



Wild, Natural & Sustainable®

**ASMI Halibut and Sablefish Committee
October 21, 2015 beginning at 2:30 pm
Egan Center – Summit Hall – Room 8
Agenda- **DRAFT****

Call in information:

Call in number: 800-315-6338

Alternate Call in number: +1-913-904-9376

Access Code: 37152

CALL TO ORDER/ROLL CALL

PUBLIC COMMENT

APPROVAL OF AGENDA

APPROVAL OF MINUTES FROM (September 29, 2014)

- Comment

Old Business:

- Economic Analysis on the Fresh and Frozen Halibut market, by fish size.
- Testing procedures used by Canada for mercury testing in Halibut and to encourage a uniform standard between the US and Canada.
- Black Cod nomenclature

Roundtable Discussion

- Informational: IPHC Catch limits
- What specific concerns, trends or marketing needs do you feel should be brought to the ASMI Operational Committees for them to consider?
- 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?
- What major challenges do you see ASMI facing in the coming years?
 - In the next one year?
 - In the next five years?
 - In the next 10 years?

Additional questions if you have time:

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

Recommendation to Operational Committee Charis

New Business

Adjourn