



Alaska Seafood Marketing Institute

Board of Directors Meeting

Via Zoom

June 18, 2020

Beginning at 9am AKST

I. Call to Order

Chairman Schultheis called the meeting to order at 9:10am

a. Roll Call

Present:

Chairman Jack Schultheis
Vice Chairman Allen Kimball
Mark Palmer
Tom Enlow
Tomi Marsh
Mike Erickson
Gus Skaflestad
Jeremy Woodrow

Absent:

Rep. Louise Stutes
Rep. Dan Ortiz
Sen. Peter Micciche
Sen. Lyman Hoffman
Sen. Gary Stevens
Commissioner Julie Anderson
John Moller

Also Present:

ASMI Staff, ASMI Program
Directors, Contractors, ASMI
Committee Members, Members
of the Public.

b. Approval of Agenda

Enlow moved to approve agenda. Skaflestad seconded the agenda. All were in favor.
Agenda passed unanimously.

c. Approval of Minutes from June 4, 2020

Skaflestad moved to approve the minutes from June 4, 2020 as presented. Kimball seconded the motion. All were in favor. Motion passed unanimously.

d. Chairman's Remarks

Declines remarks.

e. **Executive Director Remarks**

Declines remarks.

II. **New Business**

a. **ASMI BOD Round Table: 5-minute update from each ASMI Board Director on market concerns, impacts or areas ASMI staff should give attention to in marketing initiatives**

Chairman Schultheis began the Board of Director roundtable discussion with his own report.

Schultheis noted fresh market appearing positive. Noted fishing will begin the following week (from this meeting). Notes difficulties in transporting to Anchorage.

Next, Chairman Schultheis invites Vice Chair Kimball to report.

Vice Chair Kimball noted continued signs of recovery in market. Noted recovery levels vary depending in different areas of the world. Noted travel restrictions lessening in Europe. Compliments ASMI Staff's response to various market challenges. Remarked on slow markets in Japan. Reiterated Schultheis comments that salmon season still early. Noted extensive measures taken to address COVID concerns. Commended USDA buys of canned salmon. Reiterated that much is still wait-and-see.

Chairman Schultheis asked for questions for Kimball. N questions.

Next Chairman Schultheis invited Tom Enlow to speak.

Enlow noted they are having a successful pollock B season. Noted preparedness of putting outside workforce onto at-sea processors, so far efforts are paying off. Concerns for lack of processing of cod and crab in western Aleutian islands may require processing relief later in the year.

Chairman Schulthis invites questions for Enlow.

Chairman Schultheis asked about transportation to and from Dutch Harbor.

Enlow noted additional information regarding future operations, and how it relates to Ravn Air's bankruptcy are yet to be determined. Waiting to see what other carriers might be able to operate into and out of Dutch. Currently operating on charter basis.

Chairman Schultheis invited Mark Palmer to present.

Palmer reiterated Kimball's overall review of markets globally. Noted little production out of Prince William Sound. Noted a concern domestically as some distributors encountering cash-flow problems due to the economic slow-down will impact logistics

and supply chain, especially in the food service sector. Also noted that markets are slowly beginning to reopen. Noted crab markets have increased. Remarked on logistical work bringing people to processors.

Chairman Schultheis invited questions for Palmer.

Chairman Schultheis asked about transportation challenges.

Palmer noted some transportation challenges out of Kodiak. Noted current volume being shipped out of Anchorage is manageable, but remarks it would be challenge if volume were higher.

Chairman Schultheis invited Mike Erickson to present.

Erickson noted seeing uptick in halibut. Noted dungeness fishery opens the following week, (from this meeting), with Northern Southeast Gillnet opening Sunday. Noted currently waiting for more signs of fish coming in while awaiting season openers.

Chairman Schultheis invited questions for Erickson.

Palmer asked about Sea Cucumber market.

Erickson noted soft response at this time compared to past years. Unsure if that will increase insofar as to China's interest. Noted some interest from California, could signal expanded domestic market for species. Remarked on air freight not being an issue so far.

Chairman Schultheis invited Tomi Marsh invite to present.

Marsh noted just started king season locally. Noted some additional transportation problems than in Juneau. Noted consistent prices. Has stopped purchases of geoducks. Still working out functionality of processors with current safety guidelines.

Chairman Schultheis invited questions for Marsh. No questions.

Chairman Schultheis invited Skaflestad to present.

Skaflestad remarked on his concerns over recent press from China regarding food safety as it pertains to seafood. Recommends ASMI should consider what more can be done to reinforce food safety messaging, in addition to efforts ASMI has already undertaken.

Chairman Schultheis invites questions for Skaflestad. No questions.

Next, Chairman Schultheis invites Ex Officio Members to speak, if on the line.

No comments are made by Ex Officio Board Members.

b. COVID-19 Food Safety

Chairman Schultheis invited Executive Director Jeremy Woodrow to present on the agenda item of COVID-19 Food Safety.

Woodrow reviewed the situation of recent press out of China making a connection between COVID-19 and “salmon”. Commended ASMI team for their response. Invited ASMI Program Directors Hannah Lindoff, Ashley Heimbigner and Michael Kohan to speak on the topic.

Lindoff reviewed how the story escalated quickly and that since then ASMI China had provided feedback that they anticipate this will also de-escalate quickly, though there remains concern that this could have long lasting impacts. Lindoff noted strategy session planned for the following Monday with ASMI China and International Staff.

Kohan Noted National Fisheries Institute and ASMI’s Seafood Technical Program worked together to develop response. Kohan noted that the response reinforced universal messaging that there is no evidence of a connection between COVID-19 and salmon. Reiterates importance of Skaflestads point to continue to emphasize food safety practices into the future to continue to address potential misinformation.

Heimbigner noted that her team continues to monitor coverage closely. Noted consistent scientific support reiterating that there is no connection. Pushing it out to ASMI industry partners, maintaining information to quell concerns as they arise.

c. CARES ACT Funding

Chairman Schultheis invited Woodrow to present on agenda item CARES ACT Funding

Woodrow noted letter from UFA that was sent to Dunleavy administration in May. The letter requested \$3 million of cares act relief money to be sent to ASMI to use in marketing efforts to address impact of pandemic. Noted this letter was also sent to PSPA. Invited discussion from ASMI Board as to what the industries greatest need is right now, and does ASMI’s Board wish to also support the UFA letter? Requests Board discussion on the subject.

The Board discussed appropriate, potential uses of CARES ACT funding.

Woodrow and ASMI program directors will put together suggestions of possible uses of funding to assist Board in determining their letter of support.

d. ASMI/GAPP Partnership Update

i. International – Hannah Lindoff

Chairman Schultheis invited Lindoff to present. Lindoff noted update on Seafood Trade Taskforce letter still in development and being reviewed. Lindoff noted that for this meeting, the International Program update would be provided by International Marketing Coordinators Alice Ottoson-McKeen and Monica George.

Ottoson-McKeen presented recent GAPP collaboration in sending Wild Alaska Pollock sample boxes to chefs in China. Samples were sent to 10 chefs in China and Hong Kong. Boxes contained pollock filets, mentaiko and surimi and survey to ascertain feasibility of promoting pollock. Project was developed with ample feedback from industry. Ottoson-McKeen shared photos and visuals of chef prepared dishes resulting from the project. Noted follow up would be provided when survey results were returned.

George presented on promotion from UK and France. First noted initiative with New England Seafoods, in UK. Noted increase among young consumers purchasing pollock products. Waitrose promotion of pollock filets via New England Seafood resulted to attract these consumers.

George reviewed planned partnership with Ethic Ocean, which was postponed due to the COVID-19. An interview with Hannah Lindoff and Craig Morris of GAPP will be featured on the Ethic Ocean website in the interim, which highlights sustainably harvesting practices of Alaska pollock.

Chair Schultheis invited questions for Ottoson-McKeen and George. No questions.

Next Chairman Schultheis invited Megan Rider to present.

ii. Domestic – Megan Rider

Rider highlighted Alaska Pollock Week in Seattle Feb 28 – March 8, 2020. Noted collaboration with GAPP to coordinate the event which targeted high and mid-range restaurants. Rider highlighted the amplification over social media and local news outlets during and after event.

Chairman Schultheis invited questions for Rider.

Enlow asked if Alaska Pollock Week will continue each year.

Rider noted that GAPP plans to hold future pollock weeks which are anticipated for other cities outside of Seattle. Rider noted she looks forward to supporting GAPP in these additional pollock week events.

Kimball suggests different Alaska species focused on in future week-long events led by ASMI.

e. USDA Purchase Update – Bruce Schactler

Chairman Schultheis invited Bruce Schactler to provide a USDA purchase update.

Schactler noted USDA purchases are increasing from once or twice a year, to now occurring once or twice a month. Also noted expansion of programs that are purchasing Alaska Seafood.

III. Public Comment and Good of the Order

Chairman Schultheis invited public comment. There was no public comment.

Chairman Schultheis requested further business for the Good of the Order. No business was presented.

IV. Adjourn

Chairman Schultheis thanked Board Members for their ongoing participating in bi-weekly meetings.

Chairman Schultheis requested to adjourn.

Enlow motioned to adjourn. Marsh seconded. All were in favor. Motion passed unanimously.

Meeting adjourned at 10:15am.

Minutes taken by Sara Truitt on June 18, 2020

Minutes approved by motion of the board July 16, 2020



Executive Director