



Wild, Natural & Sustainable®

Alaska Seafood Marketing Institute
Responsible Fisheries Management (RFM) Committee Meeting
July 27, 2015 at 10:00 am at the Cape Fox Lodge
Ketchikan, Alaska

Draft Minutes

The meeting was called to order by Chairman Larry Cotter at 10:05 am.

Committee members present:

Larry Cotter
Dave Benton
Glenn Reed
Stefanie Moreland
Jim Gilmore
Ron Rogness
Mark Gleason
Jason Anderson
Tomi Marsh
A quorum was reached.

In attendance:

Alexa Tonkovich, ASMI International Program Dir.
Ray Riutta, ASMI Executive Director
Susan Marks, ASMI Sustainability Director
Deb Tempel, ASMI Executive Assistant
Barry Collier, ASMI BOD Chairman
Allen Kimball, ASMI BOD
Commissioner Hladick, DCCED
Representative Dan Ortiz
Mike Cusack, Icycle Seafoods
Jeff Stephan, IMC Chairman
Joe Plesha, Trident Seafoods
David Scott

Motion: Gleason moved to make the following changes to the agenda: move items a-c to Old Business, add RS Standards contract and briefing on GSSI to Executive Session, and add RFM ownership/timeline and strategic plan to sell RFM to industry to old business. Seconded by Reed, the motion passed unanimously.

Motion: Reed moved to approve the minutes from the May 27, 2015 meeting. Seconded by Moreland, the motion passed unanimously.

In his opening remarks, Cotter recognized Representative Ortiz, Commissioner Hladick, and Jeff Stephan. Cotter expressed his encouragement that the committee is moving along.

Goals and discussion for current meeting: review where we are, set the table for the future, and complete a discussion about the RFM budget.

Riutta commented that this program will now report directly to the ASMI Executive Director rather than the ASMI Technical Director.

There was no public comment.

Review of RFM projects and timelines: Marks provided the following link:

https://docs.google.com/spreadsheets/d/1SW_auPEuvLDchGG5B-1EDCqiFYiIDoY40NYJG0doViA/edit?usp=sharing

The link leads to a “fluid” Google shared document called “RFM Project Plan” that Marks will use to start each meeting. Marks answered questions as they came up.

Regarding how the CCC interacts with other committees, Riutta suggested that recommendations by the CCC for the Fisheries Conformance Criteria Standard go to the RFM Committee first, and then to the Board for final approval. All agreed.

Riutta suggested that it should be a requirement that if a certification body (CB) is doing an MSC certification, they must also be able to do an RFM certification. For the certifications to be used side-by-side would be a huge cost savings to the state.

Marks commented that this is a good goal to work toward, however, in order for a CB to be approved to do RFM Certifications, they must be ISO accredited, and right now, not all CBs have this accreditation. The Committee agreed to try and use leverage when/where possible.

Riutta recommended that the Committee not offer any sort of subsidy to any certifying body; the committee agreed.

Marks updated the group on the outreach that is being conducted to get stakeholder input on Version 2 of the Standard.

Allen Kimball commented that Asia was missing from the outreach plans and inquired if ASMI was looking at the upcoming Olympics. Riutta commented that ASMI tried to get into the Olympics in the past and it was way out of reach financially.

Marks commented that RFM outreach needs to start with the industry. Educating the industry, including ADF&G, will be key to getting everyone on the same page. Moreland commented that all ASMI staff need to be the lead on the outreach, not just one program.

Sustainability in Japan was discussed and it was agreed that getting a foothold for RFM in Japan is a great idea.

Overview of RFM Quality Management System (QMS) (formerly P & P Manual):

This manual formalizes the RFM Program, provides transparency, and outlines all the key process and procedures for the program. Marks explained that this manual was the primary focus for the GSSI Governance and Operations audit. Now that the program has documented procedures it will be important moving forward for the program to have written records that document that we are following protocol and support the written procedures.

FY16 Resourcing for RFM Program: roles and responsibilities (RS Standards, Edelman, contractors, etc.)

At the May Board meeting money was approved for support staff for RFM. Commissioner Hladick confirmed that ASMI will likely not get a new PCN approved. This means any support will likely be an unbenefited term position. Com. Hladick gave an overview of the State budget and explained that cuts are going to happen. Hannah Lindoff is on contract for 10 hours per week for the RFM Program and Lisa from the Seattle office provides admin support at 16% for the RFM Program.

GSSI Update: Moreland gave an update on the Rome meetings, stating her belief that the benchmarking tool is on track to be launched in the fall. Rogness gave a steering board update and the proposed outline is consistent with the anticipated beginning of the audits. All agreed that RFM should be in the first round of schemes to go through the full operational audit.

RFM Budget: The current program duties were discussed, as was the time and staff that it will take to execute them well. Collier commented that Marks is completely overworked that ASMI must recruit assistance for her as soon as possible. Marks would like a Program Coordinator/Administrator on her team to help with tasks that are consuming her time. Riutta stated that getting a PCN will be next to impossible, but getting the right contractor onboard will be key to helping Marks.

Riutta stated that ASMI can reallocate funds into different pots and changes can be made fairly easily. Marks stated that the budget was not as detailed as she would like and that she has ideas to make additional subcategories. This was the first look at the budget being separate from the Seafood Technical budget.

Possible sub-categories discussed: Certification costs, benchmarking, accreditation, certifying bodies, events and PR, and the contracts with RS Standards and Edelman.

Collier stated that he would like to give Riutta and Marks some time to go through the budget line by line and come back to the committee with proposed sub-categories. The Committee agreed. A primary focus will be to find an appropriate contractor to assist Marks. Marks clarified that \$60,000 was allocated for a term employee or contractor.

ASMI Executive Director Update: Riutta gave a brief update on the Executive Director search and ASMI's hope to have someone in place by the All Hands Meeting in October.

Edelman RFM Tactical Plan: Marks showed the RFM video which was created in time for the Seafood Expo Global in Brussels. The Committee suggested edits. Moreland mentioned that the seal is not reflective of RFM. Riutta addressed this issue, stating that ASMI is marketing Alaska Seafood and that the seal we have has been trademarked and changing it will require a new trademark. Cotter would also like to see the seal revamped.

Marks mentioned the need to go through all the current marketing materials and update them with current sustainability and RFM Certification messaging. This is a priority, but she has not had adequate time to devote to this task. Some of it will be accomplished through the updating of the Alaskaseafood.org website.

The wildalaskaseafood.com site was discussed, specifically that ASMI needs to link to or add RFM into this website. The new website for ASMI and a dedicated RFM website/url was discussed at length. The content development for the new .org website is falling on staff, and is time consuming. Moreland, Rogness and Reed feel strongly that the stale content needs to be removed ASAP and that less is more, in this case. It was noted that ASMI did pass the GSSI audit with what we have currently.

Moreland proposed to assist with identifying items on the website that need to be removed or updated. Marks commented that Hannah Lindoff is currently working on this, that she will reach out if more help is needed.

Strategic Plan to get industry support: The materials and toolbox (RFM 101 and Chain of Custody brochures) were discussed. The most valuable asset we can get is ASMI staff and industry sales staff to become educated and ambassadors for the program. Marks does not see the need to develop more printed materials at this time. Rather, we need to review all current materials, do away with outdated pieces and re-fresh where it makes sense. She feels facetime is the most valuable tool and she is seeing results with the meetings she has held thus far.

It was noted that because RFM is not complete, sales staff are fearful of even talking about it. The focus needs to be on what we **can** talk about today regarding RFM. Com. Hladick suggested putting tasks into a Gantt chart, prioritizing them, putting a price tag for each and going from there. This idea was discussed at length and some proposed that a Gantt chart should be included in the quarterly report. Marks objected because she already put extensive time and effort to create the existing tool, and this provides a Tactical Plan. To create a brand new document will take time and resources which she doesn't have.

Motion: Anderson moved to enter into Executive Session to discuss the following items a-e. Reed seconded, the motion passed unanimously.

- a. GSSI Update Pilot Audit
- b. RFM ownership, timeline, and transition
- c. Review of Edelman RFM Tactical plan
- d. Certification costs
- e. Update on CB outreach and RS Standards contract

Motion: Anderson moved to return from Executive Session. Reed seconded, the motion passed unanimously.

New Business

Motion: Gleason moved to recommend approval of the RS standards contract. Reed seconded, the motion passed unanimously.

The meeting adjourned at 5:03 pm.