

Halibut-Sablefish Committee Meeting
November 28th, 2012 3:00PM
Doubletree Hotel at Southcenter
Seattle, WA
- DRAFT -

Voice Recorder Juneau #2 Folder A

Attendance: Bob Barnett, Mark Callahan, Sara Chapman, Jim Kallander, Joe Childers

Also Present: Amy Guse, Mark Jones, Randy Rice, Larry Andrews

Introduction:

- A. Call to Order
- B. Roll Call
- C. Approval of Previous Minutes
 - a. Correction – not noted last year that ASMI was asked to promote marketing of black cod in domestic markets rather than just Japan (Sara Chapman)
 - b. Correction - Under 'New Business' section Bob Callahan should be changed to Mark (Sara Chapman)

*Motion made by Sara Chapman to approve the minutes. Jim Kallander seconded the motion.
Motion was adopted by unanimous consent.*

- D. Announcements
- E. Introduction of Guests/Visitors
- F. Public Comment

New Business:

Questions for Specie Committees to Consider:

1. **Have ASMI programs been beneficial to the specie you represent? If so, how? If not, why, and what would you suggest be done to improve them?**
 - a) Larry Andrews is doing a lot of work promoting both halibut and black cod. Really stepping it up with trade shows, etc. (Bob Barnett)
 - b) Retailers and consumers either love black cod or do not know what it is. Nutritional value is high with as much omega 3's as salmon. How do we get our media to focus more on black cod? (Sara Chapman)
 - c) Cost of black cod is possibly prohibitive in the retail market (Jim Kallander)

Action Items

- **Continued progressive promotion of healthy aspects of black cod (equal to salmon)**

(i.e. recipes in cookbook such as Alaska Seafood It's All Good)

- Would like markets in countries other than Japan to continue to be explored

2. **What specific concerns, trends or marketing needs do you feel should be brought to the ASMI operational committee's for them to consider?**

Action Items

- Same as Question #1

3. **Are there any technical issues that need to be addressed by the Technical Committee?**

- a) Discussion of halibut flesh defect and abnormality issue
- b) Spotty issue confined to sports rather than commercial. Less incidents in commercial. (Randy Rice)

Action Items

- ASMI should follow current and new developments with issue.

4. **Have you received ASMI eblasts about our independent FAO-Based Responsible Fisheries Management Certification for Alaska Fisheries? Do you understand how this program works? What is the best way to keep you updated on our progress?**

- a) Everyone is getting eblasts and find them useful.
- b) Discussion of decreasing TAC of halibut. Is this responsible management?
- c) Reduced quotas reflect biological and scientific reasons so this is responsible management. (Randy Rice)

Action Items

- None.

5. **Are you familiar with ASMI's website and our Facebook page? How often do you visit either of these sites? Are they useful tools for you? How can we improve them?**

- a. Website page is used more than Facebook by meeting members.
- b. Awareness made of downloadable app SeafoodU.
- c. No improvements needed. Both avenues are extremely useful.

Action Items

- Meeting members plan to follow and utilize ASMI's website and FB page more.

6. Do you believe ASMI's efforts to communicate with the industry are effective? If not, how can we improve them?

- a) Already touched on in Question #1. Expanding black cod and halibut markets overseas.
- b) Great job done on social networking. (Mark Callahan)
- c) ASMI marketing is very visible in town. (Jim Kallander)

Action Items

- **Continue with overall marketing overall of black cod and halibut to retailers and food service.**

7. Do you have any overall industry concerns that should be brought to the Committee Chairs meeting for them to discuss and carry forward to the ASMI Board of Directors?

- a) Education of consumers on healthy aspects of black cod (retail and food service) (Bob Barnett)
- b) Discussion of how much promotion is being done for black cod (Larry Andrews):
Building demand for black cod will be slow. The challenge is how much effort and money should be put into black cod promotion when it is not visible in most retail markets. Food service markets will make more inroads than retail. Price also drives the consumer and both black cod and halibut are expensive. Trader Joe's having success carrying black cod in small portions.
- c) ASMI's message for black cod is out there currently via:
 - Downloadable free app, SeafoodU (facts, info and training)
 - Flipbook
 - Recipe book
 - Info on back of "in ice" cards at retail locations
 - Trade show presentations
 - Recipe Contest
 - Blogger Outreach (Lisa Guse)
- d. Brief discussion of inconsistent quality issue of black cod

Action Items

- **Continue with overall marketing overall of black cod and halibut to retailers and food service.**
- **Larry Andrew to look into truth of inconsistent quality issue.**

Global Trust Education:

Discussion of decreasing TAC for halibut. Veto reiterated certification process and explained that although the matter is not good on the marketing side, it makes sense from a scientific/biological standpoint. Talk of where the information comes from that is put into the assessment.

Vote for Chairman and Vice Chairman 2013, Closed Ballot:

4 Votes – Bob Barnett

1 Vote – Mark Callahan

Adjournment

Minutes, Sandra, Temporarily Yours