlqJq6sj2kl7jWcjafwE.1>

Meeting ID: 854 2808 0860

Passcode: 900523

Meeting Agenda

I. Call to Order

- Pre-meeting request (Kozak): Add committee members to agenda.

Roll Call & Introductions:

Name	Affiliation	Status
Jeff Otness	OBI Seafoods	Present
Cody Barton	F/V Stacey Marie	Present
Steven Minor	Ocean 2 Table Alaska	Present
Sean Dwyer	Trident Seafoods	Present
Gabriel Prout	Harvester	Present
Linda Kozak	Kozak & Associates, Inc.	Present
Tom Carruth	Harvester	Absent

Introduction:

- Sean Dwyer: Long history with crab, representing Trident Seafoods.
- Cody Barton: Harvester, fishes out of Kodiak.
- Linda Kozak: Based in Kodiak; involved with Golden Crab since the early 1990s. Announced resignation after All Hands.

- Gabriel Prout: Harvester based in Kodiak, owns Silver Spray, recently returned from King Crab season.
- Jeff Otness: Chair, based in Ballard, over 50 years with OBI Seafoods.
- Steve Minor: Ocean 2 Table Alaska, focuses on golden King Crab processing and quota.

b. Approval of Agenda

- Motion by Linda Kozak, seconded by Sean Dwyer. Approved.

c. Approval of Minutes (November 2, 2023)

- Motion by Linda Kozak, seconded by Sean Dwyer. Approved.

d. ASMI Antitrust Statement

e. Chair Remarks

- Positive update on crab market.
- Emphasis on differentiating Alaska crab from Bairdi crab. Potential renaming of Bairdi will be discussed under Old Business.

g. Public Comment

(none)

10:10 AM - II. New Business

a. ASMI International Update – Nicole Alba

- Updates on the Japan market and an upcoming Indonesian trade mission.

Discussion Highlights:

- Kozak: Concerns about marketing Bairdi as "Queen Crab." No update on the consumer survey requested.
- Alba: Queen Crab is marketed in Japan but remains labeled as "Bairdi" on the packaging.
- Kozak: Inquired about feedback. Alba reported favorable results from Aeon retailers and clarified legal labeling restrictions.
- Dwyer: Confirmed Bairdi will be included in Asana's year-end promotion.

b. ASMI Retail Update – Amy Dukes

- Presentation on domestic partnerships and retail promotions.

Discussion Highlights:

- Kozak: Asked about monitoring ADFG task-setting processes and expressed concerns about negative messaging on the "Stop Alaska Trawler" Facebook page.
- Kozak: Questioned Sizzlefish's sustainability messaging regarding Southeast Bairdi. Otness confirmed there is a Southeast Bairdi season.

- Dwyer: Suggested researching consumer perceptions of sustainability messaging.

c. ASMI Communications Update – Tanna Peters

- Peters introduced Netx, ASMI’s media library platform.
 - Kozak: Praised Netx but urged outreach to harvesters. Asked about scallop recipe development; Peters confirmed ongoing recipe efforts. Megan Rider shared existing scallop recipes in the chat.
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III. RFM Presentation & All Hands Questions

a. RFM Presentation – Tom Sunderland

- Vice-Chair of the RFM Board presented updates.

b. Review of ASMI Board Questions for All Hands Meeting

- Key points discussed in preparation for the All-Hands meeting.
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IV. Good of the Order

- Open floor for additional comments or items.
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V. Adjournment

- Meeting adjourned at 11:30 AM.