



Alaska Seafood Marketing Institute

Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing Committee Virtual Meeting
Tuesday April 22, 2025
12:00pm – 2:00pm Alaska time

APPROVED MINUTES (on 8/29/25)

I. Call to Order

Chair Kendall Whitney called the meeting to order at **12:02 PM**.

II. Roll Call

- Chair Kendall Whitney
- Vice Chair Mike Cusack
- Pat Shanahan
- Greg Ness
- Thea Thomas
- Ron Christianson
- Jeff Welbourn
- Lilani Dunn
- Chairman Kimball

Quorum achieved.

Chair Whitney read the **ASMI Anti-Trust Statement**.

III. Approval of Meeting Minutes

- Cusack requested an amendment to correct the exception of Kendall Whitney.
- **Motion to Approve Minutes (as amended):**
 - 1st: Cusack
 - 2nd: Thomas
 - **Approved**

IV. Approval of Agenda

- **Motion to Approve Agenda:**

- 1st: Thomas
- 2nd: Shanahan
- **Approved**

V. Public Comment

- None

VI. Industry Update Roundtable

Salmon

- Thomas: Conservation concerns for king salmon; Copper River season delayed one week. Strong sockeye projections.
- Whitney: 40% cut on king salmon quota – drastic reduction.
- Ness: Cautious optimism; strong sockeye and pink salmon projections.
- Thomas: Prince William Sound pinks look strong.
- Whitney: Big pink run expected along Pacific coastline.

Sablefish / Halibut

- Whitney: Domestic sablefish consumption is up; ASMI's efforts appreciated.
- Ness: Halibut off to a slow start, fresh market-driven; strong Japanese purchasing power as yen improves.

Cod

- Cusack: Reduced global quota strengthens Alaska's cod market; need to harvest and deliver to market.

Pollock

- Cusack: Pollock trending upward, substituting cod in some markets; yen supports pollock roe demand. ASMI thanked for Lenten promotions.

Crab

- Ness: Golden king crab in Southeast; opilio and bairdi seasons finished. Prices very high, with market share available. Optimistic outlook.

Flatfish

- Shanahan: Appreciates ASMI's Lent efforts. Tariffs cause uncertainty but encourage domestic fillet and value-added processing.

VII. FY26 Domestic Program Budget Presentation

- Interim Director Leah Krafft presented the **FY2026 Domestic Program Budget**.

VIII. Discussion & Approval of Budget

Key Points

- Cusack: Social media falls under communications/Edelman.
- Welbourn: Suggested tracking ROI from platforms like **Pepper** (distributor platform). Krafft will explore.
- Thomas: Budget is ~\$900,000 higher than prior year, largely for pink promotion.
- Christianson: Asked about ASMI trade shows participation. Krafft listed:
 - **Foodservice:** ICCA, Kinetic 12, CIA, Pebble Beach Food & Wine, ASMI's own Alaska event.
 - **Retail:** GroceryShop, IDDBA (Mark Jones attending), Boston show for key retail decision-makers.

Discussion Themes

- ROI and impact of tradeshow debates (IDDBA, IFTA, etc.).
- Balance between high-end chef outreach and retail/volume-driven channels.
- Importance of nimbleness given Russian supply gaps and tariffs.

Motions

- **Motion (Cusack):** Hold foodservice budget at current level (\$300,000) and reallocate \$147,000 to other domestic opportunities at staff's discretion.
 - 2nd: Welbourn
 - **Approved**
- **Motion to Approve FY26 Budget (as amended):**
 - 1st: Cusack
 - 2nd: Welbourn

IX. Old Business / Good of the Order

- None

X. Adjournment

- Meeting adjourned at **2:12 PM**.
- **Motion to Adjourn:**
 - 1st: Thomas
 - 2nd: Christianson
 - **Approved**