



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing Committee and
Communications Committee Joint Meeting
Thursday, November 12, 2020
8:00 AM – 1:00 PM Alaska Time

Draft Minutes

I. Call to Order | 8:03 AM

Curry calls the meeting to order and shares the antitrust statement and ASMI mission.

II. Roll Call

Present: Julianne Curry, Nicole Kimball, Jessica Hathaway, Cassandra Squibb, Peggy Parker, Pat Shanahan, Tomi Marsh, Hannah Heimbuch, Matt Carle, John Salle, Lilani Dunn, Larry Christensen, John Daly, Ron Christianson, Mike Cusack, Thea Thomas, Kendall Whitney, Nelly Hand, Mark Palmer, Branson Spiers

Also Present: ASMI Contractors and Staff

III. Approval of Agenda

Christensen moves to approve the agenda. Seconded by Parker. Kimball suggests moving public comment before the good of the order. Agenda is passed.

IV. Welcome and Introductions

Both committees, ASMI staff and contractors introduce themselves and their positions.

V. Joint Presentation provided by Ashley Heimbigner and Megan Rider

Heimbigner and Rider share information and strategy for the both the Communications program and the Domestic program. Cooking from home will be a topic that is here to stay. Strategies like chef partnerships and virtual cooking classes will help to amplify the Alaska seafood message to consumers at home. Tools like QR codes will help drive traffic to the ASMI recipe database. Quick, convenient and easy cooking videos that feature skills and tips are the focus.

Heimbigner reports that the “Swimming with Possibilities” campaign has been successful. It shares content across Pinterest, Instagram, native advertising, media partnership and earned media.

The Domestic team is focused on health and nutrition messaging, especially immunity in light of Covid. E-commerce opportunities are also discussed.

Heimbigner reports that the Netx digital asset library has helped to tell the story of Alaska seafood. There has been a 50% increase in the use of Netx since the pandemic started. The communications team is working to create more videos with Channel films.

VI. Retail Update provided by Mark Jones

Jones shares a presentation updating the committee on Retail Trade promotions from the Domestic program. Costco has been using ASMI country of origin stickers on the sockeye salmon skin packs. Pre-Lent promotions from retailers from across the country such as Schnucks, Rouses, Lunds & Byerlys, and H.E.B. are featured.

Jones also talks about the Lenten season and how the retail market fared during the start of the pandemic. PCC Markets in the Seattle area have been great partners and have virtual cooking classes scheduled over the holidays. Fred Meyer promoted H&G sockeye this past summer. Social media content from SpartanNash are featured.

Summer promotions of salmon and cod from retailers such as Lunds & Byerlys are shared by Jones. Whole Foods featured wild Alaska sockeye salmon from Bristol Bay on their website. Target revamped the packaging for their Good and Gathered line and now features the Alaska seafood logo on all of their Alaska seafood products. Hy Vee’s Alaska Codfest took place in October. Several retailers promoted Alaska seafood during Alaska Seafood Month.

VII. Foodservice Update provided by Jann Dickerson

Dickerson shares a presentation describing the current national accounts program. Insights on how foodservice has fared during the pandemic are shared.

Dickerson reports that operators are reducing the number of menu items but seafood is the number two most craved item that consumers miss from dining out. Research from Datasential also shows that Alaska seafood is the number one protein that consumers believe helps boost immunity. Dickerson shows content created by different operator partners. Printed material, social media posts and video from Jack in the Box, Freddie’s, Sonic and Pacific Catch are featured.

The distributor promotions program is presented. New partnerships including US Foods are shared. Krafft shares details about the new Seafood U platform as well as social media updates from different distributor partners.

Curry requests to skip the Edelman PR update until later to move the meeting along.

VIII. RFM Update provided by Susan Marks

Marks shares new sustainability materials, including a new sustainability brochure, that have recently been developed. The new brochure features updated messaging and new images. The goal of the new brochure was to streamline the existing information into a document that is easier to digest.

Marks also updates the committees on MSC and eco certification.

Curry asks the committee for feedback on how to proceed with the final minutes of the meeting and what topic would be the priority. The committee agrees to move to joint discussion.

IX. Joint Committee Discussion on strategy and/or review of species committee comments

Kimball brings up the topic of quick and easy recipes, noting his appreciation for the convenience of these resources. Mentions a family focus and how that would appeal to families.

Salle suggests a focus on direct to consumer content. Hathaway asks to confirm what Salle means by "content." Salle asks if ASMI has worked with direct to consumer companies and how ASMI has been supporting them.

Dunn asks that Edelman present at the DMC portion of the agenda to expand on topics like QR codes and nutrition. Heimbigner notes that Edelman will be able to provide a presentation to each group separately.

Shanahan mentions the topic of USDA dietary guidelines that will be released soon and how Alaska seafood will be a part of those. Suggests that more content on cooking techniques would be helpful, such as using leftovers.

Cusack suggests another meeting to discuss the topics that came in via the Zoom chat.

Christensen notes the prevalence of ghost kitchens and suggests exploring those opportunities.

Thomas brings up the salmon committee comments. Content and recipes containing fewer ingredients would be worth exploring. Datassential data is discussed.

Christianson asks how ASMI can focus on smaller fish sizes, making sure that our resources and assets match those changes.

X. Public Comment

Curry notes the chat feature on Zoom will be used as public comment.

XI. Old Business and Good of the Order

Curry mentions that we will do another joint session soon and directors will work on scheduling.

XII. Joint Meeting Concludes Adjourn | 10:33 AM

Christensen moves to adjourn. Kimball seconds. No objections.

BREAK

XIII. Domestic Marketing Committee Reconvenes - Non-joint program issues and Board of Directors questions | 11:14 AM

Salle reconvenes the Domestic Marketing Committee.

Salle requests that Edelman present. Ward shares an overview of the ASMI PR/Communications strategy. Insights include information about consumers cooking more at home and more time being spent on food recipe websites.

Ward shares details about the “Seafood Sunday” and future “Wild Wellness” campaigns. Content is being shared across all ASMI social channels. Partnerships with registered dietitians are also detailed.

Consumer and Domestic media relations are shared, particularly work with publications such as Nation’s Restaurant News, Food Business News and QSR magazine.

Cusack asks how the messaging between trade media and social media intersect. Ward responds that the editorial calendar is updated every two weeks to be nimble and address current events. Recipe content gets more attention on Facebook and sustainability messaging work better on Instagram.

Salle thanks Spiers, Daly, Whitney and Cusack for reapplying to be on the Domestic Committee.

Salle asks for committee input and feedback. Thomas says that she appreciated the joint format of the Communications and Domestic committees. Salle concurs that more dialog between the committees is better. Salle notes that ASMI should keep utilizing existing resources and updating those rather than starting new projects.

Salle asks Dickerson and Jones for their outlook on Lent 2020 and partners. Jones replies that retail is currently preparing for Lent. E-commerce companies will be important for Lent this year. Dickerson shares that an email newsletter has been sent out and promotions are starting to come together for both operators and distributors including Dairy Queen, Jack in the Box and Long John Silvers.

The committee discusses the questions from ASMI’s Executive Director.

XIV. Approval of minutes from July 22, 2020 DMC Meeting

Thomas makes a motion to approve the minutes. Dunn seconds. No objection. Minutes are approved.

XV. Discuss Next Meeting Dates

Staff will poll the committee about setting up the next meeting in February.

XVI. Elections

Cusack moves to elect Dunn to Chair and Salle to Vice Chair. Christensen seconds. Christensen moves to close nominations. The committee elects Dunn as Chair and Salle as Vice Chair.

XVII. Old Business and Good of the Order

Salle thanks the committee and staff.

XVIII. Adjourn | 1:01 PM

Christensen moves to adjourn. Dunn seconds. No objections. Salle adjourns the meeting.