

**To: ASMI Board of Directors**

**Date: February 17, 2026**

**From: Nicole Alba, International Marketing Director**

**Re: Federal Funding Update**

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Until FY2019, the ASMI International Program was funded by a single annual USDA-FAS grant under the Farm Bill, the Market Access Program (MAP). Since first participating in USDA export promotion programs, ASMI has relied on approximately \$4.4-\$4.6M in annual MAP awards.

In 2019, the Agricultural Trade Promotion Program (ATP) was established, and ASMI was awarded \$7.5 million in multi-year funding. This large injection of funding enabled ASMI to target new markets for processing and consumption, specifically allowing ASMI to explore opportunities for Alaska seafood exports in emerging markets in South America and Southeast Asia. With ATP funding, ASMI International opened a program in Southeast Asia and expanded ASMI's presence in South America. From FY2019 to FY2024, ASMI International programs were funded through an annual MAP award and through the ATP allocation. The ATP program sunset at the end of FY24.

Upon the sunset of the ATP program, the Regional Agricultural Promotion Program (RAPP) was announced. RAPP was launched as a \$1.2 billion export promotion program to be issued in five tranches, each with a five-year program period. So far, two tranches of RAPP funding have been allocated. ASMI was awarded \$4,041,000 under the first tranche of funding, which was used to fund program years FY25 and FY26. Soon after Tranche 1 awards were made, RAPP Tranche II was issued. ASMI applied and was awarded more than double the initial award, with an \$8.5 million multi-year award currently funding ASMI International this fiscal year and into FY30.

In September 2025, the USDA announced a new export promotion grant program, which shares some similarities with RAPP but is officially named the America First Trade Promotion Program (AFTPP). The notice of funding opportunity was announced in late 2025, and the ASMI international team spent December and most of January developing a strong proposal that aligned with America First Trade Policy priorities and emphasized sales results, as required. The application was submitted in mid-January 2026. We were informed that our awards for the two-year AFTPP would be announced in May or June. This program will help fund ASMI International in FY27 and FY28.

In addition to these multi-year, 'one-off' programs, the U.S. agricultural community has advocated for decades for a doubling of Market Access Program funding. MAP funding has remained stagnant at \$200M for the total program since its inception. The recently passed tax and policy bill, The One Big Beautiful Bill, effectively doubles MAP funding for U.S. agricultural export-promotion programs beginning in federal fiscal year 2027. However, additional funding is currently earmarked for a new program, called the Supplemental Agricultural Trade Promotion Program (SATPP), until a future Farm Bill can reallocate those funds to the MAP program. ASMI awaits more details on the SATPP program, but has heard it may be issued sometime in February or March 2026. While many details remain unknown, we anticipate SATPP to be permanent funding with a one-year program period – just like MAP.

All grant funding requires an industry match, with most programs requiring a minimum of 10% match investment. ASMI, thanks in part to SDPR and industry contributions, matches at a relatively high total percentage. ASMI's RAPP Tranche II proposal commits ASMI to a 28% match, while we committed to a 10% match for the AFTPP proposal. FAS considers industry match, among other criteria, when allocating awards.

Beginning in FY27, on July 1, 2026, it is expected that ASMI's International Marketing Program will be funded by four separate grant programs: MAP, RAPP, AFTPP, SATPP.

## STATUTORY QUESTIONS REGARDING SB 131/HB 135

**Prepared by:** The Alaska Shellfish Growers Association

**Date:** January 2026

### THE BILL'S CHANGE

SB 131 and HB 135 make a single definitional change to Alaska Statute.

<b>Current Law - AS 16.51.180(7):</b> > “seafood” means finfish, shellfish, and fish by-products, including but not limited to salmon, halibut, herring, flounder, crab, clam, cod, shrimp, and pollock, <b>BUT DOES NOT INCLUDE aquatic farm products</b> as defined in AS 16.40.199.	<b>Proposed Change - AS 16.51.180(7):</b> > “seafood” means finfish, shellfish, and fish by-products, including but not limited to salmon, halibut, herring, flounder, crab, clam, cod, shrimp, pollock, <b>AND aquatic farm products</b> as defined in AS 16.40.199.
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**That’s it.** Two sections, one definition change.

But within this apparent simplicity lie four significant legal questions that require clarification before the bills can be properly evaluated.

### QUESTION 1: Would Aquatic Farmers Be Subject to ASMI Assessment?

#### The Statutory Chain:

Under AS 16.51.120(a), “a seafood marketing assessment shall be levied on the value of seafood products produced in Alaska.”

Under AS 16.51.180(4), “processor” means a person liable for taxes under AS 43.75.015 (fisheries business tax), AS 43.75.100, or AS 43.77 (fishery resource landing tax).

Under AS 16.51.180(2), “eligible processor” means a processor who would be liable for payment of a seafood marketing assessment.

#### The Question:

If aquatic farm products become “seafood,” are aquatic farmers “processors” subject to the ASMI assessment?

This depends on whether aquatic farm products are subject to fisheries business taxes under AS 43.75. The bills provide no clarification on this point.

#### Two possible interpretations exist:

**Interpretation A:** Aquatic farm products ARE subject to fisheries business tax  
→ Farmers who process their own products are “processors”  
→ They ARE subject to ASMI assessment  
→ Assessment based on “value of seafood products produced”

**Interpretation B:** Aquatic farm products are NOT subject to fisheries business tax  
→ Farmers are not “processors”  
→ They are not subject to assessment  
→ But then ASMI would have authority to market aquatic farm products with no funding mechanism

Neither interpretation is stated in the bill. **This requires Department of Revenue interpretation to resolve.**

**Related question:** If farmers are subject to assessment, would they have voting rights under AS 16.51.140? The voting provisions reference “eligible processors” voting based on percentage of total seafood production value. Aquatic farms represent less than 1% of Alaska seafood value. Would farmers have meaningful participation in assessment decisions that affect their operations?

## QUESTION 2: Does Redefining “Seafood” Affect Interpretation Throughout Alaska’s Code?

### The Statutory Interpretation Principle:

When Alaska statutes list specific items followed by a general term, courts apply the doctrine of *ejusdem generis*—“of the same kind.”

The Alaska Supreme Court explained in *United States Jaycees v. Richardet*, 664 P.2d 1003, 1006 (Alaska 1983): “where particular words are followed by general terms, the latter will be regarded as referring to things of a like class with those particularly described.”

The Court emphasized this principle applies even when a statutory list explicitly states it’s “not exhaustive.” In *Jaycees*, AS 18.80.300(7) used “including but not limited to” before listing examples—the same construction used in AS 16.51.180(7)’s definition of “seafood.”

### The Current Statutory Structure:

AS 16.51.180(7) currently reads: > “seafood” means finfish, shellfish, and fish by-products, **including but not limited to** salmon, halibut, herring, flounder, crab, clam, cod, shrimp, and pollock, but does not include aquatic farm products...

Every item in this list represents **wild-caught fishery resources** harvested from public waters.

### What SB 131/HB 135 Would Do:

By adding aquatic farm products to this same list alongside salmon, halibut, cod, and pollock, the bills would embed aquatic farm products into a statutory class defined entirely by wild-caught fishery resources.

Under *ejusdem generis*, aquatic farm products would likely be interpreted as “of the same kind” as the other listed items—that is, as **fishery resources**.

### The Question:

Does this create legal precedent that aquatic farm products ARE fishery resources for purposes of interpreting other Alaska statutes?

### Other Statutes and Regulations Using “Seafood” or “Fishery Resources”:

Research reveals these could be affected:

1. **AS 43.75.015** (Fisheries Business Tax)  
Imposes tax on “the value of each... fishery resources processed” *If aquatic farm products are now “seafood” in the same class as wild-caught fish, are they “fishery resources” subject to this tax?*
2. **AS 43.77** (Fishery Resource Landing Tax)  
Taxes “fishery resources” landed in Alaska. *Would aquatic farm products be subject to landing tax?*

3. **AS 17.20** (Food, Drug, and Cosmetic Act)  
Contains seafood safety and inspection provisions. *Would aquatic farms face inspection requirements designed for wild-caught fisheries?*
4. **18 AAC 34** (Seafood Processing and Inspection) DEC regulations; Comprehensive regulations for seafood handling. *Would these apply to aquatic farm products? Would shellfish face dual regulation? Would kelp processing require seafood permits?*
5. **AS 43.76** (Seafood Development Tax) Separate tax program referencing “seafood”
6. **AS 16.51.150** - Links ASMI assessment calculations to fisheries taxes  
States: “total value of the fisheries resource on which the tax imposed under AS 43.75.015...is levied” *Does this operationally link “seafood” to “fishery resources”?*

#### The Precedent Concern:

Once aquatic farm products are classified as “seafood” alongside wild-caught fishery resources in AS 16.51.180(7), this classification could be cited as precedent for:

- Subjecting shellfish farms to fisheries business taxes
- Applying fishery resource landing taxes to farmed products
- Extending fisheries regulations to agricultural operations
- Any future legislation referencing “seafood” or “fishery resources”

**The bills contain no limiting language to prevent this interpretation.** They simply change the definition without addressing how this reclassification affects other statutes.

**Does the Legislature intend for aquatic farm products to be subject to all statutes and regulations governing “seafood” and “fishery resources”?** If not, the bills should include explicit language limiting the scope of the definitional change.

### QUESTION 3: How Does the Statutory Framework Apply to Vertically Integrated Operations?

#### The Existing Framework:

Alaska’s fisheries statutes assume a clear separation between harvesters and processors: - Harvesters catch fish from public waters - Processors purchase fish from harvesters at arm’s length - Value is determined by ex-vessel price (the price paid to fishermen) - This arm’s-length transaction creates clear market value for tax and assessment purposes

#### The Aquaculture Reality:

Most shellfish aquaculture operations are vertically integrated: - The farmer IS the processor - There is no arm’s-length sale between harvester and processor - “Value” for assessment purposes is unclear - Product differentiation means no comparable “prevailing market price”

#### The Question:

How would the Department of Revenue determine “value of seafood products produced” under AS 16.51.120(a) for vertically integrated aquaculture operations?

AS 43.75.015(e) gives the Department authority to impose “presumption of market value” based on “prevailing prices” when arm’s-length transactions don’t exist. But aquaculture products are

highly differentiated - individual farms' oysters command different prices based on their unique husbandry practices, growing conditions, and market positioning. Different farms sell through different channels (retail direct, wholesale, restaurants) at significantly varying price points.

**Without clear guidance in the bills, how would this valuation work?** The lack of statutory clarity creates legal uncertainty and potential dispute risk for farmers.

#### QUESTION 4: Is the Fisheries Regulatory Framework Appropriate for Private Agricultural Resources?

##### The Constitutional and Statutory Foundation:

Alaska's fisheries regulations were designed to manage **public resources held in trust by the state**:

- Article VIII, Section 3 of Alaska's Constitution: fish are "reserved to the people for common use"
- Wild fish stocks are public resources accessed through state-issued permits
- State management of public resources serves clear public interest
- Assessments and taxes on wild fisheries compensate the public for extraction of public resources

##### The Aquaculture Distinction:

Aquatic farming involves **private resources developed through private investment**:

- Farmers purchase seed from private hatcheries
- Farms use privately-owned infrastructure and equipment
- Operations occur on state-leased tidelands (farmers pay lease fees)
- Farmers invest 2-3 years of labor and capital before any revenue
- Product represents private property from seed through harvest

##### The Question:

Is it appropriate to apply fisheries-based assessments and regulations—designed for public resource extraction—to private agricultural operations?

##### This Distinction Is Recognized in Other Contexts:

Alaska and federal policy currently treat aquaculture as agriculture, not fisheries:

- **Federal Classification:** USDA explicitly states "Aquaculture is Agriculture" and provides agricultural support programs (not fisheries programs) to shellfish farmers
- **Current Alaska Management:** Aquatic farm leases are administered by DNR's Division of Mining, Land & Water (not Division of Fisheries), treating tideland aquaculture as a land use issue rather than a fisheries management issue
- **Agricultural Support Programs:** Shellfish farms access USDA programs, mariculture incentive grants, and agricultural loan programs—not fisheries programs

##### Additional Context: Environmental Stewardship

Unlike extractive fisheries that remove public resources, shellfish farming actually enhances public waters:

- Shellfish are filter feeders that remove excess nutrients and improve water quality
- A single oyster can filter up to 50 gallons of water daily
- Shellfish farms create habitat for juvenile wild fish and other marine organisms
- Farms conduct regular water quality monitoring that benefits all users of public waters
- Farmers provide early detection of harmful algal blooms and environmental concerns

This unique relationship—where private investment enhances rather than depletes the public resource—provides additional justification for treating aquaculture differently from extractive fisheries.

**If aquatic farm products become “seafood,” does this reclassify private agricultural operations as fishery operations for regulatory purposes?** What is the legal rationale for subjecting private agricultural resources to the same regulatory and tax framework designed for extraction of public fishery resources?

### CLARIFICATION NEEDED

These four questions reveal significant ambiguities in how SB 131/HB 135 would operate in practice. Before these bills can be properly evaluated, clarification is needed on:

1. Whether farmers would be subject to ASMI assessment, and if so, how their voting rights would be determined
2. Whether the “seafood” definition creates legal precedent affecting interpretation of other statutes governing fisheries taxation and regulation
3. How “value” would be determined for vertically integrated operations lacking arm’s-length transactions
4. Whether private agricultural resources should be subject to regulatory frameworks designed for public resource management

**These are not hypothetical concerns.** Each question involves real statutory interpretation issues that would affect how aquatic farming operations are regulated and taxed in Alaska.

If the intent is to allow ASMI marketing authority over aquatic farm products while exempting farmers from assessments, taxes, and fisheries regulations, **the bills should include explicit statutory language stating these exemptions.** However, such an approach would create inequitable treatment—granting state marketing support to one industry sector without the corresponding assessment obligations that other seafood sectors bear. Without either explicit exemptions or a complete reconsideration of whether aquatic farm products belong in this statutory framework, the questions above require Department of Revenue and potentially judicial interpretation—creating legal uncertainty for an emerging industry.

These questions reflect a fundamental policy tension: fisheries management limits harvest of finite public resources, while agricultural policy encourages expansion of private production. Government marketing follows these distinct purposes—ASMI promotes limited wild-caught **commodity** harvests to maximize value for finite resources; agricultural marketing supports farmers in expanding **differentiated** operations to meet growing market demand. Subjecting aquaculture to fisheries frameworks applies scarcity-management tools to an industry Alaska is actively trying to grow.

**Relevant Statutes for Reference: -**

- AS 16.51.120 (Seafood Marketing Assessment)
- AS 16.51.180 (Definitions)
- AS 43.75.015 (Fisheries Business Tax)
- AS 43.77 (Fishery Resource Landing Tax)
- AS 17.20 (Food Safety and Inspection)



THE STATE  
of **ALASKA**  
GOVERNOR MIKE DUNLEAVY

Department of Commerce,  
Community, and Economic  
Development

ALASKA SEAFOOD MARKETING INSTITUTE

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January 30, 2026

The Honorable Louise Stutes  
Chair, House Special Committee on Fisheries  
Alaska State Capitol, Room 216  
Juneau, AK 99801

Dear Chair Stutes and Members of the House Special Committee on Fisheries,

On behalf of the Alaska Seafood Marketing Institute (ASMI), I am writing to express our strong support for House Joint Resolution 29, which urges the continued enforcement and extension of federal prohibitions on Russian seafood imports and calls for strengthened measures to ensure fair trade and protect the vitality of Alaska's seafood industry.

Alaska's seafood sector is a cornerstone of the state's economy. With more than 60 percent of all wild seafood commercially harvested in the United States originating from Alaska and more than \$5 billion in annual economic value added to our state's economy, the health of this industry is vital to Alaska's coastal communities, fishing families, seafood processors, and the broader U.S. seafood supply chain. However, our industry is confronting unprecedented market pressures driven by unfair and distortive practices by Russian seafood producers. These pressures are felt acutely both in domestic and global markets.

The federal executive orders prohibiting Russian seafood imports—Executive Orders 14024, 14066, and 14068—have been essential in mitigating these harms. Their enforcement helps ensure that Alaska seafood can compete more fairly in the U.S. marketplace and offers some measure of relief as the industry navigates volatile global market conditions.

ASMI supports HJR 29 and its call to maintain and strengthen prohibitions on Russian seafood imports. Ensuring that U.S. markets are not flooded by artificially low-priced, unsustainably-harvested Russian products is both an economic necessity and a matter of fairness for Alaska's fishermen, fishing communities, and processors.

We appreciate the legislature's continued commitment to safeguarding Alaska's seafood economy and promoting sustainable, ethical seafood production. ASMI stands ready to assist and provide any additional information that may be helpful as this resolution moves forward.

Thank you for your leadership and for supporting Alaska's world-class seafood industry.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Woodrow".

Jeremy Woodrow  
Executive Director  
Alaska Seafood Marketing Institute



**MEMORANDUM**

DATE: February 17, 2026  
 TO: ASMI Board of Directors  
 FROM: Greg Smith, ASMI Communications Director  
 SUBJECT: 2026 Alaska Legislation Update

Below is a curated list of current legislation in the Alaska State Legislature that may be of possible interest to the ASMI Board of Directors during the February 17, 2026 meeting. During the ASMI Board meeting, a legislative update from Representative Louise Stutes and Senator Gary Stevens will speak to some (but not all) of the listed bills. Please note that the list is not comprehensive of legislation that would affect seafood, seafood processors, commercial seafood harvesters, etc. The "Date of Most Recent Action" column indicates the date where a committee heard or took action on a bill, or when the bill was introduced and it has not yet received a hearing.

Bill #	Short Title	Sponsor(s)	Current Committee	Date of Most Recent Action
<a href="#">HB60</a>	PROCURE PREF: AGRIC. & FISH PRODUCTS	HOUSE RULES BYREQUEST OF THE GOVERNOR	(H) L&C	2/12/2025
<a href="#">HB111</a>	FINFISH FARMS AND PRODUCTS	RLS BYREQUEST OF THE GOVERNOR	(H) FSH	2/21/2025
<a href="#">HB117</a>	COMMERCIAL FISHING; SET GILLNET COOP	FISHERIES	(H) RLS	4/7/2025
<a href="#">HB129</a>	FISHERIES PROD DEVELOPMENT TAXCREDIT	FISHERIES	(H) FIN	3/28/2025
<a href="#">HB135</a>	DUTIES OF ASMI BOARD; MEANING OF SEAFOOD	RLS BYREQUEST OF THE GOVERNOR	(H) FSH	3/14/2025
<a href="#">HB203</a>	PROHIBIT BOTTOM TRAWLING	REPRESENTATIVE MCCABE	(H) FSH	4/22/2025
<a href="#">HJR29</a>	BAN ON RUSSIAN SEAFOOD	FISHERIES	(H) RLS	2/4/2026
<a href="#">SB67</a>	PROCURE PREF: AGRIC. & FISH PRODUCTS	SENATE RULES BYREQUEST OF THE GOVERNOR	(S) RES	1/24/2025
<a href="#">SB108</a>	FINFISH FARMS AND PRODUCTS	RLS BYREQUEST OF THE GOVERNOR	(S) RES	2/24/2025
<a href="#">SB115</a>	COMMERCIAL FISHING INSURANCE CO-OP	SENATE RULES BYREQUEST OF TASKFORCE EVAL ALASKA SEAFOOD INDUSTRY	(S) L&C	2/28/2025
<a href="#">SB130</a>	FISHERIES PROD DEVELOPMENT TAXCREDIT	RLS BYREQUEST OF TASK FORCE EVAL ALASKA SEAFOOD INDUSTRY	(S) FIN	4/15/2025
<a href="#">SB131</a>	DUTIES OF ASMI BOARD; MEANING OF SEAFOOD	RLS BYREQUEST OF THE GOVERNOR	(S) FIN	5/7/2025
<a href="#">SB161</a>	PROHIBIT BOTTOM TRAWLING	SENATOR CRONK	(S) RES	4/9/2025
<a href="#">SB199</a>	COMMER FISH LIMENTRY COMMN: XFER TO ADFG	SENATOR GIESSEL	(S) RES	1/21/2026

# ASMI Budget (in thousands)

## FY2026 Budget

- **Seafood Marketing Assessment (SDPR)**
  - \$13,464.6
- **Federal Funds**
  - \$13,023.5
    - Market Access Program (MAP)
    - Agricultural Trade Promotion Program (ATP)
    - Regional Agricultural Promotion Program (RAPP)
    - Saltonstall-Kennedy Grant (SK)
    - Cochran Fellowship
    - Emerging Markets Program (EMP)
    - Quality Samples Program (QSP)
- **\$5,000.0 UGF** (supplemental, FY2025-FY2027)

**Total FY2026: \$31,488.1**

**FY2026 Spend Plan: \$21,191.8**

## FY2027 Budget Request

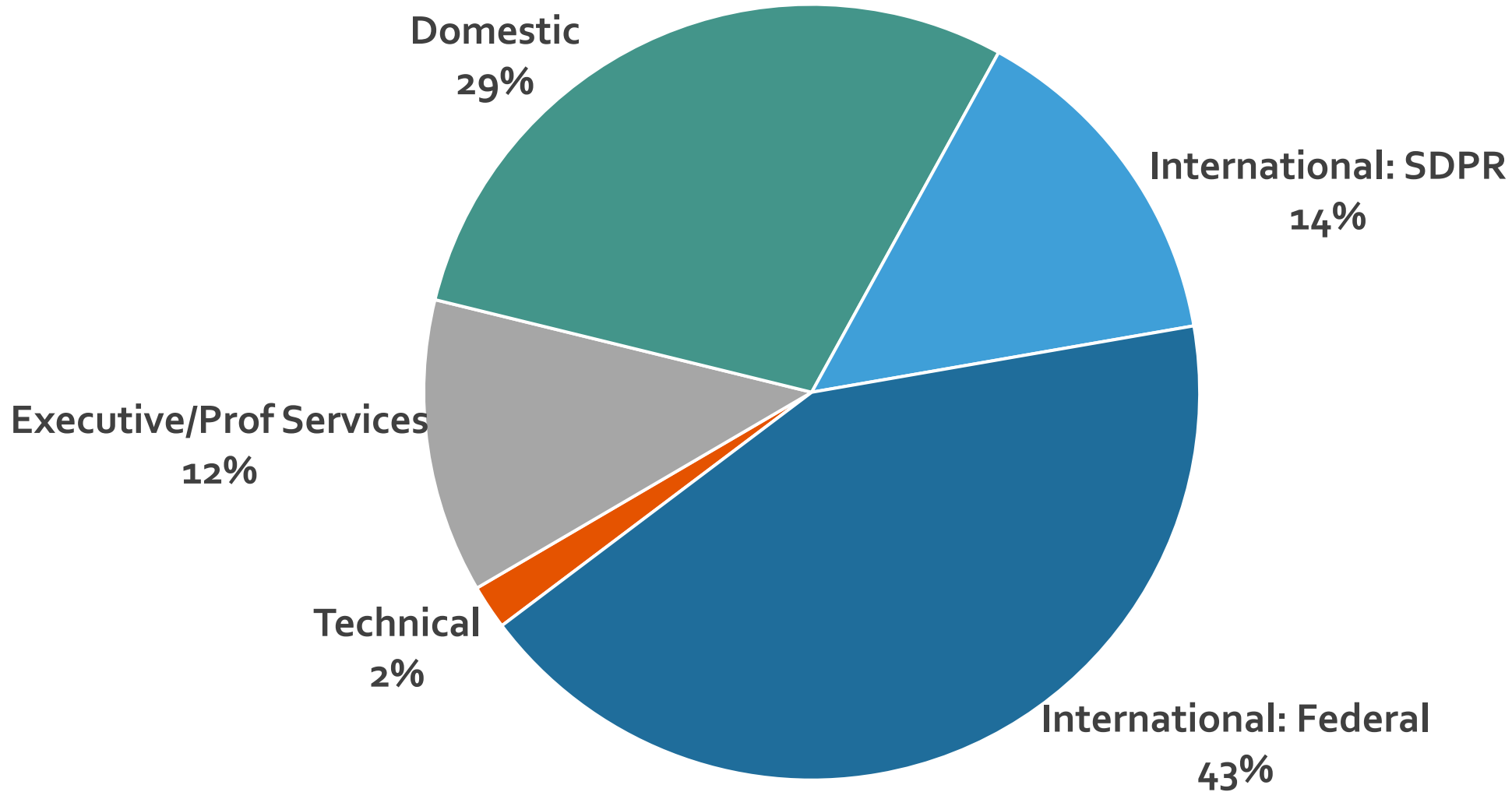
- **Seafood Marketing Assessment (SDPR)**
  - \$13,596.2
- **Federal Funds**
  - \$13,030.0\*
    - Market Access Program (MAP)
    - Regional Agricultural Promotion Program (RAPP)
    - America First Trade Promotion Program (AFTPP)
    - Saltonstall-Kennedy Grant (SK)
    - Cochran Fellowship
    - Emerging Markets Program (EMP)
    - Quality Samples Program (QSP)
- **\$0.0 UGF**

**Total FY2027: \$26,626.2**

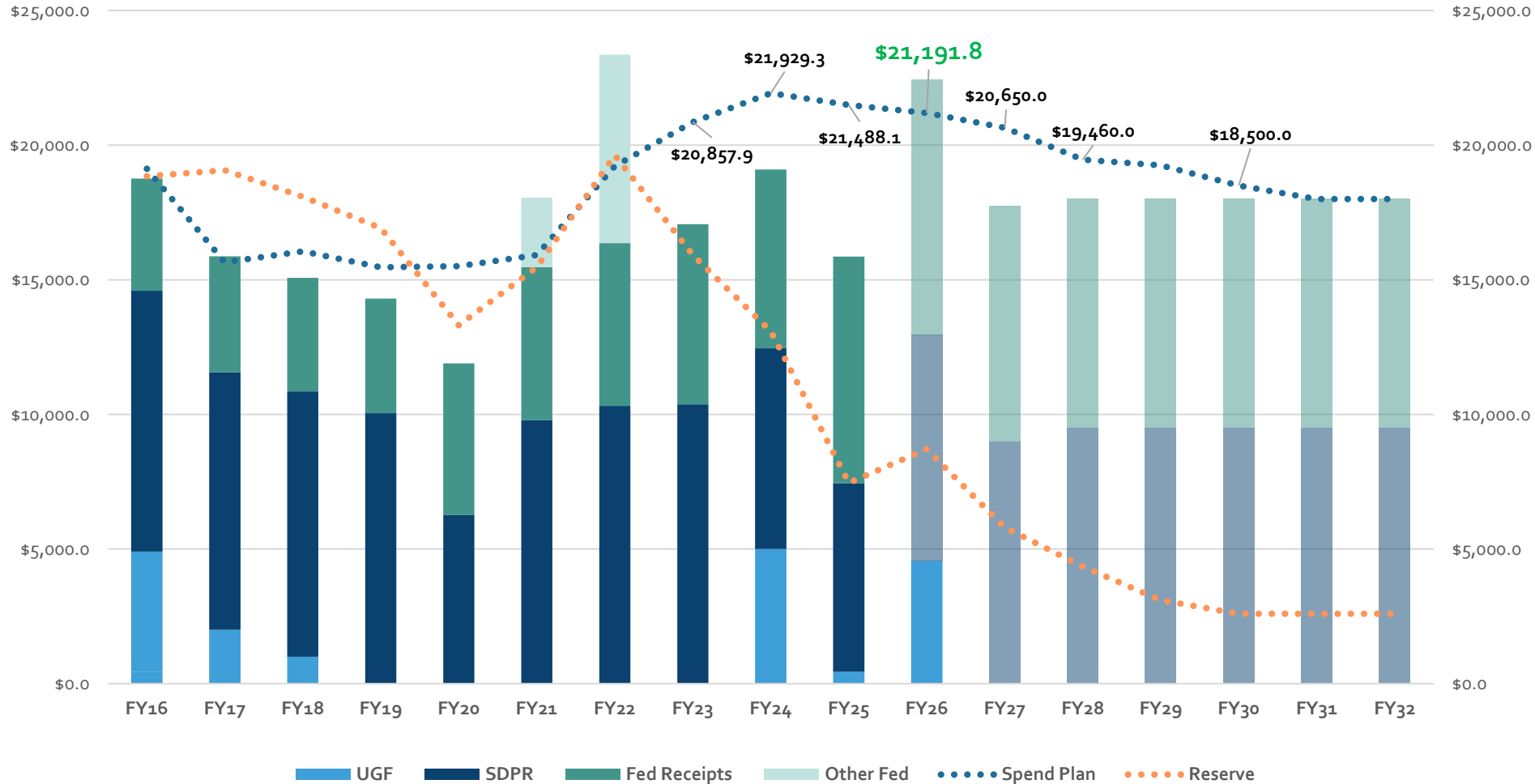
***FY2027 spend plan set by ASMI Board in May***

\*FY27 Federal Awards Pending

# ASMI FY2026 Spend Plan Breakdown



# ASMI Budget History & Forecast



- FY2026 – FY2032 = projected revenues
- FY2025 – FY2028 Federal Revenue is increased due to Regional Agricultural Promotion Program
- FY2028 – FY2032 Federal Revenue supported by increase to Market Access Program
- FY2021 – FY2022 “Other Fed” represents CARES and ARPA



## ALASKA SEAFOOD MARKETING INSTITUTE

Subject:	Committees - Species
Policy Category:	Committees
Approved By:	Board of Directors
Effective Date:	October 24, 1995
Revision Date:	October 16, 1996
Revision Date:	September 24, 1997
Revision Date:	October 27, 1999
Revision Date:	May 31, 2005
Revision Date:	November 16, 2015
Revision Date:	May 10, 2018
Revision Date:	September 18, 2018
Revision Date:	February 17, 2026

Committee Role: As representatives of the harvester community, species groups, and the domestic and international marketplace, committees play a key *advisory* role for ASMI programs. Committee members are also important *allies and advocates* for ASMI.

Committee Purpose: Committees should

- Center discussions within the framework of ASMI's mission and focus on issues which fall within the scope of ASMI.
- Provide strategic direction to assist Program Director and staff and give feedback on program tactics.
- Provide market and species insights to inform program strategies and tactics.

Personnel and day-to-day operations are not within the scope of committee responsibilities. These are the responsibility of the Program Directors and the Executive Director, with the guidance of the ASMI Board.

### **Committee General Information and Responsibilities**

- **Representation:** Represent the best interest of the Alaska seafood industry and not specific region or company interest.
- **Advocacy:** Promote and advocate ASMI marketing programs, activities, and successes to the industry, trade, gear groups and public.
- **Appointment:** The ASMI Board shall appoint committee assignments. Committee vacancies shall be filled at the discretion of the Chairman of the Board subject to ratification at the next regularly scheduled Board meeting. Per Board discretion, priority consideration is given to individuals who are dues paying members (harvester/processor). The Board may remove committee members who are no longer a dues paying member (harvester/processor) of the Alaska seafood industry.

- **Term:** All committee assignments shall be for a 3-year term, unless otherwise determined by the Board. Committee assignments will be effective immediately, unless otherwise determined by the Board.
- **Number of Assignments:** Persons should serve on only one advisory committee. The exception to this policy is when seats are specifically designated as members of other committees.
- **Size of Committees:** Committee size shall be kept to not more than 9 members except as specifically authorized by the Board.
- **Make-up of Committees:** Committees shall be composed of the best qualified persons from the industry with priority given to dues paying members (harvester/processor).
- **Voting Members:** Only active dues paying members (harvester/processor) are considered voting members of operational committees. Others are non-voting advisory members or ex officios. *\*Effective as of 9/2018*, members appointed prior to this are grandfathered in with voting rights. Applicable to members appointed after this date.
- **Chairmanship:** The chair and vice chair of each committee shall be elected by the members of the committee for a two-year term. Multiple terms are permitted if not consecutive within the same role.
- **Chairman Election:** Should two or more candidates be nominated, the election for chairman and vice chairman will take place by closed ballot.
- **Absenteeism:** Committee members shall be removed if they fail to adequately participate in committee tasks and meetings. The Committee Chairman or Program Director shall be responsible for notifying the Chairman of the Board through the Juneau office about member inactivity.
- **Assigned Positions:** If the committee member ceases to be involved in the Alaska Seafood industry the seat may be reassigned by the chairman of the ASMI Board to another qualified person. Exceptions to this rule are members who are assigned because of a specific skill by the Board.
- **Compensation:** Committee members will serve without pay but will be provided travel, lodging and per diem to attend meetings in accordance with State of Alaska travel policies.

### **Committee Chair Responsibilities**

#### General Duties:

- Maintain enough regular contact with committee members as necessary in order plan productive meeting
- Keep meetings on track and follow the agenda as written or as amended

#### Meetings and Attendance:

- Election: should two or more candidates be nominated, committee chairs will be elected by closed ballot election every two years.
- Term: all committee chair assignments shall be for a 2-year term.
- Committee members shall be removed if they fail to adequately participate in committee tasks and meetings and/or are no longer a dues paying member (harvester/processor). The committee chairman or Program Director shall be responsible for notifying the ASMI Executive Director and the chairman of the Board through the Juneau office about member inactivity.
- Frequency: committees will meet at the call of the chair as needed to facilitate the

business of the committee. Virtual meetings are preferred. Meetings will be cleared in advance with the Executive Director.

**Meeting Procedures:**

- A draft agenda shall be created by the Executive Assistant in coordination with the committee chair and submitted to committee members as far in advance of the meeting as possible. Committee chairs will work with the staff to develop the agenda based on input. Staff will publish a final agenda giving reasonable public notice in accordance with Alaska open meeting laws.
- Run meetings in a timely efficient manner with the following goals in mind:
  - Center discussions within the framework of ASMI’s mission.
  - Engage committee members to the fullest.
  - Ensure that motions and votes are made and recorded properly. Meetings may follow a practical interpretation of Robert’s Rules of Order.
  - Ensure that committee members are representing the best interest of the Alaska seafood industry and not specific region or company interest.
  - Stay on track, keeping talk time related to only things that pertain to ASMI or fall within ASMI’s scope.
- Committee meeting minutes will be submitted to committee members in draft form within 30 working days after each committee meeting.
- Only principal committee members will propose and vote on motions. Ex Officio members and Board member liaisons are non-voting members. Per ASMI by-laws, the Board Chairman is a voting member of each committee.
- Principal members are expected to attend the committee meetings. Substitutes/proxies are not permitted to fill a committee seat unless specifically authorized by the Board Chairman.
- Minutes will be distributed to the Board as well as the relevant committee.
- Minutes will be emailed to the Executive Assistant in Juneau. Draft minutes are posted on the website with the next meeting’s agenda. Approved minutes are posted on the website.

**Governance**

- All committee members shall have working knowledge of and ensure that ASMI by-laws are known and followed.

**Staff support for committees will be provided as follows:**

- |                                |                              |
|--------------------------------|------------------------------|
| • Salmon Committee             | Executive Assistant          |
| • Halibut/Sablefish Committee  | Executive Assistant          |
| • Whitefish Committee          | Executive Assistant          |
| • Shellfish Committee          | Executive Assistant          |
| • Technical Committee          | Technical Program Staff      |
| • International Committee      | International Program Staff  |
| • Domestic Marketing Committee | Domestic Program Staff       |
| • Communications Committee     | Communications Program Staff |
| • Certified Seafood Committee  | Executive Assistant          |
| • Global Food Aid Committee    | Executive Assistant          |

DRAFT

Alaska Seafood Marketing Institute (ASMI)  
Seafood Exposition North America (SENA) Booth Redesign and Go Wild Reception



The ASMI domestic team recently executed a Request for Proposal (RFP) for a new booth structure for SENA in Boston 2026. Due to inflation and budgetary restrictions and constraints, we were not able to get everything on our wish list (such as a second story space to accommodate more Alaska seafood industry with increased square footage) but we did achieve the lion's share of our needs.

As highlighted in the rendering, the space is an open floor concept with ample room for networking, meetings, and accommodating industry needs. There is nice flow, and it is visually lovely.

Additionally, we have larger screens to tell the wild Alaska seafood story, as well as amplify the wild Alaska seafood imagery to attendees to attract and engage guests. Furthermore, there are two screens this year instead of one.

Next, there will be a dedicated corner for Certified Seafood International (CSI) to meet with their partners and educate key stakeholders on the importance of CSI.

This updated space is more contemporary and modern. We hope that our industry and trade members will utilize the booth and feel welcomed by our team while they conduct their business meetings.

Next, ASMI's time honored and hallmark Go Wild reception will be held on Monday, March 16<sup>th</sup>, 2026 at the historic Seaport Hotel from 5:30 – 7:30 PM.

In light of the current budget climate, the team has chosen to forgo some of the extra amenities like a live piano player, passed appetizers, and ice sculptures. We are also executing 100% of the reception in-house whereas in years past a contractor was hired to assist in event planning and coordination. All of these are great cost saving measures to keep the price of the event as low as possible to be fiscally prudent while not sparing the feeling of a special celebratory occasion.

Next, the ASMI team has brought back generous corporate sponsorship and added another tier (diamond) to increase monetary donations to ensure the event is successful. They will also have an in-kind sponsorship from Alaska Air Cargo for two Alaska Airlines plane tickets for a lucky guest.

The reception will highlight most of the species in the wild Alaska seafood portfolio, especially focusing on those that need some extra love.

Finally, the event will also work in tandem with Alaska Fisheries Development Foundation (AFDF) to showcase the Symphony of Seafood winners and highlight the wonderful work this organization is doing to support Alaska's fisheries and foster innovation. They will also feature beautiful oysters as part of the homage to mariculture.



## **CSI and GSA Messaging 2/5/26**

### **Independent programs, working together to offer credible choice in seafood certification for the market.**

Certified Seafood International (CSI) and the Global Seafood Alliance (GSA) are independent organizations committed to expanding market access for responsible seafood. Built on shared values and complementary areas of focus, the two GSSI-benchmarked programs aim to deliver credible wild-capture and aquaculture certification pathways for seafood producers to access global markets. For **CSI**, the collaboration expands global reach and buyer recognition by connecting certified fisheries to GSA's established retailer and foodservice network; for **GSA**, it strengthens their portfolio by incorporating a trusted, cost-effective wild-capture fishery certification program that helps buyers meet sourcing requirements across their supply chains. Together, CSI and GSA help sellers reach new markets, buyers source responsibly with confidence, and the industry reduce audit complexity while preserving program integrity.

### **2-Sentence Elevator Version – (more internally focused)**

Certified Seafood International (CSI) and the Global Seafood Alliance (GSA) are independent organizations working together to expand market access and credible choice for responsible seafood. The collaboration across the two GSSI-benchmarked programs extends CSI's global buyer reach while strengthening GSA's certification portfolio with a credible wild-capture solution, delivering a more efficient, trusted sourcing pathway for sellers and purchasers.

### **Single-Sentence Version (more external focus)**

Certified Seafood International (CSI) and the Global Seafood Alliance (GSA) are independent organizations working together to expand credible choice through the promotion of GSSI Benchmarked programs and ultimately help sellers reach new markets and buyers source responsibly with confidence.



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## MEMORANDUM

DATE: February 17, 2026  
TO: ASMI Board of Directors  
FROM: Megan Rider, ASMI Senior Director of Marketing  
SUBJECT: Feasibility of Quantifying Sockeye Skin-Pack Sales from Circana

### Purpose

To assess whether we can reliably quantify annual sockeye salmon *skin-pack* tonnage sold in North America using available retail measurement data.

### Summary

While quantifying sockeye skin-pack sales would be analytically valuable, our current data and methodologies do not support producing a reliable or defensible estimate. Several structural and data-coverage limitations prevent isolating skin-pack sockeye with sufficient completeness or integrity.

### Key Constraints

- Limited Product Applicability**  
Skin-pack packaging generally applies only to fixed-weight items (most often frozen). It excludes random-weight fresh salmon (e.g., service case) and shelf-stable products, significantly narrowing the addressable universe.
- Incomplete UPC-Level Identification**  
Any estimation would rely on explicit “sockeye” identification in UPC descriptions, which is inherently incomplete. This limitation is compounded by heavy suppression of fixed-weight UPC data from major retailers (e.g., Walmart, Sam’s Club, Costco), leading to material understatement versus category-level totals.
- Lack of Reliable Packaging Attributes**  
Packaging attributes do not consistently identify “skin-pack.” The term is often absent from packaging, and current coding practices do not reliably capture it. As a result, the necessary attribute signal is effectively unavailable in the data.
- Geographic Coverage Limitations**  
A North America view cannot be supported, as current measurement capabilities are limited to U.S. geographies.

### Conclusion

Based on SME review, we cannot produce a sockeye skin-pack tonnage estimate for North America with the level of completeness or reliability required for external or formal use.

### **Additional Context**

A Salmon Species file provides a *directional* estimate of approximately **61 million pounds of sockeye salmon overall**. However, this figure does **not** isolate skin-pack and should not be represented as a skin-pack total.

### **Recommendation**

Do not publish or position any estimate as “sockeye skin-pack sold in North America” using current standard retail measurement outputs.