



*Wild, Natural & Sustainable*

## **ASMI Domestic Marketing Committee Meeting**

Thursday, September 20, 2018

9:00 AM– 12:00 PM Alaska Time

Teleconference

### *Draft Minutes*

**Present Committee:** Thea Thomas, John Daly, Tom Sunderland, Mike Cusack, Kendall Whitney, Bob Barnett, Lilani Estacio, Branson Spiers, John Salle

**Absent Committee:** Ron Jolin, Fritz Johnson

**Present ASMI Staff:** Victoria Parr, Emily Gisler, Sarah Cannard, Leah Krafft, Megan Rider, Alexa Tonkovich, Jeremy Woodrow, Arianna Elnes

**Others Present:** Katie Goldberg, Garret Evridge, Christine Fanning, Mark Jones, Jim Crystal, Matt Heres, Beth Munnely, Susan Marks, Phenice Jones, Kate Consenstein

#### **I. Call to Order**

Chair Thea Thomas called the meeting to order at 9:02 am.

#### **II. Roll Call**

Thomas requested a roll call. It was determined a quorum was present.

#### **III. Approval of Agenda**

Cusack moved to approve the agenda. Kendall seconded; motion was approved.

#### **IV. Approval of Minutes from the 4/18/18 Committee Meeting**

Sunderland moved to approve the minutes from 4/18/18 and Barnett seconded.

Thomas wanted to follow up on previous discussion regarding the Monterey Bay Aquarium. She noted that the RFM Committee had sent a response to the Domestic Committee regarding the request to work on relations with the Aquarium. In the response, the RFM Committee discussed forming a working group to strategize efforts here.

The minutes were approved.

**V. Public Comment**

There was no public comment.

**VI. Executive Director Update – Alexa Tonkovich**

**a. China Tariffs, General**

Tonkovich spoke about the recent Board Meeting that took place the previous week. In the meeting, the board approved final versions of revised Bylaws, Strategic Plan, and Policies and Procedures for Operational and Species Committees. Tonkovich said these documents would be made available early next week at the latest and 2013 was last time any of the documents were reviewed or updated.

Tonkovich touched on the China tariffs, letting the group know that talking points were available on the website and being updated as information becomes available. She also reminded everyone present to book travel for All Hands as soon as possible.

Tonkovich also noted that the Board and RFM Committee has formed working group to put together new strategy to move working forward with the Monterey Bay Aquarium.

**VII. Communications/Consumer PR Update – Jeremy Woodrow**

Woodrow spoke about FY19 for the Communications & Consumer PR program, whose strategy remains the same as over last few years. His team continues to work with Domestic team where it makes sense, particularly when opportunities arise to work with brands and various partnerships; i.e. Food Nutrition Conference and Expo (FNCE) and National Seafood Month. Edelman will continue to help amplify these efforts as well.

Woodrow talked about Wild Alaska Salmon Day this past August as a great opportunity to pitch news and updates.

The Communications staff is very busy entering new content to the ASMI database to support all programs, which includes photo and video digital assets. The current photo contest is bringing in new, fresh content that ASMI and partners can utilize. From administrative side, Woodrow said staff are updating the Digital Asset Management Library to make the “black hole” of assets more searchable and accessible for other staff and users. He is hoping for the library to be up and running end of calendar year.

Woodrow said the Communications team is also revamping the alaskaseafood.org website in tandem with MSI to make it easier for staff to maintain in-house and add more dynamic content. Updating also includes access and user interface for industry and partners.

**VIII. McDowell Group Harvest Update – Garrett Evridge (21:00)**

Evridge reviewed the highlights of the latest Harvest Updated from McDowell Group.

Cusack said the industry finds these reports to be an excellent, clean reference.

Evridge said he will add more information on groundfish and crab to provide similar update at All Hands.

## **IX. Domestic Marketing Program Update – Victoria Parr**

Parr thanked the Technical and Communications teams, as well as Edelman PR for their assistance in the Domestic Program. She introduced Leah Krafft, the new Domestic Marketing Assistant, and thanked current domestic staff and contractors for their efforts in FY18. Parr also introduced Stephen Gerike, the new National Accounts Representative. Parr then reviewed the latest domestic program update with highlights from both foodservice and retail.

Cusack said that the committee continues to struggle with getting in front of upcoming program ideas, promotions, strategies. He noted that it would be great if the committee could have a working document with updates on where program is going. He was interested to know the “How” of getting to seafood superconsumers identified by the research so that industry can help and take advantage of the insights. Parr noted the disruptive environment of changing food landscape, taking guidance or marching orders and running with them. As new opportunities come up, she can jump on them and go towards the goals set by the committee. For industry and committee help, she reaches out; i.e. crab from Christine Garvey at Trident for IFEC.

Cusack clarified that he was thinking more broadly of the promotions instead of specific species. Parr called out National Seafood Month as an example of big pushes happening all at once. There are smaller pushes throughout and in-between NSM, Lent and fresh season. Rider suggested an online calendar to call out upcoming events that industry can peruse at their leisure and follow up with questions. Daly said this would be helpful, pointing out that the usual cycles throughout the year are known in the industry. For smaller, targeted promotions, two to three months’ notice would be helpful. Parr said that that lead of promotions would be rare for her to have access to. Salle noted that a marketing calendar would be helpful to outline dates and events. Not even 50% of activities would be expected, but some reference would be good. Thomas agreed, with the addition of emails from staff looking forward.

Thomas called out White Castle as an example of foodservice operations and asked where the results come from. Parr said the foodservice operators provide the results as part of their partnership agreement.

Thomas asked about the format of the report and posed questions about the budget numbers referenced. Discussion ensued and it was discovered that the wrong report was posted to the website meeting page. Thomas noted that the budget numbers were a helpful reference and would like to see those for FY19 at All Hands.

Cusack noted that Aramark released a statement that they were going to convert to wild salmon and Pollock. He asked if Parr had been able to get more information about this statement and their intentions. Parr replied that Stephen Gerike has reached out to Aramark, however there is nothing definitive yet to report.

Thomas asked about the generation of video assets and how foodservice operators access Foodable episodes. Parr noted a fractured audience in the foodservice space and how professionals are accessing the latest trends. The upcoming Foodable.io event will feature a discussion on mental health in the kitchen and how seafood can support this issue. Parr noted that the viewers most likely to access Foodable episodes are ambitious and looking for an edge in their career – mostly

independents or people coming up in their careers. Parr noted that Paul Barron will be able to provide further details at All Hands.

**X. Old Business and Good of the Order**

Thomas asked if anything came from discussing talking to the Chilean Farmed Salmon Council during the April meeting. Tonkovich said that she met with them at Brussels, along with Rider and Sunderland. It was an initial meeting to discover what their current efforts are and the sense she received was they were early on in their marketing in the US, hence needing ASMI more than the other way around. Contact information was exchanged to keep touch, in case their efforts grow and information for be shared.

**XI. Next Meeting: All Hands, October 29 – 31, 2018, Captain Cook Hotel, Anchorage, AK**

Cusack asked what the staff would like to see from the committee going forward. Parr noted that when ASMI is working with UPC codes, they are very helpful to have at retail. She said it would be great to know when industry makes announcements for their brand, in the chance that ASMI could help amplify. Because ASMI is a state agency with certain regulations to adhere to, Parr called on the industry as private entities to talk about the value of wild-caught fisheries compared to monoculture and the plant forward movement. She also noted that more information on product forms coming out and supplements.

Salle said he appreciated tariff issue information on the website. He said the industry should see it as a marketing opportunity and the U.S. relying on imported seafood. In relation to tilapia, he said pollock is poised to fulfill a need, overlaying that with work being done in recipe area. Most recipe sites are under-penetrated in pollock recipes, and there is an opportunity for pollock with current salmon and cod prices.

Thomas said she would like to see more information from staff looking forward, especially details on programs upcoming in FY19. She asked industry to come ready with needs for ASMI to focus on.

Parr noted that she would like to hear where help is needed, because of the time it takes to set up partnership details. Tradeshow dates can easily be provided, as well as a budget. Cusack noted however staff can provide partnership details coming up would be helpful. He said ROI should be considered and how many resources can be put toward a size of species. Parr noted none of the “Ugly Crab” promotion is comparable to paid promotions with larger budget. Even if it is a “boutique” promotion, it is done as a “grassroots” PR effort.

Thomas noted Salle’s point about pollock and that this opportunity could be a good discussion point at All Hands. Parr noted the news focus on farmers, less so about fishermen, and Thomas agreed that she hopes to hear about this topic at All Hands. Tonkovich noted that from a USDA perspective, seafood is lumped in with agriculture, so Alaska Seafood will receive some federal support funds as well. The ASMI International program will apply for these funds on Nov. 1<sup>st</sup> for a one-time source of funding.

**XII. Adjourn**

Meeting adjourned at 11am without a motion.