



Alaska Seafood Marketing Institute

ASMI Customer Advisory Panel Charter

(Revised December 2012)

1. A Customer Advisory Panel (CAP) is hereby established in accordance with the ASMI Strategic Plan which states:

“A customer advisory group, consisting of members from the foodservice, wholesale and retail grocery industry will be established to advise the board on the market challenges and provide feedback on the effectiveness of ASMI marketing activities.”

2. The ASMI board is seeking insight into common issues and trends that affect our industry, trade and consumers and the international seafood market. The intent in starting this panel is to engage in a regular dialogue between the Alaska Seafood industry and our customers that will help the Alaska Seafood industry better respond to market forces that affect us all.
3. This CAP will consist of up to ten members, a minimum of four from the U.S. market, two from the European market, two from the Asian market and up to two appointed by the Board. Selections will be made by the ASMI Board from nominees put forward from the International Marketing Committee (4), the U.S. Foodservice Marketing Committee (2) and the U.S. Retail Marketing Committee (2).
4. The Goals for the CAP are to:
 - a. Provide feedback to the ASMI board on new market trends and changing conditions that will affect marketing and sales of Alaska Seafood in the coming years.
 - b. Provide marketing suggestions for ASMI to react to those changes to best position Alaska Seafood in the market.
 - c. Provide feedback to the ASMI board about ASMI’s current marketing approach and what adjustments may be needed to address changing market conditions.
 - d. Provide guidance to the ASMI board to help it react to significant, short term issues that impact Alaska Seafood sales in the market place.
 - e. Help the Alaska Seafood industry position itself to best respond to the market forces that will drive seafood sales in the future.

5. The Panel will meet at the call of the ASMI Board Chairman at least once a year. The ASMI Executive Director will set up a communications group that includes all CAP members and ASMI Board members so issues of concern can be shared and commented on in between meetings.
6. All meeting expenses will be paid by ASMI using the same reimbursement schedule that applies to ASMI Board members in accordance with State of Alaska law. No stipend is allowed under state law and therefore cannot be offered to CAP members.
7. Terms will run for 3 years on a schedule that allows roughly one-third of the CAP to be rotated each year. Consecutive terms are allowed at the discretion of the ASMI Board. Terms for the first CAP will be staggered to get members on a rotating schedule.