



**Alaska Seafood Marketing Institute**

Draft agenda

ASMI Whitefish Committee Meeting

Tuesday, November 28th 2017 beginning at 1:30 PM Alaska Time

Quadrant Room at the Captain Cook Hotel in Anchorage, AK

**Call in number: 800-315-6338**

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

**Access code: 92214**

- I. Call to Order
- II. Roll Call
- II. Approve Agenda
- III. Approve Minutes from last meeting
- IV. Public Comment
- V. Old business
- VI. New Business
  1. Committee member's impression of market conditions and issues facing each species.
    - i. Alaska Cod -
    - ii. Alaska Rockfish -
    - iii. Alaska Flounder & Sole -
    - iv. Alaska Pollock -
    - v. Other –
  2. Domestic Marketing Program Update
    - i. Mark Jones will update us on their domestic retail promotion efforts
    - ii. Victoria Parr will report on foodservice promotion activities
  3. International Program Update

4. Specific recommendations by whitefish species to ops committees (including answering questions from ASMI below)
5. Questions for the Whitefish Committee:
  1. What specific concerns or marketing needs do you feel should be brought to the ASMI Operational Committees for them to consider?
  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?
  3. What major challenges do you see ASMI facing in the coming years? (short-term and long-term)
  4. What trends or opportunities can you identify that ASMI Programs can capitalize on?

VII. Election of Officers

VIII. Next meeting – Date & Time

IX. Adjourn