



Alaska Seafood Marketing Institute

Whitefish Committee Meeting Agenda

ORGANIZATION: Alaska Seafood Marketing Institute (ASMI)

DATE: Thursday, July 16, 2026

TIME: 8:30 AM – 9:30 AM Alaska Time

LOCATION: Virtual

MEETING LINK: [Join on Zoom](#)

CALL IN: +1 253 215 8782; Meeting ID: 863 1607 6708; Passcode: 969273

- I. Call to Order**
- II. Roll Call**
- III. ASMI Antitrust Statement**
- IV. Approval of Agenda**
- V. Approval of Previous Meeting Minutes from November 6, 2025**
- VI. Public Comment**
- VII. New Business**
 - a. EU Policy Proposal on Russian Ban
 - i. Discussion of potential impacts on Alaska whitefish markets
 - ii. Discussion of ASMI priorities in a constrained global supply environment
 1. Should ASMI rebalance promotional resources?
 2. Should more effort go to North America? Japan? Emerging markets? Or defend Europe?
 - iii. Committee recommendations for ASMI strategy and resource allocation to be shared with ASMI Operational Committees and ASMI Board of Directors
- VIII. Old Business and Good of the Order**
- IX. Adjournment**

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