

United Fishermen of Alaska

Presentation to Senate Resources Committee

March 24, 2017



Industry marketing initiatives

Technology & modernization

Sustainable management

UFA Member Associations Areas of Operations

Bering Sea/ Bristol Bay/Aleutian Islands

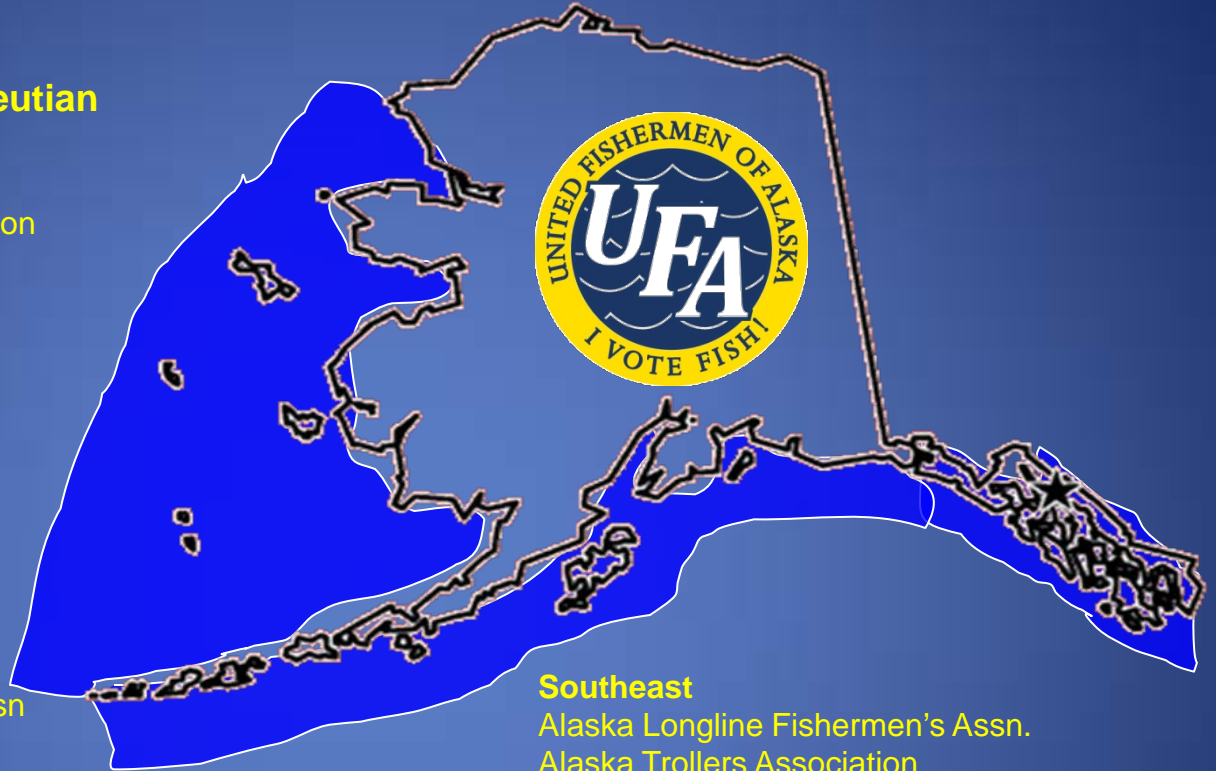
Alaska Bering Sea Crabbers
Bristol Bay Fishermen's Association
At-Sea Processors Association
Bristol Bay Reserve
Freezer Longline Coalition
Golden King Crab Coalition
Groundfish Forum

Statewide

Alaska Scallop Association
Alaska Independent Tenderman's Assn

Gulf of Alaska & Southcentral

Alaska Whitefish Trawlers Assn.
Cape Barnabas, Inc.
Concerned Area "M" Fishermen
Cook Inlet Aquaculture Association
Cordova District Fishermen United
Kenai Peninsula Fishermen Assn.
Kodiak Regional Aquaculture Assn.
North Pacific Fisheries Association
Prince William Sound Aquaculture Corp
United Cook Inlet Drift Association
Valdez Fisheries Development Association

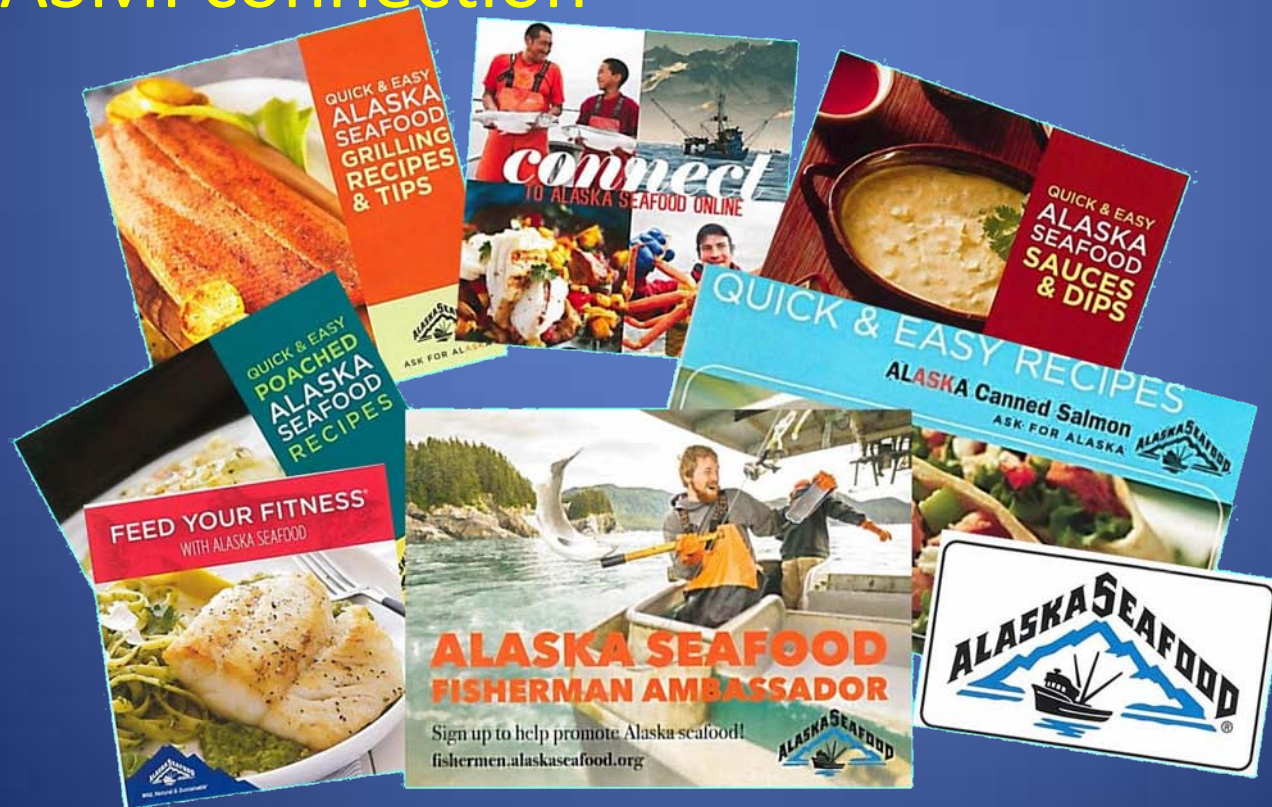


Southeast

Alaska Longline Fishermen's Assn.
Alaska Trollers Association
Armstrong Keta, Inc.
Douglas Island Pink and Chum
Northern Southeast Regional Aquaculture Assn.
Petersburg Vessel Owners Assn.
Purse Seine Vessel Owners Assn
Seafood Producers Cooperative
Southeast Herring Conservation Alliance
Southeast Alaska Fishermen's Alliance
Southeast Alaska Regional Dive Fisheries Assn.
Southeast Alaska Seiners Association
Southern Southeast Regional Aquaculture Assn.
United Southeast Alaska Gillnetters

Marketing initiatives – fishing sector

- +Direct marketing
- +Regional marketing
- +Community supported fisheries
- +++ASMI connection



Direct marketing

- Dockside
- Local retail & restaurant
- US consumers
- US restaurant & caterers



+ SB 286 (2004) streamlined paperwork and reduced tax burden

+ ASMI materials, programs and online directory

Opportunity varies by community for local markets, transportation, energy costs, other support services.

Regional marketing

Regional Seafood Development Associations created by AK Legislature HB 419 in 2004

Voluntary assessment 1% on ex-vessel, elected by fishery participants where wanted
Bristol Bay BBRSDA

Copper River/Prince William Sound Marketing Association

Projects funded

+Quality - Ice barges, machines, education & outreach, monitoring

+Marketing promotions, education, research, branding

+Transportation – operations & infrastructure

+R&D – Nutrition & contaminants, consumer markets

+Partnerships, publications

& many more



Community Supported Fisheries

- Subscription purchase – pay ahead for a weekly or monthly share
- Similar to CSA small & organic farmers, first was in Maine in 2007
- Connects customers to fishermen and vice versa
- Confidence in chain of custody
- Supports local community

Growing trend in Alaska:

Alaskans own – Sitka, Juneau

Sitka Salmon Shares

Alaska Salmon CSF – Haines

Catch of the Season - Anchorage, Palmer/Wasilla, Homer,
Seward and Fairbanks



ALASKANS OWN



COMMUNITY SUPPORTED FISHERY (CSF)

Monthly baskets of fresh, line-caught, wild Alaskan seafood.

Halibut, Sablefish, King, Coho, Rockfish, Lingcod and Bonus Boxes

Six Month Shares

Full (60 pounds): \$872.00
Half (30 pounds): \$458.00

Four Month Shares

Full (40 pounds): \$596.00
Half (20 pounds): \$320.00

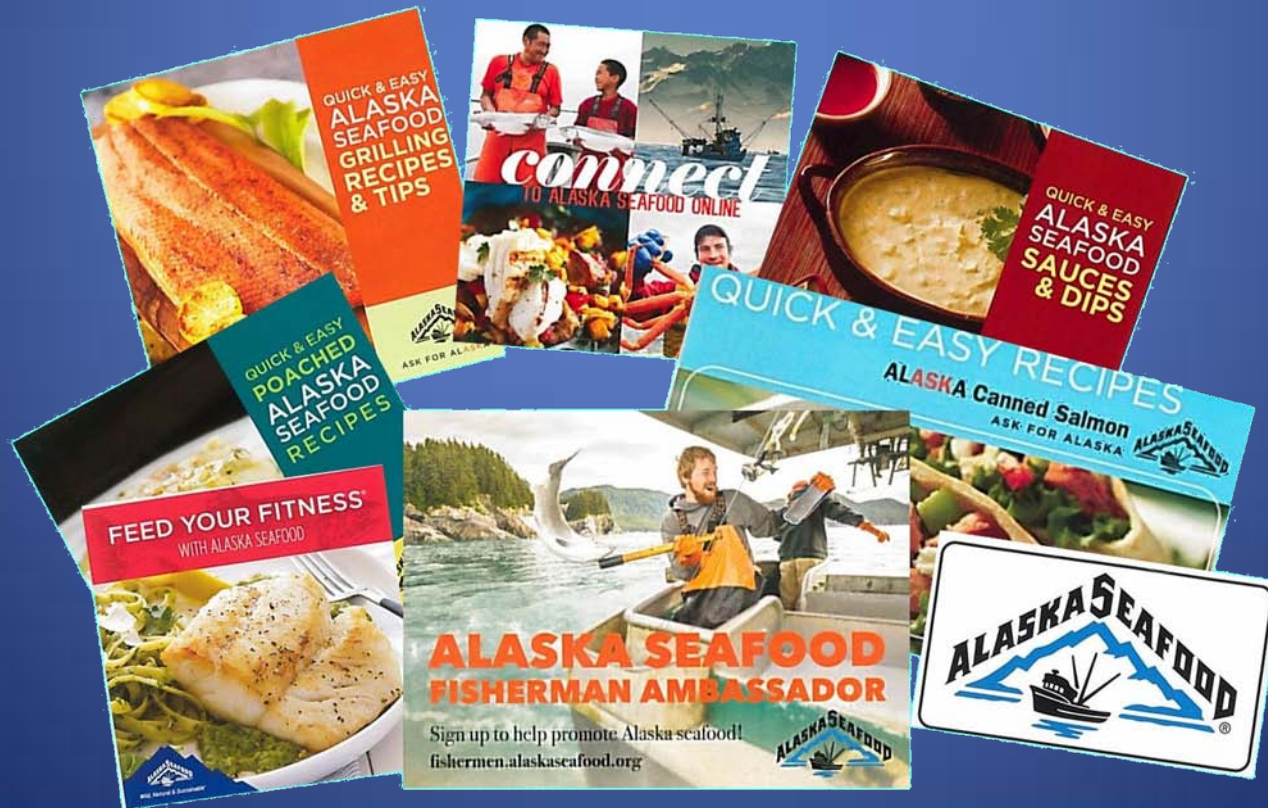
BUY LOCAL

907.738.2275
WWW.THEALASKATRUST.ORG

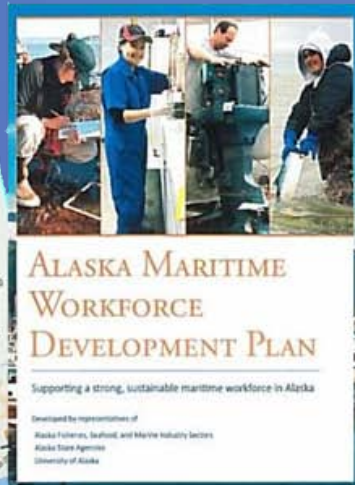
ASMI connection

All of the above utilize & benefit from ASMI

- Recipes, promotions, trade shows, brochures
- Online seafood directory
- Chefs' collaboratives
- Fishermen provide input through board and committees.

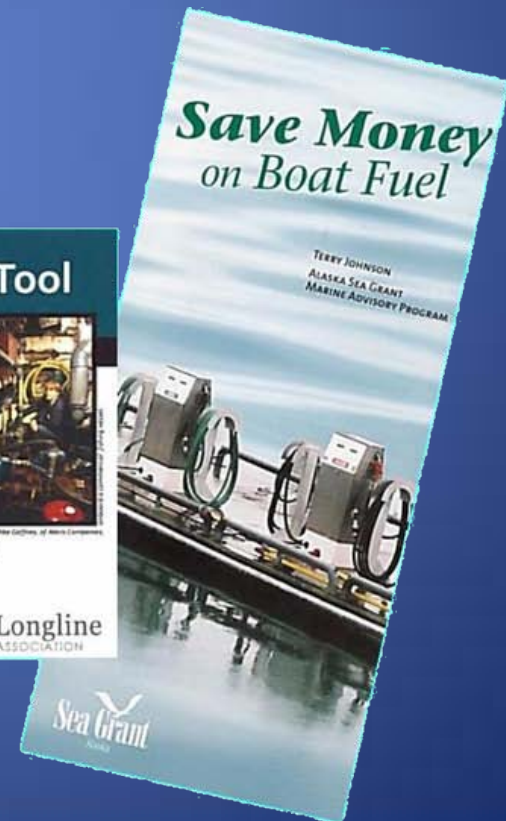
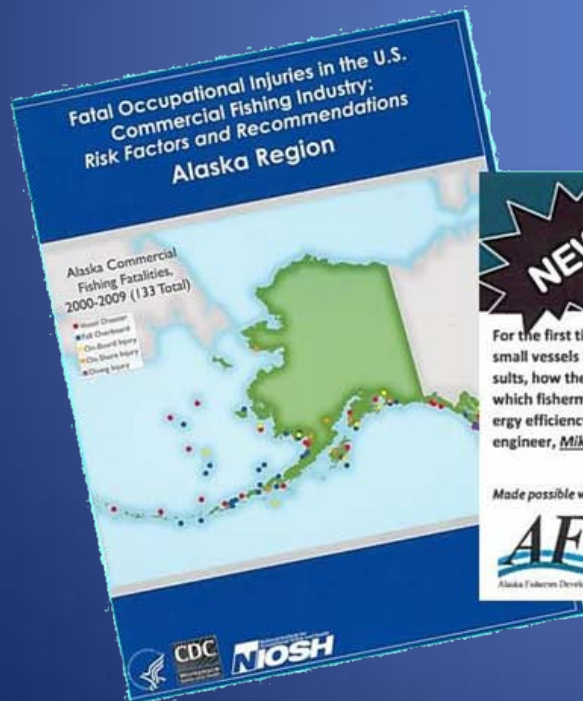


- +Chilling, freezing on board
- +Fuel efficiency upgrades – repower, fuel flow meter, bulbous bows &...
- +Vessel replacement – North Pacific Fleet
- + AK opportunities in Seward, Ketchikan, Kodiak, Wrangell...
 - +Small boat fleet opportunities



Technology & modernization

- +Navigation technology & software
- +Vessel monitoring
- +Electronic monitoring
- +Networks for bycatch, habitat, whale avoidance
- + Safety – equipment, survival craft, communications
- ...all requires investment & funding



CFAB & Division of Economic Development

Loan Programs for vessels, permits, gear...

Legislation in response to industry needs:

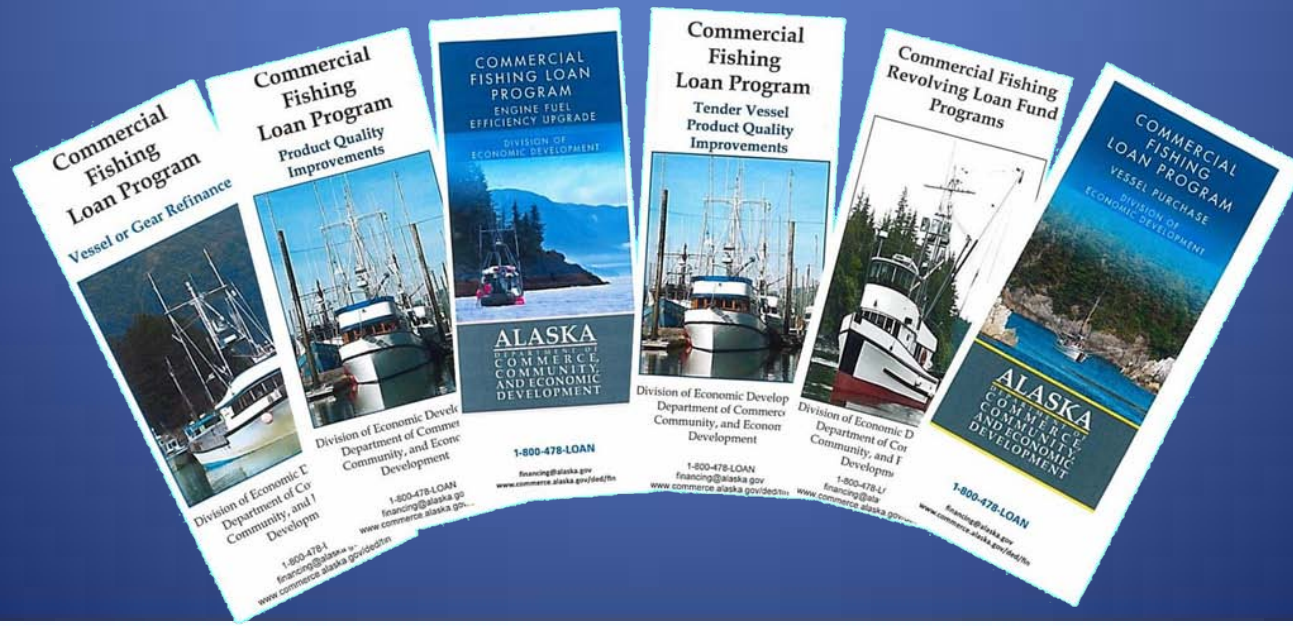
- Product Quality Improvements
- Engine Fuel Efficiency Upgrades
- Vessel & gear upgrades

Thanks also to:

Marine Advisory Program - Vessel energy surveys

NIOSH FV safety program

USDA Rural development – business & energy grants



Sustainable management

- AK Constitution
- AK History – statehood & banning of fish traps
- UFA policy for healthy and sustainable management of fisheries:
 - State management of salmon fisheries.
 - Escapement goal management (Biological Escapement Goals).
 - Local management that is adaptive and abundance based.
 - Use of Commissioner's EO authority on an active basis for the local management of a fishery –openings and closures.
 - Mixed stock management.



Sustainability in practice

ADFG - Weirs, counts, creel surveys, test fishing, oversight & monitoring
Managements plans – thresholds for the foreseeable
EO authority for the unexpected – immediate closures & openings
Board of Fisheries & NPFMC – time & money for stakeholders &
agencies for science-based & inclusive public process

Sustainability Certifications – additional cost to be approved for
“social license to operate” ...MSC, RFM...

Sustainable fisheries = business viability for future generations

Marine Advisory Program - Fish Biz, Young Fishermen's Summit.



A poster for the FishBiz PROJECT. At the top, it says "FishBiz PROJECT" in large, bold letters. Below that is a photograph of two people on a fishing boat. To the right of the photo is a screenshot of a spreadsheet. Below the photo and spreadsheet, it says "Online financial and business tools for Alaska commercial seafood harvesters". Underneath that, it says "Find commercial fishing business publications, spreadsheets, podcasts and lots of other tools and resources in FishBiz. The website supports new entrants, mid-career fishermen, and those planning to exit the industry." At the bottom, there is a dark blue banner with the text "alaskafishbiz.org" in white. Below the banner, there are two logos: the Sea Grant Alaska logo and the COBANK logo. To the right of the COBANK logo, it says "Brought to you by the Alaska Sea Grant Marine Advisory Program and sponsored in part by CoBank."

UFA thanks the Alaska Legislature for its attention to our industry

- HJR 46, a resolution opposing Chilean farmed salmon.
- HJR 45 supporting the labeling of wild salmon.
- SCR 30 designating June 30 as "Alaska Salmon Day".
- HB 287 exempting permit holders from having their permits seized
- HB 462 regarding confidentiality of fishing records
- SB 266 allowed hatcheries to refinance
- HB 286 allows the ownership of two limited entry permits
- HB 288 regarding CFEC optimum number studies
- SCR 28 established the Joint Legislative Salmon Industry Task Force
- HCR 6 - Extended the Joint Legislative Salmon Industry Task Force
- HB 105 - Concerning loans for past due federal taxes and removing the 1/2 % refinancing fee for Division of Investment state loans
- SB282 - Identification of wild and farmed finfish
- HB 104 - Regarding the Fisheries Business Tax
- SB 139 - Renewed the Alaska Salmon Price Report
- HB 118 - Allows fishermen to transport fish for other fishermen
- HB 90 - Salmon Product Development Tax Credit
- SB 215 - Created a new Food Safety Lab in Anchorage
- SCR13 - Alaska Salmon in Correctional Facilities
- HB 409 - Removed the 58' Seine Vessel Length limit from statute
- SB 315 - Use non-state funds for CFEC Entry Permit Buy-Back Programs
- SB 286 - Established a new direct marketing fisheries business license
- HB 419 - Created Regional Seafood Development Associations
- HJR 34 - Requested improvements to the USDA TAA program for Alaskan salmon
- SB 273 - Changed ASMI structure and stabilized its seafood based funding
- SB 322 - Salmon Enhancement Tax
- SCR 19 - Promoted fisheries education
- ...And many more

Alaska Fisheries – feeding the world

