



Alaska Seafood Marketing Institute

**Board of Directors Meeting
Monday, September 18, 2023
9:30 a.m. – 3:30 p.m. (PDT)
OBI Seafoods, 1100 W. Ewing Street, Seattle, WA 98119
and virtual option also**

Approved Minutes (approved 11/4/23)

Call to Order

Chair Kimball called the meeting to order at 9:30 a.m.

Roll Call

Chair Kimball asked Heather to call roll and a quorum was established.

Present:

Chair Allen Kimball

Vice Chair Tomi Marsh (joined virtually)

Michael Erickson

Duncan Fields

Mark Palmer

Richard Riggs

Senator Bert Stedman

Commissioner Julie Sande (joined virtually)

Representative Sarah Vance (joined virtually)

Representative Sara Hannan (joined virtually at 12:55pm)

Senator Scott Kawasaki (joined virtually)

Also present was Jeremy Woodrow, Merle Knapp, Larry Christensen, other ASMI staff, industry members and members of the public both in person and virtually.

Absent: Jack Schultheis and Ex Officio Members: John Springsteen, Senator Gary Stevens, Senator Lyman Hoffman

Approval of Agenda

Fields made a motion to approve the agenda with addition of “P” under New Business to have an update from Bruce Schactler. All were in favor.

Approval of Minutes from May 16, 2023

Fields made a motion to approve the minutes from May 16, 2023 with change on page 2 under Communications & Consumer PR Budget to read, “Lindoff answered, we couldn't use ATP funding and then use the materials in the U.S. Project funded from Communications Budget.” Riggs seconded the motion. All were in favor.

Chairman's Remarks

Chair Kimball said it is an interesting time in seafood. We need to talk about how we're going to hold on to the value that has been built around Alaska seafood and how to develop it going forward despite challenges.

Reading of Anti-Trust Statement

Jeremy Woodrow read ASMI's Anti-Trust Statement.

Executive Director Update – Jeremy Woodrow

We have hired new Communications Director Greg Smith and are advertising for Marketing & Communications coordinator. He thanked Governor Dunleavy and the legislature for the \$5 million dollars from the general fund. All Hands is coming up, November 2-4. There is a lot of movement in federal space with upcoming Farm Bill. Fields asked why our delegation are not co-signers. Woodrow said he doesn't exactly know why they are not, but they are aware of it and involved.

Chair Kimball asked if Hannah Lindoff would like to add anything about the MAP funding piece. Lindoff shared that if the government shuts down and the Farm Bill is not authorized, for the most part ASMI's funding for this year will be fine. For next year, ASMI has applied for MAP and EMP funding under pretense that MAP is \$200 million. If it's doubled, then we will do another application. Lindoff read a letter that was received this morning from USDA regarding RATP, regional ATP. It will require a separate application process; this one is a lot more money than ATP at \$2.5 billion. There are still a few unknowns. ASMI has been held up as an example of spending the ATP money very wisely, and we are top case study being used to show that we need another ATP. It is credit to trade members who have been parts of trade missions.

Riggs made a motion to enter into executive session to discuss matters pertaining to ASMI committee, personnel and budget. Palmer seconded. All were in favor.

Palmer made a motion to return to open session. Riggs seconded. All were in favor.

Halibut-Sablefish Committee: Reappoint William Sullivan, appoint Will Rogers

Salmon Committee: Reappoint John Daly, reappoint Michael Jackson, reappoint Melanie Brown, reappoint Adam Drouhard as Ex Officio, appoint Carleigh Hugh, appoint Robert Gershberg

Shellfish Committee: Reappoint Steven Minor, reappoint Linda Kozak, appoint Cody Barton

Whitefish Committee: Reappoint Frank O'Hara III, remove Scott Sandvig and appoint Keith Singleton to finish his term, appoint Merle Knapp, appoint Lisa Lee, appoint Ronald Rogness

Communications Committee: Reappoint Julianne Curry, reappoint Matt Carle, appoint Julie Cisco

Domestic Marketing Committee: Reappoint Sidney Riggs, reappoint John Daly, reappoint Mike Cusack, reappoint Kendall Whitney, appoint Ron Christianson as Ex Officio, appoint Kent Harrison

International Marketing Committee: Reappoint Rasmus Soerensen, reappoint Michael McGinley, reappoint Joel Peterson, reappoint Jeff Stephan, appoint Stephen Rhoads

Seafood Technical Committee: Keep Brandii O'Reagan, reappoint Tiffany Lake, reappoint Dr. Christina Mireles DeWitt, appoint Jonathan Gonzalez, appoint Scott McKenzie

Customer Advisory Panel (CAP): Reappoint Gao Linming, reappoint Jens Peter Klausen, reappoint Dan Aherne, appoint Kohei Yagita

New Business

Board Roundtable: Market perspectives, harvest summary & outlook on market impacts

Erickson spoke to worse-than-soft salmon market and that black cod is not moving well. Fields spoke to the disproportional impacts to Alaska seafood producers relative to the war in Ukraine and the downstream affect from money spent on war. He feels ASMI is doing what they can with limited budget, and he appreciates the efforts of staff. Palmer echoed what Erickson shared about the markets and is thankful to Senator Sullivan for his efforts to block Russian product. He also spoke to the low interest

rate but how no one wants to finance inventory. Riggs could say ditto; it is a broader challenge now than it has been in the past, and this is where ASMI can shine. Senator Stedman said he was here to listen but remembers the collapse 20 years ago. Chair Kimball said it's worse than what all have shared; it's collapse time and will be a slow climb out. Rep Vance shared that she thinks there is a disconnect with fleet and we need to communicate the understanding of the world market and what the fishery is facing. Senator Kawasaki appreciates all the work that is being done. Rep Hannan said this is very sobering information. Commissioner Sande spoke to the painful meetings with fishermen she has had and their shock at the price. She also wanted the board to know how helpful and informative Jeremy Woodrow and Hannah Lindoff are. Chair Kimball summed up saying that we get treated differently than other countries in how we sell seafood. He thanked the ex-officio members for their involvement and their support of appropriation of money. He suggested giving fishermen and processors zero per cent interest loans to update; farmers get it.

Arctic Winter Games Sponsorship

Woodrow shared information about how the games celebrate the sports of the Arctic and will reach the Mat-Su audience since it will be hosted there in March 2024. The sponsorship package is \$40,000; \$5000 of which will be spend buying seafood for the opening night gala.

Fields made a motion to approve modification of the ASMI budget to include an additional \$25,000 to the communications budget. Second by Erickson. All were in favor except one no from Marsh.

John Burrows and Hannah Lindoff shared a power point on the ASMI SK Proposals. The first of three is about expansion of frozen seafood marketing efforts. Another is making use of Senator Murkowski's push for additional Ocean Cluster Work, as well as evaluating re-shoring of relevant value-added processing. There is also a pet food specific application.

Lindoff recapped again information on the Farm Bill - of the \$2.5 billion, \$1.4 billion would be for the export program and \$1.1 billion would be for international food aid program.

All Hands Preparation

The board reviewed and discussed the ASMI CAP Panel Questions, Species Committee Questions, and Operational Committee Questions. The agenda was also reviewed. ASMI will confirm if the Captain Cook is available December 3-5, 2024 for All Hands on Deck 2024.

Senator Stedman shared that trying to prepare for legislative session and getting a bigger appropriation the challenge is getting it across the Governor's desk. With heads of industry being together in November, it would be beneficial if they could sit down with Governor so he can hear it directly about the grasp and magnitude of what's going on. This will help him understand why when there are requests of the budget. Rep Vance agreed with having Governor at the table and suggested having information on what resources are available for fleet. Discussion about having more fishermen and legislators participate in All Hands.

Bruce Schactler gave an update on the Global Food Aid Program. To date, we are at approximately \$205 million in awarded contracts. Schactler plans to put in for Section 32 purchases. Chair Kimball amplified that the USDA purchase could be critical to the industry so support from the state government would be valuable. The SK transfer to Commerce from USDA in 2024 will be \$376 million; we've asked for 15% of that for the SK program so he asked industry to contact their legislators for support. He gave the last of the herring development funding for RFM. Chair Kimball thanked Schactler on behalf of the board, and wanted to go on record that US government food buys are great programs and we want to encourage participation. Fields said he is open to budget change if Food Aid Program needs more support. Fields also wanted to point out that Schactler has a proposal in Kodiak to blend two herring seasons and it's relevant for finding additional herring opportunities.

Public Comment

Larry Christensen, Domestic Marketing Committee member, said this was his first board meeting; he agreed with the comments about need for improved communication because fishermen don't understand the decisions. There have been issues with quality so losing customers. Direct marketer focus is helpful.

Merle Knapp suggested going to trade associations and asking them consider sending reps to All Hands on Deck so they can report back.

Nicholas Dowie asked about geopolitical conflict and NOAA's 5-year strategic seafood plan. Fields suggested it could be reviewed by a couple committees to see if ASMI should or shouldn't engage with that. Chair Kimball said we're going to continue to use resources to focus on domestic markets, but the from international perspective we still have to rely on traditional markets; it's a good question about priorities to put before the committees at All Hands on Deck.

Good of the Order

Chair Kimball thanked the staff, representatives from the state and Mark Palmer and staff at OBI for hosting.

Fields made a motion to adjourn the meeting. Erickson seconded. All were in favor. Meeting adjourned at 3:31 p.m. PDT.