
The Collaborative Power of Commodity Boards for Compelling and Craveable Menus

PAM SMITH, MODERATOR

JUNE 9, 2025

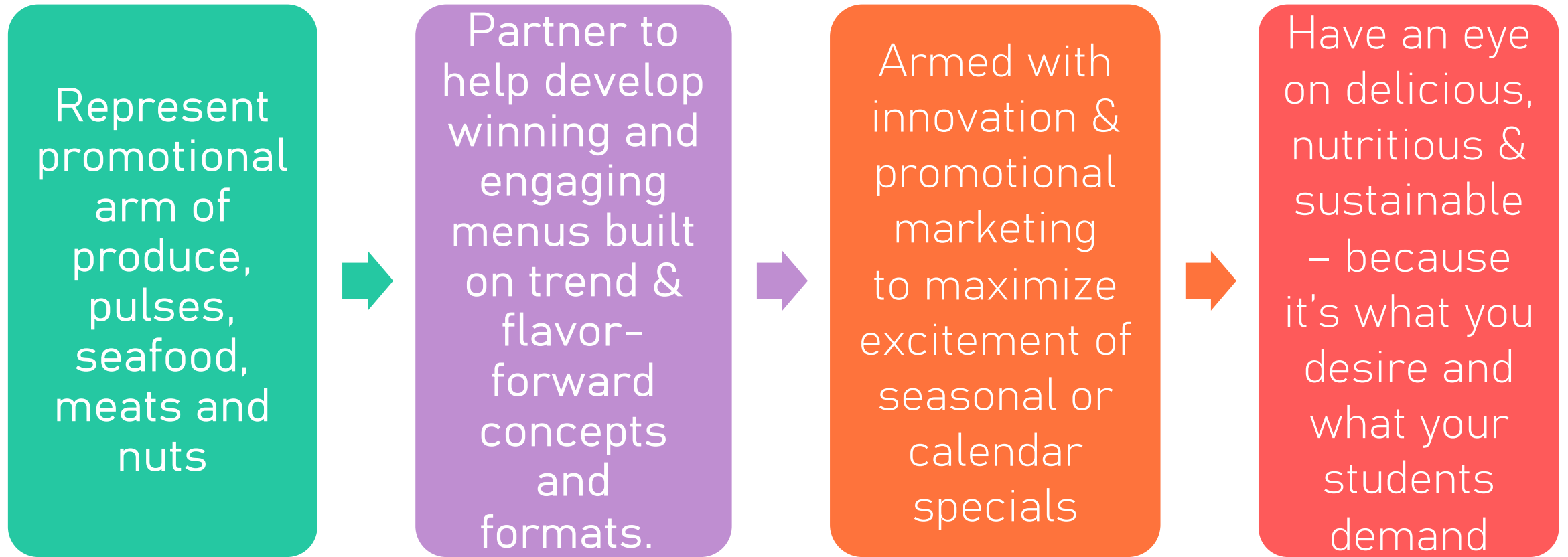


**Chef Culinary
CONFERENCE** 2025

Today's Conversation

1. What are commodity boards?
2. Ways your operation can leverage commodity boards powerful education, culinary innovation, marketing, consumer insights and trend resources.
3. Understand the unique flavor, functionality, nutrition & sustainability benefits that these boards can bring to the table
4. Ways that commodity boards technical skill-building opportunities and cross-utilization hacks can improve your bottom line while stimulating tastebuds and engaging your students and staff.





Commodity Boards

Commodity Boards



Mission:

Create a positive environment for increased ingredient utilization focused through partnerships, education, promotion, and research



What we do:

Funded by farmers to represent our ingredient in market

Work to increase usage & consumption in foodservice/menus

Offer marketing and culinary expertise to our partners



What we do NOT do:

Sell anything!

We simply promote the ingredient and educate on its unique uses/benefits

Amber Johnson

Director of Marketing & Communications
Saskatchewan Pulse Growers/[Lentils.org](https://www.lentils.org)



About Lentils.org

› Our mission:

- › Work to increase lentil consumption and menu incidence in U.S. foodservice

› What we do

- › Commodity board funded by 15,000 pulse growers in Canada to represent ingredient in market
- › Offer marketing, foodservice, and culinary expertise to our partners
- › Part of larger Pulse Innovation team working in the areas of pulse processing, fractionation, reformulation, functionality, sustainability, health/nutrition



LENTILS ARE:



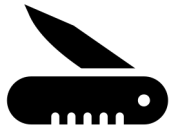
- Sustainable



- Healthy



- Economical



- Versatile



- Flavor Sponge





RESOURCES

- Free, self-paced online training (Lentils.org/learning)
- In-person on-site training with culinary teams
- Recipes & menu development
- Operations streamlining consultation
- Consumer insights
- Support for student pop-ups & programming
- Speakers on agriculture, food, lentils, sustainability, etc.





TRAINING OPPORTUNITIES:

- Online or In-Person
- Covering:
 - Lentils & Health, Sustainability, Production
 - Consumer Insights
 - Lively Sensory Exploration, Culinary Demonstrations, Skill Building & Tastings
 - Hands-On Activity to Build on Inspiration & Learnings





**SOMETHING'S
MISSING
FROM YOUR
MENU.**

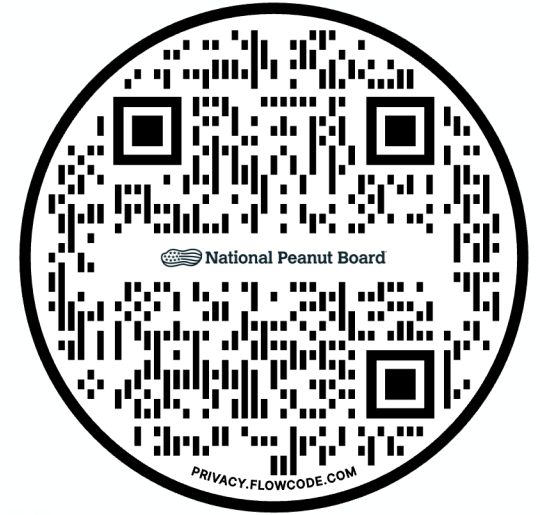
National Peanut Board

Valeri Lea, Director of Foodservice



National Peanut Board

Foodservice Resources Available at NationalPeanutBoard.org/SomethingsMissing



Nutrition



Recipes



Allergy Management



Sustainability







ALASKA SEAFOOD: WILD, NATURAL, SUSTAINABLE

Jann Dickerson National Accounts JDickerson@Alaskaseafood.com



TYPES OF ALASKA SEAFOOD



Alaska Salmon



Sockeye Salmon



Pink Salmon



King Salmon



Coho Salmon



Keta Salmon

Alaska Shellfish



Weathervane Scallop



Snow Crab



King Crab



Dungeness Crab

Alaska Whitefish



Atka Mackerel



Herring



Cod



Surimi Seafood



Sole (Flounder)



Halibut



Sablefish



Rockfish



Alaska Pollock



Wild, Natural & Sustainable®

ALASKA'S FIVE PILLARS OF SUSTAINABILITY



FAMILIES &
COMMUNITIES



FISHERIES
MANAGEMENT



RESOURCE
UTILIZATION



SOCIAL
RESPONSIBILITY



CERTIFICATION






Chef Developed Recipes For Chefs



On Campus Events

HOW

to stage an Alaska Sustainable Seafood event

We'll send you everything you need. To customize your Alaska seafood event with a wide range of materials visit alaskaseafood.org and click on  for our Sales Aids & Literature Catalog.

Alaska Seafood Stand-Up Bear
Our furry ambassador invites your students to come enjoy delicious healthy and delicious Alaska seafood.



Recipes, Recipes, and More Recipes!
Choose from a mouth-watering array of recipe booklets and flyers on the many ways to enjoy Alaska seafood.

Alaska Seafood POS Materials
It's easy to create some fun with a selection of posters, table tents, counter cards, temporary tattoos, and more capturing the wild spirit of Alaska.

The Alaska Seafood Story Video
Available online to download and play for added entertainment at your event.



Educational Literature
Learn what's behind the delicious taste of Alaska seafood through a variety of materials covering sustainability practices, fishing families and communities, species information, and much more.

#AskforAlaska Whiteboards
Fun wearable bracelets that keep the positive experience going long after the event.

Alaska Seafood Table Runner
Boldly and proudly display the Alaska Seafood logo at your event.

For more information on how your campus can team up with Alaska Seafood to create fun and engaging programs that your students will love, please contact education@alaskaseafood.org or 800-806-2497.

ALASKA SEAFOOD MARKETING INSTITUTE: www.alaskaseafood.org • www.wildalaskaseafood.com
International Marketing Office & Administrative: 217 N. Franklin St., Suite 200, Juneau, AK 99801 • 907-679-2492
U.S. Marketing Office: 120 N. Main Street, Suite 210, Seattle, WA 98101 • 800-806-2497



HOW to create student engagement

■ Create a social media plan for existing students to attend the event. Be sure to leverage all the unique and special qualities of Alaska. ASMI has a plethora of photography and videos showing Alaska's pristine, natural beauty and the incredible fishermen of Alaska's fishing families. #AskforAlaska

■ Coordinate with student organizations, environmental and sustainability departments and solicit their help to generate excitement.

■ Go wild and bring in a student photographer to capture great shots of students and food for promoting across your social platform. Tap into your Communications and Marketing departments to get the word out.

■ Take a look at ASMI's "Alaska Seafood On Campus" event ideas for fun ways to generate buzz and interest.

Engaging young people to healthy, sustainable Alaska seafood could make a lasting positive impact on students' lives and the health of the planet. ASMI can help.



YALE FISH, CO. • JACOB GILBERT • SECRET INGREDIENT



PENNA STATE



YALE FISH, CO. • JACOB GILBERT • SECRET INGREDIENT



STANFORD - SUSTAINABLE SEAFOOD WEEK

"Student is a growing demand among our students. They are looking for new and exciting things. When we partnered with ASMI last year for a special event that featured local and sustainable Alaska crab and salmon, our students were very excited. Not just because the recipes were fresh and flavorful, but they really took a genuine interest in where the fish came from. The product is obviously top quality, but the story is really what separates Alaska Seafood from other areas." — PENNY TATE, Jim Minkovich, Residential Dining Coordinator

Building a Bigger Appetite for Pork

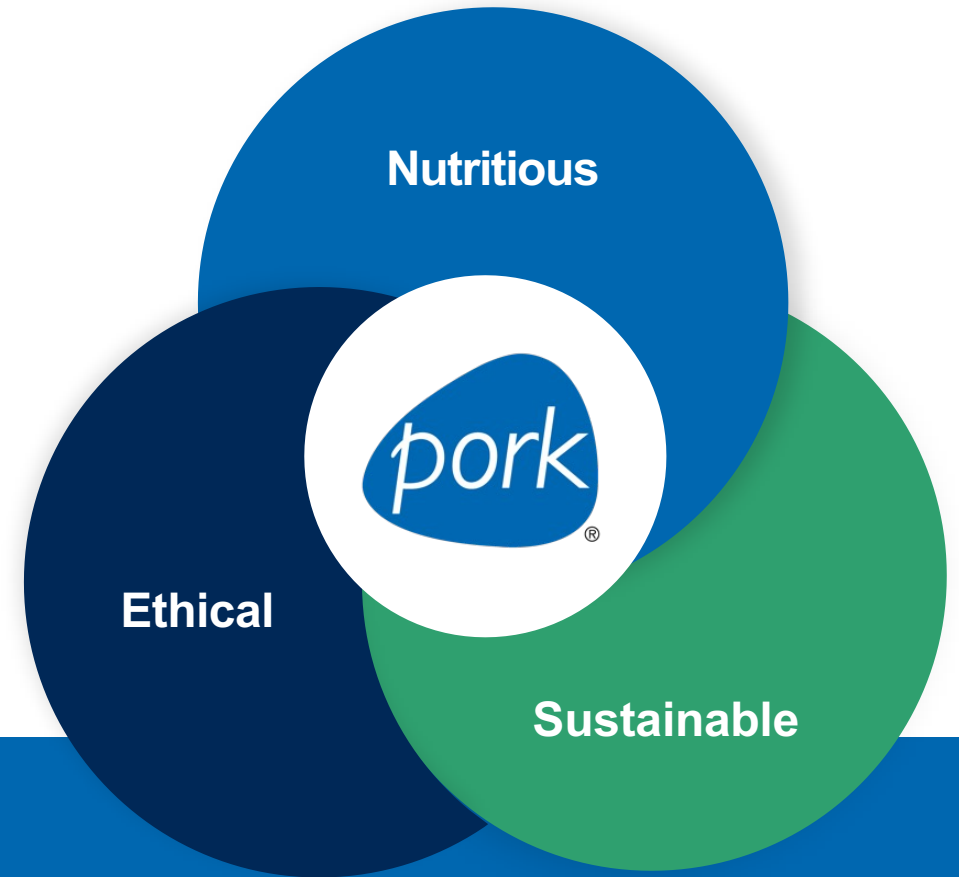
Neal J. Hull

pork
checkoff®



As an industry, we believe:

- | Pork is an important part of a healthy, balanced, **nutritious** diet
- | Pig & crop farming are **sustainable**
- | The **ethical** treatment of our people and animals are key to a resilient food system



National Pork Board's Purpose:

We build trust - through our industry's We Care® principles - and add value to U.S. pork by doing what's right for people, pigs and the planet.

Organizational Values

Consumer focused, Producer led • Trustworthy • Integrity • Passionate • Agile



Our We Care[®] Ethical Principles



Environment



Food Safety



Animal Well-being



Our People



Community



Public Health

MAKE PORK
COOL
MAKE 'EM
DROOL.



TASTE WHAT
PORK CAN DO.™

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PORK & PARTNERS



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Interested in being a part of the
Pork and Partners Community?

-  Monthly Pork & Partners email updates
-  Free continuing education opportunities
-  Client-friendly recipes
-  Research-based educational resources
-  Unique & exciting events with industry leaders
-  Online and in-person networking





pork TASTE WHAT PORK CAN DO.™



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