



*Wild, Natural & Sustainable*

Halibut/Sablefish Committee

Tuesday, October 8, 2019

1:00pm

Resolution Room, Hotel Captain Cook

Anchorage, AK

Dial-In Information

Call in number: 800-315-6338

Alternate call in number: +1-913-904-9376

Access Code: 60778

*Draft minutes*

I. Roll Call

The meeting was called to order at 1:00pm by Chair Peggy Parker.

**Members present:** Peggy Parker, William Sullivan, Mark Callahan, Bob Barnett, Kendall Whitney, Jessica Keplinger, Jim Lagucik

**Absent:** John Jensen, Carina Nichols, Jim Hubbard

A quorum was met.

**Others present:** Alina Fairbanks (Rising Tide Communications), Mike Erickson (ASMI Board; Alaska Glacier Seafoods), Kurt Olson (retired), Daeng Veeraprechanon (ASMI S-E Asia Rep), Michael Kohan (ASMI), Joani Jones (Edelman), Zeke Brown (fisherman), Kinsey Justa (60° North Seafoods)

II. Approval of Agenda

Kendall noted to add reelections for chair and vice chair to the agenda.

A motion was made by Callahan, seconded by Barnett, to approve the agenda as amended. The motion passed.

Parker asked the committee to introduce themselves.

### III. Approval of minutes from Monday, October 28, 2018

Callahan stated that in New Business, the third bullet under East Coast Halibut should be revised to reflect that Atlantic halibut prices do not drop low in the winter; conversely they substantially increase.

Callahan also noted that on page 5, halibut have not been heavily impacted by the tariffs, primarily just sablefish. The text should be revised to read: "Sablefish has been impacted by the tariffs thus far, but not halibut."

A motion was made by Barnett, seconded by Lagucik, to pass the minutes as amended. The motion passed.

### IV. Public Comment

Erickson (board member) noted that he would like to see more effort put towards domestic marketing of sablefish, as markets are soft and now would be an opportune time. Erickson added that Costco would be an important target, referencing the Costco refreshed sockeye salmon promotion as a successful example.

The group agreed that there needs to be a larger focus on sablefish domestically, and that internationally the team has done a good job.

### V. Old Business

Barnett mentioned that the Technical program did a great job with the new Sablefish fact sheet, which has been out since the beginning of the year.

Parker explained that Atlantic halibut is taking market share from Alaska, and the fishery is growing. Keplinger added that unfortunately from a consumer perspective, there isn't a distinguishable difference between Atlantic and Pacific halibut, and their choice is going to come down to price.

Whitney emphasized that ASMI should speak to the sustainability benefits of the Alaska halibut fishery, which has been sustainable for over 40 years. Keplinger added that Norwegian farmed halibut is another industry that is capitalizing on the heavily-saturated domestic halibut market. Parker noted it would be helpful if ASMI considered more promotions for fresh halibut.

Barnett brought up the issue of chalky halibut. Kohan explained that IPHC is underway with data acquisition involving staff on the ground in plants to be able to assess, and next year they will possibly be able to have a more formatted plan moving forward to address the issue.

Kohan added that the program did some basic analysis within the ASMI outreach stating that chalk is a 1.5-3% problem for halibut coming out of Alaska, and it is now up to IPHC if they would like to conduct a larger halibut study focused on chalk. Kohan stated that there are opportunities for ASMI to address quality handling and possibly some concepts of chalk in new longline quality handling videos.

Further, Kohan explained that the program created a technical fact sheet with information on chalky halibut as an effort to create outreach material for industry to use with buyers or supply chain. She mentioned that the program is happy to do a study or advise on sensory concepts that Parker mentioned, but the fact sheet was a way to address the issue initially.

## VI. New Business

There was no new business for discussion.

## VII. Key Questions

The committee discussed the questions brought forth by Woodrow.

## VIII. Good of the order

Callahan stated that the ASMI program director presentations were very well done with specific information and good flow. Lagucik agreed that great work is being done and a good effort has been put behind emphasizing wild and sustainable. The group also agreed that the trivia breaks were a great new addition this year.

Whitney mentioned that he appreciates all of the work that Kohan and her team are doing, since functional nutrition messaging is especially important.

IX. Voting

Reelections for Chair and Vice Chair took place. Peggy Parker was reelected as Chair, and William Sullivan as Vice Chair.

X. Adjourn

A motion was made by Callahan, seconded by Lagucik, to adjourn. The motion passed.

The meeting was adjourned at 3:21pm.