



Wild, Natural & Sustainable

ASMI Salmon Committee Meeting

Tuesday, October 25, 2015

Beginning at 1:30

Endeavor Room at the Captain Cook in Anchorage AK

Draft Minutes

I. The meeting was called to order by Chair Curry at 1:32 PM

Members present:

Chair Julianne Curry

Vice Chair Tom Sunderland

Julie Decker

Jennifer Castle

Melanie Brown

Kevin Larsen

Thea Thomas

Ron Jolin

Steve Chartier

Others present: members of the ASMI Staff, contractors, industry, and press.

II. Approval of draft agenda

Decker amended the agenda with the additions under Old Business:

- Update from the Technical Director Michael Kohan re: ancillary products/Salmon Buyers Guide
- RFM update regarding Salmon to the agenda

Jolin made a motion to approve the amended agenda; Thomas seconded the motion; the motion passed unanimously.

III. Approval of the minutes from previous meeting

Jolin made a motion to approve the minutes from the November 19, 2015 meeting; Thomas seconded the motion; the motion passed unanimously.

IV. There was no public comment.

V. Old business and good of the order

Seafood Technical Update – Michael Kohan Seafood Technical Director

Kohan informed the group that with the help of many the Salmon Buyers Guide is almost ready for print and she is seeking small edits with the hopes for it to be ready by PME.

Kohan let the group know she is working with the McDowell Group and AFDF developing ancillary/specialty products. She said that this is a good possibility for developing roe products

and markets for products like roe. She is seeking insight on ancillary products specific to salmon. They are also trying to find markets for under-utilized species. Brown would like to have them look into salmon stock and developing a recipe card for this for people to do at home.

RFM Update

Decker updated the group from the perspective of AFDF the RFM status for 5 year recertification of salmon; they are currently in the process and not seeing any major issues. One minor non-conformance deals with the Kodiak Regional Aquaculture Association and marketing King Salmon. They are working through the issue and she will keep the group updated with anything new. It is anticipated to be completed before March 2017.

Marks informed the group that this is new to this recertification and the RFM program; moving forward a new policy being added will have the draft assessment go out for a thirty day comment period.

VI. 2016 salmon season and 2017 outlook – Andy Wink, McDowell Group

Andy Wink gave an overview of the reports and he directed all to the ASMI website: under the Industry tab where the four salmon reports from Spring 2016 are located.

He highlighted some of the issues stating that the forecasts outside Bristol Bay we were off. Other than sockeye the salmon return this year was much lower than forecasted. The poor pink harvest will clear out any remaining canned pink inventory and support the roe market heading into 2017. Farmed salmon prices are at record levels, we could see increasing sockeye prices and pink and keta could find more demand as value buys next year. Canned sockeye still presents an issue with lost shelf space from a few years back. Internationally the Russian harvest was up 34% and Brexit presents new challenges.

Biggest Opportunity – high farmed prices and if it remains flat it will be good for the wild market

Biggest Challenge – dollar could pose an issue, Brexit with the canned market in the UK

The committee discussed that the opportunities ahead are in the strong dollar and high farmed salmon prices. Sunderland mentioned that industry moved increased fresh out of Bristol Bay this year which was good but that meant there was an immediate need to find markets for the fresh fish.

VII. Ongoing salmon marketing campaigns

ASMI staff and contractors gave more salmon specific updates on current promotions. Heather Sobol, ASMI Domestic Program highlighted the Feed Your Fitness promotions and campaign. Ryan and Sara Hall Olympic athletes have developed recipes and POS have been developed that are very well received. She also mentioned the Swap Meat promotion.

Mark Jones, ASMI contractor gave a recap on the in-store demonstrations with salmon and cod in retail stores the past year and their success. Our messaging is at each demo and they often take into their other stores in the region as well. Retailers add to the ASMI demo funds with ad funds; our money goes further than it could ever go with us alone. We also partner with spice/wine companies; these partnerships will increase the number of demos by 50%. The retailers report a lift of 40% average from the demos. ASMI pays only for the demo and the retailers are paying for all the other ads which include billboards, radio and TV spots.

Jann Dickerson, ASMI contractor gave a recap of Foodservice in the quick service, fast casual and casual chains. She detailed the promotions at each chain including Denny's, Panera Bread, Captain D's, McCormick and Schmicks, colleges and universities around the nation. Dickerson will give a more detailed presentation at the Domestic Marketing meeting tomorrow. Thomas asked how a "good year" is quantified in Foodservice. Dickerson answered many ways and that they are not always measureable. She noted the amount of money we give a company for a special promotion is a drop in the bucket in comparison to what they contribute. She clarified that the number of salmon promotions has increased from last year.

Linda Driscoll, ASMI Retail Manager spoke to the 15 second radio spots that run during rush hour. Her plan is to renew the sponsorship with the Halls and that Sara is currently developing recipes for families.

Overseas Marketing Reps reported:

Ksenia from Eastern Europe reported they have moved into some new markets. They all consume roe and most consume frozen salmon. The Ukraine market is stabilizing.

Rebecca from Northern Europe (UK) spoke to the region's successful We are Wild promotion and website. This included an event with trade/consumers about the differences among the five salmon species; this was well received. They got to taste different species side by side and different types of preparations. They plan to roll this out in different markets in Northern Europe.

The committee heard that this same type of promotion/event is being conducted in the Domestic market.

Canned salmon inventories were discussed and it was agreed with the low harvest this year the problem will more or less solve itself.

VIII. Discussion on reaching fishermen and providing salmon information

The Salmon Committee has held a meeting at Pacific Marine Expo the past two years, this year ASMI will be holding a town hall and we will not be having a committee meeting. All are encouraged to attend.

It was suggested by Castle to reach the fleet with some information on brand building and fish handling and quality awareness. How do we better utilize ASMI Ambassadors to bring awareness to these issues. Fish quality was discussed- it has come a long way. The idea was raised to send a "com" kit to harvesters and to rural areas for educational purposes. A harvester specific quality guide was discussed, it was determined that the materials are available; we just need a delivery mechanism to get them to the fleet.

It was suggested by Adelheid Hermann that ASMI bring harvesters to the All Hands meeting, especially small processors/direct marketers.

Another comment from a harvester that more materials are needed for the small processors/direct marketers. He was put in touch with the Domestic Program and they will guide him to all the materials available to him.

Tonkovich reported that the Town Hall Meetings that the Communications Program conducted this year were very successful. They feel like the right people were reached and that they will continue and are seeking input in ways to improve on them.

IX. Questions for the Salmon Committee

1. What specific concerns or marketing needs do you feel should be brought to the ASMI Operational Committees for them to consider?
 - Support sockeye and keta (frozen and refresh) promotions - Domestic
 - Explore additional markets for Green Roe - International
 - Continued focus on engaging the next generation wherever we can - All
 - Focus on Japan for sockeye promotions and increase focus in US– International and Domestic

2. Do you have any overall industry concerns that should be brought to the Committee Chairs meeting for them to discuss and carry forward to the ASMI Board of Directors?
 - Find a representative from the Canadian market to sit on the Salmon Committee
 - Meeting of Committee Chairs to improve communications and process
 - Provide more opportunities for committees to meet
 - When a committee meets that the minutes are distributed to ASMI board and all committee members

3. What major challenges do you see ASMI facing in the coming years? (short-term and long-term)
 - Streamline the committee process for efficiency, create opportunities for training, and determine how to create more effective committees
 - State of Alaska budget crisis, legislative intent for ASMI self-funding
 - Keep messaging clear and to the point without mission creep – what is the current research on ASMI messaging
 - (Concern but no consensus on) fishing industry social responsibility

4. What trends or opportunities can you identify that ASMI Programs can capitalize on?
 - Expand YouTube and social media reach, keep authentic
 - Continued focus on Sea to Table
 - Continue to reach out to fishermen with Town Hall meetings
 - Continue to promote quality to harvesters

X. Schedule next meeting

TBD in Spring 2017, (between Boston and Brussels or around the Spring Domestic Committee meeting time).

XI. Adjourn

Larsen made a motion to adjourn; Decker seconded the motion; the motion passed unanimously.

The meeting ended at 4:30 pm.

Minutes prepared by Deb Tempel