



September 2, 2020

RE: Seafood Technical Program Carry Forward Request

Dear ASMI Board of Directors,

As a resource program, the ASMI technical program works behind the scenes to provide regulatory guidance, industry outreach, and trade resources to support the ASMI marketing programs and Alaska seafood industry.

In order to fulfil the immediate needs from the marketing programs to address the challenges and the opportunities for our seafood markets in light of the pandemic, the ASMI technical program will continue to listen to the marketing programs and industry members in order to navigate regulatory discussions, develop materials, and/or facilitate research.

Last fiscal year, due to the pandemic, we were unable to spend ~\$20,000, with a majority of this associated with a sensory research project to evaluate quality characteristics of frozen Alaska seafood with the Oregon State University Food Innovation Center (OSU FIC). We have continued discussions with OSU FIC and have the ability to implement a sensory research project that would provide our marketing programs with frozen Alaska seafood market insights. **We request to have the remaining technical program funds from FY20 (~\$20,000) be carried forward into FY21 to capitalize on this opportunity.**

As a responsive program, we are continually re-evaluating how we can develop materials and facilitate regulatory actions and research opportunities in the categories of seafood quality, safety, health and nutrition and sustainability. Also a frugal program, we try to strategize how best to use the funds we have to lift all ASMI programs and provide needed resources and outreach for industry. We would like to thank the board for the much needed increased funds to our budget for FY21 and for providing forethought for the fiscal years to come for the ASMI budget. The planning we have done with the marketing programs this year has been effective and we will be able to apply our strategy with the current funding for FY21. However, with the shifting dynamic of the markets due to the pandemic and the long-term effects, **there may be additional needs to use carry forward funding from FY20 at a later date this fiscal year to respond to unforeseen challenges not in our current strategy for FY21.**

As a priority, we support the strategies of the marketing programs to increase promotions and partnerships in response to the shifting consumer and trade landscape due to COVID in order to maintain and grow consumers of Alaska seafood.

Thank you for your continued guidance and leadership this year. As staff, we appreciate the ability to connect more frequently as this helps us strategize and work as a team to overcome challenges and capitalize on opportunities during the pandemic.

All the best,

Michael, John, and the Seafood Technical Committee