



Alaska Seafood Marketing Institute

Alaska Seafood Marketing Institute
311 N. Franklin St., Suite 200
Juneau, Alaska 99801

RFP 2023-0803 Alaska Seafood Marketing Institute (ASMI) Consumer and Trade PR Agency

Amendment #2

Amendment Issue Date: March 30, 2022

IMPORTANT NOTE TO OFFERORS: Only the following items referenced in this amendment are to be changed. All other sections of the RFP remain the same. A copy of the amendment is available at: alaskaseafood.org

The following questions have been asked and answered:

Question #1: Does an agency partner or subcontractor who currently holds a board-appointed seat on an ASMI committee (species, domestic, communications, international, etc.) present any conflicts to the respondent's proposal, if included? If the contract is awarded, would be individual (or individuals) be asked to forfeit their seats on ASMI committees despite continuing to represent other small/large volume processor businesses or Alaska seafood marketing organizations?

Answer #1: There is nothing in ASMI Bylaws or Policy and Procedures that would require an individual to forfeit their committee appointment. ASMI Policy and Procedures are clear that ASMI committee members serve without pay to participate in ASMI committee responsibilities, therefore an individual cannot bill ASMI for the time served on an ASMI committee. Individuals are appointed to the committee to represent a specific sector of the Alaska seafood industry. The ASMI board reserves the right to add or remove committee members at any time.

Question #2: Is existing seafood processor or RSDA business a conflict of interest if the contract is awarded? What about seafood consumer packaged goods? If so, can you please refer to the statute that details this conflict so we are aware?

Answer #2: ASMI does not consider existing work with other Alaska seafood companies and/or Alaska organizations a conflict of interest.

Question #3: We understand that the overall budget is fixed, however, is ASMI open to recommendations of budget reallocations between Foodservice PR, Retail PR, and Consumer PR within the overall budget?

Answer #3: ASMI is open to and welcomes constructive budget recommendations that will improve its marketing efforts.

Question #4: Do you have a current contractor responsible for providing target audience and demographics or should that be part of the budget/scope of this RFP? How current is your latest research for target audiences and demographics? How often do you do it?

Answer #4: Target audience and demographic research is separate from this contract. ASMI conducts annual and biennial research for the domestic market to help inform marketing efforts in the domestic market. Any additional consumer research would be separate from this contract. The latest consumer research for both foodservice and retail was updated within the last two years. Additionally, a robust consumer retail research project is underway and will be completed in May of 2022. The deliverables include custom consumer panel trend reports.

Question #5: Are subcontractors required to have an Alaska business license in order for the proposal to qualify for the bidder preference, or just the main bidder? If awarded, do all subcontractors need an Alaska business license (sec. 6.02)?

Answer #5: Yes, if an offeror is claiming any preferences, both the main bidder and subcontractors must have an Alaskan business license.

Question #6: Just to clarify, if we do not qualify for an Alaska Offeror Preference or Alaska Veteran Preference – are we required to have an Alaska business license in order to submit a proposal?

Answer #6: Please see Section 6.02.

Question #7: What is your perceived biggest challenge in building the Alaska Seafood brand?

Answer #7: The biggest challenge in building the Alaska seafood brand is a constantly evolving and fluctuating marketplace. This includes dynamic product availability due to the nature of wild fisheries, as well as increased domestic competition in the seafood and greater protein space both at retail and foodservice.