



Alaska Seafood Marketing Institute

Whitefish Committee Meeting

November 6th, 2024

10:00-11:30am AK time

Virtual

Minutes Approved on 12/3/24

- I. Call to Order at 10:00 am
 - a. Roll Call & Introduction of Guests
 - i. Present: Chair Frank O'Hara, Vice Chair Rebecca Skinner, Daniel Kusakari, Brendan Sherrer, Mike Cusack, Lisa Lee, Ron Rogness, Merle Knapp
 - ii. Absent: Brody Pierson, Vanessa Aslanian, Julia Ying (Ex Officio)
 - iii. Also Present: ASMI Staff and Contractors, Tom Sunderland, ASMI BOD Vice Chair Tomi Marsh
 - iv. Quorum was met
 - b. Approval of Agenda
 - i. Vice Chair Skinner moved to approve, Kusakari seconded. Motion passed.
 - c. Approval of Minutes - May 10, 2024 meeting
 - i. Vice Chair Skinner moved to approve; Lee seconded. Motion passed.
 - d. ASMI Antitrust Statement was posted in the chat.
 - e. Chair Remarks: Chair O'Hara welcomed attendees and emphasized the goal of today's meeting: To gather information from program updates in order to better answer the questions at All Hands on Deck.
 - f. Vice Chair Remarks: None
 - g. Public Comment: None
- II. New Business
 - a. Review of ASMI Board Questions for All Hands meeting
 - i. Executive Director Woodrow emphasized open discussion on issues affecting each species and each committee's goal should be to identify committee priorities.
 - ii. Chair O'Hara asked for clarification on question 4. Woodrow explained the board wants to know how ASMI can support harvesters in challenging times.
 - iii. Vice Chair Skinner highlighted the overlap between marketing and government relations, especially concerning social media and consumer perception of regulations. She emphasized that while she knows ASMI has no control over

regulations, she does expect continued support when there is negative perception of Alaska Seafood.

- iv. Cusack requested more input from staff on market trends and concerns.
- v. **Action Item: Vice Chair Skinner asked for an analysis of the political landscape (national elections) and their potential impact on fishing regulations, marketing, tariffs, etc. to be available at All Hands.**
- b. Megan Belair presented an ASMI International Whitefish Marketing Update.
 - i. Vice Chair Skinner inquired whether sales figures represented new or total sales. Belair to check with OMRs for clarification and provide the correct insight in future presentations from the international team.
 - ii. Chair O'Hara requested access to all international social media accounts. **Action Item: Belair will share these accounts with the committee and look into getting them shared on the website.**
 - iii. Chair O'Hara encouraged attendance at the Conxemar show, citing its success.
- c. Sarah Wallace presented an ASMI Domestic Whitefish Marketing Update.
- d. John Burrows presented an ASMI Technical Update (Contaminates and Carbon study)
 - i. Vice Chair Skinner requested the carbon footprint study. Chair O'Hara to forward info.
 - ii. Rogness mentioned coordinating efforts with Burrows on similar topics.
 - iii. Chair O'Hara said WASA is addressing carbon footprint work.
- e. Greg Smith presented an ASMI Communications Update.
 - i. Vice Chair Skinner asked about the fishermen selection process for ASMI videos and activations. Smith explained broad outreach followed by evaluation. Vice Chair Skinner suggested collaboration with AWTA and UFA for fishermen testimonials.
 - ii. Vice Chair Skinner asked about plans for testimonials at PME. Smith confirmed no film crew will be present, but the team will collect contact info.
 - iii. **Action Item: Vice Chair Skinner requested more flatfish images for ASMI's media library.**
 - iv. Knapp inquired about the cruise ship ambassador program. Smith confirmed the cancellation due to lack of additional funding and staff workloads.
- f. Tom Sunderland provided an RFM presentation.
 - i. Chair O'Hara mentioned he pushes RFM certification but faced roadblocks with auditors. Sunderland noted the growing interest and availability of approved partners.
 - ii. Cusack mentioned herring and asked if the committee is still responsible for the species. Woodrow confirmed herring is under the committee's scope and efforts are underway to create more value for it. Sunderland mentioned herring is in the RFM pre-assessment phase; challenges remain in finding clients. Belair shared a recent herring market study that was completed by the ASMI international team in the chat.

III. Good of the Order

- a. Vice Chair Skinner suggested a meet-up at PME, arrangements to be made offline.

IV. Adjourn at 11:48 am

- a. Vice Chair Skinner moved to adjourn. Cusack seconded. Motion passed.