



Wild, Natural & Sustainable®

**ALASKA SEAFOOD MARKETING INSTITUTE  
SEAFOOD TECHNICAL COMMITTEE**

Feb 9, 2015 9–3 pm PST  
Ray's Boathouse – 6049 Seaview Ave. – Seattle, Washington  
Conference Call Information:

|  |  |
|--|--|
| <b>Moderator (Alex Oliveira)</b>           | Participants (all others)                  |
| USA/Canada Toll Free:<br>1-877-820-7831    | USA/Canada Toll Free:<br>1-877-820-7831    |
| International Toll Free:<br>1-720-279-0026 | International Toll Free:<br>1-720-279-0026 |
| Passcode: 1845815                          | Passcode: 451857                           |

To record a meeting press \*22

Meeting Minutes

ROLL CALL

Attending Members

- ✓ Hart Schwarzenbach
- ✓ Dan Block
- ✓ Joe Frazier
- ✓ Julie Decker
- ✓ Jeff Backlund
- ✓ Roger Painter
- ✓ Chip Treinen

Ex Officio

- ✓ Kenneth Lum
- ✓ Julei Matweyou

Guest

- ✓ Bruce Odegaard (SPA)
- ✓ Merle Knapp

Quorum Reached

APPROVAL OF DRAFT AGENDA

- ✓ Julie Decker moved for approval
- ✓ Dan Block seconded
  - Roger Painter moved to append discussion amendment to New Business: *Tanner and Opilio crab*
  - Item added to Section IV: New Business
- ✓ Motion voted
- ✓ Unanimously passed
- ✓ Draft Agenda approved

#### APPROVAL OF SEPT 2014 MEETING MINUTES

- ✓ Joe Logan casted vote online – no changes in the Agenda
- ✓ Julie Decker asked for clarification on the handling of requests made by other committees to the Technical Committee
  - i.e., Whitefish Committee, Shellfish Committee, etc...
  - Item to be addressed in today's agenda

#### PUBLIC COMMENT

- No comments received

#### TECHNICAL PROGRAM BUDGET UPDATE (HANDOUT#1)

- Director presented current budget highlights
  - Fiscal Year concludes on June 30, 2015
  - Budget increased by \$275,000.00
  - Approved by ASMI Board of Directors for the hiring of a Sustainability Officer and other activities related to the RFM Program
    - Resulting Budget: \$1,275,000.00
  - Up-to-date expenditures: \$277,000.00
  - Expenditures composed mainly of contractors costs to help with revisions and upgrading technical materials
    - Whitefish Buyers Guide
    - RFM Brochure
  - Encumbered: \$292,000.00
    - Numbers reflect all expenditures to end January 2015
  - Science Health Administration and Outreach: (\$100,000.00)
    - Dr. Ralston and Dr. Nettleton's contracts for selenium and nutritional profiles of fish, respectively, were going to slightly exceed the budgeted moneys
    - Financial Officer (Becky Monagle) is moving funds between categories to better reflect expenditure in allocated budget items, as instructed by Mr. Rice before his retirement
  - Chairman requested clarification on the existence of an Reserve Fund within ASMI Overall Budget against which moneys could be borrowed instead of reallocating funds within RFM's internal budget
    - Moneys allocated to RFM provides lion's share of the cost of production
    - The burrowing of funds should be taken into consideration sooner, rather than later – if needed – to avoid moving funds from a line item that might be needed in the future.
    - Any new initiative without line item in the Budget and that "exceeds" projected budget the Committee can make a request to the Board for additional expenditures
      - It is not foreseen that budget will exceed current Technical Program allocations, now or post the reallocation of funds among budgeted line items
  - Chairman requested clarification on procedures in-place that govern the reallocation of funds if needed
    - No Board approval is necessary as long as the total funds re-allocated do not exceed current reserves
    - Becky Monagle had informed Dr. Oliveira hat moneys do not necessarily need to be moved but Dr. Oliveira feels this is the correct course of action as we move to revamp supporting materials for next year and it will facilitate next year's FY budget planning and presentation of expenditures of this FY to the Board in May 2015
  - Roger Painter requested breakdown clarification on expenditure amounts
    - Alex to verify numbers with Becky and update via email next week

- Kenneth Lum inquired as to whether these cost reflect just the update of supporting materials, or if other costs items, such as, printing cost were included in the numbers presented
  - Alex confirmed that costs are reflected
- Julie question the rollover of leftover moneys from one-year budget to another
  - Moneys left over revert to ASMI's General Funds for reallocation to other programs as needed

## Old Business

### Update nutritional profile study for pinks and cod (Handout #2)

- ✓ Awaiting for materials from Joyce
  - Laboratory analysis is concluded
    - Joyce analyzing dataset
  - Discussion: Cod Samples
    - Two samples needed
    - Four sets procured from Kodiak last November – 2 sets Ocean Beauty, Kodiak plant; 2 sets Trident, Kodiak plant – all different dates, all within the 4<sup>th</sup> of November week
      - Remaining two sets were supposed to be picked up on January
      - Alex called for volunteers to pick up samples needed to complete Winter Sample
      - Samples consist of:
        - 10 cut filets
        - One filet per specimen
    - Chairman suggested that the procurement of remaining samples to originate at BSAI, although preferably elsewhere in order to provide a wider representation of samples (i.e., Japan)
      - Roger echoed concern of lack of wider-sample representation
        - Cited Sockeye Samplings – samples collected were not representative of the whole State
        - Cod, unlike salmon is either Bering Sea or Gulf
      - Sampling will necessary be different among species based on habitat

### **Action Item: Chairman to procure last two Samples**

### Should this effort continue in FY15-16 with other species?

- ✓ Chairman indicated that as of last meeting, the Committee agreed that efforts should continue, but lacked direction at that particular time.
  - ✓ There has been no input from other Committees
  - ✓ Alex suggested two species for further study consideration by the Committee:
    - Yellow fin sole from the Bering Sea -- a good species to work with, but the acquisition of data has proven difficult.
      - Chum salmon given work has been completed Sockeye and Pinks
- ✓ Roger suggested that efforts begin with the study of US vs. European data per species in order to zero-in on species where data is lacking or non-existent; and based on whether there are particular differences between both sets of data. If there is not, his suggestion is to refocus the study species to another species with a greater variance between datasets
- ✓ Chairman expressed concern over length of time between for finding to be published on USDA website – data submitted over two years ago is not available yet
  - Action Item: Alex to follow-up
  - German Elephant Sole cited as a species lacking on information/data
- ✓ Alex requested guidance/direction from the Committee regarding targeting species to be included on next year's budget
  - Chairman prefers to see some of the information already collected published on USDA website before moving forward

- Nutritional values listed on USDA website can vary greatly from those found at producer's level via nutritional panels studies
  - Data provided to USDA would be included in database
  - Pending USDA website revision cycle
- ✓ Action Item: Alex and Joyce to review data and make further recommendations to the committee
  - Joyce's contract expires June 30<sup>th</sup>.

**Action Item:** Alex to work out next year's budget numbers in-situ

- ✓ Committee asked for more information on species where information available is skewed/ lacking
- ✓ Julie motioned 2016 Budget to include a line item for the continuation of studies on new species, and to work with Alex and Joyce to determine what those should be
  - Motion voted: passed unanimously

#### Update MeHg vs. Se research (*Handout #3*)

- ✓ EPA-compiled data indicate that all ocean fish contains more Se than MeHg
  - Triggered change on direction regarding the consumption of fish by pregnant women
    - Reduction of children IQ by 4 – 6 points
- ✓ ASMI sponsoring participation of Study's author at Vancouver with the intent to spouse contact members of Congressional groups and the Senate
  - Full report expected by end of this Fiscal Year
  - Information is to be published on ASMI's website
  - Move Alaska Fish Fillets out of the database
    - Funding-to-date within budget – no overruns foreseen

#### Update on the RTE food interventions work at SPA

- ✓ Two *Listeria monocytogenes* intervention studies concentrated on cold-smoked salmon
- ✓ Last two recalls were for pet food products (*Listeria* and salmonella)
- ✓ Julie question whether SPA had sufficient budget earmarked
- ✓ Kenny indicated that budget was limited
- ✓ Chairman directed SPA to communicate with Committee and/or Board regarding additional funding if needed.

#### Update Seafood Cooperative Research Center planning grant application by UAF/OSU/WVSU

- Original proposal inclusive of cooperation between public and private sectors for the creation of a virtual center. Fund-matching criteria from National Science Foundation: Up to \$320,000.00 with a one-to-one match by the Foundation for research purposes
- ✓ National Science Foundation rejected proposal for centers
  - Julie suggested realigning NSF's research goals with Kodiak's and the Committee research goals to secure funding for future proposals
- ✓ **Action Item: Alex to follow up to Christine to determine viability of project**
- ✓ Julie Matweyou at the Kodiak Center indicated that approval has been received for the hire of Alex's replacement
  - Chris Sannito CEO of Alaska Wild Source coming onboard on KSMSC (Kodiak – UAF) February on a two-year full-time contract to continue to work in Industry Funding
  - A request exists for a full-time faculty hire
    - Very optimistic that it will take place

### Potential study on freezing, partial cooking, parasite destruction

- ✓ Item added to agenda as part of Virtual Center Proposal – carried forward from May's Agenda
- ✓ Off record consult
- ✓ Literature on subject is dated 1960s to 1980s
  - Roger moves to petition SPA to compile a budget proposal for a Projected Parasite Study and return such finding to the Committee for funding allocations
  - Motion seconded
  - No opposition
  - Motion passed unanimously

### Sustainability Officer Hire

- ✓ 18 applications received,
- ✓ 6 selected for telephone interviews on December,
- ✓ 2 candidates in-person interviewed on January by Larry Cotter, Mike Cerne, Alexa Tonkvich and Dr. Oliveira.
  - Top candidate selected
  - Request has been placed to move position to Seattle
    - Must be approved by State and HR
    - If not approved Candidate Selection might need to begin anew

### Update RFM Program

- ✓ Upcoming meeting on Juneau, AK on February 17<sup>th</sup>
- ✓ Performance Criteria composed of Standards for Fisheries Certification Program and Chain of Custody Program comments received
  - Deadline extended by a week for Public Comments for criteria
  - Once deadline closes Performance Criteria Committee, chaired by Dr. Bill Smoker, Emeritus Professor of UAF Fisheries Program, and former Chair of Fisheries Programs, determines meeting dates
    - Webinar held with all committee members
    - Presentation consisted of overdue of the program, inclusive of ASMI's participation, components, mission of Performance Criteria Committee, and RMF Committee
    - Available to Committee members upon request

### Standard, ANSI, GSSI, Fishery Clients

- ✓ ANSI also INAB certified for auditing purposes
- ✓ Only one company able to certify/audit fisheries: Global Thrust
- ✓ For companies that need and/or like to undergo certification
  - In order to add any US-based companies, we need to undergo a program that supports all the standards and procedures manuals for exporting items, devaluation of fisheries, etc. submitted into the American Accreditation body: ANSI
  - Timeline to implementation: 12 months minimum
  - Documents provided to ANSI for evaluation
- ✓ GSSI opened for Public Comments late Fall 2014 - Changes made to their benchmarking standards
  - Changed from Tier System because of concerns over potential of imposing market restrictions on developing nations due to ranking of product based on where market axis is based upon differentiation of market value – are not viewed equally
  - Changed to Pass/Fail System
- ✓ Already in contact with AMRAG Americas, company that has expressed interest of working with RFM on fisheries certification

- The goal is to have multiple certification bodies able to certify fisheries
- ✓ Chain of Custody Audits:
  - SCS (ISO accredited) and GT onboard (chain of custody)
    - Has been unable to sign up BSI Global to the program as auditors
      - i. The hope is that BSI to become part of the chain of custody RFM Program
- ✓ Fisheries Clients Program
  - ASMI cannot be the client and standard owner simultaneously
    - A paradox created in which an appeal process cannot occur
    - ASMI can no longer holds the “client” role
    - Alaska Fisheries Development Foundation signed agreement with ASMI to take over as client for Pacific Cod and Pacific salmon beginning on March 2015
      - Exact date to be determined
    - Crab and cod certifications expire about the same time
      - As per information received from GP, if certification is allowed to expire, certification reverts to year-one requirements
    - ASMI covers cost of audit and expenses
      - Funds required to cover administrative and operational costs
    - No clients for flats, crab or pollock to date
    - Chart presented charting RFM structure within ASMI and its relationships to committees, certification bodies, clients, chain of custody clients, policies and procedures, criteria and standards
      - ASMI is the owner of the standards
    - Question raised whether a foreign fishery could be certified by ASMI
      - No. Various countries have their own Government Management offices/programs that handle their own certifications.
      - Talks exist in the US for a National Certification program
        - Not much different than what ASMI does now

## New Business

### Update info for Alaska Whitefish Guide

- ✓ New guest: Merle Knapp to talk about Whitefish Buyers Guide
- ✓ **Technical Budget Update**
  - Shows revised numbers supporting expenditures onto new categories
  - \$20,000.00 allocated to Institute Training for Kodiak Training Center
    - Funding allows Center to maintain training until a hire is made for position
    - Any larger amounts should be approved by committee
  - Chairman questioned if there is a need for committee approval for all expenditures over \$20,000
  - Director that historically expenditures have been made without committee approval but prefers to honor protocol in the appropriation of \$17,500.00 to fund the Alaska SeaGrant Program in support of the training activities in the area of safety and technology
    - Julie indicated that the fact that \$20,000 were allocated to the Institute without committee involvement does provide Director with necessary authority to allocate additional funds toward the initiative as it falls within the purview of the Director
  - Motion made for funds to be made for \$17,500 from Industry Training line item to be transferred to the Klondike Institute to support training activities
  - Motion seconded
  - **Motion approved without opposition**

### Alaska Whitefish Guide – resumed

- ✓ Data updated up to 2013
- ✓ 2014 update ongoing
  - Resource Management and Regulatory Enforcement updated – pages 9 to 11
  - Most current nutritional information downloaded from FDA website to populate page 15
  - Director requested guidance of data presentation
    - Cooked product vs. raw, or cooked *and* raw
  - Have room in guide to include both
- ✓ Whitefish Committee provided information of what needed to be updated, but upon further review a more in-depth revision might be necessary
  - To that end Buyers Guides has been inventoried and updated -- to go under further review of the Whitefish Committee
    - Other fish guides also need revision
  - Consensus exists among Committees that guides should be updated
  - Marketing-centric input necessary in the development of guides
    - Targeting audience
    - Marketing theme
      - Guide currently produced by Technical because it focuses on product and nutritional information rather than “selling” product
  - Pages 16 – 18, Director wants to make sure that information still current
    - Based on popularity of publication and amount of outdated data on current versions of the Guide, Director proposes a “fresh” publication – a new Buyer’s Guide
  - Chairman questions timeline requirements for publication due to necessary input from industry, marketing, etc.
  - The inclusion multiple whitefish species could lead to the discontinuation of other Buyer’s Guides (i.e., flatfish, black cod)
    - Consensus exists among committee members that incorporation would be the desired result due to the Guide’s popularity among domestic and foreign markets
- ✓ **Action Item: Whitefish Committee to provide input and data for the update of Guide**
  - A concern was raised with regards to appropriate/realistic deadlines for the provision of data
- ✓ It was proposed that Buyer’s Guides be place on a revision rotation schedule
- ✓ Roger moved for Technical Committee Staff to develop a Buyer’s Guide revision rotation schedule and Director to oversee effort while fostering inter-committee communication in the revision of Guides to reduce/eliminate the duplication of works
  - Chairman questioned the responsibility of printing and publishing guides by the Technical Program
  - It was agreed that it is the Technical Committee’s responsibility to review and update the technical information presented throughout the guide from its incumbent viewpoint: “technical;” and that each committee is responsible for the review and update of information from their incumbent perspective
  - Coordination among various committees (i.e., sales, marketing, technical...) and overall responsibility for printing and publication is needed
    - Julie suggested that each guide is send to their individual committee for review and update of feel of overall marketing information
    - Technical Committee reviews each Buyers Guide based on information provided, updates technical information as needed
    - Buyer’s Guide goes to print

**Action Item:** Director to serve as point-of-contact in communication with other committees as to the request of revisions of targeted literature/publications

- It was noted that extension to the Shellfish Committee falls outside her purview
- Request was made by committee members to set an appropriate and realistic timeline for the completion of these tasks to the inclusion, but not limited to, the provision of appropriate time allotments to review the literature and have conversations among colleagues and industry experts before submitting their findings/reviews
- Director pointed out that popularity of Buyer's Guide should determine review its position within the Buyer's Guide revision rotation schedule
- ✓ Chairman directed Director to provide items in which assistance is needed by the Technical and Whitefish Committees
  - ACTION ITEM: Committee to focus on Pages 13 through 19 of current guide
    - Tractability of changes/edits was raised as possible issue
      - Director offered her assistance to the committee
      - Technological features in regards to website accessibility via more platforms (i.e., iPhone, Android...)
    - Agreement reached by Quorum

#### Alaska Byproduct Buyers Guide

- ✓ Department of Commerce requested more information regarding byproducts.
- ✓ Byproducts guide currently collecting data on utilization of raw material – including, type, source, species, production... - as well as utilization
  - Bone meal, fishmeal, gelatin, fish oil,
  - Production volumes, production, future opportunities for use

**Action Item:** Committee will review all data prior to publication

- ✓ Director pointed out that datasets available do not reflect all efforts underway to utilize byproducts
- ✓ Chairman indicated that a Byproduct Buyer's Guide should center on material, what it is and what its uses are, production cycle,...; not on production numbers and marketability analyses, sales and/or production volumes because not all fisheries/industries utilize these – are discarded
- ✓ Director indicated that direction for the guide came from the Chairman of the Board and that a separate grant was secured from McDow
  - McDow to provide some of the data for us at no charge
- ✓ Director pointed to possible revenue streams possible through the showcasing of byproducts as raw materials to other industries
- ✓ Chairman suggested that instead of producing a whole different guide for byproducts, a section is added to the appropriate Buyer's Guide under "Non-Traditional Products" with an illustration highlighting which part of the fish is used for as a non-traditional product
  - Fosters a message of sustainability to consumers
- ✓ Concern was raised over the use of the word "byproduct" due to its association with "processed"
  - *Product form* can be used as substitute as necessary
- ✓ Motion to develop Alternate Product Streams to incorporate in Salmon and Whitefish Buyer's Guides in lieu of Byproducts Byers Guide
- ✓ Motion Seconded
- ✓ Motion passed unanimously



## American Food 2.0 – The USA Pavilion at Expo Milano 2015 (*Handout#4*)

### Investment vs. Benefit

- ✓ International Market program was approached regarding participation on Expo
  - PowerPoint presentation reviewed
    - Duration of exhibit: 5 months – May to September
      - Provide 3 areas to display, educate and inform
        - Exhibit
          - Participation on conferences, forums, conferences and events
        - Lounge area – Marketing area
        - Foodtruck Nation showcase products
          - ASMI can provide recipes
    - Expected traffic: 20 million visitors over the 6 months of the exhibit
      - 12 -14 million from Italy
      - 4 – 8 million from abroad
    - Exhibitors do not require to be present at the pavilion, organizers take care of all aspects of exhibition
      - RFM program to be Program-Centric
    - 24-hour live remote viewing of pavilion via website for duration of Expo
    - Opportunity to increase Seal recognition thru exposure and education

### Partnership with International Markets Program w/ cost sharing

- ✓ Integrate ASMI's sustainability message of "Ocean to Plate"
- ✓ ASMI commits to \$200,000.00 Sponsorship, plus value related products
  - Includes Alaska Seafood in the American seafood's map
- ✓ Alexa is looking for partner to split cost with \$100,000 made available by each partner
- ✓ Director urged board members to consider scope of exposure value vs. cost
  - Length of venue highlighted
  - No presence overhead required
  - Funds are available in RFM budget
  - Alexa indicated that without ASMI's participation it will be very difficult for her to take advantage of the opportunity
  - ASMI's decision to be received by Alexa on Wednesday, February 11<sup>th</sup>
- ✓ Motion to approved \$100,000.00 allocation for American Food 2.0 – The USA Pavilion at Expo Milano
- ✓ Motion Seconded
- ✓ Motion Carried and approved

### Action Items:

1. Director to oversee message development and placement of message in collaboration with Alexa to ensure ASMIs/RFM's presence and value to investment ratios as it relates to exposure within the pavilion
2. Director to follow-up with International Marketing Committee regarding \$100,000 balance

### RFM PROGRAM - CHAIN OF CUSTODY (*Handout#5-8*)

- ✓ Director shared items required in Chain of Custody, some of which ASMI/RFM already has
  - Whereas documented procedures for methods, we require ISOL accreditation
  - At least one surveillance audit every 3 years
  - Frequency to be determined by presence of identifiable risk factors

- Current policies require yearly in-person surveillance audit
- Director questioned if Committee believes that process could be streamlined where an entity property registered with ASMI/RFM could certify remotely on years 2 and 3
  - Year One: In-situ Certification
  - Years Two: Desktop/data remote certification
  - Year Three: Desktop/data remote Certification
- Opportunity to add value when compared to cost of Auditor's visit and incidental expenditures associated with auditing process
  - Particularly for small operations and single-plant operations which must be certified every year

#### First Point of Contact definition

- ✓ Producers having a hard time understanding cost associated with use of the seal on their vessels since they must certify each year
- ✓ Under the current definition there is no difference on "First Point of Contact"
- ✓ Director requested guidance from Committee in regards to language for "First Point of Contact" definition.
  - Dan Block indicated that dilution of requirements might be perceived as negligent in compliance requirement
  - Chairman indicated that certification requirements remain the same and in par with GFSI, we're just reducing the number of in-site visits by certification via Desktop

#### Potential registration for first point of contact

- ✓ First Point of Contact identified as the first sale – where the first fish ticket is generated
  - Director questioned if it's possible to offer some flexibility to First Points of Contact while maintaining the same rigorous standards adopted to-date
    - Possibly on year two or three of 3-year certification cycle
  - Misrepresentation of noncertified species cannot be eliminated by the use of Point of Sale fish tickets alone
  - Low risk for Alaska based operations?

#### Streamlining audits to 3-Year Cycles – Year 1 onsite, Year 2 & 3 desktop audits

- ✓ Chairman considers model advantageous to entities to be certified under this model
- ✓ Language can be added (Clause) indicating that in order for company to be Desktop Certifiable on years two and three there must be no non-conformances during the prior 12 months
- ✓ Alternatively a company could get a reprieve from Year 2 Audit provided that the same conditions are met.
  - Reducing the cost of audit associated costs by 50%
    - Crew change from year to year must be considered
  - Committee in favor of reduction of audits as long as it does not affect Seal/Certification credibility
    - Preference towards every-other year in-site visit
    - Director indicates that we need to be more in point with direction for Certification to ensure that ANSI – as owner of the certification process – remains the certification body, not individual auditors.
- ✓ Site Auditor visits could reduce cost to small producer/manufacturer if properly coordinated
  - Cost of visit split among two or more producers/manufactures
    - Schedules can be solicited from Auditing companies

### Action Items:

1. Director to provide sample language to Committee members for evaluation
  2. Committee members to provide Director with language that reduces risk, and increases program credibility
- ✓ Motion raised by Chairman for Director, Joe, Jeff and Dan to developed language and forwarded to committee all members for review and input
  - ✓ Motion passed and approved without opposition

### Petition in place for reclassification of brown crab as Tanners

- ✓ Can be referred to as Brown Tanners, Tanner Crab or Tanner Eye
  - Tanner Snow Crab would not be a misleading statement
- ✓ Industry pleased with ASMI's efforts and position in industry's behalf

### Good of the Order

### New EU label requirements (*Handout#9*)

- ✓ Information disseminated for review

### Adjournment

- ✓ Announcement: Symphony of Seafood in Juneau on February 17<sup>th</sup>
- ✓ No further business brought forth
- ✓ Meeting adjourned