

DRAFT



Wild, Natural & Sustainable®

**Salmon Committee Meeting
Wednesday, April 29, 2015**

A meeting of ASMI's Salmon Committee was held on Wednesday, April 29, 2015 at Ocean Beauty Seafoods, located in Seattle, Washington.

Present were: Tom Sunderland, Chair (Ocean Beauty Seafoods)
Steve Chartier, Vice Chair (Peter Pan Seafoods)
Ron Jolin, (Fisherman)
Jennifer Castle, (Fisherman)
Julianne Curry, (Fisherman)
Kevin Larsen, (Icicle Seafoods)
Thea Thomas, (Fisherman)
Julie Decker, (Alaska Fisheries Development Foundation)
Matt Christenson, (Trident Seafoods)
Tomi Marsh, (ASMI Board)
Linda Driscoll (ASMI Retail)
Susan Marks (RFM Contractor)
Heather Carey (ASMI Retail)
Lisa Martinson (ASMI Admin Assistant)
Clyde Curry. (member of the public)
Andy Wink, (McDowell Group)

Via teleconference: Edna Crawford, (Boreal Fisheries)
Melanie Brown, (Trout Unlimited)
Andy Wink, (McDowell Group)

Absent: None

Roll Call

The meeting was called to order at 10:04am. Roll call was taken by Lisa Martinson and Chair Tom Sunderland verified a quorum was present.

Approval of Minutes from Previous Meeting

A few minutes were taken to have the committee members look over the 4/4/14 and 9/29/14 meeting minutes. Julie Decker commented that the 11/21/14 minutes were emailed to the committee on a previous date.

Steve Chartier moved to approve the 4/4/14 and 9/29/14 minutes as written. Julie Decker notes one change that needs to be added to the 9/29/14 minutes is that it shows that she was present, but she was not due to illness. Also, the 9/29/14 meeting minutes reflect that the 4/4/14 meeting minutes were approved. Steve Chartier amended his previous motion with changes for the 9/29/14 minutes to reflect the change in attendance and to approve the 11/21/14 minutes as written; Ron Jolin seconded the motion. It was unanimous that all were in favor.

Public Comment

Sunderland welcomed the public to the meeting. Julianne Curry's father, Clyde, was present, along with Tomi Marsh and Susan Marks, with above listed representatives from ASMI. Sunderland reminded the committee that discussion at this recorded meeting is restricted to comments on behalf of the industry only and not specific companies.

Old Business and Good of the Order

Heather Carey clarified her role in the meeting, introduced Lisa Martinson as the new Administrative Support Technician at ASMI, and that the Seattle office will provide minutes for the committee meetings that are held in Seattle.

2014 Salmon Season and 2015 Outlook – Andy Wink, McDowell Group

It was decided that the summary of yesterday's joint committee meeting would be heard after Andy Wink's agenda item. Wink summarized the 2014 salmon season and the 2015 forecast, which is conservative.

- Pink and sockeye runs are predicted at a forecast high
- Record half cans and tall cans inventory should turn into an opportunity to gain customers
- Bruce Schactler's work cumulated in a USDA buy of half cans was universally cheered by all; keep it up Bruce!
- Wholesale prices of canned sockeye bouncing around a lot; people think they can purchase cheaper later
- Price is only part of the equation, volume has a big role; lower prices doesn't mean lower value

It is noted that Linda Driscoll joined the committee in the room.

- Andy aims to get the Alaska salmon price report market bulletin out at the end of next week
- Large inventory of frozen sockeye needs to be moved out within the year; sales volumes have increased when the prices dropped
- Yen and Euro have devalued and that is an impact
- Large opportunity to increase sales in the domestic market vs. price of beef

- The question was raised, “What proportion of high value salmon does Alaska sockeye represent?” Kevin Larsen will look that up.
- There was discussion around Frasier River salmon, Norwegian salmon and the Russian / Ukrainian embargo

Roe market: there is need for new market research and R&D research into what products it could become.

Ongoing Salmon Market Campaigns

There was a Retail / Foodservice Joint Committee recap by Jennifer Castle. The budget cuts proposed are unilaterally opposed by the joint committee.

- Due to the high inventory of sockeye, this is a timely opportunity to increase market domestically
- Bar menus and happy hour menus are key areas of opportunity for sockeye due to the price and taste profile
- ASMI offered funds for product and in-store demonstration’s; they were widely received and wildly popular with retailers across the country
- There was a discussion around processing capacity for frozen vs. canned in Bristol Bay

RFM MSC Sustainability

The salmon processors’ move back to MSC is in process and the timing is unknown. ASMI’s RFM program is participating in the pilot program for GSSI and will then move on to the full assessment after the trial is over. This formal study’s benefit is to better inform GSSI if they have the benchmark correct. RFM is currently completing the application to enter the pilot project. GSSI has updated their web site with current information. Outcome of the pilot will not be made public.

ASMI Budget Change Impacts

After a discussion on the Alaska State congress’s actions that shape ASMI’s budget, all were in agreement that there is a marketing need to execute planned projects. **This committee’s recommendation to the ASMI Board of Directors is to not accept any budget cut.**

Direction to Operating Committees and Board

The committee wanted to clearly outline the marketing needs going forward.

- Sockeye promotion: continue focus on frozen and research to expand half red market (Canada, Philippines)
- Provide clarification on the Canadian market: whose territory is it (domestic or international)?
- We need a representative with connections in the Canadian market
- There might be an issue on branding in Canada: they might be more accepting of a “Pacific” label, but then would ASMI be involved in marketing this?
- Market canned salmon to institutional settings: schools, free lunch program, WIC, hospitals, prison system, healthcare
- Japan: increase marketing for cod and H&G sockeye

- Roe market: research into diversification of the market, a processed protein product, etc.

Let the minutes note that Matt Christenson left the meeting at 11:50am.

Final Comments

The committee wishes to give kudos to Tyson Fick and team that the ASMI bulk mailer *Wheel Watch* is a great document. They are hoping it could be published twice a year, once before season and once after season (perhaps during the Pacific MarineExpo in November).

On the phone Melanie Brown apologized for calling in late. She requested that there be an annual calendar emailed out so that dates could be saved on her calendar in advance. Members also requested email reminders of upcoming events and meetings every 30-60 days, to keep them fresh in their minds. Carey pointed out that with the redesign of the www.alaskaseafood.org site, perhaps a calendar could be worked into the Industry and Upcoming Events sections to house this calendar.

Next Meeting Scheduling

The committee expressed that the All Hands Meeting should be in Alaska. The next date and location is yet to be determined due to finding a location that will accommodate the size of the All Hands Meeting. The next Salmon Committee Meeting will be at the All Hands Meeting, when it is set.

Mr. Sunderland made a motion to adjourn the meeting at 12:12pm; it was seconded by Kevin Larsen. All were in favor.