



BBRSDA Mission

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

Importance of Bristol Bay

- Alaskans own \$441 million worth of salmon permits, 39% of that value is in BB permits and the BB fishery makes up 50% of all salmon permit value (as of December 2021)
- Statewide impacts – only BCAs without BB permits are Nome, Yakutat, Skagway
- Alaska salmon is THE flagship Alaska seafood product, and Bristol Bay is the foundation

Value & Importance of Bristol Bay Salmon

	2017	2018	2019	2020
BB Salmon Ex-Vessel Value (\$M)	\$275	\$350	\$372	\$141
Other AK Salmon Ex-Vessel Value (\$M)	\$520	\$344	\$347	\$295
BB as a Pct. of AK Salmon Value	35%	50%	52%	48%
S03T Permit Price (Dec.)	\$142,400	\$162,300	\$186,400	\$162,800

Note: 2020 is preliminary.

Source: ADF&G and CFEC.

Bristol Bay has accounted for half or nearly half of Alaska salmon ex-vessel value in each of the past 3 years.

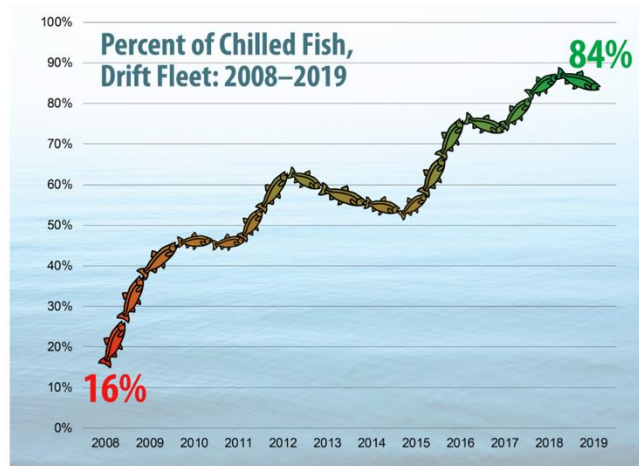
Sustainability

- 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

Quality

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

Figure 1. Percent of Chilled Raw Product Purchased from the Drift Fleet

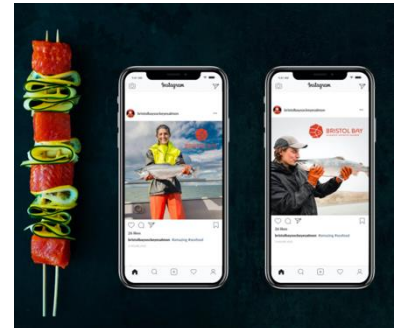


Source: Northern Economics analysis

Marketing

- Very successful retail marketing program, from 0 to +2,000 U.S. stores since 2016
- Building demand/awareness for BB salmon & adding depth to Alaska salmon marketing
- Achieved avg. sales lift of 52% on promotions in 2020, sockeye retail prices at record high
- Provide critical market information and analysis for fishermen
- Largest sponsor of Alaska Symphony of Seafoods

BRISTOL BAY SOCKEYE PROMOTIONAL PARTNERS



PR/Outreach

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

State Benefits & Other Notes

- We are 100% fishermen funded via a 1% landing tax on BB driftnet fishermen. State of Alaska, fishermen, and communities get a big benefit for a few hours of DCCED 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.
- Ex-vessel price of Bristol Bay sockeye declined substantially in 2020, but there is hope for additional "retro" payments. The fishery's outlook is largely positive due to strong consumer demand and a 2021 forecast suggesting another large sockeye harvest in Bristol Bay.
- Learn more about BBRSDA and see our digital marketing materials at:
 - bbrsda.com
 - bristolbaysockeye.org
 - Facebook & Instagram @BristolBaySockeyeSalmon