

Customer Advisory Panel Members

Keith Brunell, Nordstrom

Keith Brunell was named corporate chef in 2015. In his current role, as F&B Director, Keith leads the food, beverage, and product innovation across the thirteen different restaurant concepts and five specialty coffee concepts Nordstrom offers. He also supports all facets of the operations and procurement to drive culinary and service excellence using the power of our people, products and purpose via monthly features and LTO's. Keith's focus is creating and executing a menu and operational strategy for each distinctive concept from conceptual design to the perfect highest quality customer and teammate experience.

Keith's wealth of knowledge in the kitchen and operations stems from his rich food and beverage background, which includes having worked with 2 and 3-star Michelin hotels and restaurants in France. Through his diverse culinary opportunities, Keith has an innate ability to develop and implement processes to support new restaurants and concepts and find ways to engage guests in unique and different ways to drive sales and traffic. Keith and his wife enjoy spending time on their days off at soccer fields and cooking at home with their two children.

Peter Vasil, Sysco Canada

A 10-year Sysco Foodservice Corporate employee, Peter currently holds the position of Category Manager for Seafood and Red Meat at the Canadian Global Support Center in Toronto, Canada. Responsibilities include executing category strategy, Sysco brand product growth the development of financial targets and supplier partnerships, etc. to deliver financial goals and business objectives for Sysco Canada. Peter's first exposure to the food industry was in 1968 washing dishes in his Father's Restaurant. After graduation from Mohawk College in Hamilton ON in 1977, he continued to stay close to the Food industry. Before Sysco, Peter's career included self-employment, positions as Director of Foodservice Sales, Food processing sales and North American Marketing Manger for the Canadian Marketing Beef Agency. With a passion for Alaskan Seafood, Peter's objective is to work with his CAP colleagues, to bring fresh ideas and solutions in support of the Alaskan Seafood Trade. Peter lives in Burlington ON, Canada with his wife of 43 years Tina and are the proud parents and grandparents of 3 adult children and 4 grandchildren.

Sysco has more than 600,000 clients in a wide array of fields. Sysco is the world's global foodservice leader and employs over 69,000 associates worldwide. Our robust international network supports customers in 90 different countries around the world. As we continue to grow our network, we offer our customers access to an unparalleled supply chain. Although we are globally driven, Sysco remains locally focused, with an emphasis on the customer relationships that define great service.

Guy Pizzuti, Publix

Guy Pizzuti is the Seafood Director at Publix Super Markets Inc. A West Virginia native and graduate from the University of North Carolina-Wilmington with a degree in Marine Biology, he has been responsible for seafood operations at Publix for the past 25 years. Prior to starting his career with Publix, he was a field biologist working out of the National Marine Fisheries Service Southeast Fisheries Science Center in St. Petersburg, FL. After graduating from UNCW, he worked as a fishery observer in Alaska which led to his position with NMFS. In addition to his role at Publix, Guy is the Vice Chair of the FMI Seafood Committee and has served as an expert witness on behalf of the government and testified in D.C. regarding a number of seafood issues. Guy resides in Lakeland with his wife, Coleen and boys Allesandro and Dominic, and German shepherd named Rawley.

Publix is the largest employee-owned grocery chain the US, comprised of 225,000 employees across 1,200 stores. In 2020 Publix brought in \$40 billion in revenue. They have won numerous awards including Fortunes "100 Best Companies to Work For" (1998 – 2021), listed as one of *Fortune's* Best

Workplaces in Retail, Best Workplaces for Women (2021) and Best Workplaces for Millennials (2020), and named No. 1 on Newsweek magazine's America's Best Customer Service in Supermarkets list (2021).

John Steinmetz, Walmart

I have worked in the seafood industry for over 30 years in various capacities including purchasing, sales, processing, product development, quality assurance, importing and operations both in the Retail and Food Service sectors. Has been actively engaged in sustainability, responsible sourcing and traceability initiatives throughout his career. Including working with: The National Fisheries Institute, World Wildlife Fund, Sustainable Fisheries Partnership, Fishery Progress, Fish Choice, Alaska Seafood Marketing Institute and the Global Dialogue for Seafood Traceability to name a few.

Short Bio: Graduated from the University of Pennsylvania Wharton School of Business BS Economics. Started in the seafood business on the East Coast with a processor/distributor of fresh and frozen seafood servicing retail and food service accounts. Moved on to become general manager of an importing company, which evolved into working for a NZ salmon farm. Left that position to join the Sysco Corporation as Senior Manger Seafood managing fresh, frozen and canned seafood categories. After 10 years, I joined Orca Bay Foods a Seattle based processor as Vice President of Business Development leading their sustainability initiatives and stayed there for 10 years. I was recruited by Walmart in January 2022 to join the team as Senior Merchant for Fresh Seafood. A short bio cannot convey the passion I have for the seafood industry nor my personal engagement and involvement with challenges facing the business that were outside my written job descriptions. I have been fortunate enough to travel the world during my career and meet and understand individuals from all cultures and ethnicities, a great perk of working in seafood. I recently joined the Board of Directors of the National Fisheries Institute.

Gregory Jeffers, Gorton's Inc.

Greg Jeffers has spent 23 years in the seafood business with Gloucester, Massachusetts based Gorton's Seafood, the leading frozen seafood brand in the United States. He is currently Gorton's Director of the McDonald's Business Unit & Seafood Procurement, overseeing Gorton's McDonald's based business as well as procurement activities for all raw material components for Gorton's seafood items for both retail and food service. While starting there in 1998 as a Research Food Scientist, Greg has held several other positions across a wide breadth of Gorton's business, including sales and foodservice account roles. He holds a B.S. and M.S. in Food Science from Cornell University in Ithaca, NY. Greg lives on Boston's North Shore and enjoys fishing and spending time outdoors with his wife, Allison, and their two children.

Gorton's was founded in 1849 in Gloucester, Massachusetts. They produce a wide variety of value added products, sold nationwide in iconic yellow packaging. Their product categories include artisan recipe fillets, breaded and battered fillets, fish sticks and other dippers, gluten free products, gourmet fillets, grilled seafood, shrimp products, skillet crisps and crunchy items. Gorton's offers its products through independent and chain grocery stores in the United States and Canada. Gorton's earned the "Most Trusted Award" in the frozen fish category from BrandSpark International. Gorton's Trusted Catch program ensures that the seafood they purchase comes from sustainable, certified sources.

Stephanie Mitchell, Sodexo Foods

Stephanie Mitchell is the Senior Manager of Culinary Training & Support for Sodexo. She's been with the company 6 years. In this current position she trains units on the branded services. Her team also works on job aids before, during and after each training. Before Sodexo she was the National Culinary Director for Bonefish Grill. This was also a training position and she was heavily involved in R&D work and recipe development. She lives in Charlotte, NC with her husband Isaac and is a stepmother to Adriean and Chelsea. They love to travel as time allows and have recently gotten more into camping and hiking.

Elliott Myers, Whole Foods Market

Elliott Myers, Vice President – Seafood, has been with Whole Foods Market for close to 20 years.

Whole Foods Market is the world's leader in natural and organic foods, with 500+ stores in North America and the UK.

Jens Peter Klausen, JP Klausen & Co

Jens Peter Klausen started JP Klausen & Co (JPK) while living in New Zealand in the 1980's. In the mid 1990's JP Klausen was initiator of getting the New Zealand Hoki fisheries to become the first Groundfish fishery certified as an MSC fishery. From a small start back in Denmark of promoting and distributing New Zealand seafood products, the company has grown into a global player and a part of the Nippon Suisan Group of companies. Jens Peter Klausen is Vice President of the Danish Seafood Association, has served as an advisor on the MSC Advisory Board and today acts as a member of the Nissui International Planning Group.

Jens Peter Klausen also started FSG Foods, a major Asian/Sushi product distributor in Scandinavia. Jens Peter is married, has 3 children and 8 grandkids.

J.P. Klausen & Co. A/S is located in Svendborg, Denmark. They are one of Europe's leading suppliers of raw material to the Global seafood industry. Their main products consist of white fish blocks, white fish fillets, HGT & WR fish, squid, shrimp and Surimi. Their goals are to provide customers the best possible access to quality seafood products and to provide the best possible access to markets for trawler and quota owners, with the best possible return on their products. They have 22 offices across the world in locations such as China, Dubai, Poland, Brazil and Norway and on a yearly basis sells approximately 100.000mt of seafood products.

Dan Aherne, New England Seafood International

New England Seafood International (NESI) specializes in high quality, premium globally sourced fish and seafood. Dan joined NESI in 2003 after 4 years at Unilever. He was promoted to Managing Director in 2005 and to Group CEO in 2013 after the creation of Jooi Sushi Ltd, a specialist business supplying Raw ready to eat fish and seafood products to the Foodservice customer base. He has led the development and growth of the business over 18 years, combining a well-respected private label supply business in New England Seafood, a progressive Foodservice business in Jooi, and a growing consumer-branded proposition with Leap and Fish Said Fred. Dan has built a highly committed and passionate team of experts, who are all united behind the Group vision of *showing people how to enjoy fish every day*. At the end of 2020 the ownership of NESI transitioned to Sealaska, a Juneau based Alaska Native corporation a move which further strengthens the longstanding ties between NESI and Alaska.

Satoshi Matsumoto, Japanese Consumers Co-Operative

Satoshi Matsumoto has an extensive background in Japanese food business with over 30 years working for the Japanese Consumers' Co-operative Union (JCCU). During his time at JCCU, Satoshi has worked in logistics management, sales & marketing, product merchandising for CO-OP private brand products, Manager of JCCU's Joint Development Promotion Department, CO-OP Tohoku region branch manager, General Manager of Marine Products Department & perishable Ingredients, and currently as Merchandising Division Sustainable Procurement.

He has also been instrumental in increasing awareness and initiatives for sustainability, offering necessary advice for the sustainability of all products, and serves as both a supervisor of communication and a spokesperson for sustainable procurement at JCCU. A Tokyo native, Satoshi loves wild seafood.

Gao Linming, Qingdao Yutai Imports & Exports Co., Ltd.

Qingdao Yutai Imp & Exp Co., Ltd. is a Qingdao, China based merchandiser of value added seafood products to the Chinese domestic market. Yutai, in cooperation with seafood suppliers from around the

world, provides sustainable, safe and healthy seafood. Product lines include seafoods from North America, South America, Europe and Asia. Sales companies covers Shanghai, Guangzhou and Qingdao in China and offices in San Francisco in the United States. They created the Chinese brand Mr. Fish and own the brand San Francisco Fishery. Yutai services both retail and food service channels.

Linming Gao started out in the seafood industry in 1996, gaining experience in general management, sales and marketing, logistics, and quality control. Mr. Gao worked for ten years for Royal Greenland in China. He has worked with the bottom trawlers in Alaska to sell flounder into Chinese markets for more than 15 years. He is widely respected in the industry for his knowledge of the global flatfish and ground fish markets. As a managing director, Mr. Gao is responsible for Yutai's day-to-day operations, as well as China marketing and sales.