



Alaska Seafood Marketing Institute

Salmon Committee Meeting

Monday, May 19, 2025

8:30 AM - 10:30 AM Alaska Time / 9:30 AM Pacific Time

Virtual

Approved Minutes (on 11/06/2025)

- I. Chair Michael Jackson called the meeting to order at 8:37 AM Alaska Time / 9:37 AM Pacific Time.
 - a. Roll Call & Introduction of Guests
Present: Michael Jackson (Chair), José Montero, Jr. (Vice Chair), Robert Gershberg, Nicholas Dowie, Alex Pihl, Sandy Souter, Ted McDermott, Amy Shaub, Hayley Hoover, Melanie Brown, Steven Nast, Adam Drouhard (Ex Officio), John Daly (Board Member Liaison)
Not present: Carleigh Hugh (excused)
Also present were ASMI Board Vice Chair Tomi Marsh, ASMI staff, other industry members, and members of the public.
 - b. Approval of Draft Agenda
Sandy Souter made a motion to approve the draft agenda. Nicholas Dowie seconded the motion. None opposed; the motion passed.
 - c. Approval of Draft Minutes from All Hands on Deck, December 3, 2024
Steven Nast made a motion to approve the minutes from the December 3, 2024 meeting. Sandy Souter seconded the motion. None opposed; the motion passed.
 - d. ASMI Antitrust Statement
The ASMI Antitrust statement was read aloud by Chair Jackson and shared in the chat.
 - e. Chair Remarks
Chair Jackson recalled the doom and gloom of two years ago in the market but feels the optimism for this season.
 - f. Vice Chair Remarks
Vice Chair Montero, Jr. agreed with Chair Jackson and added that it will be important to maximize the growth.
 - g. No public comment.

II. New Business

- a. Communications Program & Consumer PR Update by Greg Smith, Communications Director. He highlighted key initiatives including content creation, social media performance, and industry outreach. He noted that ASMI has captured nearly \$40 million in federal grants over the past five years and discussed plans for a new pink salmon media package aimed at enhancing industry promotion and retail alignment. Smith also mentioned website improvements led by Tanna Peters and that Khrystl Brouillette, who joined the team in February, has been focusing on fleet and industry communications. Melanie Brown asked about the finfish farming bill in the legislature. Smith explained that a bill allowing finfish farming on land, led by Fish and Game, is unlikely to pass this year, while a separate bill allowing ASMI to market mariculture products, specifically seaweed and oysters, is still in House Fisheries but also unlikely to progress. Woodrow clarified that the mariculture marketing bill is unrelated to the finfish bill and would not require ASMI to market finfish products. Smith also discussed plans to improve distribution of media assets, including a pink salmon package, by better promoting them through newsletters and the NetX platform.
- b. Domestic Marketing Program Update by Amy Dukes, Domestic Retail Marketing Specialist. Dukes shared the domestic team's food service and retail initiatives, highlighting ongoing promotions and upcoming plans for pink and sockeye salmon. She discussed recent successes with retailers like Costco and Albertsons, as well as upcoming fam trips to Bristol Bay and Sitka with retailers like Whole Foods and Sprouts. Chair Jackson inquired about metrics for these promotions and the progress on the Fishermen in Stores program; Dukes will share the metrics with the committee and said efforts to involve fishermen would continue.
- c. International Marketing Program Update by Susana Osorio, International Marketing Coordinator. She reported on several key activities and results; she highlighted a successful trade mission to Indonesia that generated \$525,000 in immediate sales with a projected \$4.2 million in the next 12 months. At Seafood Expo Global 2025 in Barcelona, 22 Alaska companies participated, with results still being compiled but expected to be positive. Regional marketing efforts included digital campaigns in Latin America, in-store promotions in Europe, and increased sales in Eastern Europe and Japan. Osorio mentioned upcoming events including an IMC meeting and strategy session in August, international culinary retreats, and various trade shows. Chair Jackson asked about regions showing the strongest growth, to which Osorio replied that Latin America and Southeast Asia were showing potential, along with increased interest in European markets for different salmon products.
- d. Technical Program Update by John Burrows, Seafood Technical Program Director. He provided a comprehensive update on the technical program's activities, highlighting ongoing projects and collaborations. He discussed the creation of short social media videos with Roxana, a dietician, on topics like vitamin D and zinc. Burrows also mentioned the development of species sheets and the communication of research findings in a user-friendly format. He addressed the completion of the NOAA SK Grant and its ongoing impact on industry comments. He further detailed the progress of various research studies, including the Alaska salmon consumption study, the chef sensory analysis, and a new parasite study with the University of Washington. He concluded by discussing the delays in receiving funds for the SK Grant and the upcoming carbon footprint study with the University of Washington. Burrows said he will circulate the contaminant data.
- e. Chair Jackson introduced Drew Cherry, Editor of IntraFish. Cherry presented an overview of the global farm salmon industry, highlighting increased production across major regions despite declining prices. He noted that the US market, particularly, is seeing significant growth in farm salmon consumption, with skin pack sales showing strong demand. Cherry also touched on the impact of tariffs and potential challenges facing the industry, such as algal blooms in Norway and competition from wild salmon. The presentation concluded with a call for Alaskans in the

salmon industry to explore and learn from advancements in farm salmon processing and marketing.

- f. Tariffs Discussion led by Vice Chair Montero. He shared a high-level overview of current tariff statuses across countries, highlighting the reduction in tariffs for products processed in China and re-exported to the U.S. He will share the table with the group.
- g. Industry Updates (roundtable committee discussion)
 - Pihl – thanked everyone before needing to leave the meeting.
 - Brown – has to leave; looks forward to seeing ASMI staff in Bristol Bay. She mentioned the Keep Finfish Free Act, which was introduced with a Senate bill number, and encouraged support for a companion bill in the House.
 - Dowie – after SEG, there is excitement but skepticism also in fishing community.
 - Hoover – Copper River opens on Thursday; there is a good prediction. It was delayed a week by Board of Fish, which was unfortunate.
 - Schaub – agrees with Dowie about excitement for season.
 - Nast – Nast inquired about tariffs on products reprocessed in China and shipped to Europe, which ASMI International Marketing Director Nicole Alba clarified will remain exempt from Chinese tariffs under bonded policies.

III. Chair Jackson asked if there was anything for the Good of the Order. Nothing shared.

IV. Nast made a motion to adjourn the meeting. It was seconded by Schaub. All were in favor and the meeting adjourned at 10:10 AM Alaska Time / 11:10 AM Pacific Time.