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.