



WHITEFISH COMMITTEE MEETING

November 10, 2021

12:00 – 2:30 p.m. AKT

Virtual Meeting on Zoom

Minutes Approved 3/29/22

I. Call to Order

a. **Roll Call & Introduction of guests**

Committee Members Present:

Chairman Ron Risher
Takashi Matsumoto
Merle Knapp
Mike Cusack
Trevor Murikami
Julia Ying
Lydia Moore
Rasmus Soerensen

Absent:

Julie Yeasting
Joel Peterson (Kathy Lee was present on his behalf)

ASMI Staff Present:

Amy Dukes, ASMI Assistant Domestic Coordinator
Nicole Alba, ASMI International Marketing & Grants Coordinator
Bruce Schactler, ASMI USDA Food Aid Program Director
Ashley Heimbigner, ASMI Communications Director
John Burrows, ASMI Technical Director
Hannah Lindoff, ASMI Sr. Director of Global Marketing & Strategy
Megan Rider, ASMI Domestic Marketing Director
Jann Dickerson, ASMI Contractor
Mark Jones, ASMI Contractor
Becky Monagle, ASMI Finance Director
Susan Marks, ASMI Contractor - Sustainability/Certification Advisor
Leah Krafft, ASMI Domestic Foodservice Coordinator

b. **Approval of Agenda**

Cusack moved to approve the agenda. Seconded by Soerensen. Agenda was approved.

c. **Approval of Minutes from November 4, 2021**

Cusack moved to approve the minutes from November 4, 2021. Seconded by Soerensen. Minutes were approved.

d. **Chair Remarks**

Welcomed guests and attendees to All Hands Whitefish Committee Meeting.

e. **Vice chair remarks**

No remarks

f. **Public Comment**

No Comment

II. **New Business**

a. **Market Updates – Committee Roundtable**

Committee discussed the market for Pollock. Cusack noted growing opportunity and recommended keeping momentum to hold market position of Pollock using social media and other promotional assets. Sorenson agreed and noted strong global demand and new market openings. Matsumoto noted hope for progress next year in EU Pollock roe market.

Cusack noted surimi market is strong globally and there is strong consumer demand at retail.

Committee discussed status of cod. Noted concerns related to lack of product while there is a strong demand and challenges with transportation, limited season, and by-products.

It was noted that the demand was strong for yellowfin. Mackerel demand was down. POP sales dropped during the COVID-19 pandemic but are coming back now that things are reopening.

Ying discussed flatfish market. Noted good market in China despite negative impacts from the pandemic. Discussed concern over the inflation of food price and lack of inventory/product in China. Recommended monitoring labor and supply issues moving forward and looking into ways we can assist with both.

Chair Risher noted the herring is doing well but market prices not as good as we hoped. Still had an uptick from last year. Noted potential benefits of promoting herring carcass and roe to new international markets.

Schactler commented on potential for herring. Noted large herring market and that Alaska is currently not involved with, so there is an opportunity but processing/distribution could be difficult out of Alaska. Chair Risher and Schactler discussed the current herring production happening in Alaska.

b. Review and Finalize All Hands Species Questions

Soerensen discussed opportunity for marketing online with retailers in the international market. Noted high need for more extensive photography and videography library to use as promotional materials for retailers. Committee acknowledged importance of continued promotion of the Alaska story and expanding the ASMI media library.

Ying discussed labor issues, quotas, and supply chain issues in relation to question #5. Ying noted concern about losing ground in the market.

c. GAPP Marketing Program – Lydia Moore & Craig Morris

Moore provided an overview of GAPP. Discussed recent GAP research in the Pollock industry and marketing. Emphasized importance of marketing “Wild Alaska” before Pollock. Updated the committee on GAPP social media strategies promos.

d. Global Food Aid Program – Bruce Schactler

ASMI USDA Food Aid Program Director Schactler provided an update on the Global Food Aid Program. Discussed interest in expanding canned products and the advantages of canning. Emphasized shelf stable proteins are in high demand.

Knapp and Schactler discussed the supply and demand for herring in relation to the Global Food Aid Program. Schactler acknowledged there is potential for herring products in the program, such as canned.

Knapp suggested the committee request ASMI conduct research on herring potential in international markets. Suggested ASMI create database where board members can find research (compiled by ASMI).

e. Chair & Vice Chair appointments

Knapp moved to reappoint Ron Risher as Chair. Seconded by Soerensen. Motion was passed unanimously.

Cusack moved to reappoint Frank O’Hara as Vice Chair. Seconded by Knapp. Motion passed unanimously.

III. Good of the Order

No further comments.

IV. Adjourn

Adjourned at 1:29 AKT.