



Joint Retail and Foodservice Marketing Committee Meeting May 3, 2013

A joint meeting of ASMI's Foodservice and Retail Marketing Committees was held on Friday, May 3rd at Trident Seafoods Headquarters in Seattle, Washington.

Present: Rick Speed (Icicle), Jennifer Castle (Fisherman), Bob Barnett (Fisherman), Scott Blake (Copper River Seafoods, Inc.), Mark Callahan (Icicle), Steve Chartier (Peter Pan), Matt Christenson (Trident), Julianne Curry (Fisherman), Mike Cusack (F.W. Bryce), Randy Eronymous (Trident), Mark Gleason (Alaska Bering Sea Crabbers), Ron Jolin (Fisherman), Peggy Parker (HANA), Thea Thomas (Fisherman), Arni Thomson (Alaska Crab Coalition), Tom Sunderland (Ocean Beauty), Larry Andrews (ASMI), Lilani DeLateur (ASMI), Linda Driscoll (ASMI), Mark Jones (ASMI Retail Field Representative), Claudia Hogue (ASMI), Randy Rice (ASMI), Karl Uri (ASMI), Amy Austin (Schiedermayer & Assoc.), Kate Consenstein (Schiedermayer & Assoc.), Brad Hackleman (Schiedermayer & Assoc.), Steve Schiedermayer (Schiedermayer & Assoc.)

I. CALL TO ORDER/ROLL CALL/MINUTES

Jennifer Castle, Chairman, called the meeting to order. Karl Uri and Lilani DeLateur called the roll; it was determined that the Committee had a quorum. There were no public comments. Castle gave a quick overview of the agenda: review of minutes, consolidate budget and recommendation to the Board.

Minutes from the previous meeting, held November 29, 2012, were reviewed. Randy Eronymous suggested adding the phrase "as wild caught" to the sentence at the bottom of page 1, so that the sentence would read: "Primary challenges: consumers lack of understanding of terminology & seafood issues; 22% of consumers polled identified Atlantic salmon as wild caught." Jerry Eagle moved that the minutes be approved as amended. The motion was seconded by Steve Chartier and passed.

II. ANTI TRUST REMINDER– Rick Speed

Speed reminded Committee members of Anti-Trust regulations:

- No discussions on pricing.
- No division of territories.
- No refusals to deal with customers.
- ASMI guidelines regarding Anti-Trust laws to be discussed with the board.

III. FAO-BASED RESPONSIBLE FISHERIES MANAGEMENT (RFM) GUIDELINES – Randy Rice

RFM certified fisheries include Alaska pollock, salmon, halibut, black cod, pacific cod, Bering Sea king and snow crab. There is growing interest in Chain of Custody and use of the certified logo.

- Mike Cusack asked that the Certification Seal be added to ASMI's marketing materials addressing certification.

Julianne Curry wondered about MSC certification being suspended from Prince William Sound. Rice confirmed that was correct; MSC certification for that region has been suspended until adequate information is received. Curry asked if information on the Russian hatchery program was available.

There was also a brief discussion about the Global Sustainable Seafood Initiative (GSSI) and about NOAA's possible involvement in a national certification program.

- Speed asked, "Who is the founding group of GSSI?" Rice answered, "A number of retailers, German governmental agency, wanted to mandate that Germans are MSC certified, WWF, some Alaska industry, NFI, Darden and US retailers."
- Arni Thompson asked, "Is ASMI involved in supporting NOAA?" Rice stated, "We (ASMI) are supportive of NOAA. Supportive of the idea of having legal documents."

Chartier asked about MSC certified Russian pollock. Rice responded, "The certification body has certified the fishery. APA and WWF have protested the certification process but only the APA's protest is moving forward."

IV. CONSUMER ADVERTISING & PR UPDATE/FY14 Budget – Schiedermayer & Associates

Steve Schiedermayer and his team recapped FY13 Consumer Advertising and PR activities and presented plans for FY14.

Steve Chartier moved that the FY14 Consumer Public Relations plan be approved as submitted. The motion was seconded by Julianne Curry and passed unanimously.

There were additional questions about the Consumer Advertising program.

- The Committee DID NOT vote on the \$1.8M Consumer Advertising Plan due to lack of information, and DID NOT vote to approve \$1.8M as a placeholder in the budget.
- The Committee requested that future presentations from the agency be laid out with the following components:
 - An Executive Summary defining the strategy and rationale for campaign recommendations;
 - A clear summary of findings or campaign elements;
 - Analytical tools to benchmark success; and
 - A PowerPoint presentation that matches the information presented to the Committee sent in advance of the meeting so that Committee members calling in can follow the presentation.

V. ALASKA SALMON SEASON FORECAST – McDowell Group

Chris McDowell and Andy Wink recapped the global salmon supply and reviewed forecasts for the upcoming Alaska salmon season.

- Farm salmon supply grew over 15%.
- Projection: Alaska Sockeye harvest down; pink harvest up substantially (in 2009 and 2011 the pink harvest was lower because of colder water in the Bering Sea; 2013 will be 8th largest harvest in Alaskan history).
- Speed predicts a high demand for Sockeye.
- Bristol Bay projecting only 6.5 million pounds. First time since 2002 the Bristol Bay has been below the 60% range.
- Russian Pinks: Larger harvest year in Russia (possibly a 70% increase).
- Alaska King Salmon Production: "Billboard" species. 280 to 300K fish from Southeast Alaska.

- Ron Jolin pointed out that chum roe was still popular in the Asian markets. Could still be a difficult Roe market because of the Japanese Yen. Strong Yen made for great timing for chum roe market last year.

VI. ALL HANDS MEETING – Current Length of Conference/Venue

- The meeting should be scheduled prior to Thanksgiving. Parker suggested that it be scheduled on a week that does not overlap with Pacific Marine Expo or the International Pacific Halibut Commission’s Interim Meeting (although 1 day of overlap would be acceptable).
- Castle questioned the duration of days. Eagle and Jolin found it difficult to think of a way to shorten the meetings.
- Curry would like to see greater public participation – more Committee meetings via teleconference – and involvement of the in-state communication plan.
- A centrally-located venue was recommended – something close to downtown, such as Quest Field, to promote attendance from fishing industry members and members of the public.

VII. NATIONAL FISHERIES INSTITUTE’S SALMON COUNCIL – Rick Speed

Rick Speed presented a proposal for ASMI to join the NFI’s Salmon Council. The intent is to get together with the seafood community to conduct research to increase per capita consumption of salmon (all product forms). The cost for ASMI to join would be \$10K; membership dues would fund a research study (projected to cost \$60K).

- Cusack asked about ASMI’s relationship with NFI (ASMI is in and out of membership) and raised the question of a conflict of interest because ASMI is not supposed to “lobby.”
- A discussion about whether or not ASMI should be involved with the NFI Salmon Council followed. Several Committee members cautioned that it may be a conflict of interest.

Mike Cusack moved that the Committee seek clarification from the Board re: ASMI’s involvement with potential lobbying groups and how it might pertain to individual species research. The motion was seconded by Ron Jolin. The motion passed, with 1 dissenting vote (Parker).

Steve Chartier then moved to adjourn the meeting. The motion was seconded by Peggy Parker and passed.

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