

A meeting of the ASMI Whitefish committee was held November 28, 2012 at the DoubleTree Suites, Seattle, WA.

Committee Members Present:

Steve Alger, Alaskan Leader Fisheries
Sylvia Beaudoin, Wild Harverst Seafoods
Torunn Halhjem, Trident Seafoods
Merle Knapp, Glacier Fish
Rasmus Soerensen, American Seafoods

Committee Members Absent:

Al Burch, Harvester
Mike Cusack, FW Bryce/Unisea
Dean Pugh, Peter Pan Seafoods
Julie Yeasting, Iquique US

Guests:

Ilyna Bokou, Trident Seafoods
Bob Jansing, Icicle Seafoods
Andrew Jensen, Trident Seafoods
Tony Masita
Vito Romito, Global Trust
Tricia Sanguinetti, Schiedermayer & Associates
Pat Shanahan, Genuine Alaska Pollock Producers (GAPP)

ASMI Staff:

Larry Andrews, Retail Director
Jann Dickerson, National Accounts
Claudia Hogue, Foodservice Director
Jose Maderia, ASMI Brazil
David McClellan, ASMI Southern Europe
Karl Johan Uri, Marketing Specialist
Robin Wang, ASMI China

The meeting was called to order by Chairman Merle Knapp at 3:05PM and Karl Uri called roll and a quorum was present.

Knapp welcomed the committee members and guests and asked them to introduce themselves to the group and reviewed the ASMI mission statement.

Following is the recap from the species overview that was presented at the operational committee meetings:

- Alaska Pollock - The pollock industry needs continued help in promoting Alaska pollock beyond sustainability, moving toward telling more of the Alaska story and focusing on quality.
- Alaska Pollock - With major shifts from regular skinned "PBO" fillet blocks to Deepskin fillet blocks in the domestic U.S. market there will be good opportunities in the coming months for ASMI to assist in retail and foodservice promotions.
- Cod - Huge quota increases of global cod fisheries will require added help to develop and hold market share. Particular focus should be on Japan, China and the domestic market (refreshed fillets). Also could work with those loyal customers who are still committed to Alaska cod in the Spanish and Portuguese markets

- Flatfish - Increase the pace on what we can do for flatfish. This is a more complicated product and will need a specific approach. There could be possibility of promotion of this fish in the Chinese market if they lower the import duty.
- Technical - Whitefish Committee requests help on nomenclature in foreign languages (Italian market in particular - Talk with David) for flatfish. The Whitefish Committee supports ASMI's continued work on the USDA nutrient database project and stands ready to assist Staff and the Technical Committee as needed.
- The ASMI web site is a bit confusing and it is hard sometimes to find information for customers. Please share the plan for the micro sites and how these will work with the .org site. Due to frequent changes to the ASMI Web site it is often difficult to get back to a site location to find information that was once being referenced. Also it is difficult to navigate the site to find specific information that you know is on the site.
- ASMI communications with Whitefish industry are good. It would be helpful if ASMI had more outreach with the industry Trade Associations for Whitefish. It was proposed that industry present species updates for OMRs and domestic staff with all of the industry associations the day prior to the All Hands next year.
- The All Hands meeting is good but it has been the same for a number of years. The format could be changed to make it more interesting so industry members would be motivated about attending. A show of hands vote was taken of all in attendance at the Whitefish Committee meeting and everyone agreed they would like to see the meeting moved closer to downtown Seattle. Whitefish Committee would like this directed to the ASMI Board for approval so direction can be given to staff.

Vito Romito of Global Trust updated the committee on the RFM Certification and asked for questions. Hallhjem asked how many processors have gone through Chain of Custody Certification. At the time 9 had completed and 11 were in process.

1. Have ASMI programs been beneficial to the species you represent? If so, how? If not, why, and what would you suggest be done to improve them?

ASMI as an organization is working well for the whitefish industry. Overseas and domestic promotions have been successful and processors have seen the work of ASMI.

Hallhjem across all species keep up the good work and moving beyond sustainability and focus on quality and ALASKA.

2. What specific concerns, trends, or marketing needs do you feel should be brought to the ASMI operational committee's for them to consider?

See above.

3. Are there any technical issues that need to be addressed by the Technical Committee?

See above.

4. Have you received ASMI eblasts about our independent FAO-Based RFM Certification for Alaska Fisheries? DO you understand how this program works? What is the best way to keep you updated on our progress?

The committee has been receiving emails about the FAO-Based RFM Certification and understands the program. The committee believes email is the best way to keep them informed.

5. Are you familiar with ASMI's website and our Facebook page? How often do you visit either of these sites? Are they useful tools for you? How can we improve them?

The committee is familiar with both the ASMI website and Facebook page, and believes that a Linked-In page may be a good idea as well. Overall the ASMI website is too confusing.

6. Do you believe ASMI's efforts to communicate with the industry are effective? If not, how can we improve upon them?

See above.

7. Do you have any overall industry concerns that should be brought to the Committee Chairs meeting for them to discuss and carry forward to the ASMI BOD?

See above.

A motion was made to adjourn the meeting by Alger and seconded by Soerensen. The meeting adjourned at 4:50PM