



Alaska Seafood Marketing Institute

Alaska Seafood Marketing Institute (ASMI)
International Marketing Committee Meeting

EU Reconnect

October 26, 2021

9:15AM – 12:15PM PST

Zoom Meeting

Draft Minutes

Call to Order

A meeting of the Alaska Seafood Marketing Institute (ASMI) International Marketing Committee was called to order virtually (via Zoom) by Chair Julie Yeasting at 9:17am PST on October 26, 2021.

Roll Call

Committee Members Present

Julie Yeasting, Chairwoman

Frank O'Hara, Vice Chairman

Shigeki Okano

Bob Barnett

Joel Peterson

Jeffrey Stephan

Phil Young

Rasmus Soerensen

Bob Janzing

Tomi Marsh

Ron Risher- OBI Seafoods (Standing in for Michael McGinley)

Committee Members Not Present

Norman Aoyagi

Merle Knapp

ASMI Staff and Guests Present

Hannah Lindoff, Senior Director of Global Marketing & Strategy

Kara Hollatz, International Marketing Specialist
Abi Spofford, International Marketing Coordinator
Nicole Stangeland, International Marketing & Grants Coordinator
Susan Marks, Sustainability and Certification Advisor
Ken Tameishi, Trident Seafoods
Allan Rasmussen, American Seafoods
Trevor Murakami, Icicle Seafoods
Robert Csecsin, guest
Jens Hombeck, ASMI Central and Western Europe
Maria Kraus, ASMI Central and Western Europe
David McClellan, ASMI Southern Europe
Anastasia Talalay, ASMI Southern Europe
Rebecca Wilson, ASMI Northern Europe
Alicia Parker, ASMI Northern Europe
Sarah Johnson, ASMI Northern Europe

Approval of Previous Minutes

Stephan moved to approve the minutes of the previous meeting held on October 12th, 2021.
O'Hara seconded. None opposed, motion passed.

Chairwoman's Comments

Yeasting re-introduced the concept and intent of the deep dive meetings and thanked committee members and members of the ASMI marketing programs for their attendance. The anti-trust statement was added into the chat.

Director's Comments:

Lindoff provided an update on ASMI funding. She announced that proposals for the ASMI roll over and ARPA funds would be provided today to the IMC committee. She stated that \$900,000 is proposed to go into the EU Markets. These additional funds are made up of ARPA funding and MAP rollover funding from SEG being canceled.

Hollatz explained how the funding would be used. The European teams would launch Alaska Seafood Month in Europe in January. The plan is to include a lighthearted resolution that is attainable. The goal of cross marketing in all of Europe is to maximize the impact.

Northern Europe Market Presentation, Johnson, Parker & Wilson

Johnson gave a market overview and highlighted market trends in Northern Europe. Wilson touched on current trends and future promotions that are coming up. Parker spoke to sustainability as a core issue and how the region will be addressing it further.

Johnson further discussed Alaska Seafood Month and how it will spread awareness across multiple markets and the NEU region.

Parker talked about cross market engagement through social media campaigns, as well as, brand partnerships with a gym/health club and by connecting to a fitness and diet program.

Wilson spoke about the many activities that they will be moving to Alaska Seafood Month in order to maximize impact.

Questions and discussion:

Risher asked about inflation and higher pricing. He asked if they were seeing any push back in the market. Wilson responded not yet. She noted that some suppliers are discussing ways to differentiate farm vs wild going forward. However, they are expecting that over the next couple months' additional push back will be seen.

O'Hara mentioned a yellow fin sole H&G tracing issue where product could not be traced back to Alaska. Wilson stated she went to Costco to find their supplier then they had to go to their supplier. She mentioned it was a process to trace the product but eventually they were able to trace it back to Alaska. O'Hara asked if it was MSC certified, Wilson confirmed it was. Kraus confirmed that it is the same in their market, they must do some leg work to trace it before marketing.

Soerensen said that January is a great month for seafood month. He noted that the NEU team stated in their presentation 66% of the population in NEU is flexitarian and was surprised by the number. He also commented on Mob Kitchen and how fantastic of a partnership that will be. Soerensen asked for a page explaining more about Fish Tails. Johnson said it is in the works.

Yeasting spoke to how it is great to see the EU OMRs working together and this will add great value to this large promotion.

Western & Central Europe Market Presentation, Hombeck & Kraus

Kraus provided a market update including the current COVID-19 status. Hombeck presented on the Alaska Seafood Month. They hope to showcase Alaska messaging and all of the products available. With the additional funding Hombeck noted that they will be able to expand the reach and work together to push Alaska seafood in the markets.

Soerensen asked how they will make pollock blocks part of the campaign. Kraus, responded that they will be more heavily featured in other projects. Soerensen also mentioned that it is a great idea for the EU overseas marketing representatives to collaborate.

Okano praised the informative presentation. Because the sockeye price has increased he asked about how the retail markets are handling it. Hombeck replied that there are budget shoppers but there are also people who want quality products. They are seeing increases for other things like gas and dairy, so the increase in sockeye price is more or less expected. He has not seen retailers looking for alternatives, however this may change over time.

Wilson noted that if the sockeye price goes up it might be double the price of Scottish farmed product.

Yeasting read the first question provided by the OMRs. "What is the current availability for single frozen flatfish and rockfish in CEU and WEU markets?"

O'Hara responded that single frozen rockfish or flatfish fillets are all headed and gutted block frozen. He added you won't find the fillet. O'Hara said if they could be once frozen it would need to be thawed and filleted at the retail location and sold thawed. This is more challenging and will probably not be readily available. Yeasting mentioned when it comes to once frozen rockfish fillets it is very high cost.

Kraus mentioned if they could be kept in the loop on what is coming into the market they could be successful at promoting the product.

The following question was posed, "would it be possible to get small samples of pollock roe for testing?" Soerensen said yes and noted that he is seeing increased demand and he would be happy to follow up and provide samples.

Kraus requested an info sheet on all the 18 different qualities of pollock roe. Soerensen will follow-up with this information and provide it to all of the OMRs.

Okano said that the fish size is decreasing which will affect the cost.

Hombeck asked if there are any studies planned on carbon footprint for other species. Yeasting mentioned it was a very expensive study and that there are no additional ones that we know of.

It was recommended that UW and ADFG might have more information about changes in salmon because of climate change.

Southern Europe Market Update Presentation, David McClellan

McClellan provided a general market update. He also provided a review on the CONXEMAR show. He noted that buyers are having a hard time obtaining what they need and that everyone is looking for king crab. McClellan discussed the Gastronomic Forum Barcelona and said that chefs are familiar with Alaska seafood but some prices are putting them out of their market.

Soerensen praised David on CONXEMAR. He asked how we overcome the hesitation about purchasing pollock blocks. McClellan answered that it takes time and individual meetings.

Okano asked about how they can sell Alaska ikura with over 150% price increase. McClellan said some will stick with it but many are not with that price increase.

Yeasting asked a committee member to create a motion to approve the program funding.

Stephan moved to approve spending available ARPA and MAP rollover funds (approx. \$900,000) on a Pan European program for an Alaska Seafood month in January utilizing ASMI's OMR agencies targeting the NEU, WEU, CEU, SEU areas. This will involve a wide range of promotions with social and print media, online advertisements and content, retail POS materials, sampling and other opportunities as available to build awareness of wild Alaska seafood focused on health and wellness and sustainability. Barnett seconded.

Young mentioned he is in full support. Risher said it is a great idea and going with a regional marketing month will target a large audience.

None opposed. Motion passed.

Adjournment

Soerensen moved to adjourn. Risher seconded. None opposed. Meeting adjourned at 11:53 am PST.