



Wild, Natural & Sustainable

Salmon Committee Meeting

May 10, 2021

9am – 11am AKST

Zoom

Draft Minutes

I. Call to Order

Chair Thomas called the meeting to order at 9:01am.

a. Roll Call

Present:

Chair Thea Thomas
Vice Chair Sandy Souter
Julianne Curry
Nicolas Dowie
Michael Jackson
Melanie Brown
Ron Risher
Jessie Liu
Emily Matlock
Adam Drouhard

Also present: ASMI Executive Director Jeremy Woodrow, ASMI Program Directors, ASMI Staff, ASMI Committee Members, Members of Industry and Members of the Public

Absent:

John Daly
Ron Jolin
Ron Christianson

b. Approval of Agenda

Chair Thomas requested a motion to approve the agenda.

Vice Chair Souter moved to approve the agenda as presented. Dowie seconded

the motion. All were in favor. The motion passed unanimously.

c. Approval of Minutes from November 11, 2020

Chair Thomas requested a motion to approve the minutes from Nov 11, 2020

Souter moved to approve the minutes from Nov 11, 2020. Brown seconded the motion. All were in favor. The motion passed unanimously.

d. Chair Remarks

Chair Thomas reads the ASMI Antitrust statement. Chair Thomas provides chair remarks thanking ASMI For their hard work during a challenging year. Thanks committee for assembling to discuss business prior to the upcoming start of the salmon season.

e. Public Comment

No public comment.

Chair Thomas noted for the record that public comment will be allowed again during the Good of the Order.

II. Salmon Market Update – McKinley Research

Chair Thomas invited Dan Lesh, with McKinley Research to present.

Lesh with McKinley reviewed Salmon Market Update. Lesh reviewed the Statewide 2021 harvest forecast with 2021 projections by species and by region. Reviewed ex vessel price in 2020 and Q1 of 2021. Lesh closed presentation with review of trends related to declining fish size, increased regional variation, farmed salmon competition, product form shifts and COVID-19 impacts into 2021.

III. ASMI Salmon Promotions

a. Communications Program – Ashley Heimbigner

Chair Thomas invites Communications Director Ashley Heimbigner to present.

Heimbigner provided program updates of recent and ongoing projects related to Communications and Consumer PR efforts. Heimbigner reviewed pending ASMI website update launch and supplier's directory updates Program updates included review of recent trade advertising efforts, updates to ASMI's marketers tool kit, photo/video asset development, online and digital content creation and updates pertaining to social media, influencers, and virtual events and Today Show spotlight.

b. Domestic Marketing Program – Leah Krafft & Monica George

Chair Thomas invites Leah Krafft and Monica George with the Domestic Marketing Program, present.

Krafft reviewed foodservice promotions over 2020, highlighting partnerships with Rubios, Nordstrom, Rockfish Seafood Grill, and Sysco. Reviewed custom content salmon promotions created with Plate Magazine. Reviewed 2021 International Corporate Chef Association webinar presented by ASMI.

George reviewed retail promotions for 2020, highlighting partnerships with Rosarios, Albertsons, QFC and Chateau St. Michelle. Also reviewed online promotions and social media campaign promotions, promotions with Fulton Fish Market. Reviewed Chicory digital shopper promotions. George reviewed 2020 Data Essential statistical research summaries of seafood purchases. Reviewed canned salmon recipe promotions with Serious Eats. Reviewed ASMI sponsorship of the Retail Dieticians Business Alliance including a CookItFrozen promotion.

c. International Marketing Program – Hannah Lindoff
Chair Thomas invited Nicole Stangeland to present.

Stangeland provided review of salmon promotions by region. Highlighted recipe promotions in Germany focused on convenient seafood recipes, reviewed retail promotions throughout UK. Reviewed promotions focused on new product launch in Japan. Reviewed ecommerce platform promotions in China featuring coho and sockeye salmon. Reviewed Eastern Europe social media promotions and holiday promotions. Reviewed South America retail promotions and social media influencer promotions in the region.

Lindoff provides tariff update; a 25% tariff on pacific salmon filets going into Europe has been suspended until July 5, 2021. Lindoff also noted that further actions related to this tariff are unclear at present.

IV. Committee Member Industry Updates

Chair Thomas invites updates from industry members.

Committee members provided roundtable comments and feedback for ASMI Staff.

Among feedback for staff, Curry voiced interest in ongoing information-sharing related to COVID, and expressed interest in market updates throughout the year. Brown voiced interest in continuing to provide updates related to COVID impacts. Dowie expressed interest in regional focus. Risher noted additional marketing assistance with frozen coho would be helpful. Liu expressed interest in continuing digital marketing promotions, including focus on how to cook Alaska seafood.

V. Good of the Order

Chair Thomas invited further business for the good of the order.

Bruce Schactler expressed interest in increased availability of frozen pink salmon product forms. Reported large canned salmon purchase anticipated from Department of Agriculture in the coming weeks/months.

Chair Thomas provides opportunity for closing public comments.

Woodrow provided closing comments thanking committee for their work and their optimism going into 2021 salmon season despite a the difficulties presented from COVID during the 2020 season.

Eleilia Preston with Beechtree Diagnostics presentrf briefly on their COVID Lab testing services for processors and canneries. Noted written comment provided to the Committee.

VI. Adjourn

Chair Thomas requests motion to adjourn.

Curry moved to adjourn the meeting. Vice Chair Souter seconded the motion. All were in favor. Motion passed unanimously.

Meeting adjourned at 11:15am.

An addendum of remarks provided post meeting by Committee Members John Daly and Ron Christianson have been included here for the record. Provided in writing on May 24, 2021:

Committee member Daly noted anticipation of large production year for pink salmon. Noted Covid-19 assisted in moving 2019 and 2020 inventories. Demand for pink tall cans remains strong, as does the international demand for red halves. 2020 production conditions led to many processors over-producing red tall canned product. Daly acknowledged ASMI's Global Food Aid Program had worked with the USDA AMS procurement department on arranging a government purchase of tall red canned salmon that should relieve some lingering volumes from industry.

Daly also remarked on trend toward smaller average fish sizes on reds; the importance of a healthy market/end use for the #2 & #3 2/4 and cannery grade fish has grown. Noted conditions appears to be strengthening from where they were 6-9 months ago, leading to cautious optimism heading into the summer.

Committee member Christianson noted significant price lift has been noted over the previous several months in the farmed salmon market which may signal similar price lift anticipated for wild salmon markets.