

Alaska Seafood Marketing Institute

Responsible Fisheries Management (RFM) Committee Meeting

Monday, January 9, 2017 at 8:30 AM PST

PSPA Office at 1900 W Emerson Pl, #205, Seattle, WA 98119

Committee Members Present

Larry Cotter - Chair

Mark Fina

Glenn Reed

Stefanie Moreland

Jim Gilmore

Scott Goodman

Julie Decker

Ron Rogness

Dave Benton (on phone)

Tomi Marsh (on phone)

Duncan Fields (on phone)

Others

Guest Chris Spring, MRAG

Maria Jacob / Alaska Seafood Cooperative, Manager

Susan Marks / ASMI Sustainability Director-Staff

Jeff Regnart / Fisheries Consultant-Staff

Tricia Sanguinetti / ASMI Consultant-Staff

Alexa Tonkovich / ASMI ED

Lisa Martinson / ASMI Admin Support Technician-Staff

Hart Schwarzenbach (on phone)

**Opening Items**

1. Meeting was called to order at 8:45am
2. The Chair dispensed with the roll call
3. Under Old Business, the topic of Outreach was added. Under Executive Session, the topic of Monterey Bay Aquarium was added. **Reed motioned to approve the agenda as amended; Gilmore seconded; motion was unanimously approved**
4. **Gilmore motioned to approve the draft minutes from the November 22, 2016, meeting; Reed seconded; motion was unanimously approved**
5. Staff suggest that the committee focus on chapters 1 and 7, procedures 2 and 8. Guest Chris Spring from MRAG is scheduled to join the committee at 10am to dive into the free rider issue, discuss options, and answer questions.
6. The Chair expressed appreciation for the procedures 2 and 8 reviews from several of the committee members. He is looking forward for the committee to have a candid and positive meeting around the documents.

**Public Comment** / no public comment

**Old Business**

* 1. Chain of Custody (CoC) Withdrawals

Staff shared with the Committee that 35 companies withdrew from RFM CoC in 2016. A list of companies was provided and passed out to all attendees. Reasons are not noted for why this many companies have withdrew and staff mentioned this would be great information to have in the future.

* 1. RFM Fisheries Standard V 2.0

Staff led the Fisheries Standard V2.0 discussion. After a month of collecting information and a webinar to finalize the comments prior to going to the ASMI Board of Directors, the RFM Team is looking to have Standard V2.0 in front of Board in the first quarter of 2017.

* 1. QMS Manual

Committee members expressed concern that the QMS manual should be greatly improved and rewritten.

• Committee concerns are as follows:

-Words like auditor/assessor are used interchangeably, objectives are hard to follow, and assumes a CB would have a very difficult time getting through the QMS.

-V1.3 of QMS there wasn’t time to go through the QMS thoroughly due to the need to focus on just changes that were relevant to being compliant with GSSI.

-The general belief is that the time is now to do a comprehensive review of the QMS to the satisfaction of the committee in order to have it more accessible for outreach and ready for a new owner.

• The Chair recommended a working group be developed pulling in technical expertise from members Moreland, Gilmore, Fina and Rogness.

•The ED expressed concerns from a resource and prioritization point of view. There is limited staff and resources on this program and a lot of work to do.

• Gilmore stated if APA people asked his opinion on RFM, he would say that it needs a technical rewrite. He believes fixing the QMS is the highest priority for the program.

• Decker agrees to get QMS to point of satisfaction of Committee.

• Reed agrees with having a working group to go through Manual, make it efficient and works for the Fishery Clients and then put it up for GSSI recognition.

• Rogness clarified that when a key change is made, it will need to be resubmitted to GSSI.

• Rogness stated there is no GSSI requirement for ISO accreditation.

• Decker expressed the importance of having Staff involved to help flag where there may be GSSI issues in a rewrite.

• The Chair recommended the working group work with Staff on the comprehensive review of QMS.

• Staff said they could be a resource, it was also suggested delinking the editing of the entire QMS Manual and the Standard V2.0 as not to hold up delivery of Fishery Standard V2.0 to Board of Directors. Committee agreed.

• Staff also stated there are areas of expertise that they don’t have and the working group will have to identify those areas as they proceed.

• Fina and Gilmore both stated they believe it will take a few months to conduct the comprehensive review of the QMS. Gilmore identified the need for a technical writer and an ISO accreditation expert.

• Staff identified that Procedure 2, for V1.3 of the Fisheries Standard has been edited to be a better working document and needs to be approved and go forward to the Board. Cotter recommended putting it up on the screen and reviewing it as a Committee. Committee agreed.

• The Committee proceeded to review and edit Procedure 2 for V1.3. Staff captured the edits from Moreland and Gilmore’s email responses from December and additional edits discussed during the meeting. The committee agreed to adopt all edits discussed. **Gilmore motioned to adopt all edits to Procedure 2 v1.3, which will also be applied to Procedure 2 v2.0; Reed seconded; motion was unanimously approved**.

* 1. Procedure 4 / CoC ‘Free-Rider’ Discussion

• Staff presented information from the review that was conducted with various CBs about the ‘Free-Rider’ issue. Chris Spring, MRAG, answered questions regarding his experience with MSC and following protocols for ensuring companies were a part of CoC certificates.

• Much discussion was had on the topic. The fisheries in Alaska follow a relatively homogenous process. Spring said ASMI doesn’t have to write the procedure like the MSC, which must apply to more varied fisheries all over the world.

• Decker identified in Procedure 2, section 3.2.1, that language has already been written in to take care of instruction to CBs/client contracts regarding Certificate Sharing.

• Decker suggested the following phrase be added to the end of the last sentence in Procedure 4, section 10.0, “…including evidence that the applicant has met the cost sharing requirements of the client.” This phrase will be taken into consideration by the QMS working group.

• Committee agreed that each Fishery Client will keep a list on their website of who is included in the Certificate Sharing. This will be kept flexible for each Fishery Client to best execute. Spring concurred that a web site for verification is the easiest process.

**The committee adjourned for lunch at 11:50am and reconvened at 1:10pm.**

* 1. New RFM Seal Update

• Staff sent a questionnaire on behalf of Kate Consenstein of Rising Tide Communications in December. This was (3) questions, but Staff explained that a larger questionnaire was completed earlier to assist Kate.

• From that feedback Kate has written the creative brief which was put on the overhead for the committee to see. Staff said they are open to more comments at any time.

• The committee discussed the questions from Consenstein. Moreland asked what the cost was for this work, and Staff said monies for this project are in the 2016-17 RFM budget and she will get a detailed estimate from Kate.

• Some in committee would like to see the use of “blue” in the logo. Committee agreed with Creative Brief and for Staff to proceed with redesign. Next step is Kate will produce some proto-types for committee review.

* 1. Terms of Use and Brandmark Guidelines for RFM Seal

• Committee reviewed the language that changed in these documents which now allows for the RFM Certification Claim to be used on non-human grade products.

• Committee discussed adding the words Responsible Fisheries Management Certification to the claim. Staff noted there is lots of room for improvement on our claims for CoC, but there just hasn’t been the time or resources to devote to this. As the program expands though, this is one area that should be looked at to provide more options for CoC clients.

• Staff confirmed the RFM seal still cannot be used on non-human, non-food grade products. The new RFM logo will be able to be used on non-human, non-food grade products.

* 1. Outreach

• The Chair talked about putting together presentations at the Chamber of Commerce, rotaries as outreach on RFM. Reed recommends pitching company’s that they would be paying x% of self-assessment to pay for RFM (10-20%).

• Decker questions if Chambers, etc. is correct audience. Comfish makes sense.

• Moreland stated she would like to finish QMS rework before doing any outreach, would like to look at work created and costs for industry, Fishery Clients involvement with contractors, would like clear direction from Board as to path forward on RFM and more flushed out message for what Committee is saying in outreach.

• The ED stated that it is unlikely to get more clear direction from the Board as they are expecting a survey of industry from the Committee.

• Decker recommended that Kodiak Comfish (March 30) would be a reasonable deadline. There will be policy makers, harvesters, aquaculture association, plant managers at Comfish.

• Moreland suggested sponsoring tastings to entice people to attend.

**Executive Session**

**2;25pm Rogness motioned to move into executive session; Reed seconded the motion; the motion passed unanimously.**

**3:55pm Moreland motioned to move into regular session; Fina seconded the motion; the motion passed unanimously.**

**New Business** / no new business

**Gilmore motioned to adjourn the meeting; Decker seconded the motion; the motion passed unanimously. The meeting was adjourned at 4:00pm.**