



Alaska Seafood Marketing Institute

## Shellfish Committee Meeting

November 10, 2021

12-2:30 PM AKST

Zoom

### **Draft Minutes**

#### **Call to Order**

A meeting of the Alaska Seafood Marketing Institute (ASMI) Shellfish Committee was called to order virtually (via zoom) by Vice Chair James Riley at 12:04 pm AKST on November 10, 2021.

#### **Roll Call**

##### *Committee Members Present*

Chair Jake Jacobson

Vice-Chair James Riley

Jim Stone

Edward Poulsen

Steven Minor

Linda Kozak

Tyson Fick

Jeff Otness

##### *Committee Members Not Present*

##### *ASMI Staff Present*

Abi Spofford, International Marketing Coordinator

Monica George, Domestic Marketing Coordinator

#### **Approval of Agenda**

Minor moved to approve the agenda Kozak seconded. None opposed, motion passed.

#### **Approval of Previous Minutes**

Kozak moved to approve the previous meeting minutes held on November 11, 2020. Minor seconded. None opposed, motion passed.

Kozak noted she wanted to follow up on what she pulled from the previous meeting minutes and ensure the topics were noted and addressed.

### **Chairman's Remarks**

Vice-Chair James Riley spoke to current challenges over the last year regarding snow crab and bairdi. He sees more opportunity in the marketing efforts of golden king crab. Riley welcomed Jeff Otness to the committee.

### **Reading of the Anti-Trust Statement**

Riley read ASMI's anti-trust statement.

### **Public Comment**

Jeremy Woodrow spoke to difficulties recruiting additional members for the shellfish committee and requested help from the committee with recruitment. Kozak asked Woodrow if ASMI would be starting a new committee for kelp or if the committee should be recruiting those industry members. Woodrow mentioned that legislation is in the works to determine if ASMI could market kelp, and ASMI could not take action at this time.

### **New Business**

#### **a. Messaging on sustainability of Alaskan Crab. Seafood watch ratings and marketing impact if Opilio is declared overfished**

Riley asked for a one-page pamphlet on opilio crab. George reported that she would ask John Burrows and get back to the committee.

Minor and Kozak asked for messaging from the State of Alaska that the management of crab stocks harvest limits will fluctuate. The management is in place to protect the species. When harvest rates go down, it means the managers are doing their job. The committee requested ASMI create a one-pager to communicate crab fisheries management and the current closures to stakeholders.

Stone reiterated that shellfish quotas had been cut is sustainability in action. Need help from ASMI to work with seafood watch to ensure they are not on the watch list.

Riley asked for talking points on sustainability and an update from ASMI on their ongoing efforts regarding the seafood watch list.

Kozak asked ASMI to engage with ADF&G instead of the industry attempting to make these corrections.

Woodrow posted in the chat that he believes ADFG is engaged in the MBAq assessment for crab. He then echoed the industry's frustrations on how MBAq portrays Alaska seafood.

John Burrows mentioned that ADF&G is pushing for more info, but the information is not out yet.

Burrows posted in the chat that ASMI Technical worked on talking points for opilio. ADF&G has given a lot of feedback to the assessment.

**b. Further test/cost recovery fisheries to support research for Bering Sea Crab**

Riley posed the question: How can we work as an industry to facilitate more research in the Bering sea crab? Riley asked if there was a gap in funding for additional research and if so, he asked how ASMI could fill that gap. Paulson responded that they are funded by harvesters and processors in the industry.

Kozak encouraged the board to get involved in more research, focusing on groundfish and crab stocks. Kozak requested cooperative research with similarly focused organizations and for ASMI to promote this research for the industry.

**c. Expansion of technical support for whole cooked Dungeness and ADEC programs**

Riley asked if ASMI is aware of the ADEC program and could provide technical support. Burrows mentioned the technical committee would discuss it at their next meeting, and Riley agreed to wait for an update.

**d. Expand marketing of Dungeness as an alternative to snow crab for both Domestic/International markets.**

Riley asked if there was a video or more marketing effort for golden king crab and Dungeness.

Ashley Heimbigner provided a link to a new species bio video from Channel Films on crab. She mentioned there is some confusion about different crab species in the markets, so they decided to create a generic consumer-facing video. Riley asked for a specific golden king crab video and Dungeness.

Riley asked for more marketing on golden king crab as an alternative to red king crab.

Stone wanted to ensure ASMI promotes all Alaska crab to provide alternatives interchangeably when needed in the market.

Kozak wanted to know if this marketing effort would be domestic or international. She hoped that the marketing work would focus on domestic.

**e. Addition of members representing Alaskan mariculture/aquaculture**

Riley mentioned that Woodrow already touched on how mariculture and aquaculture are tied-up in the legislature.

**f. ASMI Staff Marketing Updates**

Abi Spofford, Asia Marketing Coordinator, and Monica George, Domestic Marketing Coordinator, provided brief crab market updates in their respective regions.

**g. 2021 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?**
  - Expand marketing efforts of Dungeness
  
2. **What are the top 3 opportunities you see for your species in the US domestic market?**
  - Promote golden king crab as a continued alternative to red king crab
  - Expand marketing efforts of Dungeness sections
  - Focus on Alaska origin compared to other fisheries
  - Communications messaging regarding the sustainability highlighting best management of fisheries in the world
  
3. **Please identify any areas where ASMI may be able to provide technical support for your species, i.e., quality, products, packaging, health, safety, nutritional.**
  - Messaging for whole cooked Dungeness in coordination with ADEC. How will this program work?
  - Encourage industry/agency partnerships and programs to gather more information for messaging. Promote and actively talk about cooperative research efforts and encourage more
  - Investigate the costs of RFM certification for the crab fisheries
  
4. **For your species, what issues or topics (if any) can ASMI help with messaging and/or outreach?**
  - Messaging around sustainability and well-managed fisheries of Alaskan Crab given the closure of Alaskan Red KC and the possibility that opilio will be declared overfished
  - More messaging to consumers about different species of crab and diversity of shellfish. Particularly golden king crab
  
5. **What challenges/threats do you anticipate for your species in the next year or near future?**
  - How does Alaska crab maintain relevancy in the current supply situation?
  - Updates on imitation or faux crab alternatives
  - Outlook of Snow crab fisheries in the Bering Sea in the long run with short-term concern about snow crab being declared overfished
  - Seafood Watch rating
  - Price sensitivity. Seafood inflation and buyer fatigue

#### **h. Election of Chair**

Kozak moved to make Riley Chair, Minor seconded. None opposed. Motion passed. Kozak and Stone were discussed for vice-chair nominations, but both turned down the position. Minor and Poulsen also declined. Jacobson motioned for Fick to be nominated as vice-chair, Kozak seconded. None opposed. Motion passed.

#### **Adjournment**

Minor moved to adjourn. Kozak seconded. None opposed. Meeting adjourned at 2:08 pm AKST.