

2021 Virtual Annual Meeting Agenda



8:00am: Opening Remarks: Mikel Durham

8:10am: Disruption & Our Next Big Idea: Craig Morris

8:30am: Introduction/Context Overview

8:40am: COVID-19 Trends that are Here to Stay and Trust (Edelman Trust Barometer Research)

9:00am: Wild Alaska Pollock Year-over-Year Research Reveal: Ketchum

9:25am: Wild Alaska Pollock 2040: Diversifying our Export Opportunities: McKinley Group

9:50am: Imitation Crab Messaging & Why it Matters: Ketchum/Sharon Ripps

Break—10 minutes [10:10-10:20am]

10:20am: Sleigh the Holidays with Surimi: Holiday Campaign Influencers

10:40am: What's in a Name, the Labeling Battle: NFI, other panelists

11:00am: Is Surimi a Superfood: Nutrition Analysis: EWG, RD's

11:20am: Mapping the Global Surimi Market: Urner Barry

Break—10 minutes [11:20 – 11:30]

11:30am: Keynote: Nancy Fuller & Introducing the American Consumer to Imitation Crab

12:00pm: Partnership Panel: Focus on Surimi: Louis Kemp, Angula's Anguina, Trans-Ocean, Pescanova, Restaurant Depot

12:45pm: Closing Remarks, Craig Morris

-Break -

3:30pm – 4:30pm: Networking Happy Hour