



**Halibut-Sablefish Committee Meeting**  
All Hands, Anchorage, Alaska, Egan Center  
Wednesday, October 21, 2015  
2:30 pm  
**Draft minutes**

A meeting of the Halibut-Sablefish Species Committee was called to order by Chairman Bob Barnett at 2:30 PM at the Egan Center in Anchorage, Alaska. Jhi-Jhi Ferrer called the roll. A quorum was established.

Present:

Chair Bob Barnett  
Vice Chair Mark Callahan  
Joe Childers  
Claire Laukitis  
Peggy Parker  
William Sullivan

Absent:

Sara Chapman  
John Jensen

ASMI Staff:

Letasha McKoy  
Linda Driscoll  
Jhi-Jhi Ferrer

Guests:

Stephanie Worpinski (McDowell Group)  
Tom Gemmell

**The committee took a moment of silence for Roland Briggs.**

Chairman Barnett called for a motion to approve the agenda. The agenda was approved.

The draft minutes of the September 29, 2014 meeting were reviewed.

**Motion: Parker moved to accept the minutes as presented, Sullivan seconded. Motion carried by unanimous vote.**

## **OLD BUSINESS**

Chairman Barnett addressed concerns that that the committee needed to pursue and bring back to the ASMI Board of Directors. The discussion included an economic analysis on the fresh and frozen halibut market, by fish size. IPHC is doing an economic analysis of the halibut fishery from the sea to the plate. The committee discussed that large fish are becoming difficult to process and to market. The industry has started a conversation about shifting the dock price structure to disincentive catching larger fish.

Parker reported that there are at least two economic studies being talked about. The first is being done by IPHC, the vessel to plate economic impact of halibut in the market. The second is another biometric study planned for halibut in the Bering Sea. Childers suggested that when these studies come out the committee should have to look at them. Parker added that the IPHC study is going all the way through foodservice, retail, and the distributors to the consumer.

Callahan also mentioned the issue of big fish in the market. The cost is rising higher and higher and ASMI or IPHC needs to look at the alternative. Parker asked what is the biggest downside of those large fish? Callahan answered the down side of catching large fish is the waste because 5% of the fish goes into the trash. It's hard to get them in the box. Williams said they are hard to sell and many consumers have complained about quality. Childers said it would be better for the industry to drop the price on larger fish.

### **Testing Procedures for mercury content:**

The committee agreed to present to the Technical Committee about testing procedures used in Canada for mercury testing in halibut and encourage a uniform standard between the US and Canada. Parker stated that this really does need to be negotiated at a high level and that ASMI needs to collaborate with a higher-level group to solve this problem.

### **Block cod nomenclature:**

The committee stated that sablefish has been taken care of.

## **NEW BUSINESS**

### **IPHC Catch Limits:**

Parker mentioned that there was talk about a slight increase in TACs next year, only in few areas of Alaska. Sullivan stated that halibut this year is super healthy; it is a huge change, they are growing. Callahan stated that the black cod in the market are in historically high demand and growing.

### **The Committee responded to questions provided by ASMI:**

### **What specific concerns, trends or marketing needs should be brought to the IMC/Retail/Foodservice Committees for them to consider?**

Use more videos to connect with the consumer, telling the Alaskan fishing story using the existing video assets and encourage the anglers or public to post additional pictures and videos to be downloaded on the ASMI social media sites. Collaborate all the video and picture assets that ASMI has to be used by all groups.

**Do you have any overall industry concerns that should be brought to the Committee Chairs meeting for them to discuss and Carry forward to the ASMI Board of Directors?**

The committee discussed and wanted ASMI to be aware of imported halibut that is the correct size, weight and determined to be legal in other countries where the fish was landed. This halibut is being sold in Alaska too. Childers wanted to bring to the attention of the board that there is product competing with our product that could not be legally processed in our country, but is being imported legally. He noted that maybe this is a State or Federal issue.

Parker addressed the amendment to the ASMI mission statement, which currently reads, “Championing the sustainability of Alaska’s seafood harvests resulting from existing Alaska fisheries management imperatives. (State of Alaska Constitution and Magnuson-Stevens Fishery Management and Conservation Act).”

Parker suggested, “Championing the sustainability of Alaska seafood harvests resulting from existing Alaska fisheries management imperatives. (State of Alaska Constitution, Magnuson-Stevens Fishery Management, Conservation Act and “The Halibut Act”). This is the US and Canada treaty that mandated the IPHC; its first job is to preserve the sustainability of the halibut fishery.

**What major challenges do you see ASMI facing in the years?**

In the next one year?

- Budget cuts

In the next five years?

- Sustainability, carbon footprints and climate change

In the next ten years?

- Wondering who will be the next Alaskan angler.

**Is there information you would like to be receiving from ASMI that you currently are not?**

The committee stated that ASMI is doing a good job.

**Should ASMI programs be communicating their efforts and promotions in a different way than they are currently?**

The committee asked that ASMI stay on message for the halibut and sablefish market.

**Are you currently receiving the Marketing Updates via email? Is there additional information you would like included in these updates?**

Yes, the content has all the latest information in the updates.

**Are you familiar with ASMI’s website and social media channels? ASMI has a consumer site, [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com) and corporate site, [www.alaskaseafood.org](http://www.alaskaseafood.org) as well as active accounts on Facebook, intagram, YouTube, Pinterest and Twitter.**

**How often do you visit the ASMI corporate website, [www.alasakaseafood.org](http://www.alasakaseafood.org)?**

Everyone is aware of the ASMI corporate website, but some are not using it as often.

**Is there information that isn’t on the ASMI website that should be?**

The committee agreed that this would be addressed with the new website.

**Are there areas we can improve our social media marketing?**

The committee agreed that getting the hard copy newsletter to the angler is a good idea. They suggested that ASMI inform them that they can sign up for e-news and encourage anglers to post to social media channels.

**What information about the RFM Program would you like to receive and in what way(s) do you prefer ASMI be communicating it?**

The committee suggested linking the email on what RFM is and the updates and examples of what has been certified.

**Chairman/Vice Chairman Elections:**

Peggy Parker was elected as Chair and William Sullivan was elected as Vice-Chair.

**The meeting was adjourned at 4:42 PM by the Chairman.**