



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute
Customer Advisory Panel and Board of Directors Meeting
July 27-29, 2015 at the Cape Fox Lodge in Ketchikan, Alaska

Approved Minutes

Tuesday, July 28

Call to Order

The meeting was called to order at 9:00 am by ASMI Chairman Barry Collier.

Roll Call

Present: Barry Collier, Tomi Marsh, Mark Palmer, Kevin Adams, Allen Kimball, Ana Hoffman, Commissioner Chris Hladick, Ray Riutta, Dave Melbourne, Chris Weisert, Gao Limning, Peter Vasil, Wade Weistling, Jens Peter Klausen, Osamu Nakano, and Dan Aherne; a quorum was present

Others present:

Alexa Tonkovich, Susan Marks, Claudia Hogue, Becky Monagle, Tyson Fick, Andy Wink, Mark Jones, Rep. Dan Ortiz, Rep. Sam Kito, Tom Sunderland, Stefanie Moreland, Stephanie Warpinski, Mike, Cusac, Jeff Stephan, Ron Rogness, Glenn Reed, Jason Anderson, Mark Gleason, Deb Tempel and David Scott.

Approval of Agenda

Mark Palmer made a motion, Allen Kimball seconded the motion, to adopt the agenda as presented, the motion passed unanimously.

Approval of Minutes

Allen Kimball made a motion, Mark Palmer seconded the motion, to approve the minutes from the May 5, 2015 meeting, the motion passed unanimously.

There was no public comment.

ASMI Executive Director Ray Riutta gave an ASMI program overview and update, attachment 1

Direction to the Staff by Ana Hoffman: Measure the impact of the international trade shows and their effectiveness.

Andy Wink, McDowell Group gave a presentation of Status of AK Fisheries Report, attachment 2

Dave Melbourne, SVP Consumer Marketing and Corporate Social Responsibility at Bumble Bee Foods LLC

Dave spoke to the need to promote facts and to use the new USDA food guidelines that encourages two servings of seafood a week to promote Alaska seafood. Speaking from the canned perspective, it should be noted that we need to reach the millennials through; innovation, messaging, engaging in social issues, and taking on the “powder and potions” market with canned salmon. He mentioned that canned salmon really does not appeal to the younger crowd

and that the way to reach them is not through traditional marketing avenues. Collaboration is key to success, that this age group like to be stakeholders in things like sustainability. To figure out how to use that to engage this generation will be key to marketing success.

Chris Weistert, Category Manager, Corporate Seafood, Merchandising and Procurement, The Kroger Company

Chris spoke to the great success Kroger has had with in store demos this year. That ASMI should continue this sort of promotion. When the demos are done right that the Alaska Seafood is flying out of the case. Even when a store does not do a demo, they still see an increase in sales because they are promoting it throughout a region. His customers are looking for ready-to-cook products. They want something they can add a starch and vegetable to and have a quick healthy meal with very little or no prep time.

Gao Limning, General Manager, Everfish International Ltd., attachment 3

Gao shared that e-commerce is booming in China and that this trend is becoming worldwide. He would like to see more species on the NOAA seafood inspection list, he said that the Chinese are willing to try new products and that he feels like new species would send a new energy into the seafood market.

Peter Vasil, Category Manager, Beef & Seafood, Sysco Canada Inc., attachment 4

Peter shared that at Sysco they work with 18 operation companies and spend \$6 billion on seafood and red meat protien. They saw a huge increase with running a promotion among their sales staff late April-late June for the past three years. He looks forward to utilizing all of the materials ASMI produces to help educate the end users.

Wade Wiestling, VP of Culinary Development, The Oceanaire Seafood Room, attachment 5

Wade spoke to the great partnership they have with ASMI and the Alaska producers. They really push the seasonal items on all levels; social media, press, guest check personnel, posters, and Alaska photography. They create a “get it while you can” sense of urgency for their promotions.

Jens Peter Klausen, President, J.P. Klausen & Co. A/S

Jens spoke to the interest that his company has in Alaska seafood and the challenges of working with logistics and pricing.

Mr. Osamu Nakano, Food Merchandising Planning Div, Aeon Retail Co, Ltd, attachment 6

Osamu mentioned that the e-commerce business in Japan is booming, that this is attractive to the younger market. The Japanese trends are for the enjoyment of time and food, living a good and beautiful life, health and wellness, and saving time and money. To focus developing Ready to Eat and the heat and serve items that are healthy would benefit their customers. He request that ASMI facilitate harmony in the ASC/MSC/EU Standard with the RFM Standard.

Susan Marks, ASMI Sustainability Officer, RFM Program Update, Susan Marks, ASMI Sustainability Officer

Susan gave an update on the meeting and the status, see minutes from the meeting on July 27, 2015

Facilitated Discussion Summary with ASMI Board and CAP members, Susan Bell, McDowell Group, attachment 7

Mark Jones, ASMI Retail Program contractor, Cook It Frozen and Frozen Sockeye Demo Review, Mark Jones, ASMI Retail Program contractor, attachment 8

Mark Palmer made a motion, Kevin Adams seconded the motion; to move into executive Session to discuss committee assignment/GSSI Pilot Audit, the motion passed unanimously.

Mark Palmer made a motion, Kevin Adams seconded the motion to move back into regular session, the motion passed unanimously.

Kevin Adams made a motion, Mark Palmer seconded the motion to appoint Wendy Norden to the Conformance Criteria Committee, the motion passed unanimously.

Mark Palmer mad a motion to adjourn the meeting; Kevin Adams seconded the motion, the motion passed unanimously.

The meeting adjourned at 5:30.