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ASMI Foodservice Committee Meeting Minutes
April 28, 2015
Kathy Casey Food Studio

Committee Members Present:

Jennifer Castle, Fisherman, Chair
John Cannon, Orca Bay Seafoods
Julianne Curry, Fisherman
Mike Cusack, Icicle Seafoods
Peggy Parker, HANA
Rasmus Soerensen, American Seafoods

Committee Members Absent:

Jerry Eagle, Peter Pan Seafoods, Vice Chair
Jamie Marshall, Trident Seafoods

ASMI Staff & Contractors:

Claudia Hogue, Foodservice Director
Karl Johan Uri, Foodservice Marketing Specialist
Tyson Fick, Communications Director
Jann Dickerson, National Accounts
David Woolley, Distributor Accounts (via teleconference)
Tricia Sanguinetti, Marketing Consultant
Katie Coleman, Revelry Agency

Guests:

Tomi Marsh, ASMI Board of Directors
Dana Lawnzack, Trident Seafoods

1. Bar Bites Tasting:

Prior to the meeting, the Foodservice Committee tasted eight new recipes and pairing from the Foodservice program's Bar Bites recipe Book. The recipes and pairings were created by Seattle chef Kathy Casey.

2. Call to Order:

The meeting was called to order at 2:32 PM by Chair Jennifer Castle. Karl Johan Uri called the roll and it was determined that a quorum was present.

3. Approve the Agenda:

A motion was made by Julianne Curry to approve the agenda and was seconded by Mike Cusack. The motion was approved unanimously.

4. Approve the Minutes from the previous meeting held on September 30, 2014

A motion was made by Curry to approve the minutes and seconded by John Cannon. The Motion passed unanimously.

5. Public Comment:

Chair Jennifer Castle asked for public comment. There was no public comment at this time.

6. Committee Chair Report:

Chair Castle thanked the staff and the staff at Kathy Casey Food Studio for the amazing tasting of new recipes. Castle reviewed the objectives for the day: Foodservice Public Relations, Budget and Industry Update.

7. FY16 Budget Update and Discussion:

Claudia Hogue, Foodservice Marketing Director, guided the committee through their meeting packet. The new Technomic Research report was highlighted as Seafood has now been broken out from other less healthy/animal proteins and categorized with vegetables.

Hogue reviewed the program report and updated the committee on operators and distributors the program is currently working with.

Hogue discussed the new Foodservice Swap Meat program. A new nationwide recipe contest will launch and this program will continue into FY16 in both the Foodservice and Consumer programs. Tricia Sanguinetti spoke to the committee regarding the strategy behind Swap Meat and the recipe contest.

In interest of time, Katie Coleman was asked to present to the Foodservice Public Relations Update prior to Hogue reviewing the FY16 budget document with the committee.

8. Foodservice Public Relations Update:

Katie Coleman with Revelry Agency reviewed the past nine months of PR hits for Alaska Seafood in Foodservice trade. Coleman walked the committee through her PowerPoint. Highlights include:

- 2.2 million media impressions since October

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- 1.8 million impressions were secured exclusively by Revelry
- 23 placements and over 60 pitches
- 8 operator partners have been featured in stories
- 21 recipes and 19 images

Coleman reviewed ASMI's participation at the International Foodservice Editorial Council conference. ASMI had originally planned on six meetings with editors and ended up with eleven.

Coleman continued to walk to the committee through her PowerPoint presentation, events Revelry attended on behalf of ASMI and an updated operator database. At this time we have over 200 operators who are willing to speak with the media regarding their Alaska seafood experience.

Hogue encouraged the committee that if they see Alaska seafood being menued while travelling to let us know. We need leads for our operator database.

***Action Item:** Curry asked that staff send reminders to the committee to send in operator leads quarterly.

Hogue thanked Coleman for her great work on the Foodservice program.

9. Budget Discussion continued:

Hogue reviewed the budget document with the committee.

- Personnel & Travel: This line item covers Hogue, Uri, 15% of Heather Carey and 33% of the Office Manager Lisa Martinson
- Marketing Operations: This section has been consolidated and made simpler. This section covers: Jann Dickerson, David Woolley and 70% of Tricia Sanguinetti and their expenses
- Operator Promotions: These are the funds that we provide National Account chains to promote Alaska seafood. The dollar amount is based on the visibility of the Alaska brand
- Distributor Promotions: These are funds that we provide to broadline and specialty seafood distributors. A discussion followed on the special funding for the sockeye promotion. Soerensen inquired how these funds were made available
- Trade Shows & Conferences: Hogue reviewed the trade shows and conferences that the program will attend in FY16. A discussion followed regarding the shared cost of Seafood Expo North America (Boston Seafood Show)
- Trade Education: This category covers any new point of sale materials, recipe development, reprints, seafood product and creative costs
- Trade Advertising: Funds our trade advertising and creative costs

- Trade Relations: This category covers the Revelry retainer for Foodservice public relations

Castle asked Hogue to clarify the difference between what Edelman and Revelry are doing. Edelman is focused on consumer public relations and Revelry is specific to Foodservice public relations.

A motion was made by Peggy Parker to approve the budget and seconded by Soerensen. The motion passed unanimously.

A discussion followed regarding duplication of efforts between programs. Hogue explained to the committee that the programs do work well together to make sure we are sharing assets.

10. Industry Updates:

The committee members shared their experiences at both the Brussels and Boston Seafood shows. Overall the members felt that both shows were good, Boston being busier than ever.

A discussion occurred during the joint Retail/Foodservice committee meeting that the focus now should be on the domestic market. Soerensen disagrees with that and that the real challenges are overseas with the strong currency.

Soerensen updated the committee on the current status of the pollock roe market in Japan and Korea as well as the block market.

Cusack updated the committee on the current market conditions for wild salmon. Sockeye salmon will have a market correction after last year's harvest and predicted large harvest for summer 2015. There is also an oversupply of coho. Keta and pink salmon markets are ok. There are no tall pink canned salmon in inventory at this time.

The herring roe gift market in Japan is shrinking the same way the pollock roe market is in Japan.

King crab inventories are gone and the opilio market has corrected itself.

Soerensen and the committee discussed the issue of Social Responsibility in the wake of the articles regarding slavery in seafood processing facilities and the sinking of the Russian trawler. Soerensen believes that social responsibility needs to be built into ASMI's messaging overall and stay ahead of the curve.

A discussion followed regarding challenges and opportunities:

Challenges: Currency, Sockeye, Coho, Pollock, State of Alaska Budget

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Opportunities: North America, Consumption levels, Looking beyond Certification, Social Responsibility (being ahead of the curve), Category Management

11. New Business:

Curry brought to the attention of the committee regarding the ASMI staff turnover in the last two years.

***Action Item:** Curry would like the ASMI Board of Directors to look into the staff turnover.

12. Old Business:

There was no old business at this time.

13. Adjourn:

Parker moved to adjourn the meeting and was seconded by Cusack. The motion passed and the meeting adjourned at 4:15PM.