

ALASKA SEAFOOD MARKETING INSTITUTE

MEMORANDUM

DATE: July 1, 2014
TO: ASMI Board of Directors
FROM: Randy Rice, ASMI Seafood Technical Program Director
SUBJ: Program Review

Program Objectives

- Support efforts that ensure safe, quality Alaska seafood products reach the consumer.
- Position program as a source of technical and scientific information.
- Lead technical focus on health benefits of Alaska salmon/seafood.
- Educate and inform the market, trade and consumers on the purity and quality of Alaska's product.

Background

While in former years the primary focus of this program was on quality and elements of technology and processing, in recent years the program has expanded to include issues of purity (seafood contaminants), fisheries ecological sustainability, organic certification, food safety, and health. Though the program continues some baseline effort on quality at the Alaska industry level, the quality message emphasis has shifted somewhat to foodservice and retail partner applications. A significant component of the Technical Program's effort is in support of the marketing programs on technical matters.

Projects

RFM Update

Fishery Certifications and annual audits proceed and are posted on the website and eblast announcements sent out.

Work has proceeded since the April Board meeting on changes to RFM governance. A draft Terms of Reference document was sent to the Board, as well as a list of prospective candidates for the CCC. With the assistance of Peter Marshall, draft Control Manual

documents are being generated in order to lay out guidance and additional transparency on the workings of RFM and to facilitate the participation of additional ISO accredited CBs.

Guidance documents for CoC audits were finalized and have been provided to an interested ISO 65 CB, namely SCS Ltd. SCS has conducted MSC audits for the Alaska industry and seem to be keenly interested in RFM CoC audits. I expect they will commence work this season.

The first meeting of the RFM Task Force was held June 17. I attended and provided a background briefing.

OTHER PROJECTS

Efforts continue on USDA nutrient database values. At the May 22 Technical Committee meeting, the Committee voted to continue additional nutrient database work with the assistance of Joyce Nettleton on pink salmon and cod. Preliminary organization and coordination of the project has already occurred and sampling will happen this summer with assistance of members of the Technical Committee.

At the May 22 Committee meeting, the Committee also approved \$20K of assistance to Dr. Nick Ralston in order to facilitate publication of mercury in seafood papers which should help the seafood industry combat the mercury hysteria issue and provide grounds for increased understanding of the health benefits of seafood.

I briefed incoming Program Director Alexandra Oliveira on files and digital records, and as well, I am preparing a hardcopy transition folder with status of various initiatives and background budget information.

Publications

Reprints are underway for several technical pieces. Heather is facilitating the reprint process. There are several Technical Pieces that need updating prior to reprinting, but that will be a task for the new Program Director. Heather has a list.

Other activities

I continue to follow the discussion with GAPP on the issue of Alaska Pollock nomenclature, and whether to consider an initiative on naming change.

Travel, Conferences, Trade shows

No travel since April Board meeting.

