



Alaska Seafood Marketing Institute

**All Hands on Deck
Shellfish Committee Meeting
Wednesday, November 9, 2022
1:30-4:30 p.m. Alaska Time
Alyeska Resort, Girdwood, AK and Virtual**

APPROVED MINUTES (on 10/10/23)

Call to Order

Chair Riley called the meeting to order at 2:06 PM AK time.

II. Roll Call

Committee members present:

Chair James Riley

Jim Stone (virtual)

Steven Minor

Linda Kozak (virtual)

Jeff Otness

Tom Carruth, represented by Melyssa Nagamine as non-voting proxy

Committee members not present:

Vice Chair Tyson Fick

Edward Poulsen

Others present:

Amy Dukes, ASMI Retail Marketing Coordinator

Nanette Solanoy, ASMI Accountant

Jeremy Woodrow, ASMI Executive Director

John Burrows, ASMI Seafood Technical Program Director

Becky Monagle, ASMI Finance Director

Ashley Heimbigner, ASMI Communications Director

Matthew Arnoldt, ASMI Administrative Specialist

Tomi Marsh, ASMI Board of Directors

Cory Lescher

Jeff Regnart, Certified Seafood Collaborative (RFM)

Susan Marks, ASMI Sustainability and Certification Consultant

Joe Logan, Trident Seafoods
Cassandra Squibb, ASMI Communications Committee
Maiko Saito, ASMI Japan
Mike Erickson, Alaska Glacier Seafoods

Approval of Agenda

Chair Riley gave an overview of the 2022 Shellfish All Hands agenda (new business), and noted that he wanted to add in more discussion on crab to the agenda.

Minor moved to approve the agenda, and Otness seconded. None opposed; motion passed.

IV. Approval of minutes from November 10, 2021

Kozak asked Riley to schedule a zoom meeting with the shellfish committee in the near future. Minor mentioned some upcoming events that could make it difficult to find another time to meet. Kozak recommended that a doodle poll be sent out to schedule a meeting so that the committee could have more discussion.

Minor moved to approve the minutes from November 10, 2021, and Otness seconded. None opposed; motion passed.

V. Chairman's Remarks

Chair Riley spoke to the challenges for the crab and shellfish industry in the past year. Some of the challenges included reduced demand, inflation and an increase in the Canadian snow crab quota. Crab fisheries also faced challenges such as the closure of Bering Sea snow crab fishery and other crab closures. Riley mentioned that marketing opportunities would come up to market Alaskan crab.

VI. Reading of Anti-Trust Statement

Chair Riley went over ASMI's anti-trust statement.

VII. Public Comment

There was no public comment.

VIII. Old Business

None.

IX. New Business

a. Messaging on sustainability of Alaskan Crab.

Chair Riley spoke to the closure of crab fisheries, and how it would lead to questions from customers and the marketplace about sustainability for Alaska crab. He mentioned that ASMI prepared talking points, and that he would like them to be distributed so that there was a united message from the shellfish committee and the industry.

Update on Seafood watch ratings.

Chair Riley asked if there was an update on the Seafood Watch ratings. Dukes said that Susan Marks was going to give more information when available. Burrows shared that the draft was still under review.

Riley mentioned that Bering Sea fisheries had RFM certification, but Dungeness and Gulf of Alaska crab did not. Riley would like ASMI to investigate getting RFM certification for Gulf of Alaska bairdi crab so that those fisheries can be marketed.

Kozak said that RFM might not have been pursued because there was no tanner crab fishery in the Gulf of Alaska at the time of the certification.

Jeff Regnart gave an update on the Seafood Watch ratings. Regnart spoke to Seafood Watch and shared that they planned to publish the report. Regnart stated that the final draft might be done, but it did not change the conclusions from the original draft. He expected to see it in the next few months, and they planned to rate a few more fisheries – the current fisheries that were in the works were North American fisheries (about 30%). He mentioned they would likely rate salmon and pollock. Regnart appreciated the public draft, which allowed the public to weigh in on the information. Riley hoped that the ratings would be published after the season was over.

Riley asked about the RFM certification process in regards to Dungeness and Gulf of Alaska bairdi crab, which were the two most prolific fisheries in 2022. He asked if they should be looking into getting RFM certification for the two species, and what that process would be. Regnart said based on stock assessment and basic understanding, data was limited on that stock for those fisheries, and the RFM certification process would not be the standard process. Regnart said he would like to work with industry on those. Kozak gave more information on tanner fisheries and the Gulf.

Riley asked how they would go about investigating RFM certification. Regnart recommended having industry or a client group approach RFM in the formal process. Kozak said there were 85 Kodiak and central gulf based vessels in the Kodiak Crab Alliance that were interested in sharing their stories and working on marketing tanner crab through ASMI. Kozak said she would be in communication with them to discuss RFM certification. She would like the shellfish committee to encourage the Kodiak Crab Alliance and tanner crab harvesters in the Gulf of Alaska to look into the process.

Chair Riley asked for a motion to look into RFM certification for the Gulf of Alaska bairdi and Dungeness fisheries and continued support from ASMI in working with the Kodiak Crab Alliance. Otness made the motion; Minor seconded. None opposed; motion was passed.

b. Technical update on Whole Cook Dungeness program and review of the work done by John Burrows/ADEC.

Riley commended Burrows and ADEC on the Whole Cook Dungeness program and Burrows gave an overview of the program.

Mike Erickson (Alaska Glacier Seafoods) asked if it was statewide and brought up concerns regarding the program such as costs for the samples and shared information. Joe Logan (Trident Seafoods) also shared some thoughts and concerns regarding the program. Nagamine asked who else was doing whole cooked

processing, and if the testing was just for whole cooked crab. Burrows responded that the testing was just for whole cooked crab. Riley said it was based on a specific area - statistical area for a certain period of time, and not specific to one boat.

Riley suggested a follow up meeting to discuss the topic further. Minor would like to follow up if Erickson would participate in a meeting with ADEC, and Erickson said he would be happy to participate.

c. Regulatory and monitoring. Increasing risk of Seafood fraud for product of Russia being sold as product of USA considering the Russian trade ban or tariffs for product of Russia.

Chair Riley stated that there was going to be an increased incentive for Russian product to come into the U.S. market via other channels. Riley asked if it would be possible to get a quarterly or monthly analysis of the trade flow of crab going to other countries (from ASMI or McKinley Research). Minor reinforced Riley's ask. Minor said there were two or three channels where Russian crab was coming through. Minor said he saw this as an ongoing problem. Kozak mentioned that this was also an issue of concern for Senator Murkowski as well. Kozak asked that if McKinley Research were to do work on this, if the information would only be provided to ASMI staff or if it would also be available to the Shellfish committee and board. Riley would like it to be a useful aid for customers. Kozak agreed, and it would be useful for the industry as well.

Chair Riley moved to request ASMI or McKinley Research to work on and provide a quarterly or monthly update on the trade flow of Russian crab into the U.S. market. Minor seconded; none opposed; motion passed.

d. Legislation regarding regulation change to allow ASMI to promote mariculture products and be added to the shellfish committee.

The committee discussed the topic of mariculture products being added to the shellfish committee meetings. Kozak said that kelp products, by law, were not currently allowed by to be marketed by ASMI. She mentioned that the shellfish committee's recommendation to the ASMI board was to be supportive and allow the marketing of kelp products and for the jurisdiction to fall within the shellfish committee for recommendations. Kozak added that there was legislation that was introduced, and Kozak said that the committee could only make recommendations to the board to support the legislation.

Minor made a motion to encourage the board to support legislation allowing ASMI to market mariculture products. Otness seconded; none opposed; motion passed.

Kozak stated that since not all kelp products were edible, legislation was required, but there were opportunities and ASMI should be actively involved. Tomi Marsh, who is on the Alaska Mariculture Alliance, said that the board was supportive.

e. Recent closures and limitations on red king crab and snow crab fisheries.

Minor stated that the closures of the fisheries were precautionary and that was an important point to make to the public. Kozak reminded the committee of the recommendation that was made the previous year: ask ASMI staff to continue the messaging and reinforcement that Alaska crab fisheries were

sustainably managed and closely monitored. Kozack again recommended that the messaging be continued.

f. Continued support from ASMI on Dungeness, Golden KC, and Bairdi as alternatives to Red King Crab and Opilio.

Riley asked for additional support from ASMI to continue marketing efforts of bairdi for the 2023 season. Kozak wanted to reinforce the “tell your story” messaging, and said that tanner crab fisheries had great stories to share and they would be willing to work with ASMI to promote the family operations and the story of tanner crab fisheries in the gulf. Kozak said that were opportunities in the domestic market.

Kozak moved that the ASMI board should consider expanding or modifying the shellfish committee to allow for inclusion of the tanner and Dungeness harvesters in the Gulf of Alaska. Minor seconded, none opposed, motion passed.

Riley asked Woodrow if there was a limit for the number of members that could be on the shellfish committee. Woodrow answered that there was no limit, but that it would be difficult to recruit members for the committee. Woodrow mentioned that ASMI did a big marketing push on bairdi a few years ago, but then bairdi was not fished. Woodrow stated that if ASMI was going to promote a product, he wanted to know what the long-term outlook (availability) was for the product.

Minor responded that the crab varieties had different population dynamics and different marketing niches and opportunities. He asked ASMI to think of each one as a discrete marketing opportunity. Kozak agreed with Minor, and in regards to recruitment for the shellfish committee, she stated that she could help make contacts and provide information to recruit members for the committee.

Otness shared his concerns about moving quotas. With their primary market being Japan, and facing the challenge of the exchange rate of the Japanese yen, he said he would like to see more emphasis on the difference between Alaskan and Russian crab. He would also like to see retail promotions on bairdi crab.

Otness moved to request that ASMI work with ASMI Japan to differentiate Alaskan bairdi vs Russian opilio and bairdi, as well as engage with the ASMI domestic marketing committee and marketing team to work on retail and foodservice promotions of bairdi crab at all market channels. Minor seconded, none opposed, motioned passed.

Minor added that in the absence of red king crab, he would like to see more work done with golden king crab as well.

Dukes passed out a document of marketing efforts (summaries of retail and foodservice promotions) that included shellfish, to the committee.

g. 2022 ASMI Key Questions for Species Committees

The committee discussed ASMI’s key questions for species committees and agreed on the following responses.

1. What are the top 3 opportunities you see for your species in international markets?
 - Raw and/or cooked Bairdi – foodservice and retail promotions, specifically in Japan

- Continued promo of golden king crab as an alternative to red king crab
2. What are the top 3 opportunities you see for your species in the US domestic market?
 - Retail and foodservice promotions for bairdi
 - Continued promotions in foodservice and retail of golden king crab
 3. Are there any areas where ASMI may be able to provide technical support for your species, i.e. quality, products, packaging, health, safety, nutritional?
 - RFM certification of Dungeness and tanner crab
 - Whole cooked dungeness and coordination with ADEC as well as separating requirements for bio toxins between Southeast Alaska and Western Alaska
 4. For your species, what issues or topics (if any) can ASMI help with messaging and/or outreach?
 - Sustainability – unified message/talking points from ASMI to help crab industry and provide that message to consumers and the public
 - Dual-language data sheet for sea urchins and sea cucumbers
 5. What challenges/threats do you foresee for your species in the next year or near future?
 - Exchange rate of Japanese yen
 - Economic viability of the fisheries
 - Challenges on providing marketing support for Bairdi due to cyclical nature of the fisheries
 - Species naturally vary and that should be a part of ASMI's messaging – promote them as something that is not always available (tanner crab, for example)

X. Good of the order

XI. Schedule Next Meeting

Chair Riley said that he would send a doodle poll out to the committee to schedule the next meeting to follow up on topics discussed at the current meeting, as well as recruitment of more shellfish committee members.

XII. Adjourn

Minor moved to adjourn, and Otness seconded. None opposed. Meeting adjourned at 3:37PM AK Time.