



Alaska Seafood Marketing Institute

Alaska Seafood Marketing Institute
International Marketing Committee Meeting
June 10, 2019
2025 First Ave
Seattle, WA

INTRODUCTION

A regular meeting of the Alaska Seafood Marketing Institute (ASMI) International Marketing Committee (IMC) was called to order at 9 am in Seattle, Washington.

Roll Call

Committee members present:

Lance Magnuson, Chairman

Julie Yeasting, Vice Chair

Michael McGinley

Bob Janzing

Norman Aoyagi

Shigeki Okano

Merle Knapp

Jeff Stephan

Dean Pugh

Phil Young

Rasmus Soerensen

Tomi Marsh - telephonic

Richard Riggs – telephonic

Committee members not present:

Duncan Fields

Kevin Adams

Bob Barnett

Staff present:

Jeremy Woodrow, Executive Director

Hannah Lindoff, International Marketing Director

Monica George, International Marketing Specialist

Ashley Heimbigner, International Marketing Specialist

Alice Ottoson-McKeen, International Program Coordinator

David McClellan, ASMI Southern Europe

Sarah Johnson, ASMI Northern Europe
Katie Petherbridge, ASMI Northern Europe
Jens Hombeck, ASMI Western and Central Europe
Roger Zhang, ASMI China
Terence Chang, ASMI China
Akiko Yakata, ASMI Japan
Aya Fukamachi, ASMI Japan
Tim Welsh, ASMI Southeast Asia
Jose Madeira, ASMI Brazil
Tatiana Novikova, ASMI Eastern Europe

Approval of Previous Meeting Minutes:

Pugh moved to approve the minutes from the International Marketing Committee meeting on March 5, 2019; Yeasting seconded. The motion passed unanimously.

Approval of the Agenda

Yeasting moved to approve the agenda; McGinley seconded. The motion passed unanimously.

Announcements:

Lindoff announced Jeremy Woodrow had been selected as ASMI's new Executive Director.

Introduction of Guests/Visitors

Ron Risher, Icicle
Mike Cusack, American Seafoods
Rich Read, *Los Angeles Times*
Karen Ducey, *Los Angeles Times*
Steven Nast, Ocean Beauty
Julia Ying, Polar Bay Seafoods

Public Comment:

No public Comment

Chairman Report:

Magnuson commended the industry and ASMI on working to change the tenor of the discussion surrounding the China tariffs by obtaining funds to mitigate the effects and working to find other ways to move fish internationally.

Vice Chair Report:

Yeasting welcomed the new marketing representatives for Japan and Southeast Asia. She thanked everyone for their engagement in the March RFM discussion and said the conversation had spurred progress on creating a new RFM logo in time for the Tokyo Olympics.

Program Directors Report:

Lindoff announced ASMI had received \$4.5 million in funding from the FAS Agricultural Trade Promotion (ATP) program, created to mitigate the effects of the China tariffs. She informed the committee that a second round of ATP funding had just opened up and ASMI was applying for additional funds. Lindoff added that ASMI would also be submitting their annual Unified Export Strategy application for MAP funding at the end of June. Lindoff thanked industry members who had completed a survey ASMI had sent out about the impacts of the China tariffs, which was used in the application for ATP funding.

Knapp asked what the surveys had indicated was the total impact of the China tariffs. Lindoff said \$77 million was reported in lost sales, but that the true impact was higher because not all the survey respondents could provide a number. Many said it was too soon to know the full impact.

Heimbigner presented new interactive map that is posted on the ASMI website showing ASMI activities around the world. The map can be found on the homepage or in the news section under “ASMI around the world.”

Lindoff announced that following the conversation at the last IMC meeting about the need for a new RFM logo, ASMI staff, IMC members and the Board had come up with a logo and were working on a trademark. She said the official launch of the new version was forthcoming.

Lindoff noted a draft press release in everyone’s packets about new RFM certifications. She explained that those species would have RFM certification in time for the Tokyo Olympics, whereas the MSC certification would not apply in time.

SEU Presentation

David McClellan provided a market update for Alaska Seafood in Southern Europe and discussed current and upcoming activities in the region.

During a slide on Southern Europe import data, Knapp asked about the source data for SEU’s import numbers. McClellan said it was from customs.

Soerensen commented that in the past sustainability was not a big topic in Southern Europe. He asked if that was changing. McClellan said yes. Soerensen asked if the change was driven by consumer preference or retailers. McClellan said younger consumers were very concerned about environmental issues, and retailers and restaurants were too. He said it was important for products to demonstrate their sustainability credentials.

Soerensen asked if SEU was promoting refreshed product. McClellan said refreshed was where a lot of Alaska seafood was sold in Southern Europe and that it was where ASMI conducted most promotions.

Janzing asked if there was a tolerance level for parasites, or if it was zero tolerance. McClellan said it was something that they had to deal with more and more, but that he did not know if it was because it was getting worse or people were becoming more concerned. Janzing noted it could be both.

McClellan said he spoke with chefs a lot about parasites to help them know how to inspect product and understand previously frozen.

In presenting the number of origin identified cod products in the Southern Europe market, McClellan noted a big drop from 11 to 3 due to the implosion of the cod company Sofresal. Knapp asked if McClellan thought Sofresal would resume production of Alaska cod. McClellan thought probably not, but said other companies had products in the works. He was optimistic the number would go back up.

Knapp commented that Conxemar was the most effective show of its size that Glacier Fish attended. Magnuson agreed, stating that for those in the ground fish or whitefish business he felt it was imperative to go to Conxemar.

Yeasting asked if there were any species that had the potential to grow in Southern Europe. McClellan said they were waiting to get a once frozen Alaska pollock fillet in the market. He felt if they could get a distributor it would be a perfect fit for hotels, restaurants, schools and hospitals. He acknowledged that often pollock suppliers wanted large buyers, not smaller distributors, but expressed that the most promising way to get pollock into Southern Europe was through a distributor.

Soerensen asked if product format was the issue and McClellan replied yes, that it was hard to work with a block. Janzing noted there was a duty on fillets.

Knapp noted that there was still production of IQF, but the average size of the fillets had gone down. McClellan said he did not feel the size was determinant. In addition, there would be a market for smaller fillets if the product were in the market.

Yeasting asked if there was a price point. McClellan acknowledged that once frozen would always be more expensive than twice frozen, but said it was just a matter of marketing it as something different. He said it was still cheap for the purest, best protein in the world.

Knapp asked what the tariff on fillets was. Soerensen said it was 0% for block and 13.7% for IQF.

McClellan did not think 13.7% was a major barrier. He said school caterers were starting to serve organic foods and parent teacher associations were demanding healthier and organic options.

Soerensen complimented the Southern Europe team on the Conxemar pavilion and layout.

McGinley asked what Japanese restaurants in Southern Europe were buying. McClellan said ikura, black cod, and snow crab when they could get it. He said some were buying sockeye fillets, but most still worked with farmed salmon. He said sockeye salmon was more common in Asian Fusion restaurants. Knapp asked if the growth in Japanese restaurants in Southern Europe was mostly sushi houses. McClellan said it was sushi, but also noodle houses.

Okano asked about the Southern Europe chum market. McClellan said it was way down in 2018, but in any given year Spain could buy a lot of Alaska chum salmon if the price was right compared to Chile and Norway. He said overall the demand for salmon continued to grow. He said there was a market for a once frozen higher quality keta salmon fillet, especially as people gained experience with the twice frozen product, they would begin to distinguish and pay a premium.

Okano asked if the fillet market was doing better than H&G. McClellan said there was still more H&G product, but that the fillet market was growing. McClellan said his goal was to get Alaska salmon to 10% of the market share in Southern Europe. Yeasting asked if this meant he thought there was opportunity for salmon fillets. McClellan said yes, but specifically for once frozen Alaska salmon fillets.

Eastern Europe

Tatiana Novikova provided a market update for Alaska Seafood in Eastern Europe and discussed current and upcoming activities in the region.

Magnuson asked if there was pollock and cod roe moving into the Eastern Europe market. Novikova said yes, that cod and pollock roe were traditionally consumed in Soviet times and that importers and processors continued the trend and were now offering cod and pollock roe from Alaska. She said it was a cheaper alternative to salmon roe.

Knapp asked if Novikova was familiar with any school nutrition programs to introduce younger eaters to Alaska seafood. Novikova replied that the issue with schools was that they were extremely price sensitive. Knapp asked how kids were fed in schools. Novikova said through a cafeteria program, that there was a kitchen in every school. Knapp said sometimes it was worth sacrificing price to get eaters at a younger age, noting that had been done in the US.

McClellan asked where the pollock blocks were exported. Knapp said they went to the Netherlands and then were turned into kibbling. McClellan asked if ships could do IQF on board, Knapp said it would require a major retrofit and then they would face the 13.7% duty.

Yeasting asked if the Alaska pollock in Ukraine was from Alaska or Russia. Novikova said they could be sure it was Alaska because Ukraine was closed for goods from Russia. She added it was mainly H&G and not fillets, so it was not Russian product processed in China. Novikova noted that some roe was smuggled in from Russia and that there was also artificial roe.

Knapp felt the biggest challenge the seafood industry was going to face was imitation products, but that they had the potential to push up the value of real, wild and natural products. He thought this might be the case with artificial roe. Novikova said the problem in Ukraine was that they were selling the artificial roe as real roe.

Okano asked how much roe was consumed in the Ukraine. Novikova said it was extremely popular.

Knapp thought there were potential benefits to artificial roe, that there were people who were not eating salmon roe, and they might if they first tried artificial roe. He re-expressed that it might push the market price up.

McLellan asked if the Lithuanian seafood company Vici called out Alaska origin on any products. Knapp said he did not think they hadn't been approached and that they liked to have the flexibility to substitute seafood from other sources.

ASMI China Presentation

Roger Zhang and Terence Chang provided a market update for Alaska Seafood in China and discussed current and upcoming activities in the region.

Young asked why the consumption per capita ranged from 15 to 30 kg in China, a fact that was mentioned during the presentation. Zhang said it was based on different areas. He said in Shanghai and coastal areas consumption was higher and in inland regions it was lower.

Zhang announced that ASMI would be attending the Hong Kong Seafood show in 2019 for the first time and invited industry members to join. He said if any industry member decided to attend and was able to come a few days early, ASMI staff could arrange meetings and retail tours and serve as translators.

Soerensen commented that African swine fever and its impacts on protein consumption in China had been in the news. He asked if this was an opportunity for Alaska seafood. Chang said yes, it created opportunity for Alaska seafood.

Yeasting asked why there was a focus on black cod in the marketing activities. Chang explained that retail stores think of black cod as representing Alaska seafood so it was often included in promotions, but that all the promotions included multiple species. Knapp approved of using black cod as a lead in to other products. Zhang commented that Alibaba had recently approached ASMI China to do a black cod only promotion, which ASMI declined.

Yeasting commented that in a restaurant in China she had seen black cod listed on the menu as Alaska Chilean seabass. Knapp asked if Chilean seabass was a challenge for Alaska black cod. Zhang said the challenge was that consumers did not know the difference between Chilean seabass and Alaska black cod.

Okano asked about the consumption of wild salmon in China. Zhang said the most popular species were sockeye and chum. He said it faced strong competition from farmed, especially with sashimi, but could be found on menus grilled.

Risher asked if there had been any feedback regarding parasites. Zhang said that the seafood association in China had added new standards for sashimi due to health issues.

Ying of Polar Bay Seafoods brought up the growing pet population in China and noted that Alaska seafood in pet food could come from the twice frozen "waste," which was just the collar skin or bones of

the fish and that these parts were not involved in the 25% tariff. She urged ASMI to look into marketing Alaska seafood pet food.

Lindoff explained that ASMI did not use marketing dollars for pet food, and to do so would be a board level decision. She noted that if the IMC wanted to make a recommendation to the board, they could do that.

Magnuson said he had sold salmon to the pet food market because customers wanted the MSC logo and Alaska origin on the packaging. He felt if there were products that were not going into distribution it would make sense to ask the board about promoting that raw material for pet food consumption.

Yeasting asked whether the OMRs thought there was interest in their region for Alaska brand pet food. McClellan wondered if it would undermine the Alaska seafood message to market pet food, but said he had noticed a humanization of pets in the past few years, and that he saw pet owners as a valid consumer. Johnson said she felt there was a market there. Hombeck agreed, adding that prices for pet food were increasing while prices for regular food remained stagnant. He did not feel it would undermine ASMI messaging, that it would just be another way to promote Alaska seafood.

Soerensen said in his experience it had been surprisingly easy to get pet food companies to run with messaging around quality, but said that he was not convinced it should be a focus area for ASMI due to limited budgets.

Okano agreed and said it would be hard to give up budget for pet food. He asked if the logo would be changed for pet food.

McGinley suggested the OMRS reach out to the pet food manufacturers in their markets. Magnuson agreed, and pointed out it would not majorly change budgets for the OMRs to address the people in their markets interested in receiving offers on Alaska seafood destined for the pet food market.

McClellan said the question was whether it would undermine the ASMI brand building effort to start collaborating with pet food manufacturers. If it would be better to use the money only on humans.

Lindoff said the policy was that the logo was only for products of human consumption. She said there was a difference between servicing the pet food sector versus spending marketing dollars at a store like Petco, putting pet food brands on promotion. She said the IMC could make a recommendation to the board that they discuss pet food.

In response to an earlier question about black cod imports from Yeasting, Heimbigner noted that black cod imports the China decreased 20% from 2017 to 2018.

Southeast Asia

Tim Welsh, ASMI's new Overseas Marketing Representative for Southeast Asia, introduced himself to the IMC and gave an overview of his marketing agency AgriSource. He gave examples of successful

promotions the agency had completed for other US commodity groups and outlined his plan for Alaska seafood marketing in Southeast Asia.

Soerensen noted that the marketing strategy in Southeast Asia focused on companies that processed and re-exported pollock products, but wondered about domestic consumption.

Welsh said he was learning that there was actually quite a good domestic market for Alaska seafood and lots of opportunity. He said that Burger King offered an Alaska pollock sandwich.

Knapp asked if Welsh was promoting alternate proteins in the Southeast Asia Market, because another of his clients was USA pulses (peas, beans, lentils and chickpeas). Tim said no, for that client they were promoting canned, pouches and other snack items. He said there was increasing interest in pea protein, but that no US supplier wanted to ship the product into Southeast Asia and so it was mostly coming from China.

Knapp noted there was a lot of analogy between pea protein and surimi and other fish proteins. Welsh assure that he wouldn't work on pea protein to replace Alaska seafood. He noted that there was a company in Thailand that created artificial Tuna, but that he did not know much about it.

Welsh said the biggest competition he saw for Alaska products was Norwegian farm raised salmon, which was dominant in the market. Nast asked if sustainability was a big concern in Southeast Asia. Welsh said it was mainly a concern in the shrimp market, but that had caused people to think about sustainability and understand why it was important.

Welsh said there was opportunity to market Alaska seafood to the upper strata of society where people were very much into their pets, kids and organic foods, similar to more developed markets.

McGinley felt most of the market was a place for volume promotions as opposed to high end. McGinley asked if there had been any discussion on canned salmon into the market.

Welsh said in general, across the board canned was not growing. He elaborated that the whole cold chain and retail sectors were modernizing and that people in Southeast Asia were not traditionally big canned food eaters. But he said it was something they could look into.

McGinley said he would love to find a market that embraced pink salmon as a whole fish. He said it would be hard to compete with farmed salmon in Southeast Asia because people loved the oil content.

Soerensen said the Southeast Asia markets were not growing fast in terms of volume, but that they were growing and there was opportunity for more growth. He urged the team in Southeast Asia not to lose sight of promoting those volume products.

Yeasting said she thought the foot in the door would be working with reprocessors. Yeasting asked if it was only underutilized Alaska species that could be used in the Emerging Markets Program. Welsh said there was no limitation in terms of EMP funding and species. He said they could focus on whatever the industry wanted and thought was most worthwhile.

McGinley said he did not think Alaska seafood would ever outpace farmed salmon in the Southeast Asia market because people were used to the oil content. McClellan agreed and said it was because they were always competing on price, and that it was ASMI's job to give people a reason to buy them.

Northern Europe

Sarah Johnson and Katie Petherbridge provided a market update for Alaska Seafood in Northern Europe and discussed current and upcoming activities in the region.

McClellan asked for more information about the NEU team's experience and strategy working with athletes to promote Alaska seafood. Johnson said they had chosen to work with rugby players because the teams were known but not professional, meaning the players had followers social media, but not so many to where working with them was expensive. She also said she found them interested in the product and open to education. Petherbridge added that the NEU team had a booth at the London Marathon expo in 2018, which generated a lot of interest. She said people were curious about wild and sustainable.

McClellan asked the NEU teams opinion on and experience with working with sports people for promotions.

Knapp asked for more information about a food court trend mentioned in the presentation. Johnson explained there was a growing trend in the UK to have food court or marketplace areas that had a bunch of different stands and the idea was people could walk around and snack. She said this was an opportunity for seafood because someone who might not order an entire seafood entrée could be more open to buying it as one of multiple food items.

Yeasting asked if the NEU team was working with the Japan office on the Rugby world cup that would be held in Japan. Johnson said not yet but they would.

Central Europe

Jens Hombeck provided a market update for Alaska Seafood in Central Europe and discussed current and upcoming activities in the region.

Magnuson said he had received positive feedback about the Poland trade mission the CEU team had planned, specifically that it was well organized and productive. Hombeck said the timing was good because the China tariffs meant companies were looking for other options.

Soerensen asked if vegan and flexitarian was on the rise in Germany. Hombeck said not as much as in the UK. He thought people might be reducing their meat consumption, but far from turning into vegans or vegetarians. He said it was a trend but not heavily influencing the market.

McClellan asked for a description of an HRI promotion Hombeck had mentioned with Nordsee, a restaurant chain in Germany with over 340 restaurants. Hombeck said it was a multi-channel promotion that included ASMI branded trade covers in each Nordsee restaurant, table signs talking about Alaska

seafood and table signs talking about certificates and what to look for when purchasing sustainable seafood.

Western Europe

Jens Hombeck provided a market update for Alaska Seafood in Western Europe and discussed current and upcoming activities in the region.

Soerensen asked if Brexit was a big issue. Hombeck said yes, but that it was mostly an annoyance. That people were fed up and wanted it to be over with. He said trade was a bit concerned, but since they did not know what was going to happen the worst part was uncertainty because it prevented planning.

Knapp asked what recipes were in the roe brochure, Hombeck said he would send it around as a pdf.

Japan presentation

Akiko Yakata introduced Aya Fukamachi and her agency TYO public relations to the IMC and explained that TYO would be handling the consumer program in Japan, and Aviareps would continue to cover trade and HRI promotions. Fukamachi gave an overview of TYO and their past successes with consumer promotions in Japan.

During the market update, Yakata mentioned Japan was experiencing a surplus of pollock roe, and Stephan asked what the cause was of the excess. Yakata said there was always carryover from year to year, but this year was more than before. She said supply was stable but consumption had gone down. She said it was slightly dependent on grade and that there was some growth for the lower grades.

Fukamachi mentioned during the presentation that young people in Japan use Instagram hashtags to search for things over google. Yeasting asked if the team had identified hashtags to utilize for Alaska seafood marketing. Fukamachi said athlete food and athlete mom were hot topics, as were healthy food and nutrition for children, and high protein low carb.

Woodrow asked what the age range was for a junior athlete. Fukamachi said 5-17. She said it was popular for Japanese children to do sports and that tennis, soccer, baseball, swimming and figure skating were the most popular.

Okano asked if seven & I holdings was showing interest in certification and RFM.

Yakata said yes, she believed so, but that because there were so many group companies in seven & I it was very difficult to settle on one decision. But she said they did not like that they had to pay for MSC and were interested in RFM.

Yeasting asked what the Japan program was doing to promote Pacific cod. Yakata said that the Alaska seafood fairs at retailers usually included Pacific cod among the assortment. Yakata added that there was a Japanese company that was interested in selling marinated Pacific cod. Magnuson asked if there was a history of marinating Pacific cod. Yakata said some companies did it, but it was not as common as

black cod. McClellan added that in Southern Europe he was seeing a demand for marinated black cod from restaurants. Soerensen said he liked the idea of marinating pollock.

Knapp asked if hot pot was still the most popular method of serving cod in Japan. Yakata said yes, it was still the most popular.

Soerensen brought up the RFM logo and said one of the suggestions raised by the American office in Tokyo was having a species description below the logo.

Lindoff pointed out that the purpose of the RFM logo was to showcase certification, not to be an origin logo, and that ASMI didn't want the RFM logo competing with the ASMI logo. She said there was some interest from overseas offices in a species tag line under the ASMI logo, or for ASMI to create species-specific logos. She said part of the idea with the RFM logo was that it might move away from ASMI and join with other groups. Because of this, Lindoff thought it might be a better idea to create individual species logos or a species tagline on the regular logo.

Yakata said she was happy to utilize the RFM system. She said with Atka mackerel and rockfish, RFM was an opportunity to call out Alaska and Alaska species.

Lindoff noted there were no companies with chain of custody in Japan yet to use the RFM logo, whereas tomorrow ASMI could give them an ASMI logo with the species tagline.

Yeasting said she appreciated the extra emphasis on social media from TYO. She encouraged the new members of the Japan team to seek out industry and ask questions.

South America Presentation

Soerensen said a lot of US processors were wary of Brazil because of all the red tape. He asked if it was as complicated in the rest of South America.

Madeira said no, that the other countries were basically open markets. He added that even in Brazil, the OMRs were so experienced with DIPOA that it had gotten much easier.

Madeira asked industry members present what they looked for in a location for reprocessing. Risher said ocean freight capabilities and the knowledge to handle product. McGinley said knowledge of Alaska species and a good cold chain within the country.

McGinley asked if there were free trade agreements between Brazil and other South American countries. Madeira said yes. Brazil, Argentina, Uruguay and Paraguay, have a free trade agreement called Mercosur. Peru Colombia, Venezuela and Chile were associate members of Mercosur meaning many products were duty free.

Knapp asked if Peru had a processors association. Madeira thought there was, but was not positive.

Risher asked about Ecuador. Madeira said Ecuador had reprocessing but there was a lot of red tape on importing products, even more so than Brazil, and that the duties were high.

Soerensen said one of the challenges with the block products being processed in Brazil was that there was not the right equipment to process block. He asked if processors had the right equipment in Peru. Madeira said he thought so.

Knapp noted that Madeira had said in his presentation there were 200 processors in Peru, he asked what kind of processors they were and how many were viable partners for Alaska. Madeira said the processors were all different sizes and some may not have all their certifications. He thought that of the 200 there were potentially 20-30 good ones.

Janzing asked how many were MSC certified. Madeira did not know if any were.

Madeira asked who from the industry would be interested in trade missions. Knapp said he would consider going to Peru on a trade mission, but wanted to be sure there was a good industry of what the Alaska seafood industry was looking for and match with good processors.

Stephan asked why Chile was not more of a priority, citing its stable democracy, diverse economy and high education levels. Madeira said there was a lot of competition with Chilean salmon, but that some consumers were starting to think about sustainability and be interested in wild seafood. He said there was some Alaska sockeye in Chile and there could be an opportunity for whitefish.

But he continued to say that the South America strategy was focused on where Alaska Seafood could be reprocessed and Chile was expensive compared to other countries in South America like Peru because of high labor costs.

Lindoff brought up the timing of the mission, saying there was a holiday February and Brussels was in April, so March might be the best time.

Yeasting circled back on the pet food discussion that came up during the China presentation. She proposed a draft motion to have OMRS present a one pager on the opportunity and changes in their regional pet food markets, and recommended that the board investigate the changing premium for the pet food market and how it related to Alaska Seafood.

Stephan voiced his support for the idea, but wondered whether to explore the opportunity for a different label for pet food.

Woodrow thought the discussion of different logos should come later. He felt the missed opportunity was that pet food brands were marketing Alaska on their own, without ASMI. He felt there might be cross messaging opportunities for people buying Alaska for pets and themselves.

Lindoff expressed support for Yeasting's motion and asked if the OMRS should present their findings to the IMC or present them to the board for their discussion.

Soerensen supported coming back to the IMC, and the IMC making a recommendation to the board.

Lindoff suggested having a preliminary discussion about pet food at All Hands and make a recommendation to the board then.

Okano said the goal should be to try and find the value of the pet food market.

Magnuson asked if the goal would be to target pets and raise the value through pet food, or to target the owner of the pet so then it increased the brand for consumers to buy for themselves.

Stephan said in the past Kodiak had seen large deliveries of small sized pollock that was turned into fishmeal and sold to pet food companies. He felt it would make sense to see how to benefit from that, and give fisherman a higher price.

Yeasting noted that fishmeal had been impacted by the China trade war significantly.

Magnuson suggested waiting on the original motion, and instead asking for OMRs to collect information to present at All Hands, and then the IMC would make a recommendation to the board.

Yeasting moved to direct OMRs to collect information on the opportunities and challenges, including pricing, in their regional pet foods markets for a presentation to the IMC at the All Hands meeting in October.

Sorensen seconded.

McGinley asked if OMRs could discuss price levels when their doing research.

Lindoff said yes they could because they would just be discussing general market values.

Knapp noted that pet food had an array of options with fish content and thought there was a lot of opportunity for Alaska products to receive a higher value with pet food than they were with fishmeal.

Magnuson called for a vote on the motion. The motion passed unanimously.

Soerensen requested an update on the ASMI digital library.

Lindoff said there was money from ATP allotted to buying new video and photography assets that would be available July 1. She added that ASMI had a new digital asset management system to better showcase the available assets and make it more clear what was needed.

Okano asked for a quick update on the tariffs.

Lindoff said Senator Sullivan wrote a letter to the USTR outlining the preference of the industry asking for an exemption for salmon, flatfish and cod and not Alaska pollock because of product from Russia that was also labeled Alaska pollock. She said the USTR would publish a final list probably sometime in the summer, but the exact date was unknown. She said there was not a certain time period for when the tariffs on inbound products would hit.

Okano asked how US retail had reacted to the tariff. Woodrow said ASMI had not heard from retail yet and noted that if the Alaska products were exempted, then prices would say the same. Lindoff brought up that flatfish was subject to the 25% tariff, and ASMI could ask retailers about flatfish products.

Stephan thanked Rasmus for the hospitality, the OMRs for their presentations and congratulated Woodrow on his new position as Executive Director.

Young motioned to adjourn. The motion passed unanimously. The meeting adjourned at 4:00pm.