



Alaska Seafood Marketing Institute

**Board of Directors Meeting
Via Zoom
June 4, 2020
Beginning at 9am AKST**

I. Call to Order

a. Roll call

Present:

Chairman Jack Schultheis
Vice Chairman Allen Kimball
Tom Enlow
Tomi Marsh
Mark Palmer
Mike Erickson
Alf “Gus” Skaflestad
Rep. Dan Ortiz
Commissioner Julie Anderson
John Moller
Jeremy Woodrow

Absent:

Senator Peter Micciche
Senator Lyman Hoffman
Senator Gary Stevens
Rep. Louise Stutes

Also Present:

ASMI Program Directors Lindoff, Heimbigner, Kohan, Rider, Monagle, Schactler; ASMI Staff, Members of the Press & Public

b. Approval of Agenda

Chair Schultheis requests a motion to approve the agenda.

Marsh motions to approve the agenda as presented. Kimball seconds the motion. All are in favor. The motion passes unanimously.

c. Approval of minutes from May 21, 2020

Chairman Schultheis requests a motion to approve the minutes from May 21, 2020.

Palmer motioned to approve the minutes from May 21, 2020. Skaflestad seconds the motion. All are in favor. The motion passes unanimously.

d. Chairman's Remarks

Chairman Schulthies yields remarks.

e. Executive Director Update

Executive Director Woodrow yields remarks.

II. New Business

a. ASMI BOD Roundtable: 5-minute update from each ASMI BOD on market concerns, impacts or areas ASMI staff should give attention to in marketing initiatives

Chairman Schultheis began the Board Member Roundtable, starting with announcing report from Vice Chair Kimball.

Kimball reports operations in Alaska are ramping up with Acknowledgment of challenges with COVID-19. Reported on markets. Foodservice sector continued signs of struggle with focus on home delivery. Reported China reprocessing slow to start, though internal consumption levels improving. Reported returning to normal levels of consumption in Northern Europe. Noted slow start in Japan at retail and foodservice. Notes very low numbers in Latin America. Reported on concerns for crab market, will continue to need to monitor.

Kimball noted Bruce Schactler had announcements to contribute.

Schactler reported three products are now on an ongoing list of permanent, approved items the USDA can purchase: canned salmon, pollock fish sticks and pollock filets from blocks. Noted that in addition, pollock nuggets are also being considered as a permanent addition to list of approved products. Noted there is currently a USDA "invitation to purchase" out for 366K cases of Tall Canned pink salmon that is being considered by Alaska Canned Salmon suppliers. Schactler reported that there is expected to be another invitation to purchase 40k cases of canned pink salmon for an export program in June or July. Also noted June 2, ASMI sent a letter to the Secretary of Agriculture requesting the Secretary of Agriculture authorize purchase of \$80M of Wild Alaska Pollock products that would begin delivery to US food banks in January 2021.

Chairman Schulthies invited questions for both Vice Chairman Kimball and Schactler. No questions.

Chairman Schutheis announced Board Member Tom Enlow would provide his report.

Enlow reported two confirmed cases of COVID-19 were announced in Unalaska recently. Noted local concern regarding recent updates to health mandates.

Chairman invited questions for Enlow. Board Members discussed current transportation process into Unalaska for summer seasons.

Chairman Schultheis announced Board Member Palmer would provide his report.

Palmer reported on imports into China, namely pink salmon and flat fish. Noted ongoing uncertainty regarding reprocessing in China going into future. Reported on seasonal workers slowly arriving. Noted how Silver Bay is following mandatory testing procedures via charter flights and hotel stays, important to have strong markets to cover increased operating costs. Reviewed movement in fresh markets.

Chairman Schultheis invited questions for Palmer. No questions.

Chairman Schultheis announced Board Member Mike Erickson would now present his update.

Erickson reported on halibut market in Southeast. Noted calls from China interested in sea cucumber. Noted slow black cod market. Noted drop in value on dungeness crab. Noted some interest in roe markets. Noted concern for keta forecasts.

Chairman Schultheis invited questions for Erickson. No questions.

Chairman Schultheis announced Board Member Tomi Marsh would now present her update.

Marsh reported on local fleet operations around COVID-19 precautions. Noted opening of geoduck fishery. Highlighted some concerns in supply chain for fleet operations and maintenance locally.

Chair Schultheis invited questions for Marsh. No questions.

Chairman Schultheis announced Board Member Gus Skaflestad would now present his update.

Skaflestad noted he did not have a report for this meeting.

Chair Schultheis invited Ex Officio members to report.

Moller reviewed ongoing discussions and reviews of State Health Mandates through the Governor's Office; reported on daily meetings and discussions taking place to ensure best season possible for industry.

Chair Schultheis invited Commissioner Anderson to comment.

Commissioner Anderson reviewed the Alaska Cares Funding program, which provides grants to small businesses. Directed board to website for additional information and offered direct contact with her office as needed.

Representative Ortiz noted concerns expressed by the Southeast Alaska Seiners Association groups regarding the disparity between travelers coming to Alaska to visit as opposed to those coming into Alaska to work in commercial fisheries.

Chairman Schultheis asks for further comments. No Comments presented.

b. ASMI Program Updates:

i. International – Trade Mitigation/President Trump Seafood EO
Chairman Schultheis invited Lindoff to present.

Lindoff presented overview regarding Presidents Executive Order promoting American Seafood competitiveness and economic growth. Lindoff reviewed ASMI's response to the Executive Order. Requested ASMI Board provide letter of support to Federal trade taskforce. Reviewed particulars of this request for the board.

Chairman Schultheis request board feedback regarding their support for Lindoff 's request. Board members present on call voice unanimous support.

ii. Domestic – Retail/Foodservice Updates
Chairman Schultheis invited Domestic Director Rider to present.

Rider presented on retail promotions, specifically, social media push, Fred Meyer, development of QR codes, Cook It Frozen campaign and refreshing of the Get Ugly campaign.

Next Rider presented on Foodservice promotions. Working on takeout and delivery promotions, handling guides and recipes for at-home cooks, reviews Sodexo chef promotional campaign via social media.

Chairman Schultheis invited questions from the board for Rider. No questions.

iii. Communications – Consumer & Stakeholder Messaging
Chairman Schultheis invited Communications Director Heimbigner to present.

Heimbigner reviewed re-evaluation of messaging priorities during pandemic. Reviewed messaging related to Alaska Seafood and domestic trade.

Chairman Schultheis invited questions for Heimbigner. No questions.

III. Public Comment & Good of the Order

Chairman Schultheis announced the board would hear public comment. No public comment presented

Chairman Schultheis requested any further business for the good of the order. No further business presented.

IV. Adjourn

Chairman Schultheis requested a motion to adjourn.

Kimball a motioned to adjourn the meeting. Marsh seconded the motion. Motion passed unanimously.

Meeting adjourned at 10:30am

Minutes accepted June 18, 2020



Jeremy Woodrow
Executive Director
ASMI