

Alaska Seafood Marketing Institute  
Salmon Committee  
May 11, 2012  
Conference Call  
-DRAFT- Minutes

Present: Tom Sunderland, Jennifer Castle, Matt Christenson, Rick Speed, Bonny Millard, Tyson Fick, Mary Rehfeld

Absent: Izetta Chambers, Steve Chartier, Edna Crawford, Thea Thomas, Ron Jolin, Julianne Curry

**A motion was made to approve the minutes from the previous ASMI Salmon Committee meeting.**

**Motion was adopted by unanimous consent.**

Old Business

European Seafood Exposition

The focus at ESE was on the current MSC issue. Buyers are okay with the certification; retailers are worried, primarily the sustainability teams at the corporate level. MSC has already signed a different group up as client; the fishery will be certified by MSC. The main concern is sovereignty, about who runs the fishery.

Boston Seafood Show

The show was quiet regarding MSC. There is some concern over sockeye, and the effects of Atlantic salmon. Norway is pushing to get prices up on Atlantic salmon.

ASMI Board Meeting – May 2012

This is primarily a budget-focused meeting. The Board has the salmon committee's input regarding budget.

Canned Size Issue

The next step is to produce an abstract to present to the legislature, with a summary of the project and what needs to be accomplished. The goal is to have this completed by the end of September, to present to state representatives before the session begins.

Allen Muir with John West has offered a consumer research report that will aid in this process. Ocean Beauty is testing fillers and seamers with 5 oz and 12 oz cans in three different plants to better understand what is needed for this process. Bumble Bee also has consumer research regarding can sizes; the salmon committee can benefit from that information and will reach out to Bumble Bee for assistance. Sunderland suggested creating an agreement form to present to Bumble Bee, formally acknowledging that the information provided would only be used for the

purpose of this initiative. Tyson Fick said the involvement of the Attorney General's office would be required for the development of that document.

#### MSC Salmon Situation

The MSC has been advocating for certain changes; ADFG determines how the fishery is managed. Sunderland explained that it is not okay for an outside party to provide input on how Alaska's fisheries are or should be managed. The FAO-Based Certification provides equivalency.

#### Emerging Issues

The first Copper River salmon arrives to Seattle next Friday at 7:30 AM. Press events have been planned.

#### Direction to the Operating Committees

Regarding canned salmon, there has been no formal direction to the committee. Sunderland suggested creating a brief document to be presented to the board at next week's meeting. The document will touch on what is needed from the board for the committee to move forward.

#### Next Meeting

Currently, no meeting has been scheduled until the annual All Hands Meeting in November. Castle mentioned the Fish Expo date has been moved and could interfere with the ASMI All Hands Meeting.

**A motion was made to adjourn the meeting.**

**Motion was adopted by unanimous consent.**