



ASMI Certified Seafood Committee Meeting

Friday, November 7, 2025

12:15 PM - 1:00 PM (AKST)

Birch Room, Hilton Hotel, 500 W 3rd Ave, Anchorage, AK 99501
and Virtual

DRAFT MINUTES

I. Opening items

- a. Chair Fina called the meeting to order at 12:18 PM.
- b. Roll Call
Members present for quorum: Chair Mark Fina, Vice Chair Tom Sunderland (virtual), Julie Decker, Matt Tinning (virtual), Michael "MJ" Jackson, Hannah Lindoff (virtual), Allen Kimball (ASMI Board), Tomi Marsh (ASMI Board), Jeremy Woodrow. Members not present: Scott Goodman, Kacy Cole, Mark Pedersen. Others present: Jeff Regnart (virtual), Mike Kraft (virtual), Tricia Sanguinetti, Commissioner Doug Vincent-Lang, ASMI BOD Chair Richard Riggs, Wyatt Rhea-Fournier, Thea Thomas, Akiko Yakata, David McClellan, Heather Johnson-Smith.
- c. Approval of Agenda: Jackson made a motion to approve the agenda. Decker seconded.
- d. Approval of Minutes from August 11, 2025: Decker made a motion to approve the minutes with Scott Goodman's suggested wording changes regarding ABSC and Monterey Bay ratings. Marsh seconded the motion.
- e. Remarks by Chair Mark Fina: Move through the agenda quickly since there is only 45 minutes.
- f. Remarks by Vice Chair Tom Sunderland: none.
- g. Reading of Anti-Trust Statement
- h. Public Comment: none but Lindoff asked who else was in the room.

II. Old/Ongoing Business

- a. MSC V3.0 update and discussion: (This was "e" on the agenda, but Chair Fina moved it sooner.) Chair Fina gave an update on MSC's progress on their standard revision process, including their risk-based framework and evidence basis revisions, noting that full implementation would not occur until 2030.
- b. Goals of this committee follow-up: The committee reviewed the purpose statement. Decker made a motion to approve it with these changes so it can be given to the ASMI Board for approval:
 - Change item C to include "at the direction of the ASMI Board" before "represent Alaska".
 - Add GSSI to item D.

Jackson seconded the motion. *(Revised purpose statement is attached.)*

- c. Certified Seafood International update by Mike Kraft & Tricia Sanguinetti: Kraft shared a PowerPoint highlighting the full, diverse CSI board and the new draft standards with simplified audits. He shared that the assessment report completion is delayed to mid-December due to data needs and assessor absence. The chain of custody is underway with Iceland, and a new retail point-of-sale module is planned. Lindoff asked about process; Kraft confirmed efforts to streamline with MEL and other certifiers. Fishery Standard Testing: Committee discussed trials in diverse fisheries, focusing on responsible fishery management. Regnart provided brief status update on potential inclusion of herring certification. Kraft shared marketplace images of CSI use; Sanguinetti updated website and fliers.
- d. ASMI/CSI Marketing efforts: Sanguinetti shared that the show and meetings in Tokyo, Japan were excellent; the whole forum was about choice. She has been working with and training ASMI staff, and Mark Jones has been helpful in switching RFM to CSI. A lot of packaging is coming through for approval. Woodrow asked how often this also includes ASMI logo. Sanguinetti said almost always. She will work with the ASMI Domestic and International teams on how to streamline the package approval process and on emphasizing CSI in influencer promotions.
- e. GSA Update: Chair Fina said overall it's a good relationship and complementary message. Vice Chair Sunderland emphasized GSA's support for formalizing this relationship, with discussions on the MOU and marketing engagement. Updates were shared on the Seafood Processing Standard 6.0, the success of the Tokyo meeting, and the panel discussion in Cartagena. Lindoff said we need elevator pitch on GSA & CSI explaining the benefits of the partnership. Chair Fina asked if Sunderland could work on that and share with Sanguinetti and Kraft. This would allow someone like Mark Jones to share it easily while still focused on ASMI work.

Other:

- Commissioner Vincent-Lang said thanks for doing this work on the certification. Chair Fina asked him to please let the committee know when/if he see problems.
- Jackson asked if other CSI committees are full (yes), and if it would make sense to get their minutes and updates/happenings; and we should provide our minutes too even if it doesn't all pertain to them.

III. New Business

- a. Next meeting: Send doodle poll before Christmas to find a date in second half of January.

- IV. Adjourn: Jackson made a motion to adjourn with a second by Decker. The meeting adjourned at 1:17 PM.

Quick recap

The ASMI committee meeting focused on reviewing and approving previous minutes while discussing updates to MSC standards and the Alaska Regional Advisory Committee's governance structure. The group addressed the transition from the RFM program to the CSI assurance program, including fee structures and marketing initiatives, while also exploring the partnership between CSI and GSA. The conversation ended with plans to strengthen the partnership through clear communication materials and scheduling the next meeting for early January.

Alaska Certified Seafood Committee

The committee's general purpose is to support ASMI's promotion of the responsible management of Alaska's fisheries and provide outreach to stakeholders in support of that promotion. The committee will work to ensure that globally recognized alternatives are available for identifying Alaska's responsible fishery management (i.e., certification and ratings programs) and that Alaska origin is prominently recognized within those programs and by those using the programs. The committee will also work to educate others on (and demonstrate the value of) responsible fishery management (including the relative value of various certification programs) to stakeholders. The committee's work may include:

- a) Support of specific promotional efforts by ASMI concerning responsible fishery management (such as work at trade shows, expos, and other seafood marketing events and with targeted markets).
- b) Coordinating/interacting with staff of AK Dept of Fish and Game, National Marine Fisheries Service, and the North Pacific Fishery Management Council to gather information and support ASMI promotion of responsible fishery management.
- c) At the direction of the ASMI Board, represent Alaska as its regional advisory committee to the CSI program. In this role, the committee will market and advance the CSI program and Alaska origin within that program and work to ensure that our committee (and other regional committees) has an effective role with CSI governance system.
- d) Working with other certification and ratings entities (including CSI, GSA, GSSI, MSC, MBAq) to ensure the recognition of Alaska's responsible fishery management.