



Wild, Natural & Sustainable

Alaska Seafood Marketing Institute (ASMI)
Domestic Marketing Committee Meeting

July 22, 2020

9:00 AM – 1:00 PM Alaska Time

Zoom

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Meeting ID: 851 1617 3399

Password: 757608

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of minutes from meeting held February 11th, 2020
- V. Public Comment
- VI. Industry Update
- VII. Retail Update provided by Mark Jones
- VIII. Foodservice Update provided by Jann Dickerson
 - a. Discussion to follow regarding how ASMI has pivoted and is addressing challenging environment in foodservice distribution, and national accounts
- IX. Marketing Updates provided by Sarah Cannard, Emily Gisler, and Leah Krafft
 - a. How ASMI has pivoted during Covid
- X. Discuss budget and if funds should be reallocated to see greater returns
- XI. Wild Alaska Pollock Week results provided by Megan Rider
- XII. Technical Updated pertaining to Fishless Fish provided by Michael Kohan
- XIII. Communications Update provided by Ashley Heimbigner
- XIV. Old Business and Good of the Order
 - a. Schedule Next Meeting

Adjourn