



Wild, Natural & Sustainable

Shellfish Committee Meeting
Tuesday, October 8, 2019
Beginning 1:00pm AKST
Captain Cook Hotel in Anchorage, AK
Endeavor Room

Draft Minutes

I. Roll Call

Present:

Chair, Rodger Painter

Vice Chair, Jake Jacobsen (Acting chair)

Linda Kozak

Tyson Fick

James Riley

Edward Poulsen

Absent:

Dan Sullivan

Steven Minor

Jim Carroll

Jim Stone

Visitors:

Leah Krafft, ASMI Staff

Michelle Kaelke, ASMI Staff

Joani Jones, Edelman

Debby Sin, ASMI Hong Kong OMR

Tam Carey, Unisea

Mike Erickson, Board Member

Mark Palmer, Board Member
Joe Logan, Trident
Tom Enlow, Board Member
Michael Kohan, ASMI staff

II. Approval of Agenda

Painter moves to move the election of the new Chair and Vice Chair positions up the agenda to the New Business, item A. Kozak seconds. Poulsen asks to add a discussion on potential lower size limit for snow crab and also asks to discuss blending of Russian and Alaska product, and live shipping of crab. Fick also adds an item to discuss sea cucumbers to the agenda. Kozak motions to move and Poulsen seconds. The modified agenda is approved.

III. Approval of Minutes from October 29, 2018

Painter moves to approve the past minutes. Fick asks to have his name spelled correctly in the minutes. Painter moves to approve the minutes with the correction to Fick's name. Kozak seconds. Minutes are approved.

IV. Chair Remarks

New committee member Riley introduces himself to the committee and describes his role at Trident.

Audience members introduces themselves.

V. Public Comment

Kohan discusses Golden King crab and the new fact sheets that the ASMI Technical team is developing.

Painter asks Kohan about live crab shipping guidelines. Kohan says that the Technical team is compiling fact sheets and resources for industry to use. Poulsen brings up live crab and the regulations that bar him from shipping live crab. Kozak asks for clarification on live crab resources and the fact sheet that is being developed.

Kohan asks for feedback on fact sheets and what feedback the committee has on making the fact sheets be general King Crab or if the committee wants Golden and Red King Crab separated to have their own fact sheets. Jacobsen discusses the differences in the different types of King crab. Discussion ensues about how to get committee input on the fact sheets as well as live crab shipping guidelines.

VI. New Business

a. Election of Officers

Painter nominates Jacobsen for Chair. Kaelke counts the votes for the role of chair. Jacobsen has 5 votes and Poulsen has 1 vote. Jacobsen is appointed Chair.

Kozak nominates Painter for Vice Chair. Kaelke counts the votes for Vice Chair. Painter receives five votes. Poulsen receives 1 vote. Painter is appointed Vice Chair.

VII. Old Business

a. Golden King Crab campaign

Jacobsen brings up the topic of Golden King crab. Painter suggests that the Shellfish committee forward a request to the Domestic committee to develop a campaign for Golden king crab. Riley mentions that there is a small market in Japan for Golden King crab. Jacobsen directs Krafft to bring the message to the Domestic Marketing committee to make a push for a campaign to focus on the new Golden King crab name change from Brown King crab. Kozak brings up how a campaign for Golden king would benefit all Alaska crab species. Painter makes a motion to strongly recommend that Domestic Committee develop a promotional campaign for Alaska Golden King crab. Kozak seconds.

Discussion ensues about the Golden King name change and that there has not been a marketing campaign focused specifically on Golden King. Kozak mentions that education for the public is important. Jacobsen brings up the topic of the significant price differential between Red King and Golden King. A strong marketing campaign would help to decrease that differential.

Motion passes unanimously.

Kozak requests that the Domestic committee works closely with industry to develop the marketing campaign.

VIII. New Business

a. Wegmans AK Dungeness Crab Promotion

Jacobsen asks how the campaign went and if the campaign could be extended in the future to promote Golden King crab and Snow crab. Fick brings up the price differentials of Dungeness crab and discussion ensues. Riley brings up how logistics impact the pricing. Kozak asks for a report on next year's Wegmans promotion.

Painter asks that marketing representatives be present at All Hands to report on promotions.

b. Monterey Bay Aquarium Seafood Ratings

Jacobsen brings up the ratings and how Alaska crab can keep the green rating. Fick brings up how Alaska salmon's certification has put them in the Yellow category and the need to avoid that outcome. Discussion about how the Monterey Bay Aquarium seafood ratings work.

c. Kelp Harvesting in AK

Painter brings up the growing interest in Alaska kelp and ASMI potentially marketing kelp in the future. Kelp would potentially fall into the Shellfish committee's purview. Kozak recommends the ASMI statute is changed so that ASMI can market on behalf of that industry and either add kelp industry members to the Shellfish committee or have a kelp committee formed to address that industry. Discussion ensues about if kelp should be considered a farmed product and the fact that ASMI markets wild products. Discussion is brought up about nonfood items and how ASMI cannot promote those items. The committee acknowledges the confusion in the statute and the need for modification.

Painter makes a motion to ask the ASMI board to address the conflicts in statute regarding the promotion of aquatic farmed products. Riley seconds. Fick is concerned that ASMI should be addressing proteins rather than kelp. Painter wants to confront the issue of ASMI not promoting aquatic farmed products. Discussion ensues about if the committee should be making a motion, or if the board should address this issue and then the committee should address once the board puts forth recommendations.

Jacobsen asks for a vote. 3 (Riley, Painter and Poulson) in favor, 2 (Kozak, Fick) opposed. Motion passes.

d. No Bairdi Season; efforts to maintain interest

The committee discusses price differential and Bairdi crab. Jacobsen brings up crab promotions and market awareness. Fick reminds the committee that there will be approximately 3 million pounds of Bairdi coming out of Alaska. Poulson mentions how much of Alaska's Bairdi crab is exported to the Japanese market. Discussion ensues about season availability and demand of Bairdi. Erickson shares that domestic sales have increased for Bairdi.

Fick makes a motion to recommend that all three ASMI committees continue to differentiate Bairdi from Opilio crab. Painter seconds. Discussion about promotions in domestic and international markets.

Jacobsen calls the vote. Four votes in favor of the motion and one vote against. Motion passes.

e. Shellfish supply review and trends

Jacobsen presents the TAC for Bering Sea fisheries. Poulsen brings up Snow Crab and under 4-inch crab. Discussion develops about what the marketing implications would be with that change in size. Poulsen clarifies that he wanted the topic flagged for the committee to make sure it was on the radar.

Fick shares with the committee that Dungeness fishery in SE was strong this year.

Painter mentions that sea otters are affecting sea cucumbers, geoduck and urchin populations.

Riley brings up overseas fisheries and Russia.

Palmer asks about dark shell crab and blended crab in foodservice. Companies who will extract crab mean to blend and bring the price point down. Discussion about companies that mechanically extract meat from other countries ensues.

f. Mercury testing and the Shellfish Buyer's Guide

Jacobsen requests to move to the next agenda item since the committee member who wanted to discuss this item is not present.

g. Blending of Russian and Alaska product

Poulsen brings up concern of blending Alaska species with Russian crab. The committee discusses Country of Origin labels and how industry has been working to address this ongoing issue. Logan comments that Country of Origin labeling is a customs requirement.

h. Live Crab Shipping

Poulsen mentions that he is working on a live crab project to send crab on containers via Dutch harbor to Seattle. The committee discusses the statutes that regulate live transport of crab.

Fick makes a motion that the committee encourage the ASMI board to support the change in statute to support surface transportation of all live crab species. Poulsen seconds. Jacobsen calls a vote. Five vote to pass. Motion passes.

i. Sea Cucumbers

Erickson brings up the topic of promotion of sea cucumbers domestically and asks the committee to support this effort and ask ASMI to promote sea cucumbers. Discussion about

sea cucumbers from Southeast Alaska and Kodiak as a growing industry. Erickson provides details on the cycles and how the fishery operates.

Painter moves to ask the Shellfish committee request that ASMI develop a domestic marketing campaign for Alaska sea cucumbers. Fick seconds. Jacobson calls for a vote. Five votes for. Motion passes.

IX. Good of the Order

a. Timing of All Hands

Timing of the Shellfish committee is brought up before the committee. The date is challenging for all members of the industry. The committee recommends a different date for next year.

X. Questions from Jeremy

The questions from Executive Director Woodrow are discussed.

Painter moves to adjourn. Riley seconds. Jacobsen adjourns the meeting at 3:26pm.