



Wild, Natural & Sustainable®

All Hands On Deck
October 31, 2018
9am – 4:30pm
Captain Cook Hotel
Anchorage, AK

I. Call to Order

a. Roll Call

b. Present:

Chair Jack Schultheis
Tom Enlow
Mark Palmer
Tomi Marsh
Richard Riggs
Duncan Fields
Ephraim Froehlich (phone)
Fred Parady on behalf of
Commissioner Mike Navarre

Absent:

Vice Chair Allen Kimball
Sen. Peter Miccichi

Absent Continued

Rep. Louise Stutes
Sen. Gary Stevens
Sen. Lyman Hoffman

Staff Present:

Alexa Tonkovich
Sara Truitt

Present in Gallery:

ASMI Staff
ASMI Contractors
Industry Representatives
Members of the Press

c. Approve Agenda

Chair Schultheis asks for a motion to approve the agenda as presented.

Enlow notes that Mark Fina, Chair of the RFM Committee will not be presenting the RFM report as the committee did not have time to cover all questions presented to the committee. Notes that the Board will be hearing from Chair Fina during Executive Session.

Fields requests to clarify if the board would consider the Operational Committee recommendations under the Committee Report section of the Agenda or under New Business. Chair Schultheis notes they will be addressed under new business.

Enlow makes a motion to approve the agenda as corrected. Riggs seconds the motion.

The motion passes unanimously.

d. Approve Minutes from Sept. 18, 2018

Chair directs board to review the minutes as presented and note any changes needed.

Fields moves to approve the minutes from Sept 18, 2018 as presented. Palmer seconds the motion. The motion passes unanimously.

e. Chairmans Remarks

Chair Schultheis begins his remarks by acknowledging the departure of Fritz Johnson from the ASMI Board. Chair Schultheis reads a farewell letter aloud for the record. Chair Schultheis then welcomes Duncan Fields to the board; to the seat vacated by Johnson.

f. Public Comment

Chair Schultheis invites members of the public to speak before the board.

Julie Decker thanks ASMI's board for ASMI's continued sponsorship of Symphony of Seafood. Decker explains the various contestant categories for entries, reviews pending entry due date of Friday Nov 9, reviews Seattle event date of Nov 14, Juneau event will be Feb 19th.

Fields notes he wishes to acknowledge the ASMI display in the foyer at All Hands and compliments Tonkovich and ASMI staff for their hard work.

g. Executive Director Update

Tonkovich begins by thanking the assembly and attendees for their engagement and interest. Echoes Chair's comments thanking Fritz Johnson for his service. Echo's the Chair's welcome of Duncan Fields to the Board of Directors. Also extends a welcome and thanks to Ephraim Froehlich for joining the board in an Ex Officio capacity. Concludes her update.

II. Operational Committee Reports

Chair Schultheis invites outgoing Domestic Marketing Committee Chair Thea Thomas to provide their committee report.

a. Domestic Marketing Committee

Thea Thomas, the outgoing chair, introduces John Salle, the newly elected Chair as of yesterday's Domestic Marketing Committee.

John Salle introduces himself and provides answers from the Domestic Marketing Committee.

Question 1: What opportunities do you see coming up for the ASMI program you guide? How can ASMI programs capitalize on new markets/categories/platforms? How can ASMI draw in new "customers"/promotional partners?

Answer: Continue promoting AK seafood to "originators and optimizers" based on prior research. Continue relationships with longtime partners, while exploring and evaluating new partnerships.

Question 2: What specific advice would you give the ASMI program you guide about upcoming challenges in the marketplace or with a particular species or product form?

Answer: There is a challenge from the East Coast market due to increased Atlantic Halibut

landings. ASMI should continue working with partners to promote Alaska's message on sustainability to grow our market share. There is a general concern of rising prices on all AK species, especially salmon. Having a powerful brand with loyal followers plays an important role. People care about where their food comes from, and we have the best story to tell.

Question 3: Taking into account comments from the species committees, what focused effort do you think could best support industry needs now and in the future?

Answer: Salmon: Continue to promote with focus on frozen sockeye, pink and keta. Continue to support and promote canned salmon in preparation of the 2019 salmon run.

Whitefish: still confusion in the market on where whitefish are from, continue to work with partners to call out the origin and nomenclature.

Halibut: Salle refers to earlier comment regarding the increased supply of East Coast Atlantic Halibut

Shellfish: Continue Ugly Crab campaign for number two bairdi, tanner crab for an additional year. Identify partners in foodservice and in niche markets to implement this program and report back next year with measurable results. Support collateral and digital assets related to Golden Crab, especially regarding the name change and Golden Crab sustainability story.

Question 4: Are there business impacts (so far) of the U.S./China trade dispute and subsequent tariffs that were identified by your committee, beyond those listed by the species committees? These may include shifts in product form, processing locations, or markets.

Based on these impacts and those identified by the species committees, are there marketing opportunities you would like to see explored by ASMI programs?

Answer: Tariff issue may cause shift in reprocessing from China, to other countries. It may cause a reshoring effort back to the US. Yellowfin sole may be processed in the northeast. ASMI should be prepared to support this as products of Alaska and US. Note that golden king crab in China has deteriorated. Potential opportunity to Wild Alaska Pollock due to tariff on imported tilapia.

Question 5: Are there any specific actions pertaining to your program you would like the ASMI Board to consider?

Answer: Ongoing increased communication between staff and DMC improving in right direction, addition of marketing calendar implemented quickly. Committee pleased that new staff attended whitefish training by industry. How can industry stakeholders unite to communicate the importance of AK Seafood in the funding requested in proposed state budget to the new administration?

John Salle makes additional comments; recognizes the ASMI partners who came to Anchorage at their own expense to brief the committee. Welcomes Stephen Gerike, the new Domestic National Accounts representative. Recognizes Thea Thomas for her service as Chair of the DMC, and as a great Alaska Seafood Ambassador. Thanks her for her long service to ASMI.

Fields comments that he would like the Domestic Marketing Committee to consider possible solutions to Salle's closing question posed above related to how can industry stakeholders can unite to communicate the importance of Alaska Seafood. Fields closed his remarks by noting that in the Communications committee there was discussion of not increasing advertising in state.

b. International Marketing Committee

Chair Schultheis invites Lance Magnuson, Chair of the International Marketing Committee to present.

Answer to Question 1: Looking to shift emphasis to alternative markets; expanding South American and Southeast Asian markets, and possibly Greece. Notes the Western EU has been promoting seafood in Germany by targeting college Freshmen, educating them on affordable and easy to prepare AK Seafood options. Would like to see this expanded to other markets. Continue to emphasize nutrition of Alaska Seafood across all markets, participate in more trade shows, namely Seafood Pacific and HRI. Better and more photo and video assets. Set aside money to create an extensive media library that would be available for all overseas marketing reps.

Magnuson notes that a motion was made by the Committee: **International Marketing Committee request that ASMI budget for organizing, cataloging and substantially expanding the ASMI video and photographic library for use by our overseas marketing representatives and domestic marketers with the eye towards short clips for social media, ease of access, as well as repeated use without copyright concerns.**

Answer to Question 2: Target younger demographics with promotions; continue to focus on value and quality. "Russia possess a challenge and an opportunity. A challenge because of competing products, and opportunity as an example for pollock, Russia is increasing production of sea-frozen blocks, it lessens supply to China which is a good thing, as far as keeping that double frozen product from entering our markets."

Answer to Question 3: More advanced communication from ASMI, an annual calendar with all activities, continuation of canned and frozen pink salmon, continue promotion of pollock roe, Recommends expanding the international program current customer research survey to include specific questions about Alaska origin. Magnuson notes the members have found that the Alaska branding is lost on atka mackerel and pollock sold into various markets.

Answers to Question 4: IMC has seen effects immediately through a loss of sales. Hope to use proposed ATP funding to expand into other markets. Application was submitted this week, announcement of recipients is anticipated in the new year.

Answer to Question 5: There was a motion made by the committee. **The International Committee recommends that the ASMI board consider developing an ASMI internship program with the goal of encouraging industry stakeholders to chose careers in the seafood industry. The IMC suggests the ASMI board envision a program that would have 1 or more interns engage with ASMI for 6 months to a year to experience aspects of ASMI's International Program, as well as other programs. The committee would further recommend that ASMI board and staff look at funding sources such as Rasmuson Foundation or Workforce Development Grants to partially fund the ASMI internship program. The International Committee stands ready work with ASMI board and staff to place interns with OMR's and have them work with our marketing staff.** Chair Magnuson adds that there is a missing age range of 25-45 year old individuals in

the industry.

c. **Seafood Technical Committee**

Chair Schultheis invites Hart Schwarzenbach, Chair of the Seafood Technical Committee to present.

Chair Schwarzenbach first thanks the committee for their full attendance at this meeting, and for Program Director Michael Kohan's strong leadership.

Answers to Question 1: We have started to develop quality updates and to continue work on quality videos. Notes there is much they can do in this regard such as caviar, smoked salmon, whitefish, sablefish, etc. This is a long-term goal of the committee. Will continue working the USDA nutrient database which now allows us to identify the Alaska products as Alaska products and put the nutritional content into the database as we want. Looking to expand nutritional data for species we don't already have such as atka mackrel and yellowfin sole.

Also notes challenges in Wastewater discharge. Need to focus on how to utilize the byproducts so that they are not discharged and wasted.

Continue to develop functional nutrition and utilization research for Alaska Seafood. Looking at medicinal and nutritional benefits of seafood.

Answer to Question 2: Provide quality information to new harvesters. Continue to partner and encourage students to join the field of seafood science. Reports that the Marine Science Center has rebounded and is doing well. A new goal if there is funding, is to develop FAM trips for specialty products. Collaborate with Alaska Ocean Cluster. Establish seafood training calendar updates and ASMI marketing updates – to attempt to collaborate with trainings taking place in Washington and University of Oregon. Also interested in a reverse FAM trip concept.

Answer to Question 3: Encourages other committees, especially species committees, to contact the Seafood Technical Committee with questions and concerns in a timely manner, rather than wait until the All Hands Meetings.

Answer to Question 4: No tariff issues for the Seafood technical Committee

Answer to Question 5: Recommends sufficient funding of the program to ensure ongoing initiative for good quality nutrition and food safety science.

Chair Schulethis asks if there are any questions for Schwarzenbach.

Board member Tomi Marsh compliments Schwarzenbach and the committee, and Technical staff.

Fields comments on Schwarzenbach's remarks that the Alaska Marine Science Center is doing better, to correct that there is still work to be done to further stabilize the work to keep it active and operational.

- d. **Responsible Fisheries Management** – report not given as related to the agenda amendment made previously.

Chair Schultheis notes the completion of reports.

Chair Schultheis notes a report from the Communications Committee will be included at a later board meeting.

Enlow comments that he would like to see a further inclusion of the Communications Committee's meeting into future All Hands meetings. Fields echoes Enlow's concern.

Chair Schultheis asks for a motion to enter Executive Session.

Riggs makes a motion to enter into Executive Session to discuss RFM Program, Committee Selection/Reappointments, CAP Selection/Reappointments and ASMI Funding. Enlow seconds the motion. The motion passes unanimously.

III. Executive Session

- a. **RFM Program**
- b. **Committee Selection/Reappointments**
- c. **CAP Selection/Reappointments**
- d. **ASMI Funding**

IV. Reconvene in Open Session

Chair Schultheis asks for a motion to return to Open Session.

Fields makes a motion to reconvene in open session. Riggs seconds the motion. The motion passes unanimously.

V. New Business

- a. **Appoint/reappoint CAP and Committee members**

Fields makes the following motion:

To the Domestic Marketing Committee:

Reappoint: Thea Thomas,

Appoint: Larry Christensen, Nelly Hand,

Ron Christensen will serve the remainder of Tom Sunderland's Term.

Tom Sunderland will continue to serve on Domestic Marketing Committee in an Ex Officio capacity.

Mark Palmer will serve as a Board Liaison to the Domestic Marketing Committee

To the International Marketing Committee:

Reappoint: Merle Knapp, Shigeki Okano, Dean Pugh

Appoint: Kevin Adams, Bob Barnett, Lance Magnuson's term will be extended for one year, and after that will serve on IMC in an Ex Officio Capacity

Duncan Fields, Tomi Marsh and Rich Riggs will serve as Ex Officio Board Liaisons

To the Seafood Technical Committee:

Reappoint: Rodger Painter

To the RFM Committee:

Appoint: Joel Peterson

Duncan Fields will serve in an Ex Officio Capacity and Board Liaison

To the Halibut Sablefish Committee:

Reappoint: Peggy Parker, John Jensen, Bob Barnett

Appoint: Jessie Keplinger, Joe Lagucik, Kendall Whitney, Jim Hubbard

To the Whitefish Committee:

Reappoint: Rasmus Soerensen, Merle Knapp, Julie Yeasting

Appoint: Bill Weed

Julia Ying will serve in an Ex Officio Capacity

To the Salmon Committee:

Reappoint: Thea Thomas, Ron Jolin

Appoint: Emily Matlock

Note Also: Tom Sunderland will serve in an Ex Officio Capacity to the Salmon Committee

Duncan notes Branson Spiers has stepped down.

To the Shellfish Committee:

Reappoint: Jim Stone, Rodger Painter, Jake Jacobsen, James Riley

Chair Schultheis asks for a second to the motion. Riggs seconds the motion. The motion passes unanimously.

Enlow makes a motion regarding the appointments of CAP Members as follows:

CAP Members

Reappoint: Peter Vasil, Gao Linming, Dan Aherne, Jens Peter Klausen, Dave Melbourne

Appoint: Mike Havaca, Thrive Market to Retail US seat; Keith Brunell, Nordstrom to

Foodservice US seat; Mr. Kanazawa, Costco Japan to Japan CAP seat.

Chair Schultheis asks for a second to the motion. Fields seconds the motion. The motion passes unanimously.

Fields puts forth the following motion: **It is the intent of the ASMI Board to transition management of the RFM program to a nonprofit foundation and to work with the Alaska Seafood Industry to have the industry fully fund the RFM program within the most practical time period possible.**

Enlow seconds the motion. The motion passes unanimously.

b. Set dates and locations for meetings:

Chair Schultheis notes upcoming dates have been set for future meetings.

Spring Board Meeting: April 23rd in Juneau

CAP Meeting: at or around Aug 6th in Sitka

All Hands: October 29-31 in Anchorage.

Chair Schultheis asks for anything further for the good of the order.

Fields puts forth motion: **Board would recommend that the ASMI staff work with BOD members Marsh and Fields to develop an exploratory committee regarding exploring possible ASMI internship programs, to report back to the board as a whole and make further recommendations.**

Chair Schultheis asks for a second to the motion. Riggs seconds the motion. The motion passes unanimously.

Chair Schultheis asks for any further business for the good of the order.

Fields notes that in both the International and Domestic marketing committee meetings there was discussion that ASMI staff look into availability and access to video footage. Declines to make motion on the matter, but does request further follow up at a later time.

Tonkovich states that ASMI is working with a digital asset management system company in an effort to better manage digital assets. Looks forward to feedback once the system is up and running as currently planned.

Fields wishes to note compliments for the ASMI staff and board, expresses his gratitude to have returned to the service of the Board.

VI. Adjourn

Chair Schultheis asks for a motion to adjourn.

Enlow makes a motion to adjourn. Palmer seconds the motion. The motion passes unanimously.

Meeting adjourned at 3:45pm.