



Retail Marketing Committee Meeting May 3, 2013

A meeting of ASMI's Retail Marketing Committee was held on Friday, May 3rd at Trident Seafood Headquarters in Seattle, Washington.

Present were: Rick Speed (Icicle)
Bob Barnett (Fisherman)
Scott Blake (Copper River Seafoods, Inc.)
Steve Chartier (Peter Pan)
Matt Christenson (Trident)
Mark Gleason (Alaska Bering Sea Crabbers)
Ron Jolin (Fisherman)
Tom Sunderland (Ocean Beauty)
Thea Thomas (Fisherman)
Arni Thomson (Alaska Crab Coalition)
Larry Andrews (Director, ASMI Retail)
Lilani DeLateur (ASMI Retail)
Linda Driscoll (Assistant Director, ASMI Retail)
Mark Jones (ASMI Retail Marketing Rep)

I. CALL TO ORDER/ROLL CALL/MINUTES

Rick Speed, Chairman, called the meeting to order. Speed welcomed two new Committee members: Scott Blake and Mark Gleason. Lilani DeLateur called the roll; it was determined that the Committee had a quorum. There were no public comments.

Minutes from the previous meeting, held November 29, 2012, were reviewed. **Steve Chartier moved that the minutes be approved as submitted. The motion was seconded by Matt Christenson and passed.**

II. RETAIL PROGRAM UPDATE – Larry Andrews

Andrews augmented the detailed program report in the meeting packet with an update on current activities:

- Social Media
 - Use social media to reach out to consumers and collaborate with retailers when appropriate. This would include consumer show events and coverage.
 - Platforms include: Facebook, twitter, ASMI blog, instagram, pinterest

- Consumer Events/Sampling
 - Christenson encouraged other committee members to attend a consumer event and confirmed they are well worth the time and budget.
- Co-op Promotions
 - Promotions include a summer grilling co-op with Ste. Michelle Wine Estates (Alaska salmon) and a Fall promotion (Alaska cod).
- Encore vs. Perishable Foods – retail sales/promotion data
 - Three options were presented: Option 1: Review top 65 retailers in the U (\$177k); Option 2: Kroger, Safeway and Top 20 retailers in the US (\$109k); Option 3: 8 regional studies only; not as robust (\$65k). All options include best practices and report card.

ACTION PLAN: The Committee wants to look at one of the top tier options. Andrews suggested Encore walk retail Committee members through the different options.

III. POS Development – Larry Andrews

- “Multi-Ad®/Kwikee”
 - Andrews reported that the requests for assets has lead ASMI Retail to seek a better way to make digital assets available. Multi-Ad/Kwikee is widely used by the retail industry for all manner of photography/assets.
 - Users will have to create an account in order to gain access. ASMI will be able to track what material is the most utilized.

ACTION PLAN: Committee wants ASMI Retail to move forward with the plan to have all assets available via Multi-Ad/Kwikee.

IV. Costco Demos

- Andrews reported that Costco has approached ASMI re: in-store demos but could not guarantee recipes/literature could be distributed along with them. Scott Blake recommended a coupon instead – without the marketing message ASMI is just doing a buy-down.

V. Budget Review

- Andrews presented the FY14 budget plan including research with Encore and digital storage with Multi-Ad/Kwikee.

Christenson moved to approve the \$2mm budget. Thea Thomas seconded the motion, but amended it to include funding the retail research (Encore) at the higher level; ASMI staff was given latitude to shift the budget as necessary to fund the research. Motion passed.

VI. Recommendations to Board

- Suggestion for All Hands meeting to be changed to a different location and date.

VII. Next Retail Committee meeting was scheduled for October 29, 2013.

- Bob Barnett moved to adjourn; Chartier seconded the motion, which passed.