



Alaska Seafood Marketing Institute

Shellfish Committee Meeting

DRAFT

Tuesday, December 3, 2024

2:50 PM – 5:00 PM Alaska Time

Quadrant Room, Hotel Captain Cook, Anchorage and Virtual

I. Call to Order

Meeting called to order at 2:50pm by Chair Jeff Otness.

II. Roll Call

Present:

- Jeff Otness, Chair
- Cody Barton
- Steven Minor (virtual)
- Sean Dwyer
- Linda Kozak

Absent:

- Gabriel Prout
- Tom Carruth

Also Present:

- ASMI staff and members of the industry and public.

III. Approval of Agenda

Motion to approve the agenda:

- **1st:** Linda Kozak
- **2nd:** Sean Dwyer
- **Motion passed**

IV. Approval of November 15, 2025 Minutes

Chair Otness noted that he lives in Ballard, Washington, not Petersburg, Alaska.

Motion to approve the minutes:

- **1st:** Linda Kozak
- **2nd:** Sean Dwyer
- **Motion passed**

V. Anti-Trust Statement

Chair Jeff Otness read the anti-trust statement.

VI. Chair's Welcome and Roundtable Introduction

Chair Otness remarked on the positive market for shellfish. Noted that inventory is down and prices are up.

VII. Public Comment

No public comments were provided.

VIII. Technical Presentation - Technical Director John Burrows

Technical Program update provided by John Burrows

Director Burrows answered questions from the Committee. Clarified legal naming based on FDA regulations. Bairdi cannot be called Tanner, but can be called Southern Tanner. Domestically

Bairdi cannot be called Queen crab, in some international markets such as Japan it can. There is a regulation that requires Bairdi and Opilio to be labeled as Snow Crab domestically. The committee also mentioned the need for further dialogue with the FDA and potential assistance from the industry and Congressional support in regard to name changes.

Kozak noted that the ASMI Board of Directors should discuss with relevant committee before giving direction on marketing nomenclature.

IX. New Business - Shellfish Committee Roundtable Update

Committee agreed with chairs' remarks, the shellfish market is in a good position.

Kozak noted that for Golden crab she wants to work with AFDF so there is a consistent TAC to have a continual item to market.

Committee notes that the upcoming political climate presents an opportunity to accomplish changes on a federal level, such as species name changes.

X. Discussion and Answers to Board's Species Questions

Committee discussed and answered ASMI Board of Directors species committee questions.

1. Immediate Needs for Market Success

International Market Opportunities:

- Japan: Leverage the appeal of Queen Crab to tap into the market.
- Alaska Crab: Emphasize the Alaskan origin to distinguish from Russian competition, focusing on sustainability and quality.

US Domestic Market Opportunities:

- Continue enhancing the e-commerce presence for retail shellfish sales.
- Use the limited availability of shellfish as a positive selling point, emphasizing sustainability.
- Highlight the health benefits of shellfish in marketing campaigns.

2. Challenges and Threats

Country of Origin Labeling Laws:

- Complexities around labeling cooked crab. Take advantage of the current political climate to advocate for supportive legislation.

Seasonality and Limited Availability:

- Combat consumer perception by promoting sustainability and exclusivity in messaging.

3. Messaging and Outreach Support

- Japanese Market - Develop strategies to clearly distinguish Alaska crab from Russian products.

4. Marketing and Technical Resource Needs

Marketing Resources:

- Create guides or roadmaps to help new direct marketers navigate the process of starting up a business in the seafood market.

5. Industry and Harvester Support for ASMI

How Industry Can Support ASMI:

- Provide ASMI with retail partner information.
- Advocate for Alaska Seafood by engaging elected officials and encouraging their participation in seafood marketing events.
- Promote harvester involvement in ASMI initiatives, including attendance at events and advocacy efforts.
- Strengthen relationships between ASMI staff and fishermen.

How ASMI Can Support Harvesters:

- Develop accessible resources explaining the importance of ASMI to fishermen.
- Engage fishermen directly in-season at docks or other locations.
- Create opportunities for fishermen to act as brand ambassadors for Alaska Seafood.

Additional Collaboration Opportunities:

- Improve coordination with processing plants on international initiatives.
- Increase visibility and engagement with partnerships involving UFA meetings and industry groups.

XI. Good of the Order

Chair Otness thanked Linda Kozak for her time on the committee. Kozak is resigning and this will be her final meeting on the committee.

XII. Election for Vice Chair

Motion to elect Sean Dwyer as Shellfish Committee Vice Chair:

- **1st:** Linda Kozak
- **2nd:** Cody Barton
- **Motion passed**

XIII. Adjournment

Motion to adjourn:

- **1st:** Sean Dwyer
- **2nd:** Cody Barton
- **Motion passed**

Meeting adjourned at 4:07pm