

# Seafood Marketing: Is It Time for a Unified Approach?

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# Jeff Regnart

Jeff has been an independent fisheries consultant and fisheries policy analyst since 2015, when he launched his own consultancy, Jeff Regnart Consulting. He was a policy analyst with the state of Alaska for three years through 2015. For 25 years, he was the division director for commercial fisheries for the Alaska Department of Fish and Game. He played a key role in the Alaska Seafood Marketing Institute's pollock marketing campaign.

REGNART  
CONSULTING,  
ASMI

# Alaska Seafood Marketing Institute

Jeff Regnart, ASMI Fishery Consultant & RFM Program Manager



# Who is ASMI?





# Mission is to increase the economic value of the Alaska seafood resource through:

- Increasing positive awareness of Alaska seafood brand.
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry.
- Championing the sustainability of Alaska seafood harvests resulting from existing fisheries management imperatives.
- Proactive marketing planning to address short and long-term goals while remaining flexible and responsive to changing environment and economy.
- Quality assurance, technical industry analysis, education, advocacy and research.
- Prudent, efficient fiscal management.





# ASMI is a Resource.

- Technical information including sustainability, health and nutrition
- Species and harvesting information
- Consumer research
- Education and training materials
- Consumer recipes
- Digital asset library for creative
- POS and merchandising materials
- Customized promotional support



# Sustainability is in Our Genes





# Sustainable, So Why RFM?

To protect and advance Brand Alaska

**Alaska developed a credible certification alternative:**

- Independent, third-party / formally accredited
- Directly based on FAO Code of Conduct for Responsible Fisheries
- Preserves the Alaska origin
- Cost-effective for supply chain
- Provides a consumer facing eco-label, but does not emphasize it
- Provides the Alaska industry, processors and Alaska fishermen access to the certifications without additional cost — not a pay to play model



ASMI conducted an open competitive RFP process to convert the FAO key reference documents into auditable criteria



# RFM Program

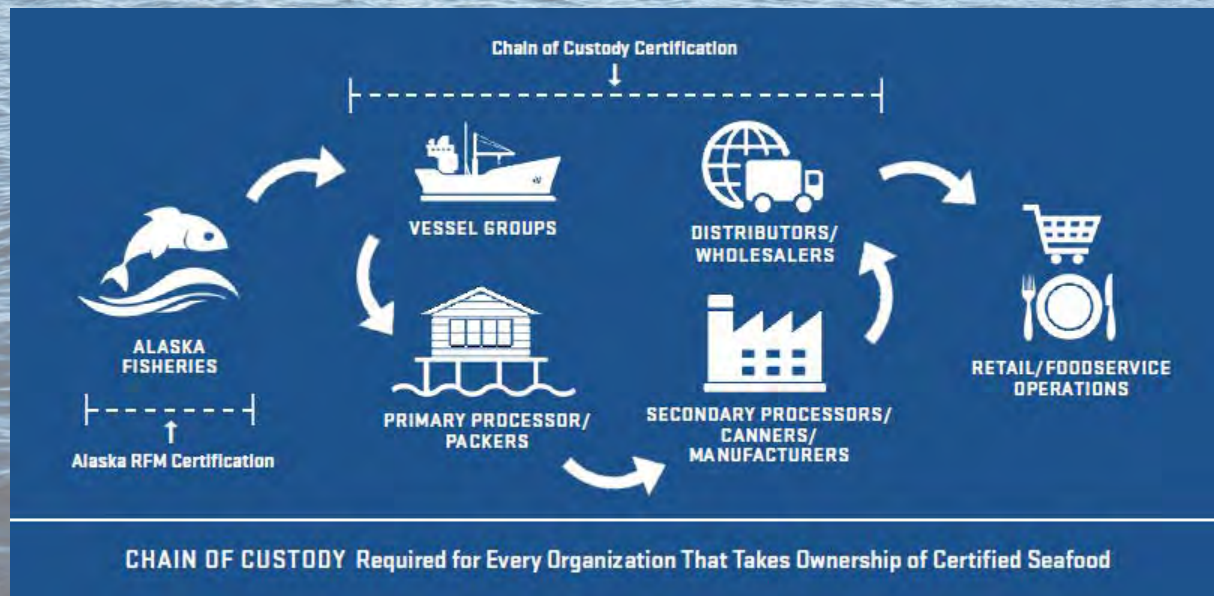


## FISHERIES STANDARD

### SIX KEY PRINCIPLES FOR EVALUATING FISHERIES:

1. The Fisheries Management System
2. Science and Stock Assessment Activities
3. The Precautionary Approach
4. Management Measure
5. Implementation, Monitoring and Control
6. Serious Impacts of the Fishery on the Ecosystem

## CHAIN OF CUSTODY STANDARD



# Origin Label vs. Certification Seal

- ☑ Allows 'certification claim'
- ☑ Demonstrates traceability
- ☑ **No logo license fee!**



*Wild, Natural & Sustainable®*





# Global Recognition for RFM



- GSSI is a global, multi-stakeholder initiative to streamline seafood purchasing decisions while promoting sustainability
- AK RFM is **first to achieve** GSSI recognition in July 2016!

Value of GSSI increases with more recognized programs



## GSSI Press Release

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## GSSI RECOGNIZES THE ALASKA RESPONSIBLE FISHERIES MANAGEMENT CERTIFICATION PROGRAM

12 July 2016, Rome, Italy

Today the GSSI Steering Board announced its recognition of the Alaska Responsible Fisheries Management (RFM) Certification Program for the scope of Fisheries Certification at the 32nd session of the FAO Committee on Fisheries in Rome, Italy.

GSSI's recognition shows that the Alaska RFM Program, with Fisheries Management Standard Version 1.2, effective 1 January 2016, is in alignment with all 143 applicable Essential Components of the GSSI Global Benchmark Tool (version 1.0, 8 October 2015). The Tool is grounded in the FAO Guidelines for the Eco-certification of Fish and Fishery Products from Marine Capture Fisheries and consists of performance areas related to scheme governance, operational management (including chain of custody) and applied wild-capture fisheries audit standards.

Alaska RFM is the first certification scheme to be benchmarked against GSSI's Global Benchmark Tool and to achieve recognition demonstrating alignment. This recognition follows a [rigorous benchmarking process](#) over the last seven months, which included a 30-day public consultation, before approval by the GSSI Steering Board.

"The Alaska RFM Certification Program successfully completed the process as the first GSSI-recognized scheme, following the launch of GSSI's Global Benchmark Tool last year, October," stated GSSI Steering Board co-chair Bill Dimento (VP Quality Assurance, Sustainability and Government Affairs, High Liner Foods). Co-chair Tania Tarasovska (Director Sustainable Seafood Programs, New England Aquarium) added: "Today marks an important milestone in enabling informed choice for the procurement of certified seafood."