



Wild, Natural & Sustainable

ASMI Joint Foodservice / Retail Marketing Committee
April 28, 2015,
1:00pm – 4:00pm
Trident Seafoods,
5303 Shilshole Ave NW Seattle WA, 98107
(206) 783-3818

Dial-In Information
1-877-820-7831
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DRAFT AGENDA

1:00pm	Roll Call
1:05	Approval of minutes from previous meeting
1:10	Old business and good of the order
1:15	Follow up from Joint Retail Foodservice Meeting
1:30	ASMI Retail Budget – FY 2016 update and implications for the future
2:00	Salmon Promotion Update – Larry Andrews & Mark Jones
2:20	Consumer Marketing; Tradeshow Updates-Larry Andrews & Linda Driscoll
2:40	Co-Op Promotions
2:50	RFM – MSC – Sustainability (salmon emphasis)
3:10	New and emerging issues
3:30	Budget discussion follow up after activities presentations
3:55	Next Meeting Schedule and Discussion
4:00	Adjourn

