



## Halibut-Sablefish Committee Pre-Meeting

October 25, 2023

2:00 – 4:00 PM AKST

Virtual

### Draft Minutes

#### Call to Order

2:05 pm meeting called to order by Chair, Peggy Parker.

#### Roll Call & Introduction of guests

*Members Present:* Chair Parker, Vice Chair Sullivan, Todd Greenwood, Bob Barnett, Kendall Whitney, Jessica Keplinger, Jim Lagucik, Hank Baumgart, John Jensen

*Members Absent:* Jim Hubbard

Quorum was met.

*Guests Present:* ASMI Program Directors & staff, industry members

#### Approval of Draft Agenda

Greenwood moved to approve, Jensen seconded. None opposed. Motion passed.

#### Approval of Minutes from November 9, 2022

Lagucik moved to approve, Jensen seconded. None opposed. Motion passed.

#### ASMI Antitrust Statement

Chair Parker read antitrust statement.

#### Chair and Vice Chair Remarks

No remarks from the chair or vice chair.

#### Public Comment

No comments were made.

#### Old Business

No old business discussed.

## **New Business**

### **Halibut species updates by Committee members**

Chair Parker opened discussion on halibut and started by discussing the possibility of lowered quota next year. Vice Chair Sullivan discussed shut downs on buying, challenges with catch, and small sizes.

### **Sablefish species updates by Committee members**

Chair Parker opened discussion on sablefish. Vice Chair discussed smaller sizes, Whitney and Greenwood echoed those observations.

Greenwood discussed inventory overseas. Suggested that ASMI should focus on finding a market for smaller fish in domestic market. Greenwood believes domestic market is more open to sablefish and smaller sized fish. Lagucik agreed.

Will Rogers of Wild Alaskan Program noted that they saw an uptick in sablefish sales after allowing consumers to build their own box, but a lot of education is needed in the domestic market.

Industry member Erik Velsko commented that fish is getting to market and discussed fish catch quotas for different regions. Velsko suggested ASMI work on domestic market because more fish are available.

Keplinger discussed success of value added sablefish products. Noted that there is demand for value added sablefish in certain regions domestically.

### **Review and discussion of Board's Species Questions for the Halibut-Sablefish Committee**

Chair Parker read questions to the committee and asked if committee needed any clarification.

Chair Parker opened discussion on the first question regarding opportunities in the domestic and international markets. Greenwood suggested exploring opportunities for smaller fish in domestic markets. Keplinger suggested looking into opportunities in smaller retailers in US and niche online markets.

Chair Parker opened discussion on the second question regarding technical support for halibut and sablefish. Vice Chair Sullivan asked ASMI Technical Director John Burrows about chalky halibut and Henneguya parasite issues.

Barnett asked if there was something the Committee could do to help Technical secure grant funding. Burrows recommended Committee wait to see if his program secures the SK grant before discussing other funding options for ASMI research projects.

Chair Parker opened discussion on the third question regarding issues or topics ASMI could help with messaging. Whitney suggested messaging on carbon footprint.

Chair Parker opened discussion on the fourth question regarding the top three challenges/threats for halibut and sablefish. Chair Parker noted issues on management, marketing issues with over abundance, low price, and small sizes of sablefish. Chair also suggested expanding domestic and international markets.

Baumgart noted the strong US dollar and the devaluation of the Yen being a challenge for international markets. Whitney echoed this comment and added that the international trade leads shared by ASMI international are very helpful. He also noted that the answers to last year's All Hands on Deck questions are still relevant.

Industry member Maddie Lightsey commented on sablefish market and suggested focusing on advertising in China and Japan. She also discussed lack of awareness and unfamiliarity with sablefish in the US market and suggested marketing to millennials because it is an easy and nutritious fish to cook.

Industry member Keith Singleton discussed the success of Alaskan Leader value-added sablefish products such as sablefish miso. Singleton noted that small sizes are the most concerning aspect for sablefish in the future.

Chair Parker opened discussion on the fifth question regarding resources ASMI could provide to help harvesters. Jensen would like resources on what can be done with small sizes and resources to encourage consumers to try it.

#### **Other**

Chair opened the floor for other comments. Keith Singleton discussed importance of Symphony of Seafood and encourages others to get involved. Singleton noted that halibut is often not represented at Symphony of Seafood. Recommends ASMI encourage more industry to join.

#### **Good of the Order**

Chair Parker opened the floor for good of the order. No comments were made.

#### **Adjourn**

Jensen moved to adjourn, Keplinger seconded. None opposed. Motion passed.  
Meeting adjourned at 4:00 pm.