



2023 ASMI All Hands on Deck
ASMI Operational Committee Questions - SEAFOOD TECHNICAL

1. What should ASMI do to make an immediate difference in the marketplace?
 - Mercury education: focus on larger general population and health benefits, no limits outside of pregnancy/early motherhood, correction of inaccurate federal information.
 - Messaging around EPA heavy metals limits, ability of ASMI staff and representatives to address questions when asked.
 - Increasing Fukushima messaging (work with Stephen Grabacki)
 - Traceability information from NFI and other relevant groups , sushi best practices council, seek partnerships for info sharing.
 - ID marketing campaign to address seafood safety for consumers based on contaminant and nutrient data
 - Health info for women 50+, this group does not get adequate attention for their dietary needs and influence.

2. What resources would be most useful for ASMI to provide to harvesters?
 - Quality messaging.
 - Info on more diverse product outputs
 - 'connect dots' IE exploded fish on utilization
 - Recommend that salmon tenders a good place to start since they are the first to meet harvesters.
 - Training materials..time needs to be spent better understanding what exists and how we can help
 - First steps would be to look at Dr. Christina DeWitt's materials on first receivers.
 - Captains should also be engaged as they often provide crew education.

PAGE 2 Seafood Technical

- Incentivization of use from management of abundant years (sablefish).
 - Creating cooperation and collaboration between processors/tenders/harvesters in terms of quality, helps facilitate trust /dialogue which helps to address the abundance or lack thereof. Market info and additional storage investigations would be useful as well.
3. What long-term challenges must your program continue to monitor and/or address?
- PFAS (packaging)
 - Contaminant messaging (see q 1)
4. Please address the comments from the species committees that were directed toward your program. In response, do you have any recommendations for which your operational program should take action?
- See species attachment
5. Is there an action that this committee recommends the board consider at All Hands or in the near future? If not, write N/A.
- Funding asks often exceed capabilities of budget
 - We'd ask for time allowance for speakers recommended by technical outside of the technical meetings. As an example, studies presented in the meeting this time had relevance to multiple avenues of ASMI marketing operations.

FOR SEAFOOD TECHNICAL

Are there any areas where ASMI may be able to provide technical support for your species? (i.e. quality, products, packaging, health, safety, nutritional)

Halibut/Sablefish

- We would support literature research on *henneguya* (sp), including components of the parasite, detection abilities, mitigating strategies, natural inhibitors, or handling techniques that can mitigate the impacts of the parasite.
 - Ted Meyer lit review, connect w/committee.
 - Conversation w/state pathologists about reversal
 - We would also support an info paper on 'sushi grade', using cited references. This could be used by producers and marketers to help educate their customers.
 - Partnership w/NFI's sushi council, ID gaps from Alaska. Collate resources from Alaska that do exist in case they are outside of NFI knowledge.
- Low carbon 1-pager
- Seek messaging, identify lead researchers in this field, scoping of appropriate research efforts (which species? Where? What if results aren't what we want?)
- Comparing Atlantic and pacific halibut
- We have this information from the chef sensory study, but comparative elements would be unusable in ASMI efforts.

Salmon

- Seafood counter display best practice education for retailers – display techniques, handling techniques for counter staff.
 - Take lit/campaigns we have, check for review and update, circulate
 - Identify any gaps in existing items
- Inform consumers about the quality of frozen product forms.
 - Work with Ann/Jamie on best way to communicate new frozen data
 - Revisit and update frozen messaging from previous campaigns (cook-t-frozen)
 - Targeted circulation of this information via materials, media, etc.
- Create QR code to highlight wild salmon's nutritional value at the grocery store.
 - General version, species-specific links, include culinary information, link to relevant recipes

Shellfish

- Re-consider the marketing name of Bairdi (previously Queen crab suggested by Board). Consumer survey to see best name – Queen, Bairdi, Jumbo Snow Crab.
 - We can begin asking producers/processors/harvesters of the species
- Clarification on the naming process for approved FDA nomenclature.
 - We can provide an outline based on experience (golden king crab, steelhead)
- Clarification on the process and requirements on DEC PSP testing of Dungeness crab.
 - Facilitate convo w/DEC and processor
- Change and understand the process of Bairdi rating on the Monterey Bay Seafood Watch
 - Work with Jeff/RFM to communicate the why of the rating and relevant problems/mistakes associated with the rating

Whitefish

- Increase research into and education on the nutritional value of whitefish.
 - Prioritized list of whitefish, evaluate what exists, work with WASA on flatfish
- Compile research on the lower carbon footprint of Alaska whitefish compared to other proteins and effectively message to consumers.
 - See halibut/sablefish
- Consider a feasibility study on increasing domestic value-added processing capability in Alaska. Bringing more processing back to the U.S. must happen and will likely require diverse efforts across multiple fronts. A feasibility study would be one step along that road.
 - SK proposal effort addresses this w/AFDF portion