



2023 ASMI All Hands on Deck  
Key Questions for Species Committees – Shellfish

1. What do your species need from ASMI to be immediately successful in the marketplace?
  - a. Rank the top 3 opportunities you see for your species in international markets.
    - i. Continue to promote Bairdi in Japan
  - b. Rank the top 3 opportunities you see for your species in the US domestic market.
    - i. Continue to promote Bairdi as a unique opportunity/limited edition and great value in US market
    - ii. Target holidays for crab promotion in retail and food service.
    - iii. Increase scallop promotion
  
2. Are there any areas where ASMI may be able to provide technical support for your species? (i.e. quality, products, packaging, health, safety, nutritional)
  - i. Re-consider the marketing name of Bairdi (previously Queen crab suggested by Board). Consumer survey to see best name – Queen, Bairdi, Jumbo Snow Crab.
  - ii. Clarification on the naming process for approved FDA nomenclature.
  - iii. Clarification on the process and requirements on DEC PSP testing of Dungeness crab.
  - iv. Change and understand the process of Bairdi rating on the Monterey Bay Seafood Watch

3. For your species, what issues or topics (if any) can ASMI help with messaging and/or outreach?
  - i. Messaging around all Alaskan crab focuses on the management of the resource and a closure of the fishery does not equate to an unsustainable fishery.
  - ii. Country of origin labeling with providing support for Sullivan's "Seafood Reciprocity Act."
  - iii. Labeling with highlighting Alaskan origin
  
4. Rank the top 3 challenges/threats you foresee for your species in the next year or near future.
  - i. Uncertain state of the economy
  - ii. Exchange rates, more difficult to pursue international markets
  - iii. Uncertain harvest limits and fluctuating biomasses of species
  
5. What resources can ASMI provide to best help harvesters?
  - i. Bridge the gap between ASMI and Harvesters on access to resources.
  - ii. More resources to fishermen on better handling practices for crab species.