



Wild, Natural & Sustainable®

**Alaska Seafood Marketing Institute
Board of Directors, All Hands Meeting, October 1, 2014
Anchorage Marriott Downtown, Anchorage, Alaska
*Approved 3/3/15 Minutes***

At 8:04 Chairman Kevin Adams called the meeting to order.

Roll call:

In attendance: Kevin Adams, Mark Palmer, Barry Collier, Amy Humphreys, John Garner, Jack Schultheis, Tomi Marsh, Stefanie Moreland (sitting in for John Moller), Senator Gary Stevens and Jon Bittner. Absent: Representative Alan Austerman.

Others in attendance: ASMI staff, ASMI committee members, industry members, and the public.

In memory of Jim Kallander a remembrance was read by Larry Andrews and moment of silence was observed.

Approval of the agenda

The chair asked if there were any changes to the draft agenda, none were mentioned. John Garner made a motion to approve the draft agenda as presented, Barry Collier seconded and the motion passed unanimously.

Approval of the minutes

The chair asked if there were any changes to the draft minutes from the July 1, 2014 meeting, none were mentioned. John Garner made a motion to approve the minutes, Barry Collier seconded and the motion passed unanimously.

Executive Director Report

A welcome to our two new board members: Tomi Marsh and Jon Bittner. New staff was introduced: Alex Oliveira replaces Randy Rice as the Seafood Technical Program Director, Becky Monagle as the Fiscal Program Director, and Matthew Arnoldt on the Fiscal Staff. Hart Schwarzenbach was thanked for his help in keeping the Seafood Technical Program running July 1 – September 15th. Off going board member, John Garner was presented with a plaque for his service on the board. Last night at the Seafood cook off board members Bruce Wallace and Robbie Graham were recognized, Representative Alan Austerman is unable to attend, but was recognized for his service. Mike mentioned that the FY16 budget process has begun and that our proposal was presented to Office of Management and Budget. Mike highlighted ASMI activities including; the ban in Russia and its effects on the industry, success at the Brussels show, successful hosted trips to Alaska, and upcoming events with World Food Championships, Pacific Marine Expo, NFI Global Seafood Marketing Conference, and USAEDC U.S. Agriculture Export Development Council meeting. Mike reported that the CAP meeting was very successful and that the RFM Task Force held 5 meetings from June – September.

Public Comment

Julie Decker, The Executive Director of the Alaska Fish Development Foundation Inc, gave a quick update on the Alaska Symphony of Seafood.

Alaska Fisheries Update - Andy Wink, McDowell Group, Contractor

Andy Wink gave a presentation highlighting the 2014 fishing season. The presentation is uploaded on the ASMI board materials site.

Budget update - Becky Monagle, Finance Director

Becky Monagle gave a presentation regarding the status of the year closeout for FY 14. The presentation is uploaded on the ASMI board materials site. Amy commended Becky for her hard work and asked if the closeout of FY 14 is reflective of what was spent. She affirmed that it was, but that possibly they were the funds were allocated a bit differently due her lack of knowledge on how it was done in the past. John Garner questioned re: the federal funds audit, Mike responded that it is closed out, that a contractor was let go. Barry inquired if internal procedures have been changed to prevent this in the future, Mike affirmed that they were.

Operational Committee reports:

International Marketing Committee - Jeff Stephan, Chair

Philippines: Logistical and pricing issues exist. IMC will be more able to evaluate market potential after the completion of the "Trip Report" that summarizes the recent ASMI mission to the Philippines, including ASMI participation at the "Food and Drink" show. ASMI should at least keep the Philippine market on the ASMI radar. U.S. Embassy in the Philippines was very helpful and encouraging during the recent ASMI Mission. Important to revisit this subject sometime during the next year, and then examine opportunities for the entire region of Southeast Asia (e.g., Thailand, Malaysia, Indonesia, Vietnam, Philippines, Singapore). IMC will discuss in length at our next meeting the problem with Russian exports.

Foodservice Committee - Jennifer Castle, Chair

Canned salmon tasting of breakfast and lunch items with on-trend ingredients was hugely successful. In addition to the Food Service Committee, Salmon Committee and Retail Committee members participated in the tasting.

Pat Shanahan of GAPP and Jann Dickerson presented an update on their on-going efforts with Pollock programs in K-12 schools.

The need for a specific and coordinated In-state Marketing plan to reach Alaska residents in the population centers of the state was discussed. Suggestions were:

- Use the popularity of buying local to encourage product use, help inland communities access Alaskan Seafood.
- Encourage Alaska school districts to use the Alaska food to schools program, i.e. Sitka schools
- Expand and highlight our relationships with Alaska chefs and involve them in statewide PR efforts.
- Quantify the impact of transportation of seafood items out of the state and add it to the overall economic impact of Alaskan seafood.

Not all committee members are receiving the Marketing Update report.

Alaska seafood.org, site is too big, too hard to navigate. It can be an excellent resource for industry

members if it is simplified. The committee would like to have a timeline on the revisions that are being made to this site.

RFM 2.0: The committee continues to be confused about RFM details.

- Next level of Communication to committee members/industry needs to be simplified.
- Some felt that it is not finalized enough to talk to customers about.
- Spending too much time on RFM and marketing the AK seafood brand is taking a back seat

Recommendations to the Board

- Allocate funds and staff time for the Communications, Retail Marketing and Foodservice Marketing programs to work together to create a comprehensive in-state marketing plan.
- Develop a simple to understand fact sheet summarizing RFM 2.0 for committee members to use.
- Fill our open committee seats to the cap

Technical Committee - Hart Schwarzenbach, Chair

At the moment there are no great burning issues for our committee right now. We are continuing our work on the nutritional database gathering for the USDA. The methylmercury research that Dr. Ralston is doing is going well. The pre and post season testing of fish tissue is showing that we have no radiation issues to worry about. SOA DEC is trying to modify their food standard codes to look closer to the USDA codes. SPA and ASMI are working on the ready to eat food intervention program, to reduce the risk of food-borne illness. The canned salmon standard of identity was talked about and there was discussion on how to proceed.

Recommendations to the board:

- Continue progressing with RFM. Push for getting benchmarking with GSSI. Create a position to share the responsibilities of all the work involved with RFM, which we all know will be never ending. Further develop the RFM website to make it more searchable and perhaps its own stand-alone section within the ASMI site.
- Continue to fund the Nutritional data gathering of Alaska products to help the USDA website.
- Recommend to bring back the Chairs/Chair meetings (instrumental in information sharing).

Retail Committee -Tom Sunderland, Chair

Recommendation to the Board:

Canned Salmon Trade Promotion- We strongly believe that the canned salmon trade promotion, which was approved in response to the 2013 pink pack, was successful, and the board should remain open to similar future promotions when the situation warrants. We are not making a request for any activity at this time, just reporting our satisfaction with the program, and hoping that similar programs will remain in consideration in the future.

Canned Salmon Advertising- We wish to express our support for the direction of the "Uber Athlete" canned salmon advertising.

Meeting Timing - We request that the 2015 meeting be delayed until late October or early November.

Customer Trips - The Retail Committee has approved a line item for customer trips to Alaska, along the line of the 2014 Walmart trip. The aim of this is to attract senior management, marketing, and sustainability officers, rather than seafood buyers. The belief is that the processors can gain the attention of the buyers, but have little contact with the other groups. In our view, this could be an effective tool to sell the RFM program.

Executive Session

A motion to go into executive session to discuss committee selection, CCC appointments, and RFM was made by John Garner, seconded by Mark Palmer, and passed unanimously.

A motion to go back into regular session was made by John Garner, seconded by Mark Palmer, and passed unanimously.

Responsible Fisheries Management (RFM) discussion - Dave Benton, Contractor

Dave gave a recap of the work that the RFM Taskforce has done to date. He is happy to be at the point that they are at, but knows that moving forward there is more work to be done. The groundwork has been laid, but the deadlines and time frame need to be managed. He stressed that ASMI and the industry need to work together to come up with talking points and find a clear way to convey the message of RFM. In order to make RFM work, ASMI cannot go it alone, the industry needs to get involved and help promote it and tell the sustainability story to the world.

- Recommend that you adopt RFM Strategic Plan included in packet
- Recommend that you look at other ISO credited certification clients
- Recommend that you create a sustainability committee to shape the program in its launch and initial marketing and outreach, and to work with other committees
- Recommend that you adopt a budget for the launch of RFM

A question was asked re the GSSI pilot test as to whether it was pass/fail. This has not been addressed by the GSSI. ASMI will have to determine if we proceed with the pilot test when the time comes, it has been indicated that it would not be an issue, but nothing affirmed by the GSSI. Many thanks were given to the RFM Taskforce for their hard work all summer long.

John Garner, I have a series of motions and I would like to precede the motions by saying that I think that we are at a crossroads and the road we are on is one to ensure RFM is robust and credible for our customers. It is important that we take certain steps which are I outlined in a series of motions, to bring the program to its next level.

In doing this I want to be very clear that Randy Rice and his role did a very diligent job in rolling out a program very timely and that we take the right steps and try to make sure that all this effort was not wasted.

John Garner: The steps that are being taken are going to require resources and effort, not just of the ASMI staff, but all of us in the seafood industry need to make a commitment to do our part to make this a successful program. It is not going to happen by this board and the ASMI staff; they don't have the resources (ASMI staff). We are at the part in this process where we need to engage all the major sectors of the industry and make sure that they understand the steps we need to take to be successful in the program. To do this we all need to engage in our marketing pitch. It is going to take all of our efforts to make this thing work, a lack of effort will make it fail."

RFM STRATEGIC PLAN: John Garner made a motion to approve the RFM Strategic Plan as drafted by staff and the RFM Task Force. Jack Schultheis seconded the motion and it passed unanimously.

SUSTAINABILITY COMMITTEE. John Garner made a motion that ASMI stand up a RFM Committee for a period not to exceed two years, made up of no more than nine members to assist the Board, Executive Director, staff, and marketing committees in the governance, operational management, and marketing of the RFM certification program. Current members of the RFM Task Force are invited to be inaugural members of this Committee. These members include Larry Cotter, Glenn Reed, Jim Gilmore, Ron Rogness, Mark Gleason, Jason Anderson, John Garner, and Stefanie Moreland. Tomi Marsh shall serve as the ASMI Board representative on the RFM Committee. Mark Palmer seconded the motion and it passed unanimously.

RFM RESOURCES: John Garner made a motion that the Executive Director expeditiously pursue with the Alaska Department of Commerce Community and Economic Development, an additional position on ASMI staff to act in the capacity of Sustainability Officer. Furthermore, I move the Board authorize a FY15 budget increase of \$373K to cover program administrative costs. The aforementioned RFM Committee shall work with ASMI marketing directors, operational committees, and ASMI's Public Relations firm to develop a marketing campaign budget and spend plan for follow on board approval. Barry Collier seconded the motion and it passed unanimously.

CCC TERMS OF REFERENCE: John Garner made a motion to approve the Conformance Criteria Committee Terms of Reference submitted by staff as amended. Jack Schultheis seconded the motion and it passed unanimously.

CCC APPOINTMENTS: John Garner made a motion that the following members be appointed to ASMI's Conformance Criteria Committee, and that the Executive Director be given authority to stagger initial terms from 2 to 5 years in order to maintain continuity of committee work. Furthermore, ASMI will immediately open the Conformance Criteria for a 60 day public comment period and aspire to hold the first CCC meeting as soon thereafter as practicable. The members are: Dr. Norman Graham, Bob Allain, Meredith Medleson, Dr. William Smoker, Tom Pickerel, Suzanne Iudicello, and Eric Schwab. Amy Humphreys seconded the motion and it passed unanimously.

John Garner made a motion that Dr. William Smoker will serve as the chairman of the CCC, ASMI staff is directed to identify a trade and NGO representative. Barry Collier seconded the motion and it passed unanimously.

RFM COST SHARE: John Garner made a motion that through CY 2020, barring any major changes to ASMI revenues, ASMI reimburse Alaska RFM Fishery Clients all costs paid to certification bodies (CB) associated with full assessments and annual surveillance audits up to and through the fishery's next full assessment, in a total amount no to exceed \$1.7m. Thereafter, clients will be required to fund annual audits; ASMI will continue to fund full assessments. Any administrative costs associated with certification will be borne by the client. Mark Palmer seconded the motion and it passed unanimously.

Appoint/reappoint committee members

Tomi Marsh made the following motion:

to appoint Jamie Marshall and reappoint Jennifer Castle and Julianne Curry to the Foodservice Marketing committee;

to reappoint Michael McGinley, Duncan Fields, Bob Janzing, Jeffrey Stephan, and Norman Aoyagi to the International Marketing committee;

to appoint Tomi Marsh as the Board representative to the International Marketing committee;

to reappoint Hart Schwarzenbach to the Seafood Technical committee;

to appoint William Sullivan to the Halibut-Sablefish committee;

to appoint Melanie Brown and reappoint Jennifer Castle and Julianne Curry to the Salmon committee;

to appoint Linda Kozak to the Shellfish committee;

to appoint Frank O'Hara III to the Whitefish committee;

to appoint Peter Vasil to the Foodservice seat on Customer Advisory Panel;

to appoint Jens Peter Klausen and Dan Ahern to the European seats on the Customer Advisory Panel;

to appoint Guy Pizzuti to the At Large seat on the Customer Advisory Panel.

John Garner seconded the motion and it passed unanimously.

Old business:

RFM Budget update

Mike Cerne reported that to date \$205k of the \$250k RFM budget has been spent.

Social Media Report – Tyson Fick, Director, Communications

Tyson explained what different social media is available and what ASMI is doing in this arena. With a new PR firm coming on board we will have an expert in the social media arena to lead ASMI into the future.

Canned Pink Salmon Report – Larry Andrews, Director, Retail Marketing Program

Larry Andrews made a presentation on the Retail Canned Pink Salmon campaign.

Larry explained what the Retail committee has done and described the following promotions: Free Standing Inserts, Consumer Advertising/Education/Sampling, a National Recipe release, end aisle displays, and in-store promotions were used last year. This was to help move the surplus of canned pink salmon from the 2013 record harvest. The use of athletes specifically, Kikkan Randall are being used for the uber athlete promotions. The idea of the skin and bones being a hindrance to sales was taken head on; the ads have faced this instead of hiding it. The recipe sampling is very well received. Kroger stores committed to End Aisle Displays in 1400 stores. The retail group is moving forward with Feed your Fitness using uber athletes Ryan and Sara Hall. The can top art work design has been completed; this is available for products that are made in Alaska. Retail is also working with Cans Get You Cooking website.

Mark Palmer commended the promotion and that the Retail team did a great job moving the surplus of canned pink salmon. Barry recognized Bruce Schactler on the Global Food Aid and their efforts to get canned pink salmon in the US Food Banks. Barry Collier asked that a finalized report on the 2014 canned pink promotion be completed.

New business:

Items that may come from committees or board:

It was recommended to change the agenda and flow of All Hands with ASMI programs going first and to bring back the meeting of the Specie chairs and Operational chairs.

Spring Budget Board meeting:

It was determined to hold the Spring Budget meeting the week of May 4th.

CAP Board meeting:

It was determined to hold the CAP meeting the last week of July in Ketchikan, AK.

John Garner made a motion to adjourn the meeting, Barry Collier seconded the motion, and it passed unanimously.

John Garner thanked the ASMI board and committees for all the good work he has had to opportunity to be a part of.