Domestic Marketing

1. What are the biggest opportunities for your program that are emerging post-pandemic?
   - At home consumer opportunity
     - Example - canned salmon
     - At home ordering and delivery
       - Potential training opportunity
   - Foodservice opportunity
     - Messaging using QR codes
     - Promotion/menuing of sablefish
   - Capitalize on species diversity momentum

2. What long-term challenges must your program continue to monitor and/or address?
   - Smaller fish size
     - Talking points available to address fish size concerns to our trade partners
     - Capitalize on opportunities provided by smaller fish sizes
       - Cook time, plate coverage, etc.
   - Sustainable packaging solutions
     - Supporting conversation and movement for sustainable packaging
   - Competition from foreign fisheries
     - Continue the Alaska brand messaging
   - Promote Alaska Pollock market expansion and acceptance

3. Please address the comments from the species committees that were directed toward your program. In response, do you have any recommendations for which your operational program should take action?

4. Are there any specific questions or items of interest pertaining to your program you would like the ASMI Board to consider? If not, write N/A.
   - How to respond to mislabeling (reporting/enforcement?)