

Alaska Seafood Marketing Institute (ASMI) Customer Advisory Panel (CAP) Charter Goals:

- Provide feedback to the ASMI board on new *market trends and changing conditions* that will affect marketing and sales of Alaska Seafood in the coming years.
- Provide marketing suggestions for ASMI to react to those changes to best position Alaska Seafood in the market.
- Provide feedback to the ASMI board about *ASMI's current marketing approach* and what adjustments may be needed to address changing market conditions.
- Provide guidance to the ASMI board to help it *react to significant, short term issues* that impact Alaska Seafood sales in the market place...e.g., cod surplus?
- Help the Alaska Seafood industry position itself to best respond to the *market forces that will drive seafood sales* in the future.

General and Future Outlook:

- What consumer behaviors do you believe will positively affect seafood purchases over the next 5-10 years? What consumer behaviors will negatively affect seafood purchases?
- What in-store marketing methods work best for you? Will this change in the future?
- How are you communicating to customers outside the store/operations, in order to drive traffic?
- What training techniques for retail seafood counter staff and buyers, and for foodservice wait staff and chefs work best for your organization?
- How, if at all, do you proactively communicate to your customers regarding food safety? Will this change in the future?
- What types of new products would you like to see coming out of the seafood industry?
- How do other products/brands conduct marketing/communications that you deem most successful?
- How do you promote seafood in your business? Do you promote health/nutrition/sustainability?
- What does the future hold for certification (and impact on salmon, other Alaska species)?

ASMI Action Plan

- What should be our core messages to help you sell Alaska seafood?
- How can we improve our own customer and trade communications? What would make our messaging more compelling?
- How should we utilize social media?
- How can we best deal with market and media misinformation about Alaska?
- What should we focus our market research on in the next 5 to 10 years? In the US? In the EU? Japan? China?

Working with You

- How can we help you to be sure your customers have the correct information about Alaska Seafood?
- What is the most important single thing we can do to help you sell Alaska seafood?
- How can we best communicate with you?
- What are we doing that works well for you?
- What are we doing that does not work well for you?
- In what additional ways can ASMI productively collaborate with your business?

Current Events...Impact on seafood marketing – what are you hearing?

- Greenpeace Campaign re. Bering Sea Canyons
- Consumer interest in traceability – Oceana Report
- Ocean Acidification
- Social Responsibility certification
- GMO salmon
- NMFS U.S. Government National Certification initiative
- GSSI
- Others???