



*Wild, Natural & Sustainable*

Alaska Seafood Marketing Institute (ASMI)  
Domestic Marketing Committee Meeting  
September 13, 2023  
12:30 PM – 4:30 PM Pacific Time  
Silver Bay Seafoods  
Fishermen's Commerce Building  
4039 21st Ave W, Seattle, WA 98199

- I. 12:37pm PST Call to Order by Madame Chairwoman, Lilani Estacio-Dun
- II. Madam Chair Dunn read the Anti-Trust Statement
- III. Roll Call
  - a. Present: Madame Chair Dunn, Mister Vice Chair Salle, Thea Thomas, Larry Christensen, Mike Cusack, Scott Sandvig, Michael De Caro, Sidney Riggs, Kendall Whitney, Ron Christianson
  - b. Absent: John Daly
  - c. Also present: ASMI Staff and Contractors, Aubrey Mcneil, Cassandra Squib, Nicholas Dowie, Madame Vice Chair Tomi Marsh, Chairman Allen Kimball, Pat Shanahan, Cathy DuPuis
- IV. Approval of Agenda
  - a. Christensen moved to approve, Thomas seconded, none opposed. Motion passed.
- V. Approval of minutes from meeting held May 3, 2023
  - Christensen would like to clarify the budget as FY24 Domestic Market Budget. Christensen would like the minutes to clarify \$1.1 million as supplemental funds.
  - With these changes, Christensen moved to approve, Cusack seconded, none opposed. Motion passed.
- VI. Welcome to new members
  - a. Madame Chair Dunn welcomed Sidney Riggs as the new member of the Domestic Marketing Committee.
  - b. Megan Rider welcomed Ron Christianson as a non-voting honorary member of the Domestic Marketing Committee.
- VII. Public Comment
  - a. None
- VIII. Consumer and Trade Public Relations update provided by Katie Goldberg
  - Goldberg summarized FY23 consumer PR activations and FY24 future Cook Wild campaign. Cusack asked how earned media could help tie together all the different species groups to reach millennial and Gen Z audiences. Goldberg suggested more sharing of Alaska Seafood media posts on all platforms. Sandvig asked how “click to cart” data was tracked and how that interacted with Influencer campaigns. Sandvig asked if we could incorporate coupons to ensure they follow through with making the purchase. Goldberg replied that the team would consider this idea. Vice Chair Salle asked if retailers shared and promoted

the influencer content on their social channels. Goldberg said they did not this time but this is the goal for the Cook Wild campaign.

- IX. Mark Jones provided a retail update for FY23 promotions
- Jones shared a very successful Whole Foods Market promotion with ASMI collateral prominent in select stores paired with a Sockeye Salmon cooking demo.
  - Riggs asked how many retailers had the ASMI logo on their label. Jones said about 70% of retailers use the logo on their private label. Sandvig asked if cooking demos were coming back post-Covid. Jones said yes, and they work with Chefs USA in Publix and other retailers. Christensen asked which promotion showed the best ROI. Jones responded that Costco and Publix remain strong, consistent partners. Jones asked for industry help connecting with contacts at ALDI and Trader Joes.
- X. Foodservice update provided by Jann Dickerson
- Successful promotions include Sysco, Restaurant Depot, Popeyes, Dairy Queen and Jason's Deli. Salle asked how ASMI gets resources to Marketing Associates at distributors. Dickerson explained that all materials are provided to our contacts at the distributor and they are responsible for passing the materials along. ASMI offers assistance throughout the promotion.
  - Riggs highlighted the importance of the "Wild Alaska" call out. Dickerson agreed. Thomas asked about sales contests, Dickerson responded that the large broad liners have limited their number of sales contests.

5 minute recess. 12:58pm-1:13pm

XI. Colleges and Universities update provided by Sarah Wallace

XII. Technical update provided by John Burrows

- Cusack asked about how Burrows was interfacing with the federal government and having the data about low contaminants updated. Burrows said they are in early stages before they broadly share the data. Dunn requested Burrows to elaborate on the term "Sushi grade". He mentioned he was sharing the safety protocols and temperature requirements.

XIII. Industry update roundtable

- Rider asked for a species specific update and direction on which species to promote during October national seafood month on digital media.
- a. Salmon: Christensen mentioned pinks and Keta have had increased volumes and sockeye still has a large harvest and all should receive attention in October. Salle mention pink salmon should be promoted as canned, value added, and fillets. Jones asked about the product forms of pink salmon that should be promoted and how can recipes compliment that. Salle said each supplier should connect with Mark Jones individually about what products they are producing. Salle emphasized the importance of making canned fish trendy, cool and exciting. Sandvig mentioned this could be great for the C+U space to use in dorms.
  - b. Crab and Halibut: Salle mentioned crab is not an area where we need promotional help. Thomas mentioned that Halibut also does not seem to need help.
  - c. Sablefish: Whitney feels like progress has been made in the Sablefish market. He mentioned pushing smaller sized Sablefish is still a priority.
  - d. Pollock: Cusack mentioned pollock is very popular for Lent so surimi would be a good focus for October Seafood Month.

- e. Cod: Sandvig would like more recipe development outside of battered and breaded. More activation in the seafood counters would help give consumers new preparation ideas.
- f. Roe: Cusack mentioned pollock roe is not domestically consumed in large volume. Christianson noted that Salmon roe is growing in popularity.
- g. Sole: Shanahan attended representing WASA (Wild Alaska Sole Association). They represent 4 species, all are marketed as flounder. Shanahan would like flounder to be promoted as non-breaded center of the plate. She would like to be included in the influencer campaigns and have flounder specific recipes developed.
- h. Krafft mentioned that it is difficult to find distributors to supply restaurants with the premium products. Christensen brought up the explosion of sushi in retail and he would like to see wild salmon in the sushi cases at retailers. This is an area the whole committee would like to see progress in.
- i. Rockfish: This could be used more in foodservice. They are competing with rockfish harvested from the west coast almost all year round. De Caro mentioned there is no way to differentiate Alaska rockfish from West Coast rockfish. Kimball recommended collecting data on demand first before we launch into promotions.

**XIV. After a robust discussion, the committee has advised and approved the prioritization of sockeye and pink salmon, surimi and sablefish for October National Seafood Month.**

XV. Old Business and Good of the Order

- a. Rider noted that All Hands is November 2<sup>nd</sup>-4<sup>th</sup> at the Captain Cook hotel. Circana will be presenting US research the first day of All Hands. Barton Seaver will host the CAP. Rider reminded everyone to submit travel requests to Heather Johnson-Smith. Rider asked if the committee approved of the morning joint meeting with the Communications committee and then breaking out separately after lunch. The committee would like to keep this structure.
- b. Salle asked if they had input on the questions asked of the CAP. Rider encouraged everyone to send suggestions of questions to her or Jeremy Woodrow. Rider asked the committee to pass on contacts at Aldi, Trader Joes, Wendy's and Arby's while they search for new CAP members.

Adjourn

4:20pm Christensen moved to adjourn, Cusack seconded, none opposed. Motion passed.