



BRISTOL BAY

Regional Seafood Development Association

BBRSDA Mission

Maximizing the value of the Bristol Bay salmon fishery for the benefit of our members.

Importance of Bristol Bay

- Alaskans own \$510 million worth of salmon permits, 38% of that value is in BB permits and the BB fishery makes up 49% of all salmon permit value (as of December 2019)
- Statewide impacts - only BCAs without BB permits are Nome, Yakutat, Skagway
- Alaska salmon is THE flagship Alaska seafood product, and BB is the foundation

Value & Importance of Bristol Bay Salmon

	2016	2017	2018	2019
BB Salmon Ex-Vessel Value (\$M)	\$192	\$275	\$350	\$363
Other AK Salmon Ex-Vessel Value (\$M)	\$366	\$520	\$344	\$295
BB as a Pct. of AK Salmon Value	41%	35%	50%	55%
S03T Permit Price (Dec.)	\$132,200	\$142,400	\$162,300	\$186,400

Note: 2019 is preliminary.

Source: ADF&G and CFEC.

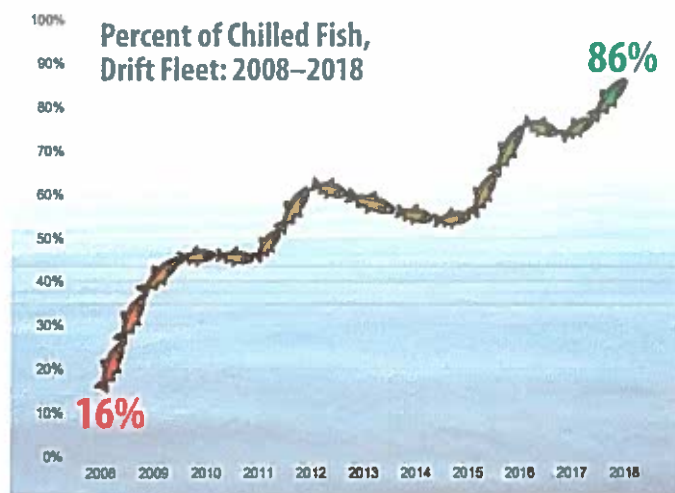
Since 2016, Bristol Bay ex-vessel value is up \$171M and total BB permit value is up \$127M!!

Sustainability

- Supporting fishery management: Port Moller 2nd Vessel & Offsetting ADF&G cuts
 - Huge recent harvests, above forecast while meeting escapement goals
- Habitat protection and Pebble Mine opposition
- Research: salmon production mapping, forecasting, life-cycle assessment, economics
- Net recycling

Quality

- Subsidizing and supporting investments in ice and RSW...
\$13-\$1 return in 2018
- Outreach: radio, tidebook, swag, meetings, video, class
- Ice bags and ice distribution
- Research: processor survey and quality "gun" testing



Marketing

- Very successful retail marketing program, from 0 to +1,000 U.S. stores since 2016
- Building demand/awareness for BB salmon & adding depth to Alaska salmon marketing
- Branching out to international and food service markets in 2020
- Provide critical market info data and analysis
- Largest sponsor of Symphony of Seafoods



GROCERY STORES



PR/Outreach

- Sponsor KDLG Fisheries Report, Radio PSAs on barge traffic, and a Camai ER doctor
- Safety activities: AMSEA classes and equipment discounts

State Benefits & Challenges

- We are 100% fishermen funded via a 1% landing tax on BB driftnet fishermen. State of Alaska gets a big benefit for a few hours of staff time forwarding the tax monies to us. Important to note that DCCED considers our funding 'generated tax revenue' and not state financial assistance, so we are not bound by limitations of the latter.
- Pebble is our biggest challenge, there's no precedent for several design elements, or for such a mine coexisting with abundant salmon runs. Wrong mine, wrong time.