

DRAFT (10.1.15)



**Retail Marketing Committee Meeting
Tuesday, April 28, 2015**

A meeting of ASMI's Retail Marketing Committee was held on Tuesday, April 28, 2015 at Trident Seafoods in Seattle, WA.

Present were: Tom Sunderland, Chair (Ocean Beauty Seafoods)
Matt Christenson (Trident Seafoods)
Bob Barnett
Yvonne Shay (Peter Pan Seafoods)
Ron Jolin
Thea Thomas
Arni Thomson (Alaska Salmon Alliance)
Scott Blake (Copper River Seafoods)

ASMI Staff: Larry Andrews, ASMI Retail Director
Linda Driscoll, ASMI Assistant Retail Director
Heather (Carey) Sobol, ASMI Marketing Specialist
Mark Jones, ASMI Retail
Mike Cerne, ASMI Executive Director

Absent: Lavi Ruderman (Westward Seafoods)
Mark Gleason (Alaska Bering Sea Crabbers)

I. CALL TO ORDER:

The meeting was called to order by Chair Tom Sunderland at 1:35pm. Heather (Carey) Sobol called the roll; it was determined that a quorum was present.

II. APPROVAL OF MINUTES:

Sunderland invited the committee to review the previous meeting's minutes. Bob Barnett moved that the minutes be approved as submitted. Ron Jolin seconded the motion, which passed unanimously.

III. OLD BUSINESS AND GOOD OF THE ORDER:

Sunderland reminded the committee that ASMI meetings are public (and recorded) and that all comments and discussion points are public. He also reminded the committee that anything that might violate anti-trust law cannot be discussed (such as pricing, sales, customers, etc.) and to keep the

meeting focused on what ASMI can take action on, not on what the needs of each company might be.

Arni Thomson asked about pink and sockeye salmon inventory. Sunderland replied that there is concern about frozen sockeye inventory, especially with a large season coming up. Jolin spoke to Bruce Schactler, ASMI Global Food Aid Director about having information for the committee in a week to ten days. Sunderland stated that there was a specific request from the Board of Directors regarding frozen sockeye salmon and that this committee will discuss that. Yvonne Shay agreed and Thomson thanked Sunderland for the information.

IV. FOLLOW UP FROM JOINT RETAIL-FOODSERVICE COMMITTEE MEETING:

Sunderland stated that the joint committee was presented with a recommendation from staff that \$500,000 be cut from the consumer advertising budget, because ASMI is taking a \$2 million cut from the general fund allocation. Half of the overall cut would come from carry forward funds and the other half would come from administrative savings and advertising. The joint committee believes that the domestic market is the best market to be in right now and did not accept that recommendation and made a motion to the Board of Directors that the domestic market is too important to cut funds and express a concern that ASMI look to economize overall and look to increase funding.

V. FY2016 BUDGET PLANNING:

Sunderland invited Larry Andrews to walk the committee through the proposed side by side budget comparison and Andrews explained where money is budgeted to be spent in FY16. There are several changes, including:

- Agency retainer removed.
- Shifted consumer event to Consumer Advertising budget.
- Increased budget for merchandising/POS development for activities to support in-store efforts such as sockeye in-store demos.
 - Matt Christenson asked how many in-store demos were being conducted. Mark Jones replied that there are about 4700 on the current schedule as of now.

Thea Thomas moved to approve the FY16 retail budget as presented, Matt Christenson seconded, motion passed unanimously.

VI. SALMON PROMOTION UPDATE:

Sunderland invited Andrews to talk to the committee on the sockeye salmon promotion update. Andrews reminded the committee that this was a special assignment from the Board of Directors that staff received in mid-February and explained that there are ongoing negotiations in Canada with Clover Leaf for a \$125,000 canned salmon promotion. It was further explained that another \$300,000 was allocated for sockeye in-store demos and that the schedule is post-lent, but before the new salmon run. Andrews then invited Mark Jones to speak to the committee further. Jones walked the group through the in-store demo word document he put together and what the retail partners are doing with regard to in-store demos, what species they are promoting, etc. Sunderland clarified that they had to be using current product out of the freezer and that ASMI is not covering the cost of the discount. Bob Barnett asked if this is fresh product and Andrews clarified that it is frozen and refreshed product. Thea Thomas stated that it seems that staff has been really stepping up and that it's great to hear.

VII. CONSUMER EVENT UPDATES:

Andrews reintroduced Heather (Carey) Sobol to the committee, explaining that she had been promoted to the Marketing Specialist position and that Lisa Martinson had been hired as the new Administrative Support Technician.

Linda Driscoll gave a recap of consumer events and further explained the uber-athlete program. It was explained that the new “training table” materials featuring Ryan and Sara Hall will include a recipe book and other marketing elements, including digital and print ads, and what the plans are moving forward, including expanding the focus from solely canned salmon, to include other species as well. Arni Thomson suggested Tyson’s program tie into this in the Anchorage area.

VIII. CO-OP PROMOTIONS:

Andrews recapped the co-op promotion with SMWE.

IX. RFM – MSC- SUSTAINABILITY (SALMON EMPHASIS):

Mike Cerne let the committee know that the Alaska salmon processors have decided to rejoin MSC and that it is all in process. Sunderland stated that we don’t know how it will play out, but it will. Barnett asked Cerne to explain where the program is right now. A discussion followed, including:

- RFM still exists and ASMI is moving forward with it.
- Last April the Board of Directors decided to go “all-in” because it wasn’t getting the traction it needed in the marketplace.
- Many of the recommendations have already been completed; however the marketing plan has not been completed. This will be done after RFM has been benchmarked against GSSI. Both Cerne and Sunderland spoke to the committee on the background and involvement with GSSI.

X. NEW AND EMERGING ISSUES:

Sunderland brought up the canned salmon lid artwork. He asked the group if there was anything with this that should be discussed, that the issue isn’t dead, but it does require more research and discussion.

Canada – canned salmon. Sunderland would like some direction from the Board of Directors as to why the domestic programs are handling Canada as it is not part of the United States. Thea Thomas asked what the International program has done in the past. Sunderland and Andrews replied that the International program has not been involved with Canada in the past because of the way their funding and matching works, Canada is not part of their focus. A discussion followed, which Thomson suggested that the issue of which program is tasked with Canada be brought up with the Board of Directors.

Thomson asked about the Bairdi promotion, to which Jones stated that there has been great success with retailers. Jolin spoke to there being more product in 2 years, that the Bairdi are a little small now and that they will be full size in 2 seasons. Thomson stated that Alaskans love crab and that Bairdi should be promoted in-state also.

A discussion followed on retailer FAM trips and Scott Blake suggested looking at the retailers that are on the sockeye in-store demo list and look into having them participate as well.

XI. NEXT MEETING:

The next retail committee meeting will be held at the All Hands meeting, in Anchorage, AK in October.

XII. ADJOURN:

Jolin moved to adjourn, Yvonne Shay seconded. Meeting adjourned at 3:41pm.

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