



Wild, Natural & Sustainable

Whitefish Committee

Tuesday, October 8, 2019 | 1:00pm

Quadrant Room, Hotel Captain Cook in Anchorage, AK

DRAFT AGENDA

CALL TO ORDER

Chair Mike Cusack called the meeting to order at 1:01pm. A quorum was established.

Members present: Mike Cusack, Pat Shanahan, Merle Knapp, Frank O'Hara III, Julie Yeasting, Ron Risher, Julia Ying (ex officio)

Committee members absent: Rasmus Soerensen, Dean Pugh, Tim Meixner, Bill Weed

APPROVAL OF AGENDA

Knapp moved to approved the agenda and Shanahan seconded.

APPROVAL OF MINUTES (10.9.18)

O'Hara moved to approve the minutes and Risher seconded.

CHAIR REMARKS

No additional comments. Cusack thanked the team for bringing prepared answers to Jeremy's questions.

INTRODUCTION OF GUESTS

Lance Magnusen, Katie Goldberg, Tim Welsh, **southeast science center, univ. of Oregon**, Hannah Lindoff, **silver bay, china and hong kong, ASMI EU**, John Salle, Christine Fanning, Nicole Strangeland, Megan Rider, David Woolley, Ashley Heimbigner

PUBLIC COMMENT

None

OLD BUSINESS

- a. Ibotta Lent and Summer Promotions
Cusack noted that Domestic ran Lent and Summer promotions with the Ibotta platform which went well. He has asked Domestic Director Megan Rider to provide a break down what the redemptions for the promotion coupons were. Specifically, he noted the need to know what number of redemptions included whitefish, and possibly even further which species of whitefish.
- b. International promotions
Cusack asked for thoughts from the members on international promotions. Risher noted that there is a need to identify US versus other origin sources. This is likely prevalent both domestically and internationally. Risher posed whether it is difficult for the overseas OMRs to get customers to distinguish and identify true Alaska seafood.
- c. Discussion segued into New Business item a.

NEW BUSINESS

- a. Executive Director Questions
The group reviewed and discussed answers to the questions set by Executive Director Jeremy Woodrow.
- b. Species updates
O'Hara gave an update that flatfish species quotas are down so there is an opportunity to increase the value of those species.
Risher noted extremely low pricing and demand for shore frozen pacific cod and posed whether there was a backlog of finished product or some other factor in the industry. O'Hara noted the increased pressure from Russian cod as they update their fleet and become MSC certified. The group noted the need for additional work on promotions of Pacific cod.
Knapp noted the trend of plant based proteins, which the group discussed, particularly plant-based proteins mimicking seafood. This topic was added to the committee questions for the executive director. John Salle, Domestic Committee Chair, noted the growing counter messaging, particularly around mercury levels and plastic pollution in ocean waters. Cusack noted that there could be an opportunity around carbon footprint messaging for Alaska Seafood as compared to plant based proteins. Hannah noted the opportunity around the clean ingredients of Alaska seafood, as compared to blended burger options and similar products. This was added to the Executive Director Questions.
- c. Thoughts about Wild Alaska Pollock week
Shanahan let the group know that Wild Alaska Pollock week will be held in Seattle over the week of March 2nd. This is building off of the template from Wild Alaska Herring Week. Shanahan asked the group to send product information for any appropriate foodservice forms that should be used.
- d. Election of Committee Officers
The group nominated O'Hara and Risher.
 - The group elected Risher as Chair.
 - The group elected O'Hara as Vice Chair.

GOOD OF THE ORDER

Cusack appreciated the work that the group does on the committee as volunteers for the Alaska Seafood industry

ADJOURN

Yeasting moved to adjourn and Knapp seconded. Meeting adjourned at 3:12pm.