



ASMI Foodservice Committee Meeting
May 3, 2013
Trident Seafoods Corporation

Present:

Jennifer Castle, Chair, Fisherman
Jerry Eagle, Vice Chair, Peter Pan Seafoods
Mark Callahan, Icicle Seafoods
Julianne Curry, Fisherman, United Fishermen of Alaska
Mike Cusack, FW Bryce/Unisea
Randy Eronymous, Trident Seafoods
Peggy Parker, HANA

Absent:

Rasmus Soerensen, American Seafoods
Jim Kallander, Fisherman

ASMI Staff:

Claudia Hogue, Foodservice Director
Karl Johan Uri, Foodservice Marketing Specialist

1. Call to Order & Roll Call:

The Foodservice Committee meeting was called to order by Chair Jennifer Castle at 12:06PM and Karl Johan Uri called roll. It was determined that a quorum was present.

2. Public Comment: There was no public comment at this time.

3. Approval of the Minutes from the meeting on 11.29.12

Randy Eronymous made a change to the minutes, to clarify that it is NGO and not ENGO. Julianne Curry asked that her title be changed to Fisherman. With the two changes Eronymous moved to approve the minutes and was seconded by Cusack. The motion passed.

4. Foodservice Research Overview:

Due to the length of the joint committee meeting the research overview was cancelled and rescheduled at a later date.

5. FY14 Budget Update:

Hogue reviewed the FY14 budget proposal. The FY14 budget will be \$2.2 million dollars. Hogue walked the committee through the budget categories. Due to some changes at Scheidermayer & Associates the retainer for FY14 has been reduced.

A discussion followed about a shift in focus to fast casual/casual and upscale chains with less focus on quick service. Eagle agreed with the shift.

Hogue walked the committee through the trade shows and conferences the foodservice program will attend in FY14. A discussion followed on the increased cost for the Boston Seafood Show. The new budget number more accurately reflects the cost to the Foodservice budget.

Hogue reviewed the Trade Education category and explained the need to increase the reprint budget in FY14. The new Alaska Cod POS was shared with committee members.

A discussion followed about industry outreach. Hogue explained that the Juneau office now handles the industry outreach in their weekly report, sent to state officials and processors. Cusack asked that there be better distribution of ASMI materials throughout the state and processing industry.

Hogue reviewed the Trade Advertising and Trade Relations line items and explained Tricia Sanguinetti's new role as a marketing representative focussed on the RFM program.

Curry updated the committee on the state budget. A discussion followed and Curry asked for help when the budget negotiations are occurring. Cusack asked for more information especially regarding timing.

Hogue reviewed the Dutch Harbor media tour. It was a great success and four of the five editors have already written pieces about the trip.

Cusack moved to approve the budget as presented and was seconded by Parker. The motion passed.

6. New Business: There was no new business at this time.

7. Old Business:

Curry thanked us for promoting additional underutilized species. A discussion followed on species, and how to incorporate more affordable species.

Castle brought forward the request from the salmon committee to focus more on Keta. A discussion followed to make sure that we always refer to chum salmon as Keta.

Eronymous gave an update on Sysco category management system. In some cases the SKUs went from over 1000 to just over 100. Cusack updated that US Foods is working on category management as well. Eronymous asked Castle to bring the Category Management issue to the attention of the ASMI Board and that this could be an issue for the Governor to look at.

The research review was scheduled for May 14th at 9:00AM.

Eronymous moved to adjourn the meeting and was seconded by Eagle. The meeting was adjourned at 1:15pm.

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