



*Wild, Natural & Sustainable*

Whitefish Committee Meeting  
Thursday, May 7, 2020

For Zoom link access, please  
contact Sara Truitt via email.  
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### Draft Agenda

- I. Call to Order
  - a. Roll Call & Introduction of guests
  - b. Approval of Agenda
  - c. Approval of Minutes from October 08, 2019
  - d. Chair Remarks
  - e. Public Comment
  
- II. Whitefish Species & Market Updates – from the committee
  - a. Wild Alaska pollock
  - b. Pacific cod
  - c. Flatfish
  - d. Rockfish / POP
  - e. Atka Mackerel
  
- III. Old Business
  - a. Operational committee updates
    1. International
    2. Domestic
    3. Technical
  - b. Thoughts about Wild Alaska Pollock week & Previous promotions
  
- IV. New Business
  - a. Impact of coronavirus on the whitefish market (Marketing opportunities?)
  - b. Fake fish; marketing options to promote wild Alaska whitefish as the better choice
  - c. Marketing recommendations for each committee
  
- V. Good of the Order
  
- VI. Adjourn