



Alaska Seafood Marketing Institute

Whitefish Committee Meeting

February 16, 2023

9:00 AM (AKST) / 10:00 AM (PST)

Virtual

Approved Minutes

I. Call to Order

Chair Risher called the meeting to order at 9:01 AM AKST.

a. Roll Call & Introduction of Guests

Committee Members Present:

Chairman Ron Risher

Vice Chair Frank O'Hara III

Trevor Murakami

Rebecca Skinner

Daniel Kusakari

Mike Cusack

Julia Yeasting

Scott Sandvig

Julia Ying, Ex Officio (joined at 9:24 AM)

Members not present: Joel Peterson, Lydia Moore (Ex Officio)

Other guests and members of the public who introduced themselves: Ron Rogness, Lisa Lee, Dave McIntire, Craig Morris, Allen Kimball, Pat Shanahan, Sam Friedman, Nicholas Dowie

ASMI Staff: Jeremy Woodrow, Heather Johnson-Smith, Hannah Lindoff, Megan Rider, Nicole Alba, Susana Osorio Cardona, Bruce Schactler

b. Approval of Agenda

Chair Risher made a change to the agenda by making WASA update from Pat Shanahan the first item under New Business. O'Hara moved to approve the agenda with the amendment. Cusack seconded the motion. Motion passed.

c. Approval of Minutes from All Hands 2022 on November 9, 2022

Chair Risher requested a motion to approve meeting minutes from November 9, 2022. Skinner moved to approve the meeting minutes with the amendment to Section II Old Business, under Question 4, adding: "Skinner asks ASMI to update the website specifying flatfish because flounder and sole are used interchangeably." Yeasting seconded the motion. Motion passed.

- d. ASMI Antitrust Statement was shared in chat and read by Chair Risher.
- e. Chair Remarks – Chair Risher thanked everyone for coming.
- f. Vice Chair Remarks – VC O’Hara said it is good to get on same page and share info with ASMI. Looking forward to relationship with WASA and GAPP and communication with ASMI.
- g. Public Comment – Chair Risher opened the meeting to public comment. No public comment.

II. New Business

- a. Wild Alaska Sole Association (WASA) Update by Pat Shanahan
WASA is just getting started, as shared at All Hands on Deck. Analysis is done and looking forward to sharing with ASMI and Whitefish Committee. She thanked ASMI for work with seafood technical program’s nutritional information on flatfish species and thankful for inclusion in University of Maine study.
- b. Species Updates (including Pacific Herring)
Vice Chair O’Hara shared on flatfish. All boats are fishing; markets are challenging. Update on rockfish is that we are seeing movement. Atka mackerel: restaurants in Japan are opening back up but approximately 30% in Tokyo have not reopened. While he was in Japan, he saw rice balls with ASMI logo as well as other Alaska seafood. Kusakari shared that yellowfin is slow because a lot caught last year so just waiting for orders to come in; other flatfish demand is healthy. He keeps hearing that seafood is struggling. Schactler shared that USDA has been buying rockfish. Vice Chair O’Hara will work with WASA and ASMI on perhaps name change of yellowfin sole in Netherlands; we need to learn each country’s name for different seafood. Pacific cod: Brody Pierson talked about what he’s seeing domestically and internationally with longlining and what can ASMI do to help with marketing. Sandvig said they’re seeing less demand but looking for new business and ASMI has been helpful. Value-added cod fillet: Chair Risher said that overall cod has fallen by the wayside in domestic market. Lisa Lee said that China price is very aggressive. Wild Alaska Pollock: Cusack shared all is good on harvest; size is small. Schactler was given the floor to share on USDA and Alaska pollock. Craig Morris shared that we have a great relationship with career staff at USDA. There was discussion about the Farm Bill request with Senator Dan Sullivan’s office. Pacific Herring: It’s a little early in season this year. Schactler shared an update on the new machine – it’s available first come first serve to anyone who would like to use it. Point is to make food grade product. Contact Bruce if you’d like to use it. Chair Risher asked if ASMI could share this on the ASMI website. Woodrow said ASMI can make this information available to the industry.
- c. Alaska Whitefish and the Global Markets with Hannah Lindoff & Megan Rider
Nicole Alba, International Marketing Manager and Susana Osorio Cardona, International Marketing Coordinator – Europe presented. Alba shared upcoming events including: Trade Mission to Vietnam will be Feb. 25 – March 4 and Trade Mission to South America will be May 14-23. Whitefish highlights include Alaska cod promotions and Alaska pollock sales training in Brazil. ASMI China partnered with Tmall to promote Alaska Pollock, Alaska pollock surimi, cod and rockfish. There is an Alaska Pollock roe PR campaign in Eastern EU. In Southern EU, ASMI with 10 companies, participated in 2nd most popular seafood trade show, CONXEMAR in October 2022 in Spain; rockfish, atka mackerel and flatfish were new-to-market representation there. Alaska pollock was promoted in Madrid schools. Retailer Eataly in Italy added Alaska cod and Alaska flatfish. ASMI logo is on fillets in France. Northern UE has yellowfin sole promotion with Costco. Central EU had recipe development and retail advertising. WASM, Wild Alaska Seafood Month, is happening again this year across the five regions, to continue building the image. Osorio shared a video that was played

in 700 McDonald's depicting Alaska Pollock.

Megan Rider introduced Sarah Wallace and Amy Dukes, ASMI Domestic team. Dukes shared the list of companies ASMI has partnered with for FY23, beginning with the many Lent promotions. Chicory (online) Lent Campaign Target is on Alaska cod and pollock. Mark Jones shared that there will be demos in Kroger stores with surimi, while sockeye is being cooked. Sarah Wallace gave a Foodservice overview which included operator promotions. Taco John's is promoting Alaska flounder fish tacos for Lent which includes a radio ad. This is first year working with Popeyes – Flounder Fish Sandwich. Dairy Queen is promoting Alaska pollock. Kwik Trip is very popular in Midwest; first year with them. ASMI logo on Sonic Alaska pollock sandwich. Surimi and Alaska pollock in non-commercial settings include university settings. Alaska Seafood U is live.

d. GAPP Update & Alaska pollock in the EU market

Craig Morris shared a GAPP Update power point presentation. GAPP welcomed Jonathan Ochoa and Ron Rogness to the staff. One of GAPP's primary areas of focus is working with influencers. A priority this year is to give a face to Pollock, so storytelling is a focus – the fisherman, the processor, the community leader. Inflation is hitting consumers hard – fish eaters are purchasing less expensive and frozen. Their board has asked them to prepare a Consumer Crisis Response Plan. Ron Rogness shared a presentation on Alaska Pollock in the EU market.

III. Good of the Order

Chair Risher said ASMI has promoted whitefish so well but still always need help defending our protein.

IV. Adjourn

Hearing no additional comments or questions, Chair Risher asked for a motion to adjourn. Cusack made a motion to adjourn. Kusakari seconded the motion. Meeting adjourned at 11:01 AM AKST.