



*Wild, Natural & Sustainable*

Alaska Seafood Marketing Institute (ASMI)  
Domestic Marketing Committee Meeting  
Tuesday, August 20<sup>th</sup>, 2019  
10:00 AM – 4:00 PM Pacific Time  
Trident Seafoods  
5303 Shilshole Avenue NW  
Seattle, WA

**I. Call to Order**

9:59 AM Chairman Salle calls the meeting to order

**II. Roll Call**

Committee members present: John Salle, Lilani Estacio Dunn, John Daly, Kendall Whitney, Branson Spiers

Committee members absent: Thea Thomas, Ron Christianson, Mike Cusack, Nelly Hand, Larry Christensen, Tom Sunderland

ASMI Staff Present: Hannah Lindoff, Jeremy Woodrow, Ashley Heimbigner, Megan Rider, Emily Gisler, Leah Krafft, Sarah Cannard

Others present: Mike Campanile, Dana Lawnzak, Katie Goldberg, Pat Shanahan, Mark Jones, Susan Marks, Jann Dickerson, Tricia Sanguinetti, David Wooley, Julianne Curry, Ron Risher, Tomi Marsh, Jesse Keplinger, Brenna Cleary

There was no quorum.

Chairman Salle acknowledges Woodrow, Rider and Heimbigner for their new roles. Welcomes Dickerson back to the Foodservice program. Salle reiterates the mission of ASMI and the committee.

**III. Approval of Agenda**

Estacio Dunn makes motion to approve agenda, Whitney seconds. Salle approves agenda.

**IV. Approval of minutes from meeting held April 9<sup>th</sup>, 2019**

Whitney motions to approve minutes, Daly seconds. Salle approves minutes.

**V. Public Comment**

Salle asks for public comment. No comments are made.

## **VI. Domestic Director Update provided by Megan Rider**

Rider introduces National Accounts Representative Dickerson and new ASMI Communications Director Heimbigner. Mentions that Dickerson has over 17 years of experience in the foodservice industry and brings a wealth of knowledge. Heimbigner comes from the International program at ASMI. Rider acknowledges the domestic staff, Sarah Cannard, Emily Gisler and Leah Krafft.

Rider shares that the domestic program has recently ended their partnership with Kona Brewing. The team met with the Alaska Brewing Co. to reestablish a partnership with them as their story and brand more aligned to Alaska Seafood.

### **- Datassential Research**

Dickerson is heading up this research project and will go more in depth on the research during her foodservice presentation.

### **- WAP Restaurant Week**

Rider discusses Wild Alaska Pollock Restaurant week, a project in concert with GAPP that is similar to Herring Week that was held in 2017. Shanahan will be spearheading the event to organize. Chefs will feature WAP and Alaska pollock roe on their menus in the Seattle area to showcase in unique and inventive ways. Rider hopes to have the event start during Lent of 2020.

Salle asks if the committee will get more info on the new Datassential research. Dickerson responds that she will have more info to share at All Hands in October.

Estacio Dunn asks if the restaurant week is just in Seattle. Rider confirms, and states that nationwide could even be a possibility in the future.

## **VII. RFM logo, Sustainability and Monterey Bay Aquarium Update provided by Susan Marks**

Marks presents information on the new RFM logo. The logo will be transferred and housed at an independent foundation, Certified Seafood Collaborative, rather than at ASMI. Logo will be translated into multiple languages and will have no logo licensing fees. The plan is to release the logo widely for National Seafood Month in October. The committee discusses the timeline that retailers will have to swap out older POS materials with the old logo. Sanguinetti shares that the word “sustainability” is now on the logo, which the OMRs and committee feedback had suggested. Discussion occurs about processors and retailers and their role with regard to chain of custody. Dickerson asks if there will be consumer testing of the new logo. Marks answers that the strategy with consumers will happen eventually, but that businesses and foodservice companies need to be on board first. Lindoff clarifies that the new RFM logo colors and design are complimentary of the current ASMI logo.

Marks presents an update on letter that the committee requested with regards to the Monterey Bay Aquarium. Marks reports that she sent an e-blast containing a template for industry members to use and send out to retailers requesting them to reach out to MBAq. Marks reports that there was only one letter sent out by AFDF, that she knows of. ASMI website has been updated with information about certification programs vs rating programs that can be referenced when industry members are talking to retailers. Jeff Regnart has a call with MBAq to further discuss and invite someone from Seafood Watch to attend All Hands. Salle thanks Marks for putting together the letter and asks

members of the committee what the experience is with this letter and passing to sales people and customers. Discussion happens from committee members about following up with sales people to take action. Salle asks if Marks has heard from MBAQ about the letter. Marks responds that MBAQ wants to hear from customers. Whitney shares his experience at a local grocer and how their labeling at the seafood counter is a confusing customer experience and that he wrote a letter on behalf of his consumers. Discussion about certification and awareness to the consumer. Woolley shares that decision makers at distributor level are not the people who ASMI is interacting with on promotions. Salle suggests that the letter is recirculated to the group for the committee and contractors to follow up on. Marks suggests that retailer messaging should be adjusted for consumers and that topic should be brought up with retailers.

#### **VIII. Tariff Update provided by Hannah Lindoff**

Lindoff provides update on China tariffs. Alaska cod and salmon were removed from the inbound from China tariff list. Alaska pollock is on the list to receive 10% inbound tariff starting in December. Pollock inbound from China is usually Russian pollock. This is good news for the AK Pollock industry. Alaska flatfish is set to receive a 25% tariff from China. The flatfish industry is working on an exclusion. Lindoff reports that inbound products to China have additional 25% tariff and reprocessed products are not subject to tariffs. Woodrow asks Lindoff to expand on the impacts of products to China. Measurement is difficult, but that has been a significant drop in exports to China. The ASMI International program applied for ATP funding and received \$7.5 million to use over three years to expand to other markets other than China such as SE Asia, Brazil. Whitney asks if funding can be used domestically. Lindoff replies that funds will be used on materials and infrastructure that the entire organization can utilize, including the domestic program.

#### **IX. Executive Director Update provided by Jeremy Woodrow**

Woodrow brings up All Hands and scheduling travel. Mentions that he would appreciate feedback about the timing of the meeting in Anchorage, and if there are better dates. The ASMI Customer Advisory Panel met in Sitka to discuss various industry topics. Woodrow provides more information on the ATP funding that ASMI received. ASMI is working to bring down spending to meet the current revenue stream while working to expand other sources of revenue, such as grants and ATP funding. Woodrow reports that the governor signed the operating budget, with a veto to a reduction of the travel line. Salle asks about an update on the new digital asset library system. Woodrow shares that the new library is up and running and ready to be utilized.

#### **X. National Accounts Update provided by Jann Dickerson**

Rider introduces the ASMI contractors and how integral they are to the ASMI team. Dickerson gives presentation on national foodservice accounts and recaps what has happened over the past year with promotions at foodservice operators. Dickerson introduces herself and her professional experience in the food industry. Promotion partners over the course of the past year include Dairy Queen, Macy's, Long John Silver's, Fosters Freeze, Rubio's and Nordstrom. Dickerson shares details from Datassential on trends and changes in the industry, such as the increase in flexitarian eating among consumers, plant based proteins and plant forward menu options. Salle asks if plant based proteins are a threat to seafood over the Lenten season. Dickerson responds that potentially they are and we should focus on that during Lent. Dickerson brings up the increase of fast casual restaurants that are focused on healthy ingredients and how can seafood get on those menus. Dickerson shares info from Datassential about fish and seafood limited time offers (LTOs). Woodrow asks if there is a

comparable call out on menus. Dickerson replies that we will have information about that from Datassential soon. Dickerson shows the committee the “Menu Alaska” booklet, from the last round of research from Datassential and mentions that we will have updated research to put into new collateral soon. Sanguinetti mentions that the new data will contain easily digestible infographics for industry to share.

Salle recesses the meeting until 12:30 PM for lunch.

#### **XI. Lunch**

Salle reconvenes meeting at 12:33 PM.

#### **XII. McDowell Group update provided by Garrett Evridge**

Evridge provides an Alaska seafood update on Alaska salmon and ground fish. A little over 156 million salmon have been harvested in 2019. The 2019 harvest will likely will rank the 4<sup>th</sup> largest since 1975 and is an improvement from 2018. Pink salmon harvest has seen 90 million fish. Twelve million chum salmon have been harvested, which is 20% lower than the five-year average. There have been 1.5 million coho salmon harvested which is 40% lower than the five-year average. The historical peak for coho is late August, so there is still time. For Chinook, there has been 230,000 fish harvested so far. Brief overview on current ground fish harvest numbers are presented.

Jones thanks Evridge for the update and mentions that he sends to 136 retailers. Salle asks if the update includes other species. Evridge replies that the ground fish report is sent monthly.

Salle asks Evridge to elaborate on the volume vs pounds of sockeye salmon harvested. Evridge said that the McDowell group is hoping to add clarity around the average size of sockeye salmon to make the report clearer.

#### **XIII. Industry Update**

Woolley asks about the Pebble Mine and how that is affecting industry. Woodrow brings up an update that was recently shared to CAP members and he will share that update with the group. Whitney mentions the higher temperatures of the water in Alaska and the associated fish die off. Daly shares optimism about the 2019 salmon harvest, specifically Bristol Bay sockeye. Curry asks what is being done to differentiate wild Alaska pollock and Russia pollock, and requests that the committee continue to think about that issue. Curry provides an update about Gulf of Alaska salmon harvests and lack of water in Kodiak and how that affects processing. Discussion around Pebble Mine and upcoming meetings in DC to meet with key decision makers to talk about Pebble. Curry acknowledges ASMI’s role in providing talking points around issues that affect Alaska seafood. Heimburger mentions that the communications and domestic teams can help to clarify information about issues like Pebble Mine and ocean temperatures with consumer. Rider asks for information and guidance on product forms and what can ASMI promote. Committee members have discussion around canned Alaska pink salmon and Russia canned pink salmon. Salle requests that ASMI continue to promote sockeye salmon and pollock. Estacio Dunn mentions that keta still has a stigma around it and would appreciate more customer education about the species. Discussion continues around retailers promoting keta and calling it different names.

#### **XIV. Retail Update provided by Mark Jones**

Jones provides an update about the different retailers that ASMI has partnered with over the past year. Jones breaks down the partners by each region of the U.S. with photos of merchandising, social media posts and print ads of the different species that were promoted. Results from retailers such as Whole Foods, Shop Rite, Publix, Albertson's, and more are featured. Partnership with Kona Brewing is detailed and upcoming FY20 Alaska Brewing Co partnership is presented. Jones details upcoming FY20 partnerships with retailers such as Hello Fresh, Fred Meyer, Costco Canada, Sprouts, New Seasons and Meijer. Salle asks what the big trends in retail are. Jones responds that trends like cook in the bag, meal kits and vacuum packed products are popular with consumers. Jones also mentions that there is room for more value added products like Alaska pollock noodles with retailers.

#### **XV. Edelman Update and Transition provided by Katie Goldberg**

Katie Goldberg introduces Brenna Cleary and provides a presentation on the trade PR and social support plan for the Domestic program. The FY20 plan includes earned and paid communications, events and social efforts with a focus on taste, flavor and also sustainability, health and wellness. Goldberg mentions that Edelman will leverage event presence to build relationships with key media and industry groups. Goldberg also mentions that Edelman wants to leverage partnerships to generate earned media coverage as well as strategic social support with LinkedIn. Strategic partnership support for both the consumer and domestic programs are discussed.

Lindoff asks Goldberg for help with messaging Alaska seafood and Japanese food for the Tokyo Olympics in a cohesive way. Goldberg says that Edelman can assist.

Salle recesses the meeting until 2:40 PM.

Salle calls meeting back to order at 2:41 PM.

#### **XVI. Distributor Promotions Update provided by David Woolley**

Woolley presents slides on the FY19 foodservice distributor promotions. Partnerships include Gordon Foodservice, Sysco, Performance Foodservice, Inland Seafood and US Foods. Woolley mentions the increase in social media usage with distributors and how that method has led to an increase in Alaska seafood sold to operators. Slides detail different promotional flyers, social media posts and Alaska seafood product images that the different distributors have utilized over the course of FY19. Woolley mentions that ASMI staff will help to develop educational training decks for use with different distributors. Distributors have sold 6.3 million pounds of Alaska seafood in FY19. Goldberg mentions that Edelman can help to amplify social media posts and provide guidelines to help make social media posting easier for distributors. Lawnzak mentions that smaller specialty distributors don't provide frozen product to operators, and that might be a challenge for ASMI's distributor partnership program. Whitney asks what about Samuels & Sons makes them so successful. Woolley responds that they are a champion of Alaska seafood and it makes the program successful.

#### **XVII. All Hands Prep**

Rider lets the group know of the meeting schedule for the upcoming All Hands meeting in Anchorage in October. Woodrow updates the committee that the final day of All Hands will be a bit shorter than

years past to facilitate a more efficient travel schedule. The committee discusses the idea of the International and Domestic committees combining for part of the All Hands meeting. Salle recommends that the Communication committee also be involved with the combined meeting. Rider suggests that this year there will be more collaborative time in the meeting to discuss industry updates and have discussion about the species committee recommendations. Rider asks Woodrow about the chairs of the committees being present at the Board of Director meeting. Woodrow says that the chair or a spokesperson for the committee can present on behalf of their operational committee.

#### **XVIII. Old Business and Good of the Order**

Salle asks if anyone has any old business or anything for good of the order. Salle asks if the budget that was presented at the previous meeting was approved. Rider responds that yes, it was approved except for a small amount of funds that were moved to the Technical team. Woodrow provides an overview on why those funds were moved, partially to invest in more technical collateral.

#### **Adjourn**

Salle adjourns the meeting at 3:38 PM.