



Wild, Natural & Sustainable[®]

Alaska Seafood Marketing Institute
Responsible Fisheries Management (RFM) Committee Meeting
Wednesday, November 29, 2017 at 8:00 AM AKST
Hotel Captain Cook/Quadrant Room
939 W 5th Avenue, Anchorage, AK 99501

Committee Members Present

Mark Fina - Chair
Julie Decker
Glenn Reed
Stefanie Moreland
Tomi Marsh
Jim Gilmore (on phone)
Scott Goodman (on phone)
Dave Benton – not present

Others

Tom Enlow, Board Member
Fritz Johnson, Board Member
Jeff Regnart / ASMI Fisheries Consultant-staff
Tricia Sanguinetti / ASMI Consultant-staff
Victoria Parr / ASMI Domestic Marketing Director-staff
Susan Marks / ASMI Sustainability Director-staff
Michael Kohan / ASMI Seafood Technical Director-staff
Lisa Martinson / ASMI Admin Support Technician-staff
Hart Schwarzenbach, Peter Pan Seafoods
Ron Risher, Icicle Seafoods
Dave Gaudet, Fisheries Consultant

Opening Items

- a. Meeting was called to order at 8:14am AKST
- b. Roll call was taken
 - **Decker motioned to approve the agenda and Reed seconded; motion was unanimously approved**
- c. Minutes approval
 - October 24, 2017, meeting minutes approval
 - On page 3, middle of the page, the name of the consultant is Wes Toller

- **Reed motioned to approve the draft minutes from the October 24th meeting as amended; Decker seconded; motion was unanimously approved**

d. Opening Remarks

- Mark Fina welcomed the public, board members, and staff to this meeting intent on giving everyone the opportunity to comment
- RFM is on the agenda at the Board of Directors' meeting to approve updates to the QMS and Procedures

e. Goals & Discussion for current meeting

- We will outline where we are to date, what we have done this year, and our next steps

Public Comment

There was no public comment.

New Business

a. QMS / Procedure Executive Summary

- Jeff Regnart briefly outlined the QMS, which is a summary of the Procedures 1-8, and the Executive Summary, which is a brief outline of the substantive changes to Procedures 1-8
- The RFM committee revised the Quality Management System Manual (QMS) and Procedures documents to improve readability, clarity, and increase cost savings to the clients
- Keeping GSSI and ISO 17065 compliance was paramount
- If you are looking for something and it appears to not be there, please let Regnart know and we'll help you locate it
- The complaints & appeals section was completely rewritten (with flowchart) to clarify for the scheme owners and costs
- Streamlining the audit and recertification process could result in a 30% savings over the 5-year certification cycle
- Client groups were updated with the changes
- Chair and committee members expressed their thanks to the contractors and staff for all the hard work everyone (including committee members) put it to revise the documents
- Stefanie Moreland, Julie Decker and Dave Gaudet will meet with the cod client group on Monday to discuss the updated QMS

b. Review and Discuss 2014 Strategic Plan

- If you'd like to refer to the minutes of the last meeting, it's a good summary of where this committee would like to proceed with the Strategic Plan, if at tomorrow's meeting the Board of Directors agree
- If the Board agrees to the updates to the QMS / Procedures, we can move on
- With direction from the Board, we can develop and implement education for and surveys of the industry
- We now need the input from a broader section of the industry, once they've been updated on the value RFM brings to both directions in the chain of custody
- Possible outreach strategies could include workshops and partnerships with programs that have similar foundations as RFM, upon Board approval
- This committee is looking into creating a separate logo from the current ASMI-centric logo; we look forward to more discussion on this in the future as it is in a very preliminary stage
- Previous to this meeting and following up from the October 24, 2017, meeting, committee members finished reviewing the QMS and Procedures updates

- The following committee members gave their approval of the updates to be brought forward to the Board of Directors at the All Hands meeting: Fina, Benton, Reed, Goodman, Decker, Fields, Gilmore, and Moreland
- c. Discuss the Technical Committee's involvement with Chain of Custody (CoC)
- Now that the QMS and procedures are updated pending Board approval, the RFM committee can focus on CoC
 - The Technical Committee has kindly offered their expertise in the past, but more direction is requested from the RFM committee on their involvement and responsibilities; what is the due process?
 - Fina responded that it is incumbent on the RFM committee to clearly outline everyone's roles and responsibilities relative to the Chain of Custody
 - The work will begin on the Chain of Custody document when the Board concurs
- d. Review and discuss questions asked of Operational Committees
- The questions' answers are as follows
 1. Major challenges: The committee's presentation to the board summarizes issues of importance, including education and outreach and funding.
 2. Opportunity: The program has the opportunity to continue to expand global relevance building on what we have achieved, such as GSSI recognition.
 3. RFM committee has not received any comments from the species committees at this time.
 4. RFM is presenting at the Board of Directors' meeting on Thursday and are looking forward to receiving input from the Board as we may continue to strengthen the program.
- e. The next RFM could be a teleconference based on the feedback from the Board at their meeting tomorrow, Thursday, November 30
- Per Marsh, the Board may have another meeting late December but before Christmas
 - There could be a teleconference to discuss RFM strategic plan before the late December Board meeting
 - This committee awaits the setting of the next Board meeting before setting an RFM meeting

The RFM Committee wishes to express their thanks to the dedication of the ASMI staff to pull these documents together through multiple iterations and in such a timely manner; the agreement with Walmart re: RFM logo; and continued momentum with GSSI.

Reed motioned to adjourn the meeting; Moreland seconded the motion; the motion passed unanimously. The meeting adjourned at 9:40am.