

DRAFT--- ASMI Shellfish Committee Meeting Minutes--- DRAFT
ASMI All Hands Meeting
November 27, 2012
Doubletree Southcenter, Seattle, Washington

PRESENT:

Rodger Painter, Chair, Tenass Pass Shellfish
Arni Thomson, Executive Director, Alaska Crab Coalition, Vice Chair
Tomi Marsh, FV Savage
Frank McFarland, Norton Sound Economic Development Corporation
Jerry Eagle, Peter Pan Seafoods Inc.
Jake Jacobsen, Manager, InterCooperative Exchange
Jim Stone, Alaska Scallop Association
Joe Thompson, Trident Seafoods

ALSO IN ATTENDANCE:

Leslie Smith, ASMI Administrative Support

ABSENT:

Art Lee, Wards Cove Packing Co.

Guests:

Lilani DeLateur
Dick Tremaine, SIU Alaska
Mark Gleason, Alaska and Bering Sea Crabbers
Vito Romito, Global Trust

Meeting was called to order by Painter 3:07 p.m. (Seattle standard time). Leslie Smith called roll; it was determined that the Committee had a quorum.

CHANGES TO DRAFT AGENDA

MOTION: Motion to amend meeting agenda by adding a short summary of shellfish fisheries as item 1.
Motion approved unanimously.

CHANGES TO 2011 DRAFT MINUTES

- Painter notes that Page 1 of 2011 minutes should state that Arni Thompson was elected **Vice-Chair**, rather than Co-Chair.
- Painter notes that the phrase “ocean cities” should be changed to “**ocean acidification.**”
- Painter notes that heading “**Oyster and Shellfish Mariculture**” on page 2 should be deleted.

Motion: Motion to amend and approve minutes with amendments as described above. Motion approved unanimously.

Summary of Shellfish Fisheries. Stone notes that scallop season was down 15% and notes that the Association continues to move scallops away from just commodity and toward a more high-end restaurant item and hopes that decline decreases.

Jacobsen notes a slight increase in TAC of golden king crab. Red king crab is readily available in Japan. Blue king crab TAC is down. Painter inquired about snow crab. Joe Thompson notes quota is down and some IUU snow crab is coming out of Russia at less than \$5.00 per pound. Alaska product is slightly more per pound.

Painter asked about geoducks. Marsh said quota is about the same and the price is down. There were a lot of problems with PSP. There is a decrease in PSP in geoducks. There have been some problems with imports into Hong Kong with the health certifications, as Hong Kong buyers thought PSP levels were higher than what had initially been measured. Joe Thompson asked where PSP levels are checked. Marsh said PSP is tested "here," but only a small percentage of what is caught is tested.

Painter notes problems with oysters throughout the west coast and has had profound effect on expansion plans.

Jacobsen addressed bairdi seasons in Bering Sea. Have not had a bairdi season for several years but hopeful there will be one next year. Jacobson asked Gleason about whether or not there would be an upcoming season; he could not predict. Bycatch as an inhibitor was discussed.

Tremaine notes that golden crab stocks are good; they have had two test/survey trips, noticing quite an abundance of female and juvenile stocks. Jacobsen said the golden king crab fishery is a very clean fishery with little bycatch. Trend should be up for quota, increasing 5% to 10% by 2014.

Arni Thomson asked about the nomenclature regarding brown and golden king crab – is ASMI doing anything? Painter said that ASMI has addressed the nomenclature issue at length and has not had much conclusive response. Tremaine said that unanimously, his organization wants it to be called **golden**. ASMI was driving force to use **brown**. FDA will require at least a letter from ASMI endorsing **golden**. Tremaine would be happy to discuss with staff.

Condensed Version of Scallop Brochure. Stone remarks that the scallop sustainability brochure has been helpful and well received. It would be helpful to have a smaller, condensed version to hand out at public events. Painter suggested that staff begin to create, and then go forward. Some information may need to be updated at the same time.

Illegal Fishing Impacts on Alaska Crab Industry. Jacobsen discussed January 2011 discussion on the crab industry, also American Culinary Federation and other Culinary Schools to help get more information out to the public. Also spoke about illegal crab fishing in Russia. John Sackton is on ASMI's side, even as recently as October and winter ASMI discussions. How do we make the illegal Russian crab issues accurately known to the public, i.e., Alaska crab is sustainable and Russian crab may be illegal. Jacobsen distributed a draft letter to potential buyers and grocery store chains. The letter addresses sustainable versus illegal crab issue in an effort to clarify for the public.

Stone discussed wild salmon versus farmed salmon. Atlantic salmon may be understood as uniformly farmed. There is need for a neutral way to clarify, as to not scare the purchasing of both salmon and crab. Joe Thompson points out that many simply rely on price point rather than looking at the source. Jacobsen

addressed the issue of uniformly labeling to clearly emphasize “Alaska” crab (or other fish). Also discussed was the fact that some of the Russian crab is legally caught, though it is a small percentage.

Vito Romito from Global Trust discussed their methods and timelines of certification.

Stone asked about effective marketing without mud-slinging. Rice answered that it is a tricky situation. Rice stated that certified criteria, et al., has not changed marketing. ASMI is doing outreach with NOAA and there has been a lot of negative press, but most buyers continue to buy. They keep trying to refine marketing messages to buyers and retailers. Government needs to manage fisheries not NGO communities, though NGO would like to manage.

Tomo (ASMI Japan Contractor) pointed out that the Japanese word for sustainability does not translate well in Japanese and is not resonating with consumers. Older generations were more focused on where and when fishing was best. Newer generations are more focused on price. There is low awareness about sustainability issues. Labeling is different in Japan and only says “sourced in America”; does not specify “Alaska.” Painter notes that the ASMI Technical Committee is aware of the impact of the translation and education regarding sustainability in Japan.

IUU

Jacobsen asked ASMI to promote Alaska crab as sustainably managed. Targeting buyers and marketing was further discussed. Eagle says that buyers are becoming more aware. Joe Thompson brings up legal/regulatory issues being unclear. The committee suggested the ASMI Technical Committee help clarify regulatory issues for buyers who are not completely aware of what is legal and what is illegal. Rice said there are some things ASMI can do, but the industry can also do much to help in sales. IUU language should be clarified and give assurance regarding illegal product. Joe Thompson asked if NOAA could help clarify the IUU message. CSR reputation is at risk if a buyer buys illegal product. Regulations do not define penalties for buying illegal. Painter/Rice said IUU needs to be explained better to buyers. Joe Thompson pointed out Costco as an example of buyers not asking about legality of their products. Arni Thomson talked about regulation on the congressional level. Industry negotiates with agency to define regulations/standards. Rice says that EU requires documentation that product is not IUU. EU worked with NOAA to establish this.

Painter asked what NOAA can do as far as regulation goes. Arni Thomson said this should be discussed much further. Joe Thompson asked for ASMI to take a regulatory stance and said there needs to be a law that is simply broken or not broken. Eagle pointed out there has to be a reason not to buy and until there is a consequence not to buy, it will continue to happen. Painter said NOAA could help clarify difference between US buyers and EU buyers with regulation. Thomson said that ASMI could ask NOAA for advice on regulations.

Painter addressed the Board regarding questions he has outlined and distributed.

Joe Thompson said that listeria issue (#3) is important; any detection must be reported to the FDA and destroyed. ASMI Technical Committee should address this in order to establish manageable levels.

- Painter will rework questions and distribute this evening particularly #3 and #7.

Joe Thompson addressed St. Matthews blue king crab. There have been recent complaints. Encouraged ASMI to educate about St. Matthews crab and its appearance, as it looks different from modified appearance of illegal Russian crabs.

ADJOURNMENT

Motion. Motion to adjourn meeting, seconded and passed unanimously.

Meeting adjourned at 5:07 p.m.

Minutes by:

Leslie

Temporarily Yours