



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing Committee Meeting
Tuesday, February 11th, 2020
10:00 AM – 4:00 PM Pacific Time
Orca Bay Seafoods
2729 6th Ave S Seattle, WA 98134

DRAFT MINUTES

I. Call to Order

Chairman Salle calls the meeting to order at 10:01am

II. Roll Call

Committee members: John Salle, Lilani Estacio-Dunn, Mike Cusack, Ron Christianson, Branson Spiers, John Daly, Kendall Whitney, Larry Christensen, Thea Thomas

ASMI Staff and Contractors: Megan Rider, Leah Krafft, Emily Gisler, Sarah Cannard, Hannah Lindoff, Susan Marks, Tricia Sanguinetti, Mark Jones , Ashley Heimbigner

Others Present: Ron Risher, Rasmus Sorenson, Tomi Marsh

Absent: Mark Palmer

III. Approval of Agenda

Cusack moves to approve the agenda. Dunn seconds. Agenda is approved.

IV. Approval of minutes from meeting held October 9th, 2019

Dunn moves to approve the minutes. Cusack seconds.

V. Public Comment

No public comment.

VI. Budget Presentation provided by Domestic Director, Megan Rider

a. Committee to review budget FY20 budget proposals and vote on passage

Rider presents the FY21 proposed budget for the domestic program. The foodservice and retail budget programs are detailed. Rider comments that the domestic budget numbers are the same as last year and outlines each line item of the budget. The committee discusses updates to the Foodservice Operator and Distributor Promotions contractor position. Salle asks for more information on the ATP funds and how those are being utilized. Rider provides details on how the funds are being used to create photo and video assets that will benefit all ASMI programs. Cusack asks for clarification on the retail budget amount with regards to trade support. Cannard provides details about trade support assets and how they are used within the program. Discussion ensues about the retail budget and trade promotions. Spiers requests more details on the results from Ibotta and moving funds from the co-op promotions line to trade support. The topic of trade support and co-op promotions is discussed amongst the group.

Salle requests the ASMI team to share detailed Ibotta results after the meeting and reach out to companies for updated UPC codes.

Spiers makes a motion to approve the budget. Dunn seconds. Christensen starts discussion to add \$97k back to co-op promotion line. Rider suggests moving from Trade Support. All members vote in favor to pass the budget. Budget passes.

Christensen asks for committee consensus to ask the BOD for \$50k from ASMI reserves. Salle states, before we would go to the BOD to ask for increased funds the committee must have a specific rationale and based on the conversation he does not see we are ready for that.

I. RFM/Sustainability and Monterey Bay Aquarium Update provided by Sustainability Director, Susan Marks

Marks presents information on RFM program and the new RFM logo. The new logo has been issued domestically as well as in the EU and it will be issued internationally soon. The new RFM logo is currently being implemented at Walmarks nationwide. The RFM program will transfer ownership from ASMI board to Certified Seafood Collaborative on July 1. Marks reports that Atka mackerel and rockfish will be RFM certified. Marks shares that the new Monterey Bay Aquarium Seafood Watch website is delayed, but feedback from the Alaska seafood industry was taken into account in the redesign. Cusack asks about the funding mechanism for RFM. Marks reports that ASMI will likely fund RFM until the foundation creates a business plan for funding moving forward. Discussion about future funding ensues. Dunn asks about the Seafood Watch wallet cards and if they will be updated. Salle asks how the Domestic Marketing Committee can help with the MBAq issue. The committee discusses communicating with retailers about the new logo. The committee then discusses the budget of RFM and how those funds are allocated within the program.

Salle recesses the meeting for lunch at 11:55am and the meeting will reconvene at 12:30pm.

II. Lunch

Salle reconvenes the meeting at 12:31pm.

III. Program Updates provided by Foodservice Marketing Coordinator, Sarah Cannard; Retail Marketing Coordinator, Emily Gisler; and Domestic Marketing Assistant, Leah Krafft

Gisler provides updates on the Retail program for the committee including the recent Publix Aprons cooking events, upcoming Lent promotions and updating the Cook It Frozen campaign. Discussion ensues about the methods of cooking salmon fillets from frozen rather than thawing. Dunn suggests mentioning additional species for use in the recipes. Cannard updates the committee on the Foodservice operator promotions program and the program's focus on pollock and Lent promotions. Upcoming foodservice events and trade shows are presented. Krafft presents slides and information on the Distributor promotions and C&U programs within the Foodservice program including upcoming Lenten promotions and working with Stony Brook University.

IV. Communications Update Provided by Communications Director, Ashley Heimbigner

Heimbigner presents slides on the Communications program and highlights the program objectives to the committee. Tanna Peters is introduced as the new Digital Marketing Coordinator on the Communications team. The ATP video project is described to the committee and Heimbigner asks for the committee's input via a survey that her team will be distributing.

Cusack asks for more details about how the ATP funds and asset collection are being coordinated between all the ASMI programs. Rider shares that synergy is a top priority for the project and that ASMI will reach out to industry for support.

Salle asks for an update on Netx and how ASMI is tracking the usability and popularity of the tool among users. Heimbigner reports that her team is tracking analytics and will request information via a survey which will be sent out.

V. SENA

Gisler updates the committee on the SENA booth remodel and notes that the changes will incorporate new photo assets. Krafft updates the committee on the menu and theme of the Go Wild reception. Salle asks for details on the funding for the event. Rider provides details on the funding sources for the reception. Rider mentions that the Symphony of Seafood booth will now be located next to the ASMI booth at the show.

Cannard presents on the recently finalized Menu Alaska document to the committee.

Salle requests to circle back to the budget discussion and confirm the ask to the board of the directors. Christensen expands on the topic and discussion ensues on what the domestic committee should bring forth to the BOD. Cusack brings up the Ibotta results and how strong the results are.

Rider suggests pulling funds from Trade Support rather than asking the Board for additional funding. Cusack recommends that the domestic program run an Ibotta program for the same time period as the

last campaign as the results were strong. Discussion takes place about redemptions and coupon promotions in FY21 and placing a bigger emphasis on those types of promotions. Christianson asks for clarification on ASMI's role in marketing vs. promotions and the committee discusses ASMI's role with regard to each component.

Marsh shares that the budget is fluid and ASMI staff can present information and compelling reason for more budget to be allocated at the May 5th BOD budget meeting. Rider will follow up with the committee to provide information and more detailed data regarding the latest Ibotta campaign to the committee.

VI. Industry Update
a. Coronavirus

ASMI staff surveyed the Species Committee chairs to ask if there were pertinent topics for the DMC to discuss at this meeting. The committee discusses delays in the supply chain and the effects of Coronavirus in the domestic market. Product inventory will likely build up in warehouses and farmed salmon prices will continue to drop.

b. Salmon

Daly provides an update on the salmon market and the amount of frozen seafood in the market. Japan is buying high numbers of Chilean salmon. Daly suggests targeting smaller salmon programs such as portions or refreshed. The committee discusses salmon distribution among retailers and how to expand sockeye programs to retailers who are not carrying that product. Small sockeye is more affordable to put on restaurant menus. Risher suggests more emphasis on keta portions in the domestic market in both retail and foodservice. Discussion continues on Russia salmon and twice frozen products from the USA. Lindoff offers information on an existing whitepaper about Russia seafood and the trade situation, to which Rider will circulate.

c. Whitefish

Risher provides updates on whitefish and a major retailer who is now carrying pollock. Discussion on the PWS cod fishery closure due to low TAC. Rockfish and sole are facing tariffs but there is hope that the tariffs will be reduced soon.

d. Halibut

Risher provides information on the reduction of the halibut quota and low numbers of frozen halibut. Atlantic halibut numbers are having an effect on east coast market. Sablefish is seeing prices drop due to the change of gear type among other factors.

e. Shellfish

Salle mentions that king crab nomenclature is being abused as many retailers are selling Russia crab as Alaska.

VII. Wild Alaska Pollock Restaurant Week Updated Provided by Pat Shanahan

Shanahan provides an update on Wild Alaska Pollock week. More than 24 restaurants have committed to promoting pollock in the Seattle area. Salle requests that industry rally to support the event over the course of the promotion and Dunn suggests that ASMI provide an update to the industry via the ASMI News and Updates social media pages. Edelman is also amplifying the message to press and social media influencers.

VIII. Old Business and Good of the Order

Salle asks ASMI staff how the committee can be of more assistance to the Domestic program. Rider asks committee members to reach out with concerns or questions or market updates so she can share with the Domestic team. Dunn asks if someone from the committee should be involved with the RFP for the foodservice contract that will be soon coming up. Rider says she will reach out for support.

IX. Adjourn:

Christensen moves to adjourn and Cusack seconds. Salle adjourns the meeting at 2:43pm.