



Alaska Seafood Marketing Institute

## Salmon Committee Pre-meeting

November 14th, 2024

1:30-3:30pm AKST

Virtual pre-meeting

Minutes Approved 12/3/24

### I. Call to Order

**Chair:** Michael Jackson

**Time:** Meeting called to order at 1:33 PM

#### a. Roll Call & Introduction of Guests

**Present:**

- Chair Michael Jackson
- Vice Chair Jose Montero, Jr.
- Robert Gershberg
- Nicholas Dowie
- Alex Pihl
- Carleigh Hugh
- Matt Alward
- Sandy Souter
- Ted McDermott
- Steven Nast
- Amy Shaub
- Hayley Hoover

**Absent:**

- Melanie Brown (excused)
- Adam Drouhard (Ex Officio)
- John Daly (Board Member)

**Guests:**

- Kyle Pommer
- Simon Marks
- Tom Sunderland

**Introductions:** Chair Michael Jackson invited new committee members (Sandy Souter, Steven Nast, and Hayley Hoover) to introduce themselves and their connection to the industry.

#### b. Approval of Agenda

**Motion:** Approve agenda

- **1st:** Dowie
- **2nd:** Souter
- **Motion Passed**



### c. Approval of Minutes (May 13, 2024 Meeting)

Motion: Approve minutes

- **1st:** Souter
- **2nd:** Dowie
- **Motion Passed**

### d. Antitrust Statement

Chair Jackson read the ASMI Antitrust Statement. Full details are available at [www.alaskaseafood.org](http://www.alaskaseafood.org).

### e. Chair Remarks

Chair Jackson reminded the committee to focus on actionable problems for ASMI to address.

### f. Vice Chair Remarks

Vice Chair Montero, Jr. expressed gratitude for committee participation and emphasized the value of constructive feedback in promoting Alaska seafood.

### g. Public Comment

No public comments were made.

## II. New Business

### a. ASMI International Salmon Marketing Activity Highlights

**Presenter:** Hannah Schlosstein

- **Dowie:** Asked which areas have the most growth potential. **Response:** Latin America and Southeast Asia.
- **Jackson:** Inquired about Eastern Europe's sales increase (300%). **Response:** Follow-up information to be provided before the All Hands meeting.

### b. ASMI Domestic Salmon Marketing Activity Highlights

**Presenter:** Amy Dukes

- **Jackson:** Asked about opportunities for salmon. **Response:** Campaigns often include salmon; focus on promoting ease and availability.
- **Dowie:** Questioned the ready-to-eat market potential. **Response:** Focus on convenience (e.g., Costco recipes).
- **Dowie:** Suggested leveraging the Symphony of Seafood for market promotion. **Response:** Team will discuss and follow up.
- **Dowie:** Asked about the state of pet food. **Response:** Grant delayed but remains a priority.
- **Pihl:** Interested in college demographic outreach. **Response:** Referred to Sarah for follow-up at All Hands.

### c. ASMI Technical Update

**Presenter:** John Burrows

- **Schaub:** Asked about farmed product inclusion in frozen shelf life study. **Response:** Exclusively wild product.
- **Jackson:** Asked about workforce size. **Response:** One-person team.



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- **Jackson:** Requested details on frozen study research. **Response:** Research exists; follow-up promised.
- **Jackson:** Asked about CDR gun research interest. **Response:** Requires targeted study and industry discussions.

**d. ASMI Communications Update**

**Presenter:** Margie Sherman

- **Jackson:** Asked for ASMI help in combating negative press surrounding southeast salmon. **Response:** ASMI is focusing on positive storytelling and looking into a larger campaign targeting the west coast audience.
- **Pommer:** Inquired about canned salmon product with USDA partnership, how are we leveraging? **Response:** Each can has a scannable QR code that leads the user back to the ASMI website and had already seen good engagement.

**e. RFM Presentation**

**Presenter:** Tom Sunderland

- **Montero:** Asked about species in South America. **Response:** Anchoveta fisheries.
- **Montero:** Questioned nations uninterested in RFM. **Response:** Visibility of RFM increasing; focus on conversational messaging.
- **Pihl:** Asked how to promote RFM awareness. **Response:** Emphasis on origin logos to convey trust and value.

**f. Review of ASMI Board Questions (All Hands Meeting)**

Chair Jackson reviewed the board questions, emphasizing how staff presentations support answering these questions. Vice Chair Montero encouraged committee members to reflect on the presentations and their application to the questions.

**III. Good of the Order**

No additional items were discussed.

**IV. Adjournment**

**Time:** 3:30 PM