



Alaska Seafood Marketing Institute (ASMI)  
Domestic Marketing Committee Meeting  
Wednesday, September 18, 2024  
OBI Headquarters  
1100 West Ewing Street  
Seattle, WA 98119

### Draft Minutes

- I. Call to Order
  - **Time:** 9:24am by Madame Chair Lilani Dunn
- II. Antitrust statement
  - **Presented by:** Madame Chair Dunn
- III. Roll Call
  - **Present:** Madame Chair Dunn, Larry Christensen, Scott Sandvig, Sidney Riggs, Kent Harrison, Greg Ness, Ron Christianson, Director Mike Erickson
  - **Absent:** Mister Vice Chair Whitney, Mike Cusack, Thea Thomas, Michael De Caro,
  - **Also Present:** ASMI Staff and Contactors, Chairman Kimball, Vice Chair Marsh, Eve Minehan, Eren Schultz, Frank O'Hara
  - **Quorum:** Met
- IV. Approval of Agenda
  - **Motion:** Christensen moved to approve, Christensen seconded, none opposed. Motion passed.
- V. Approval of minutes from April 30, 2024
  - **Change:** "Discussion followed" added after Sandvig seconded.
  - **Motion:** Christensen moved to approved, Sandvig seconded, none opposed. Motion passed.
- VI. Welcome Remarks
  - Director Megan Rider: Welcomed everyone and introduced new member Greg Ness. She also congratulated Tricia Sanguinetti on her new role as RFM and Sustainability Consultant.
  - **Funding:** Rider noted ASMI was not awarded the \$10 million from the State of Alaska but they are working on a supplemental budget marketing plan for FY25 which would go into the FY26 budget to present to the Governor's office and legislature. ASMI received \$4 million in RAPP funding and \$1 million (\$500k each) for two SK grants.
  - **Event:** All Hands meeting scheduled for December 3-5 in Anchorage.
- VII. Consumer PR presentation
  - **Presented:** Katie Goldberg (Edelman)
  - "Always in Season" campaign introduced for FY25

- Christensen inquired about summer plans; Goldberg noted this will be included in Fy26 budget.
  - Food and Wine magazine will run an 8 page feature on Alaska Salmon in summer 2025.
- VIII. Retail Presentation
- **Presenter:** Mark Jones
  - Jones announced a sushi promotion planned with major retailer in the new year. Christianson congratulated Jones on the sushi promotion. Jones elaborated they will be highlighting Alaska surimi, once this goes well, ASMI will try to introduce more species such as salmon.
  - Sandvig noted significant use and popularity of Country of Origin stickers; about 4 million distributed this year.
- IX. Foodservice Presentation
- **Presenter:** Jann Dickerson
  - Dickerson presented new consumer insights research from Technomic and highlighted promotions with McDonald's and Popeyes.
- X. Technical Presentation
- **Presenter:** John Burrows
  - The technical department is concluding one SK grant, starting another focusing on nutrient databases and value-added seafoods.
  - Goldberg requested the carbon footprint results from university of Washington when available.
  - Christianson asked about omega content changes study; Burrows confirmed no packaging changes were necessary at this time.
- XI. RFM Presentation
- **Presenter:** Tricia Sanguinetti
  - Sanguinetti announced that the CSC board has made a decision to transition the North American Standard to a Global standard.
  - Dunn asked about when to use the RFM Alaska logo. Sanguinetti answered that if the seafood is from Alaska, they must use the RFM Alaska logo.
  - Sandvig confirmed that you can put the RFM logo on petfood, while currently the Alaska Seafood logo cannot go on petfood.
- XII. Committee Roundtable Species updates:
- **Sablefish:** Sandvig praised recent sablefish marketing efforts and called for continued efforts to strengthen its domestic presence. Erickson noted rising interest and sales, emphasizing that exposure leads to increased demand. He recognized ASMIs efforts this past year. Sandvig suggested promoting sablefish as a premium yet affordable alternative to halibut and Chilean seabass. Goldberg mentioned the success with influencers and upcoming recipe development, although smoked sablefish remains a tougher sell compared to smoked salmon. ASMI plans to explore new serving ideas for smoked sablefish at events, including bowls, salads, and spreads.
  - **Cod:** Sandvig indicated that cod is performing well both globally and domestically and encouraged additional promotions in the upcoming year. He highlighted the potential for a marketing push on the East Coast.
  - **Pink Salmon:** Eren Schultz from Circle Seafoods reported success in introducing both frozen and fresh pink salmon to retail. The "caught and processed in the USA" messaging has resonated well. The round product form has been the most successful, with interest

in both roe and flesh, particularly in the sushi market where its mild flavor serves as an alternative to Atlantic Salmon.

- **Sockeye Salmon:** The sockeye run this year had lower supply and smaller fish than expected. Dunn believes consumers may not notice the size difference once sold in value-added forms, though Ness pointed out the difference might be noticeable at retail seafood counters. There are expectations for a larger run in summer 2025, and Dunn advised that while sockeye sales may not require extensive effort this year, educational messaging will be vital in maintaining demand.
- **Keta Salmon:** Supply has been short this year. Christianson recommended a message of patience regarding high prices to encourage future purchases.
- **Wild Alaska Pollock:** There is currently a surplus but with low commodity prices, making profitability challenging. Current opportunities lie in surimi and battered/breaded products, with non-commercial markets showing promise. The focus remains on increasing seafood demand over other proteins.
- **Wild Alaska Sole:** The WASA logo is finalized, and the website is going live soon, with updates expected at All Hands on Deck. Yellowfin sole is gaining traction on the East Coast.
- **Rockfish:** Frank O'Hara would like to boost demand for rockfish in the domestic market, noting consumer interest.
- **Halibut:** Halibut is currently holding its strong place in the market.
- **Shellfish:** An increase in the Bairdi harvest is anticipated this year in the Bering Sea.

XIII. Old Business and Good of the Order

- Kimball inquired about the impact of stopping Russian seafood imports and whether the committee has noticed any changes. Jones reported a surge in retailer inquiries due to shortages from Russia, and Christianson confirmed increased demand. Kimball emphasized the significant opportunity to fill the gap left by the absence of Russian products in the U.S market, highlighting the need to capitalize on the situation.

XIV. 12:00 PM Adjournment

- Christensen moved to adjourn, Erickson seconded, none opposed. Motion passed.