



*Wild, Natural & Sustainable*®

Board of Directors Meeting  
Alaska Seafood Marketing Institute  
Sunday, March 10, 2013  
Boston Seafood Show  
**Draft Minutes**

Present: Kevin Adams, Bruce Wallace, Mark Palmer, Jack Schultheis, Joe Bundrant, Barry Collier, Mike Cerne, Randy Rice, Tyson Fick, Claudia Hogue, Larry Andrews, Joe Jacobson, Dave Melbourne, Phil Gibson

1. CALL TO ORDER

Chair called the meeting to order.

2. RFM PRESENTATION

Randy Rice, ASMI Seafood Technical Director, presented an update on the FAO-Based Responsible Fisheries Management Certification of Alaska Fisheries.

Discussion:

- Global Trust is not able to change the standard.
- This is not a substitute for MSC.
- Nothing has changed with the MSC Alaska salmon re-certification with PSVOA as client.
- The auditor list for the Chain of Custody process has been posted on the ASMI website.
- UFA recently adopted a resolution supporting the RFM certification.

3. CUSTOMER ADVISORY PANEL MEETING

The ASMI annual Customer Advisory Panel meeting will be held August 6 and 7, 2013 in Kodiak, Alaska.

4. CUSTOMER ADVISORY PANEL DISCUSSION

Phil Gibson said he sees a need for a more rational approach to sustainability. Gibson said Alaska's fisheries are the least of everyone's concerns. Palmer said ASMI has invited the biggest critics of the RFM to learn about the program; nobody signed up to attend RFM seminars. Palmer said customers are at a point where they do not want to listen. Dave Melbourne said there is too much information being conveyed. Gibson said there is a lack of deep knowledge in retail; the narrative needs to change. Gibson said ASMI is now defending the RFM, not advocating for it. Consumers want to know the industry is doing the right thing; they do not want to know what 'sustainable seafood' means. Melbourne said this will become a consumer issue over time. Melbourne said people will not pay more for sustainable seafood, even though this is being preached. Gibson said it is unfair that Alaska has to defend itself.

5. EXECUTIVE SESSION

**Motion: The board moved to convene into executive session. The motion was adopted by unanimous consent.**

**Motion: Adams moved to exit executive session. The motion was adopted by unanimous consent.**

6. COMMITTEE APPOINTMENT

**Motion: Wallace moved to appoint Mark Gleason to the ASMI Retail Marketing Committee. Schultheis seconded the motion. The motion was adopted by unanimous consent.**

TF