



Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing Committee Meeting
Friday, November 3, 2023
Endeavor Room at the Hotel Captain Cook
935 West Fifth Avenue
Anchorage, AK 99501
1:00 – 4:00 PM
(Virtual Link)

APPROVED MINUTES (on 4/30/24)

- I. 12:00 – 1.00 PM Lunch break, recess
- II. 1.06 PM Chairwoman Dunn Calls meeting back to order
 - a. Quorum is met
 - b. Also present: Representative Foster
- III. Approval of Minutes from September 13, 2023
 - a. Christensen Moved to Approve, Cusack Seconded. None Opposed. Motion Passed.
- IV. Review of Species Committee questions and comments with discussion
 - a. The committee discussed the questions posed to the committee and approved the responses shown below.

1. What should ASMI do to make an immediate difference in the marketplace?

- Emphasize Alaska and USA origin in messaging.
- Make the Alaska story personal by increasing interactions and activations with harvesters in various ways. Have them included in videos, podcasts, in store demos and share it on social channels to increase outreach.
- Increase presence in Sushi sector in retail and foodservice
- Highlight the following species in retail and foodservice promotions:
 - Frozen Keta salmon fillets
 - Canned Pink Tails salmon
 - Bairdi crab
 - Scallops
 - Small sablefish
 - Sockeye fillets
 - Value added products of multiple species

2. What resources can ASMI provide to best help harvesters?

**realizing this is more pertinent to the communications program, this is the DMC perspective*

- Create resources focused on educating harvesters about current global markets and supply chain structure.
- Schedule reports from McKinley research to summarize pre-season conditions and expectations that include global fishery statistics.
- Reaching out to harvesters through fisherman centric organizations and increasing presence through swag distribution.

3. What long-term challenges must your program continue to monitor and/or address?

- Education on proper treatment and handling of product by distributors and retailers to ensure quality in seafood display cases.
- Marketing product year round considering we can't offer fresh all year round; and because we do not dedicate marketing dollars to fresh. Education around quality frozen product and freezing technology. Refresh the Cook it Frozen campaign.

4. Please address the comments from the species committees that were directed toward your program. In response, do you have any recommendations for which your operational program should take action?

- Emphasize Alaska and USA origin in messaging.
- Continue recipe development for whitefish species for the home cook.
- Raise visibility of sablefish in general with recipe development, e-commerce and influencer campaigns in the hopes of increasing sales of smaller sablefish.

5. Is there an action that this committee recommends the board consider at All Hands or in the near future? If not, write N/A.

- The DMC recommends the board investigate pursuing a sushi program which may require additional resources.

V. Elections for Vice Chair

- a. Cusack Nominated Kendall Whitney for Vice Chair, De Caro seconded. None opposed, Motion passed. Kendall Whitney was elected vice char.

VI. Old Business and Good of the Order

- a. Chairwoman Dunn will be meeting with Chairwoman Squibb on how they can run an efficient Joint Committee meeting next All Hands

VII. 3:09 PM Adjourn

- a. Christensen Moved to Approve, Sandvig seconded. None Opposed. Motion Passed.