



Alaska Seafood Marketing Institute

**Board of Directors Meeting
Via Zoom
May 21, 2020
Beginning at 9am AKST**

I. Call to Order

a. Roll call

Present:

Chairman Jack Schultheis
Vice Chairman Allen Kimball
Tom Enlow
Mark Palmer
Tomi Marsh
Mike Erickson
Gus Skaflestad
John Moller
Jeremy Woodrow

Absent:

Senator Peter Micciche
Senator Gary Stevens
Senator Lyman Hoffman
Representative Louise Stutes
Representative Dan Ortiz
Commissioner Julie Anderson

Others Present:

ASMI Program Directors, Staff, Contractors, Members of Industry, Members of the Press

b. Approval of Agenda

Chairman Schultheis asks for a motion to approve the agenda.

Marsh motions to approve the agenda. Kimball seconds the motion. The motion passes unanimously.

b. Approval of minutes from May 5, 2020

Chairman Schultheis asks for a motion to approve the minutes from May 5, 2020.

Palmer moves to approve the minutes from May 5, 2020. Enlow seconds the motion. The motion passes unanimously.

d. Chairman's Remarks

Chairman Schultheis made brief remarks, noted the main purpose of two week meetings is to stay apprised of current situation and concerns and that meeting will be kept to around one hour.

e. Executive Director Update

Chairman Schultheis invites Executive Director Jeremy Woodrow to provide an update.

Woodrow remarked having biweekly meetings as receiving great interest and participation Woodrow remarked he looked forward to the timely information presented by Board Members today, with Program Directors looking forward to sharing more about their programs updates.

f. Public Comment

No public comment provided.

II. New Business

a. ASMI BOD Roundtable

i. 5-minute update from each ASMI BOD on market concerns, impacts or areas ASMI staff should give attention to in marketing initiatives

Chairman Schultheis invites Vice Chairman Kimball to begin the ASMI BOD Roundtable Discussion.

Kimball gave update on China, noting China is returning to normal. Noted ongoing trade issues still legitimate concern. Japan slower to reopen. Noted competitive environment with farmed salmon. Noted Pollock roe auctions have concluded with decrease in value. Suggested continued efforts from ASMI in roe markets. Noted Western Europe returning to normal slowly as well. Noted Latin America curfews enforced, limited in their ability to go shopping. Overall market: foodservice down to 20% of prior year. Noted retail still the focus of ASMI promotions. Noted lack of meat supply, opportunity to market seafood to retail consumers.

Lindoff asked Kimball about potential for shifting product forms for roe market.

Kimball noted large amount of uncertainty due to unknowns of salmon season. Notes potential for green roe, but still too many unknowns.

Next Chairman Schultheis invites Board Member Tom Enlow to give his report.

Enlow provided a report which noted high retail sales with reduced foodservice at 15% of last year's numbers but is gradually increasing. Enlow also noted potential of consumers being "reintroduced" to products in seafood market. Noted seeing inventory of foodservice products building up. Example of snow crab selling much lower than last year; anticipates ongoing struggle for crab sales throughout the remainder of the year.

Chairman Schultheis invites Board Member Mark Palmer to give his report.

Palmer echoed Enlow's concerns for opilio market. Virtual shut down of foodservice, with added component of Canadian harvest. Noted focus on helping crab sector, with promotions at retail would be helpful. Prices on pink and sockeye moving well. Lack of movement in keta market. Prices dropped dramatically. Inventory slow moving. Fresh retail down. Retail sector up overall. Noticed frozen cases were wiped out earlier during the pandemic, and retailers are reaching out for more product, circumventing the typically labor intensive process of filling frozen cases in preference of obtaining products. Suggested promotional incentives on products in the fall that typically are more for foodservice. Noted does not yet have update on Copper River season. Noted slow movement of fresh cases and suggested promotions of fresh in future. Suggested idea of frozen promotions targeting in the fall. Reviewed roe market slow down. Noted strong sales of shelf stable products.

Chairman Schultheis asks for questions for Palmer. No questions presented.

Chairman Schultheis invites Mike Erickson to provide his report.

Erickson reported a softening of halibut market and depressed prices. Noted it allowed for increase in halibut customer base due to lower price point. Noted he is still waiting for salmon season to begin in southeast.

Chairman Schultheis invites questions for Erickson. Questions presented for discussion.

Chairman Schultheis invites Board Member Tomi Marsh, Harvester, to present her report.

Marsh reported recent wrap in roe and kelp fishery just before quarantine lockdown. Focus on protocols and procedures on vessels, safety work for processors. Mark reported current efforts on campaign to hire local for summer processors. Highlighted various safety efforts in place for local industry to navigate operations during pandemic. Reported transportation has been very challenging out of the Ketchikan area. No ferry, few flights. Focused on getting season underway. No remarks on sales.

Chairman Schultheis invites questions for discussion. Question presented for discussion.

Next, Chairman Schultheis invites Gus Skaflestad, Harvester, to provide his report.

Skaflestad provided a brief report of a lot of activity locally preparing for the season. Reported that locally people are optimistic.

Next, Chairman Schultheis invites Ex Officio Board Members to provide reports.

Ex Officio Member Moller reviews recent rescinding of statewide mandates. Notes ongoing regional meetings taking place. Notes UFA will be hosting webinar as a step in educating stakeholders on understanding mandates. Moller reports efforts are underway to ensure as successful season as possible while keeping public safe.

Chair Schultheis invites questions for Moller. No questions presented.

b. ASMI Program Updates

i. Brief update on ASMI Programs responding to market conditions

Chair Schultheis invites Hannah Lindoff, Sr. Director of Global Markets and Strategy, to present.

Lindoff reports on IMC activity, with future meeting in August. Lindoff reported activity in China, seems to be returning to pre-Covid functioning. Notes number of e-commerce promotions in China. Noted increased imports of Alaska Seafood into China. Lindoff reviewed Southeast Asia market promotions. Lindoff reviewed Japanese market promotions. Noted loss of Olympic promotions due to Covid and adjustment of planned promotions. Reviewed promotions on Spain. Reviewed promotions in South America which will include a virtual trade show. Reviewed UK promotions, noting at-home cooking promotions. Reported on Russian export goals to increase salmon exports. Closed presentation by noting promotions are a pivot from pre-Covid planned promotions.

Chairman Schultheis invites Megan Rider, Domestic Marketing Director, to present.

Rider reported on current efforts to explore online cooking classes focused on retail customers. Reviewed ongoing relationship with Barton Seaver. Rider also noted how the Cook it Frozen campaign has been refreshed, and reviewed those promotions. Thanked Lindoff and Kohan for their help with the 2-4 sockeye program. Noted Domestic is pursuing strategy further. Rider next remarked on foodservice promotions. Noted quick service restaurants doing better than other fine dining establishments. Working on recipe development with noted chefs for at-home cooks not utilizing foodservice currently.

Chairman Schultheis invites Michael Kohan, Seafood Technical Director, to present.

Kohan reviewed resource and educational work. Noted current goal to provide timely educational resources to help guide marketing promotions. Noted pivot to digital educational options. Will participate in RSDA Zoom meetings. Working on salmon quality outreach via tender operations. Noted production of processing video in place of in person lesson and visits. Noted future collaboration with Domestic team on food handling trainings. Reported ongoing focus on educational outreach.

Chair Schultheis invites Ashley Heimbigner, Communications Director, to present.

Heimbigner noted her teams efforts to help synthesize the information available to industry with information provided on ASMI site. Noted pivot away from in-person events to expanding website platforms in coming year. Working to expand the reach of the content other programs are creating as well as digital marketing promotions.

Chair Schultheis invites Bruce Schactler, Global Food Aid Program Coordinator, to present.

Schactler reported work on a USDA international export sale. Revisiting prior program to

promote canned keta salmon. Noted anticipated purchase of Alaska pollock nuggets by Department of Agriculture. Noted expansion of Alaska products into Temporary Emergency Food Assistance Program, (TFAP program).

III. Good of the order

Chairman Schultheis asks for further business for the good of the order.

Enlow suggested re-launch the Get Ugly campaign to support ophilio retail market. Suggested consumer portal link to suppliers for online retail for frozen or fresh seafood.

Schactler thanks Board Members for the information provided by their reports at the start of the meeting. Encourages additional information at future meetings.

Chairman Schultheis thanks everyone for their information sharing, notes additional Board Meetings will take place throughout the summer, every two weeks. Encourages communication from ASMI to the Board as well for seeking information.

Vice Chairman Kimball remarked that he wishes to see ongoing communication reassuring consumers that Alaska Seafood is available. *This writer notes that at this point in time Kimball was unable to be heard over Zoom. ASMI staff noted they would follow up with Kimball after the meeting.

IV. Adjourn

Chairman Schultheis requested a motion to adjourn. Enlow motioned to adjourn. Palmer seconds the motion. The motion passes unanimously.

The meeting adjourned at 11:10am AKST.

Approved by the Board of Directors
June 4, 2020



Secretary of the Board