



Wild, Natural & Sustainable

ASMI Salmon Committee Meeting
Wednesday, October 21, 2015
Beginning at 2:30 in Room 5
Egan Center – Summit Hall in Anchorage, Alaska

Approved minutes

The meeting was called to order by Chair Tom Sunderland.

Members present: Tom Sunderland, Steve Chartier, Julie Decker, Jennifer Castle, Matt Christenson, Kevin Larsen, Ron Jolin, Julianne Curry, and Melanie Brown

Others present: Deb Tempel, Larry Andrews, Mark Jones, Bruce Schactler, Aurora Lang, Lilani Estacio, Christa Hoover, Maria Kraus, Yakata Akiko, Joes Madeira, Adrienne Christensen, and Alexa Tonkovich.

An amendment to the minutes from April 29, 2015 was made. Bullet 6 under Direction to Operating Committees and Board should read: Japan – increase marketing for sockeye salmon.

A motion was made by Julianne Curry, seconded by Steve Chartier to approve the minutes from the April 29, 2015 meeting as amended. The motion passed unanimously.

An amendment to the agenda was made to add election of Chair and Vice Chair before adjournment.

A motion was made by Julianne Curry, seconded by Julie Decker to approve the agenda as amended. The motion passed unanimously.

There was no public comment, the Chair took the time to have those in the room introduce themselves.

Old Business:

It was discussed that the Direction to the Operational Committees and Board from the April 29th meeting has not been addressed. The salmon committee will continue put these forth.

New Business:

The full utilization of salmon was discussed, the example of a good fish stock recipe, and the Great America Seafood Cook off winner who used the entire salmon.

It was requested from an attendee that the salmon committee request research for the smaller boutique markets for emerging products. It was mentioned by a few committee members that ASMI staff should be able to help the smaller operations with this request.

Key Questions:

1. What specific concerns, trends or marketing needs do you feel should be brought to the ASMI Operational Committees for them to consider?

All Programs: Recommend to incorporate into messaging for the full utilization of salmon, and emerging salmon products.

IMC : Sockeye promotion: continue focus on frozen and research to expand half red market (Canada?, Philippines)

Foodservice Marketing: Market canned salmon to institutional settings: schools, free lunch program, WIC, hospitals, prison system, healthcare, assisted living homes

IMC: Japan: keep marketing sockeye

IMC/ Foodservice/Retail: Roe market: research into diversification of the market, a processed protein

Direction to Staff

Retail: continue with frozen demos and uber athlete promos; if cuts are required, canned promotions should be scaled back.

2. 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?

- **Provide clarification on the Canadian market: whose territory is it (domestic or international)?**
 - **We need a representative with connections in the Canadian market**
 - **There might be an issue on branding in Canada: they might be more accepting of a “Pacific” label, but then would ASMI be involved in marketing this?**
3. What major challenges do you see ASMI facing in the coming years?
- In the next one year?
Budget, strong dollar, weak global economy
 - In the next five years?
Budget, strong dollar, weak global economy
 - In the next 10 years?
Budget, strong dollar, weak global economy

Other questions if you have time:

4. Is there information you would like to be receiving from ASMI that you currently are not?
- Should ASMI programs be communicating their efforts and promotions in a different way than they are currently?
 - Are you currently receiving the Marketing Updates via email? Is there additional information you would like included in these updates?
5. Are you familiar with ASMI’s websites and social media channels? ASMI has a consumer site, www.wildalaskaseafood.com and a corporate site, www.alaskaseafood.org as well as active accounts on Facebook, Instagram, YouTube, Pinterest and Twitter.
- How often do you visit the ASMI corporate website, www.alaskaseafood.org?
 - Is there information that isn’t on the ASMI websites that should be?
 - Are there ways we can improve our social media marketing?

Expand YouTube channel to include content with local Alaskan fishermen and chefs

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

Recommend to staff: Add all ASMI committee members to the RFM mailing list, give regular updates on RFM and GSSI benchmarking, increase the frequency of the message, and to keep on reaching out to retailers and industry members.

Julianne Curry was elected as the Chair, Tom Sunderland was elected as the Vice Chair.

The meeting was adjourned.