



Wild, Natural & Sustainable

Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing Committee Meeting
Tuesday, April 9th, 2019
10:00 AM – 4:00 PM Pacific Time
American Seafoods

Draft Minutes

I. Call to Order

Chairman Salle calls the meeting to order at 9:01am

II. Roll Call

Committee members present: John Salle, Lilani Estacio Dunn, Thea Thomas, Branson Spiers, Ron Christanson, Mike Cusack, Kendall Whitney, Larry Christensen, John Daly

Committee Members Absent: Nelly Hand, Tom Sunderland, Mark Palmer

ASMI Staff Present: Megan Rider, Leah Krafft, Emily Gisler, Jeremy Woodrow, Arianna Elnes, Michael Kohan

Others present: Rasmus Soerensen, Tricia Sanguinetti, Kate Consenstein, Christine Fanning, Susan Marks, Pheniece Jones, Mark Jones, Craig Morris, Arianna Elnes, Tomi Marsh, Stephen Gerike, Mark Jones, David Woolley, Pat Shanahan, Margery Schelling, Frank O'Hara III

III. Approval of Agenda

A motion to approve the agenda was made by L. Christensen and was seconded by Vice Chair Estacio Dunn. Motion was approved.

IV. Approval of Minutes from Meeting held Tuesday, January 29th, 2019

Motion to approve the minutes was made by Thomas and seconded by L. Christensen. Salle asked for public comment to which there was none. Minutes approved.

V. Public Comment

Chairman John Salle asked for public comment to which there was none.

VI. Budget Presentation for FY20 Proposed Budget

Megan Rider, Interim Director of Domestic Marketing, presented the FY20 budget. With Edelman taking over the Trade PR account from Revelry in FY20, the Trade Relations budget will decrease due to funds being moved to the Administration and Communications budget. The Distributor Promotions budget will be increasing due to new partnerships in FY20 with Inland Seafood and US

Foods. Discussion happened around the RFP process and how that is a State of Alaska requirement for ASMI contractors.

Cusack, asked what the net savings are with the change from Revelry to Edelman PR. Interim Executive Director Woodrow responded that \$160,000 will be split between the Administrative budget (\$100,000) and the Communications (\$60,000) budget. The goal is more synergy between the Consumer and Trade PR. Discussion ensued about the details of how the Trade PR budget will be impacted by the switch to Edelman and the cost savings expected.

Estacio Dunn asked how this switch applies to the Domestic and the Communications committees as two separate committees. Woodrow responded that dividing the committees has been really helpful for Communications and they can dive deeper but also support the Domestic and International programs.

Chairman Salle asked if ASMI has plans for more consumer research. Rider responded that ASMI has sufficient funds to put towards research in FY20 if that is the will of the committee. Discussion happened on the current Technomic research and how a different research company, perhaps Datassential, could potentially provide more useful research for the industry to use. Cusack recommended that more consumer research be done to give industry easy-to-digest data to share with partners. Salle mentions the "Menu Alaska" research tool has been helpful in the past. Rider agreed and said that funds would be devoted to look into more research. Rider reported that she will be presenting the FY20 Domestic Marketing budget on April 23rd to the Board of Directors. Tricia Sanguinetti estimated the cost would be approximately \$50,000 to get new research and Rider suggested putting \$25,000 from both the Retail and Foodservice budgets towards that research.

VII. GAPP Update provided by Craig Morris

Genuine Alaska Pollock Producers (GAPP) director Morris gave an update on GAPP's current and upcoming initiatives. Morris talked about the history and organization of GAPP as well as how GAPP is investing in new research. Salle emphasized making sure that GAPP and ASMI are working together. ASMI Technical Director, Michael Kohan, asked about the North American Partnership and Morris explained that GAPP's board has set aside \$3 million over 2 years for a matching grant and discussed the details of that grant and upcoming marketing efforts with those funds.

Discussion ensued related to different organizations (like GAPP) presenting at future DMC meetings and how GAPP is considered a state organization rather than a regional organization. ASMI represents state seafood interests rather than regional.

VIII. Executive Director and Communications Update provided by Jeremy Woodrow

ASMI Interim Executive Director Woodrow presented updates from the Communications program. Woodrow mentioned that ASMI is the recipient of \$5.5 million in funding from Agricultural Trade Promotion (ATP) for international marketing over the next three years. Assets created with those funds will be used across all channels, including the domestic market. On top of the existing federal grants, another \$300,000 has been received in other grant funds.

Woodrow reported ASMI is setting up a new digital asset management system, Netx, that is about to be rolled out, which will make it easier to search for and use ASMI's digital assets. Woodrow mentioned that the website has been recently updated and a new Facebook page for industry has been created called "ASMI News and Updates" that shares marketing efforts, meetings, events and announcements. Woodrow provided an update on the Alaska state legislature and added that there is slight concern if the state budget isn't passed in the legislature by July 1 that state agencies won't be able to run beyond July 1. Estacio Dunn asks about the state decreasing ASMI's travel funds. Woodrow responded that the governor asked all state agencies to reduce the travel budget by 50% but a few agencies, like DCCED (and therefore ASMI), can receive a waiver once a travel plan for FY20 is submitted.

Thomas asked if the decrease in budget from FY19 to FY20 budget is due to a decrease in Alaska state general funds. Discussion was had about moving funds from the Domestic budget to the Communications budget to switch from Revelry PR to Edleman. Woodrow clarified that where the Domestic budget saw a decrease, the Communications budget saw an increase to account for that switch.

Woodrow mentioned that the RFM logo is being updated and should be released very soon. Cusack asked if this update to the logo is being driven by Japan. Woodrow stated that Japan is the first market where we want to release the new logo, partially due to the Tokyo Olympics, and also because that market is focused on sustainability. Cusack added that the logo might not work in all markets. Woodrow agrees that that is a challenge. R. Christianson asked if ASMI sees the RFM logo being used on package. Marks responded the program is evolving and that there will likely be more desire to use the logo on pack. Discussion around an alternative to MSC logo ensued.

L. Christensen asked about ASMI not being able to operate after July 1 if the state budget is not passed. Woodrow explained how the state budget works with state agencies not being able to spend funds that aren't allocated yet. ASMI is not an "essential" agency. Discussion happened around state funding and how it affects ASMI.

Salle asked about how robust the new digital asset system will work with permissions and reporting. Woodrow detailed the new system and permissions setup.

Salle recessed the committee for lunch at 11:37 and instructed the committee to reconvene 12:15. Salle reconvened the meeting at 12:15

IX. Edelman Update provided by Pheniece Jones

Jones presented slides on Edelman's PR strategy for FY20. Jones discussed the #AskforAlaska tag, nutrition partnerships, humanizing Alaska Seafood, seasonality and frozen seafood. Jones discussed the importance of Nutrition RD Partnerships and blogger program. A media event in LA was recently held for west coast media. BuzzFeed and Parade were among the media who attended. Details on the social media strategy were shared. Jones shared information on an upcoming media event in NYC. Details on the upcoming media familiarization trip to Naknek were shared.

Cusack asked how the media event in LA was measured and about the ROI for that event. Jones responded that the event had 15 attendees and cost approximately \$15k. Details about how the

events are measured are shared. Discussion followed around the term “whitefish” and using the specific species name instead. Details about the costs of the NYC media event were discussed.

Margery Schelling, Executive Vice President of Marketing, Strategy and Innovation at American Seafoods, asked about the strategy of frozen fresh fish and if that topic has received traction. Jones responded that recipes that use techniques like instant pot and sheet pan recipes have helped amplify frozen fresh seafood. Discussion ensued around frozen fresh seafood and consumer education. Program Coordinator Emily Gisler mentioned that the retail program is working on education materials around frozen fresh Alaska seafood with the ASMI technical team. Salle asked about LinkedIn and using that for trade PR. Jones responded that Edelman will work with ASMI to prioritize audiences, and LinkedIn will be discussed.

X. RFM/Sustainability Update provided by Susan Marks

Marks updated the committee on Responsible Fisheries Management and how the program will be eventually moving out of ASMI. Logo updates will be coming soon. Marks discussed Monterey Bay Aquarium Seafood Watch (MBA) and the subgroup that was formed to address the issues they have with Alaska seafood. Discussion followed on how Alaska seafood is presented and categorized to consumers on the MBA website.

A motion was made by Thomas to ask the ASMI Board of Directors (BOD) to direct the MBA subgroup to develop a form letter expressing concern and dissatisfaction in regards to how Alaska seafood is portrayed by the MBA Seafood Watch program for stakeholders (i.e. customers) to send to Monterey Bay Aquarium Seafood Watch signed by each respective company. The form letter would need a cover of explanation, as well as a thank you for support statement. The Interim Executive Director, Jeremy Woodrow, will bring in front of the BOD on 4/23 for discussion and approval. Christensen seconds. Motion adopted.

Marks said that her and Mark Jones represent ASMI on the Food Marketing Institute (FMI) Retail Association. The FMI Power of Seafood report was recently released and ASMI will purchase report and circulate.

XI. Program Highlights provided by Emily Gisler and Leah Krafft

Retail Program Coordinator Gisler presented highlights on the retail program that have happened since October.

Assistant Program Coordinator Krafft presented on Foodservice Distributor Promotions and Foodservice Promotions that have happened since October.

XII. ASMI Budget Prioritization Survey Results

Rider shared the results of a survey that was circulated to industry members to provide feedback about where ASMI funds should be allocated. Discussion happened around the results of the survey and how the domestic team can utilize those results.

Discussion of canned salmon and the challenges that product faces in the retail market followed.

The ASMI Go Wild reception in Boston during Seafood Expo North America was discussed.

Larry Christensen motioned to approve the proposed FY20 budget. Thomas seconded. The proposed budget was discussed further. Chairman Salle called a vote. The motion to pass the budget passed unanimously.

XIII. Dutch Harbor Trade Mission

Rider described the upcoming trade mission to Dutch Harbor and asked committee members that if they have attendees to recommend, please send to ASMI staff. Rider said she will reach out to committee members with potential dates and an agenda for the mission.

XIV. Outside Funding Sources

Rider brought up options for outside funding for ASMI. Discussion around outside funding sources ensued. Cusack mentioned that ASMI can request funding from GAPP that is specific to Alaska Pollock. Rider suggested that committee members keep an eye out for grants that ASMI could be qualified for and send them to ASMI staff but since the program is currently short staffed, there is a lack of bandwidth.

XV. Industry Update

Committee members updated the group on upcoming Alaska salmon, the outlook is optimistic. An update on whitefish season was provided by O'Hara III. Discussion on Alaska sablefish pricing followed. Details and updates were also shared on Walmart's promotion of flatfish. Salle suggested that ASMI contractors update the committee with Foodservice and Retail insight at the next committee meeting.

XVI. Old Business and Good of the Order

Salle recapped the SENA trade show in Boston. Salle also talked about Expo West and referred to a whitepaper he got about plant-based and cell-based seafood. Discussion followed.

a. Schedule Next Meeting

Rider suggested an online survey to garner availability for an early/late August or early September meeting, which ASMI staff will circulate.

XVII. Adjourn

L. Christensen moved to adjourn. Cusack seconded. Chairman Salle adjourns the meeting at 3:22pm