



Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing and Communications Committee Joint Meeting
Thursday, November 10, 2022
8:30 AM – 4:30 PM Alaska Time
(Call –in information to be provided)

Draft Minutes

- I. 8:43 AM Call to Order by Madame Chairwoman, Lilani Estacio-Dunn
- II. Roll Call
 - a. Present:
 - i. Madame Chair Dunn, Madame Chair Shanahan, Mister Vice Chair Salle, Madame Vice Chair Squibb, Thea Thomas, Larry Christensen, Branson Spiers, Mike Cusack, Kendall Whitney, John Daly, Michael De Caro, Ron Christianson, Mark Palmer, Michael Erickson, Julianne Curry, Jessica Keplinger, Shannon Ford Ward, Matt Carle, Nicole Kimball, Hannah Heimbuch, Everette Anderson, Tomi Marsh, Scott Sandvig
 - b. Others present:
 - i. ASMI Program Directors & Staff, ASMI Committee Members, ASMI Program Contractors, Members of Industry, Members of Press, Members of the Public
- III. Quorum was met.
Madame Chair Dunn reviewed the Anti-Trust Statement
- IV. Approval of Agenda
 - a. Curry moved to approve, Thomas seconded, none opposed. Motion passed.
- V. Welcome provided by Madame Chairwoman, Pat Shanahan. New committee members introduced themselves and were welcomed onto their respective committees.
- VI. Public Comment

Andy Wink brought up the large Sockeye harvest and would like ASMI to take advantage of this to run more Sockeye promotions. He also mentioned supporting products that utilize smaller sockeye (2-3lbs).
- VII. Public Relations 2022 update provided by Katie Goldberg and Tessa Ward from Edelman.
 - a. Curry thanked Edelman for targeting younger generations and asked if the messaging was resonating. Goldberg reported an increase in consumption in younger generations and mentioned future promotions target this audience.
 - b. Thomas asked how Edelman prioritizes which species to promote. Goldberg responded it is based on availability and what is trending for target audiences.
- VIII. Domestic Retail Update provided by Mark Jones
 - a. Christianson thanked Jones for promoting a variety of seafood. Mark Jones confirmed retailers love different forms of seafood from frozen, shelf stable, and value added.

- b. Salle thanked Jones for his service and asked how the committee can support the retail program and asked about online and social media promotions. Goldberg with Edelman confirmed they do a good amount of outreach when there are in store promotions. She mentioned seeing collateral in store is invaluable.
- IX. Domestic Foodservice Update provided by Jann Dickerson
 - a. Chairwoman Dunn asked about which restaurants Domestic targets. Dickerson replied both restaurants who already serve seafood and those who are interested in starting to menu seafood.
 - b. Vice Chair Squibb asked how domestic food service can help with seafood innovation. Dickerson replied that keeping up on trends and working with Datassential to stay current is how we continue innovation. ASMI gets custom reports from Datassential around every other year.

10:10 Chairwoman Dunn Called a 10 minute recess

10:20am Chairwoman Shanahan called the committee to order.

- X. Foodservice Research Update provided by Marie Molde of Datassential
- XI. Joint Committee Discussion on strategy and/or review of species committee questions and comments
 - a. Chairwoman Shanahan started the conversation with Crab promotions for King Crab and Bairdi promotions. Heimbinger explained ASMI is focusing on Golden King and Bairdi crabs. They also are pushing the brand of Alaska Crab in general so consumers look out for all species of crab.
 - b. The Salmon committee highlighted promoting frozen sockeye portions. Both Domestic and Communication teams have ran recent promotions on these products and have future promotions planned. Multiple committee members echoed the importance of promoting fresh and frozen Sockeye due to this year's surplus.
 - c. Rider confirmed we have ample, recent research on demographics to successfully promote salmon in the upcoming year. Heimbinger added ASMI has a growing ambassador program and is comfortable with the idea of increasing the number of ambassadors.
 - d. The Whitefish committee asked ASMI to highlight pollock, surimi, sole and rockfish, both operational committees feel comfortable with this. Christensen asked for an update on communications strategy regarding social ads. Domestic reported they continue to produce e-blast ads as well as print ads targeting trade.
- XII. Old Business and Good of the Order
 - a. Curry thanked co-chairs and ASMI staff and contractors.
- XIII. 11:30 AM Joint Meeting Conclude
 - a. Curry moved to Adjourn Joint meeting, Cusack seconded. None Opposed. Motion Passed.