

01/29/13
Overview:
Alaska
Seafood
Marketing
Institute
and HCR 1

<TARGET><BILL>HCR 1</BILL><SUBJECT>01-29-13 Overview
Alaska Seafood Marketing Institute and HCR
1</SUBJECT><COMM>HEDT28</COMM></TARGET>

Alaska State Legislature

Representative Shelley Hughes, Chair

Session Address:
Alaska State Capitol, Room 409
Juneau, Alaska 99801-1182
Phone: (907) 465-3743
Fax: (907) 465-2381
House District 8



Representative Lynn Gattis
Representative Bob Herron
Representative Pete Higgins
Representative Craig Johnson
Representative Kurt Olson
Representative Lance Pruitt
Representative Harriet Drummond
Representative Geran Tarr

House Special Committee on Economic Development, Trade and Tourism

To: House Economic Development, Trade and Tourism Committee Members

From: Representative Shelley Hughes, Chair

A handwritten signature in cursive script that reads "Shelley Hughes".

Date: January 24, 2013

Re: Committee Schedule for the Week Beginning January 28, 2013

The House Special Committee on Economic Development, Trade and Tourism (EDT) meets in the Barnes Room 124, on Tuesdays and Thursdays from 11:15am to 12:45pm. Please note that this is a time change from the original planned meeting time.

Tuesday, January 29, 2013 11:15am in Room 124

- * + HCR 1 State Food Resource Development Group
- + Presentation by Alaska Seafood Marketing Institute:
ASMI Overview and Seafood Marketing Efforts; Tyson Fick

Thursday, January 31, 2013 11:15am in Room 124

- + Department of Commerce, Community and Economic Development, Division of Economic Development; Assistant Commissioner Graham, Cathy Jeans and Glenn Haight
 - Finance Program Overview
 - Overview on Timber, Minerals, Fisheries Development and Made-in-Alaska/Buy Alaska programs
- = + Bills Previously Heard/Scheduled

Please feel free to contact the EDT committee aide, Ginger Blaisdell at 465-5265 with questions.

- * First Hearing in First Committee of Referral
- + Teleconferenced
- = Bill was Previously Heard/Scheduled

Ginger Blaisdell

From: Ginger Blaisdell
Sent: Tuesday, January 29, 2013 10:21 AM
To: Clifton Coghill; Deborah Tillinghast; Dirk Craft; Doanh Tran; Erick Cordero-Giorgana; Erin Shine; Ginger Blaisdell; Jessie Knudsen; Konrad Jackson; Kristin Kranendonk; Linda Sylvester; Monica Southworth; Rep. Bob Herron; Rep. Craig Johnson; Rep. Geran Tarr; Rep. Harriet Drummond; Rep. Kurt Olson; Rep. Lance Pruitt; Rep. Lynn Gattis; Rep. Pete Higgins; Rep. Shelley Hughes; Rob Earl
Cc: LIO Kodiak; LIO Mat-Su; LIO Juneau Group
Subject: today's meeting change
Importance: High

Because some members are coming from other committees, we will switch the order of the meeting so that the ASMI overview will be heard first and HCR1 will be heard second. We want to insure a quorum and give all members the opportunity to hear legislation before the committee.

Thanks for your understanding,
Ginger



THE STATE
of **ALASKA**
GOVERNOR SEAN PARNELL

Department of Commerce,
Community,
and Economic Development

OFFICE OF COMMISSIONER SUSAN K. BELL

550 West Seventh Avenue, Suite 1535
Anchorage, Alaska 99501
Main: 907.269.8100
Programs fax: 907.269.8125

FOR IMMEDIATE RELEASE

January 31, 2013

Media Contacts:

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Thompson & Co.

907-561-4499

jennifer@thompsonpr.com

Bravo Media's "Top Chef" Films Two Episodes in Alaska

January 31, 2013, Anchorage, Alaska - Alaska fans of Bravo Media's "Top Chef" might recognize many of the Alaska locations featured in two episodes airing February 6 and February 13. Filmed in Juneau in August, "Top Chef" will feature four locations in the capital city, including the Governor's House with Governor Sean Parnell and First Lady Sandy Parnell for the final dinner.

Bravo Media's "Top Chef" consists of 21 chefs from across the nation competing for the title of "Top Chef," a \$125,000 prize, a feature in a gourmet food magazine, and a showcase at a food and wine event in Aspen, Colo. Each week, the participants attempt to top the competition with various dishes that highlight their culinary specialty and craft.

The Department of Commerce, Community, and Economic Development (DCCED) successfully attracted the 10th season of the James Beard Award and Emmy-winning series to Alaska.

"Alaska's tourism and seafood marketing programs work closely with local businesses to coordinate national media events like this," said Susan Bell, DCCED Commissioner. "Alaska has long been successful in attracting this kind of national attention for Alaska, ranging from 'Good Morning America' and Martha Stewart, to the recent live broadcasts of Al Roker's series for the 'Today' show and the 'The Early Show' on CBS."

Bell added the "Top Chef" episodes were filmed in the state's capital at Tracy's Crab Shack, Gold Creek Salmon Bake, Mendenhall Glacier, Jorgenson House, and the Governor's House.

"Chef'testants" also used the commercial kitchens at Thunder Mountain High School, as well as many Alaskan agricultural and seafood products. The production also worked with the Juneau Convention & Visitors Bureau, the Office of the Governor, and many local businesses, including,

Alaska Airlines, AVIS Alaska, Westmark Baranof Hotel, Prospector Hotel, Aspen Suites Hotel Juneau, Temsco Helicopters, Era Alaska, Taku Smokeries, Juneau CARRS Safeway, and Alaska Glacier Seafoods.

The final Elimination Challenge of the season took place at the Governor's House as celebrity chef judges Tom Colicchio, Hugh Acheson, Wolfgang Puck, Gail Simmons, Emeril Lagasse and host Padma Lakshmi inched closer to the decision of who would become "Top Chef."

The first Alaska episode airs Feb. 6 on Bravo, with the next episode airing on Feb. 13. For air times, check your local listings.

For more information on "Top Chef," visit www.BravoTV.com.

###



YOU'RE INVITED TO A VIEWING
PARTY FEATURING *TOP CHEF: SEATTLE'S*
ALASKA EPISODE!

Wednesday, Feb. 6 at 8:30 p.m.

Episode airs at 9:00 p.m.

T.K. Maguire's [The Prospector Hotel]
375 Whittier St., Juneau, AK 99801

The hit television show brought chefs and judges to Alaska in August to produce two episodes celebrating Alaska's seafood, splendor and travel opportunities

This opportunity was created through the work of the Department of Commerce, Community, and Economic Development's seafood and tourism marketing programs

Please RSVP by Feb. 4 to Bri Gordon with Thompson & Company at bri@thompsonpr.com or 907-561-4488

ALASKA
DEPARTMENT OF
COMMERCE,
COMMUNITY,
AND ECONOMIC
DEVELOPMENT



www.alaskaseafood.org

Alaska State Legislature

Representative Shelley Hughes, Chair

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House Special Committee on Economic Development, Trade and Tourism

AGENDA

January 29, 2013

1. Call to Order

~Gavel~ Economic Development, Trade and Tourism Committee is called to order. The time is _____. Welcome, everyone.

2. Roll Call and Agenda

- For the record, in attendance are: (representative xx, representative xx,... and representative xx).
 - Several members will be arriving late due to other committee meetings still underway.
 - For this reason, we'll be flipping the agenda as we need a quorum – in this committee's case, 5 – in order to hear legislation
- Today's agenda includes two items.
 - Today will also have the good pleasure of hearing from the Alaska Seafood Marketing Institute (ASMI) . Tyson Fick, Communication Director, will present an overview.
 - Then we will hear House Concurrent Resolution 1 presented by Representative Stoltze and staff, Darrell Breese followed by public testimony.
 - BTW, it will be the general rule of the committee to hear a bill at one meeting and hold it so that members have time to digest the information before moving it out.

3. Alaska Seafood Marketing Institute - ASMI


- Welcome Tyson Fick, Communications Director for ASMI. Please introduce yourself for the record and begin your presentation when you are ready.
- I invite members to ask questions during the presentation.

4. HCRI

- We are now ready for consideration of House Concurrent Resolution 1. Member _____ can we have the motion? (not necessary)
 - HCR1 is the first item before us. To present the resolution is Rep Stoltze and staff Darrell Breese
- Representative Stoltze and Darrell Breese state your name and district representation for the record and introduce the bill.
- Any questions from the committee?
- We will now begin public testimony. ~Gavel~
 - Due to the time constraints and our agenda, public testimony will be limited to 3 minutes each. You will hear a chime when your 3 minutes are up and we will move on to the next testifier.
- Public testimony for HCR1 is now closed. ~Gavel~
- Any further discussion by the committee?
- Possible offer of amendment by another member, conceptual amendment number 1, to add on page 5, line 9 following the words ‘Alaska Native regional’; insert “and village” ... ‘corporations to preserve,’...
- I object for purposes of discussion
- Rep. Herron, will you explain the amendment?
- I remove my objection. Are there further objections?
- The committee adopts the conceptual amendment.
- If I do not hear objection for moving the bill to its next committee of referral, I will bring it up under “bills previously heard” on Thursday Jan 31 to ask the will of the committee.



5. Calendar Review

- I hope that this time slot works for everyone. We tried to allow an overlapping time slot that would allow some members to attend other committee obligations but still have time to participate in EDTT.
- The next meeting of EDTT is Thursday, January 31 at 11:15am in this room
- We will be hearing from the Department of Commerce, Community and Economic Development. They’ll provide overviews for their finance, timber, fisheries and Made-in-Alaska programs.
- Do members have any closing comments?
- Thank you for wanting to be part of making Alaska one of the best economic environments in the nation. We are ADJOURNED.” ~gavel~



Alaska Seafood Marketing Institute

Economic Development, Trade and Tourism Committee
Juneau, Alaska January 29th, 2013

With two offices and 19 staff members, here is
ASMI'S WEEK AT A GLANCE... January 21 - 27, 2013

International

- France, Pacific Cod Promotion with Casino Supermarkets
- France, Sirha Trade Show, Lyon
- Spain, Madrid Fusion
- China, promotion with BLT Supermarket, Guangdong
- China, promotion with Yoo Hoo Hypermarket, Shenyang
- China, promotion with BHG Supermarket, Nanjing, China
- Brazil, promotion with Circulo Militar Club
- Seafood Technical, Europe tour
- Staff, federal funding grant application

Domestic

- Foodservice, Foodservice Economic Summit in Sun Valley, Idaho
- Foodservice, Worlds of Healthy Flavors conference
- Foodservice & Retail, Food Network video shoot
- Communications, Alaska State Senate and House of Representative Meetings
- Communications, marketing class with Oklahoma University
- Communications, Alaska Seafood Photo Contest
- Communications, 2013 Annual Report
- Communications, press interviews
- Support staff, upcoming project preparation



Alaska Seafood Marketing Institute

- a partnership of public and private sectors to foster economic development
- guided by Governor-appointed Board of Directors: five processors, two commercial harvesters
- Alaska's official seafood promotion arm



The Alaska Seafood Marketing Institute is a marketing organization with the mission of increasing the economic value of the Alaska seafood resource through:

- *Increasing positive awareness of the Alaska Seafood brand,*
- *Collaborative marketing programs that align ASMI and the industry marketing efforts for maximum impact within the food industry,*
- *Long-term proactive marketing planning,*
- *Quality assurance, technical industry analysis, education, advocacy and research,*
- *Prudent, efficient fiscal management.*

ASMI BUILDS 'ALASKA' BRAND

- ASMI promotes all species of Alaska seafood, under the "Alaska" brand.
- AS 16.51.110 prohibits ASMI promoting seafood by geographic origin other than from the state generally, geographic region of the state, or specified brand name.
- Alaska Constitution -Article 8, Section 4
"Sustained Yield – Fish, forests, wildlife, grasslands, and all other replenishable resources belonging to the State shall be utilized, developed, and maintained on the sustained yield principle, subject to preferences among beneficial uses."



ASMI Funding

.05% voluntary tax paid by processors

General Funds	\$7,772.2
Federal Funds (MAP)	\$4,500.0
<u>Industry Funds and Carry Forward</u>	<u>\$17,762.6</u>
Total Funding	\$29,534.8
Total Spend Plan	\$22,500.0



LEAD BY INDUSTRY



Board of Directors

7 members (5 processors, 2 harvesters)

- Joe Bundrant, Chair, Trident Seafoods Corp.
- Kevin Adams, Vice Chair, commercial harvester
- Mark Palmer, Ocean Beauty Seafoods
- Bruce Wallace, commercial harvester
- Barry Collier, Peter Pan Seafoods, Inc.
- Dennis Gohlke, Icicle Seafoods, Inc.
- Jack Schultheis, Kwik'Pak Fisheries



Wild, Natural & Sustainable®

ADVISORY COMMITTEES

Species Committees

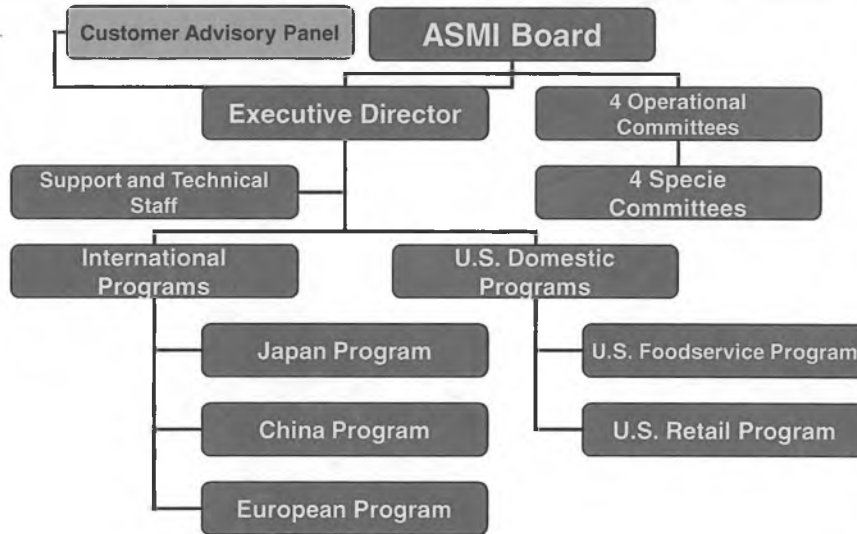
- Salmon
- Halibut-Sablefish
- Shellfish
- Whitefish

Operational Committees

- International Marketing
- Seafood Technical
- Foodservice Marketing
- Retail Marketing



ASMI ORGANIZATION CHART




Alaska Marketing Coordination

- Alaska Tourism Marketing
- Alaska Grown
- Alaska Film Office
- Alaska Businesses



Wild, Natural & Sustainable*


ASMI COMMUNICATIONS



Alaska Seafood Industry

- was worth \$4.6 billion in first wholesale value in 2011
- accounted for 52 % of the total US harvest in 2011
- employs over 50,000 commercial fishermen and seafood processing workers each year
- brings in more than \$100 million in tax revenue for local and state governments

McDowell Group



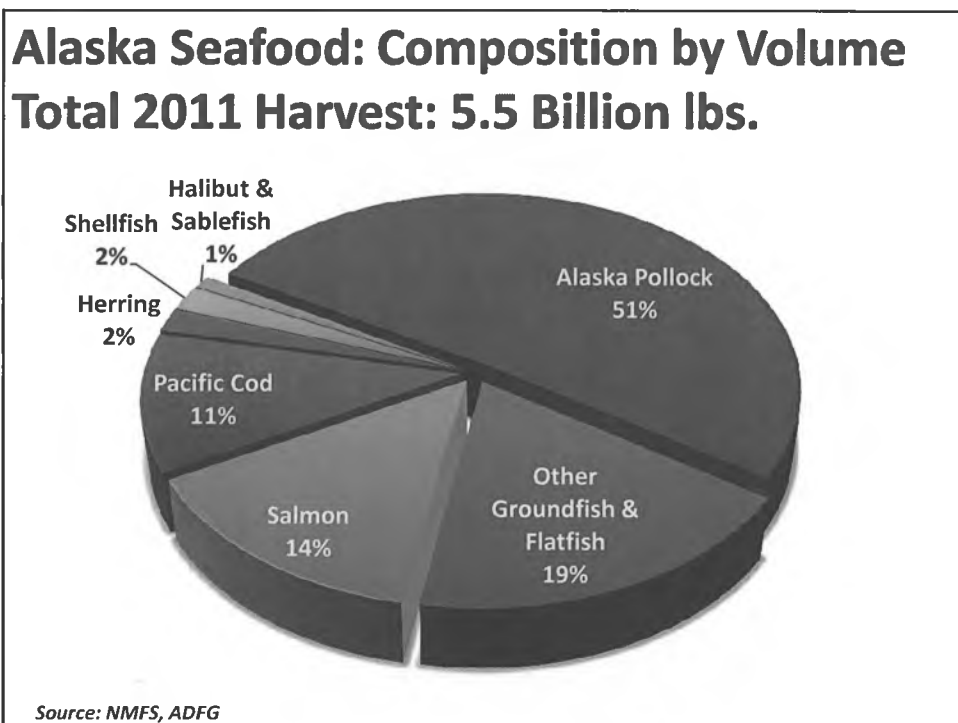


Wild, Natural & Sustainable*

Impact on Rural Communities

Seafood Industry is a central piece of rural economies, providing:

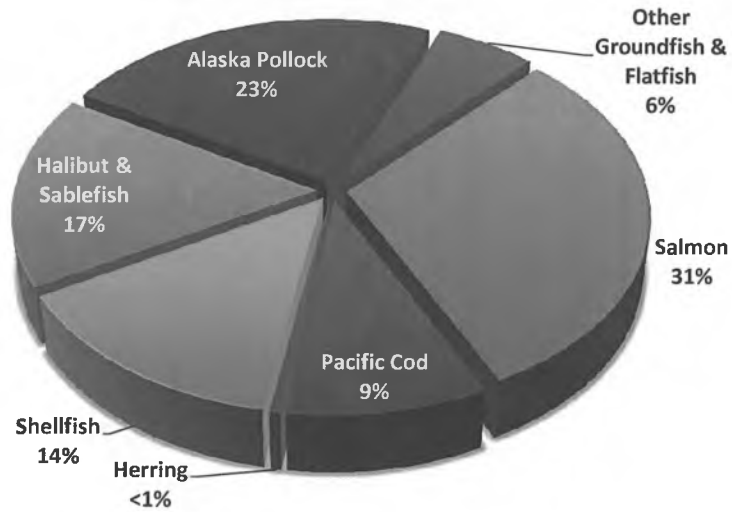
- Cash infusion to subsistence economies
- Economies of scale that often dramatically reduce the cost of :
 - Utilities
 - Shipping
 - Goods & Services
- Infrastructure essential to non-road communities

Alaska Seafood: Composition by Ex-Vessel Value

Total 2011 Ex-Vessel Value: \$2.1 Billion

Total 2011 First Wholesale Value: \$4.5 Billion

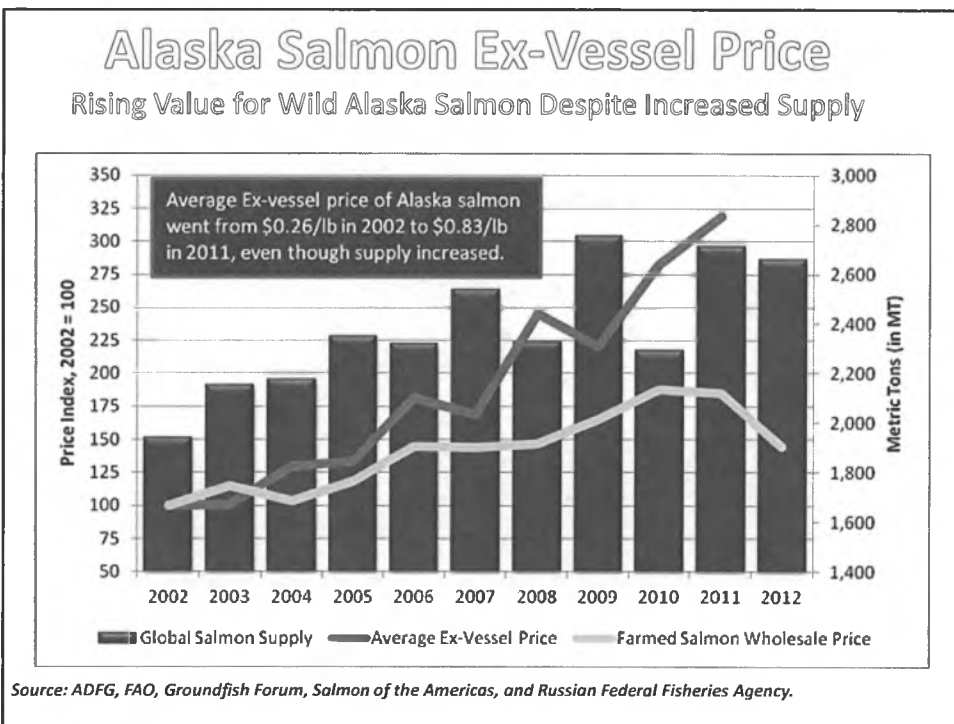
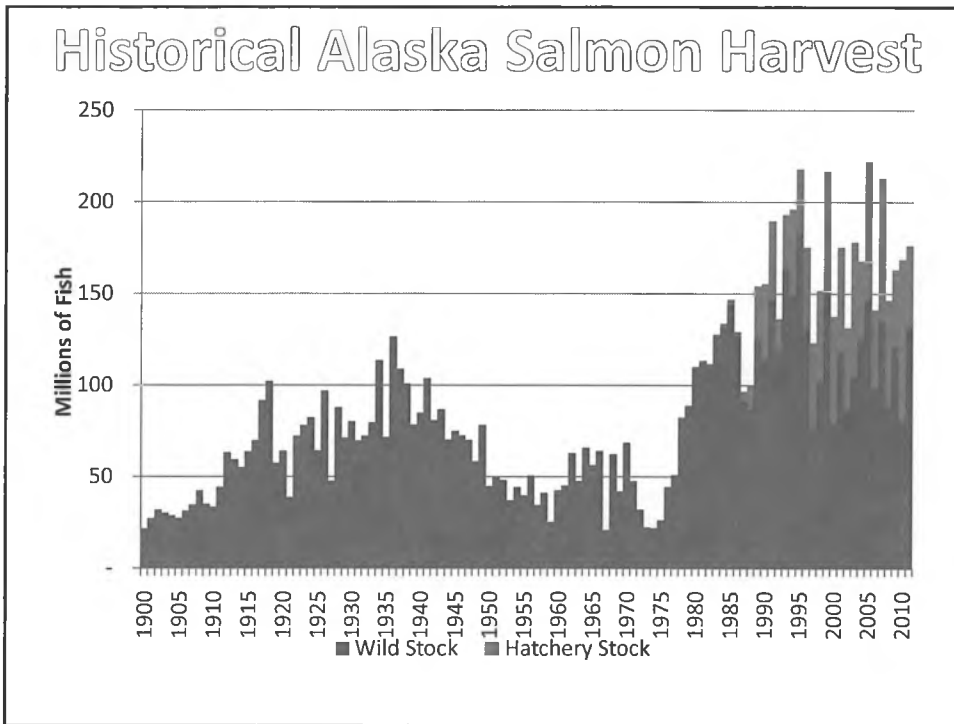


Source: NMFS, ADFG, and ASMI Estimates.

EXPORTED VALUE OF ALASKA SEAFOOD

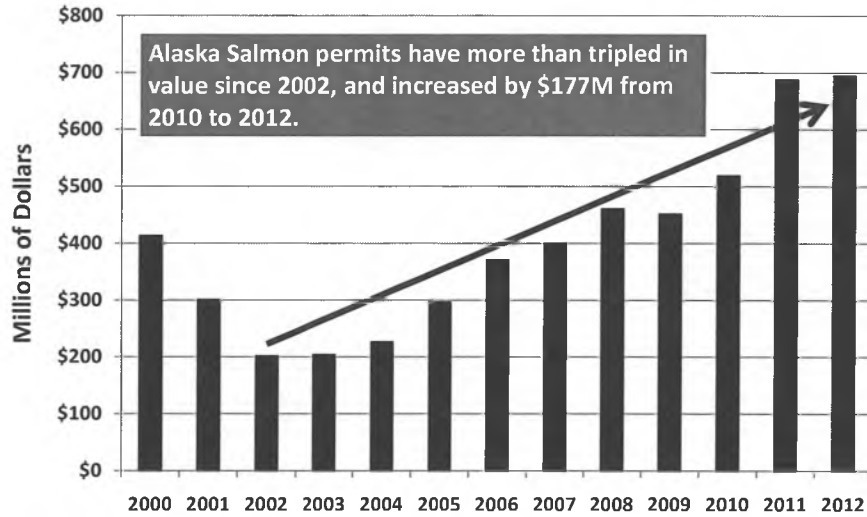
ORANGE ARROWS=VALUE OF SEAFOOD EXPORTED GREEN = ESTIMATED RE-EXPORTS TO MAJOR RE-PROCESSORS





Higher Prices Rebuild Fishing Assets

Total Value of Commercial Salmon Fishing Permits



Source: CFEC, compiled by McDowell Group.

Recent Market Challenges



- Economic Unrest
- IUU Fishing
- Whitefish Supply – Barents Sea Cod
- Farmed Salmon Supply – Chile, Norway, GMO
- Competing Proteins – Imported Seafood, Norwegian Cod Promotions
- Domestic Seafood Consumption Down
- Proliferation of Eco-labels
- Salmon withdrawal from Marine Stewardship Council

Why withdraw? Concerns over:

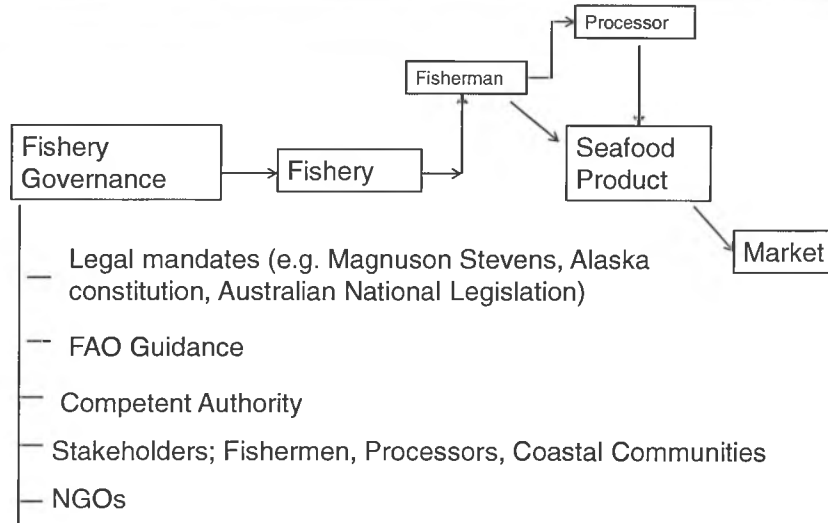
- Maintaining market access
- Potential NGO control of the fishery management process
- Long-term devaluation of the Alaska Seafood brand
- Ongoing and increasing costs of the MSC certification and pay-to-play eco-labeling

MSC Insertion in Fisheries Management

- At the 2005 recertification MSC sought to divide the Alaska salmon into 64 units for certification- going river by river in Alaska
- Language on packaging in the UK claims management
- Alaska hatcheries under attack



What should be the role of the NGO?



Disappearing "Alaska" Brand

- We began to see "MSC" replace "Alaska."
- We are lumped in with competitors, some of whom are only "making progress" toward sustainability.



Things Get Ugly



Wild, Natural & Sustainable®



- *"Alaskans are going to regret the path they are trying to go down"*
- *"I think we're in a transition period where we are going to see the demise of hatcheries..."*
- *"...we wrote into that statute that any fishery that wants to bear a California sustainable seafood label has to get certified by the MSC first."*

Mike Sutton
Monterey Bay Aquarium
MSC Founder
As quoted in *Intrafish*



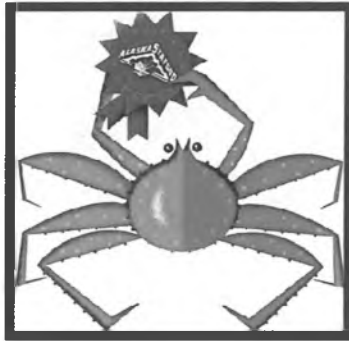
Wild, Natural & Sustainable®

Current Situation



- Press statements from retailers (some leaked without consent) about only accepting MSC certified salmon
- Letters given to European buyers to send to Alaskan suppliers, threatening to drop them if they cannot supply MSC certified product
- Some retailers are hesitant to evolve marketing strategies beyond MSC promotions after heavily investing in explaining what the MSC is to consumers and placing the logo on packaging
- Retailers accepting of FAO-Based Responsible Fisheries Management Certification

THE ALASKA BRAND



Wild, Natural & Sustainable*

Alaska Seafood remains the second most commonly specified brand on U.S. Menus!

Source: Datassential 2012 – largest menu database in the U.S.

NEW RANKINGS!

- | | |
|--------------------------|-------------------|
| 1. Angus Beef | 9. Haagen Dazs |
| 2. ALASKA SEAFOOD | 10. Boursin |
| 3. Oreo | 11. Amaretto |
| 4. Tillamook | 12. Jack Daniel's |
| 5. Reese's | 13. Boars Head |
| 6. Garden Burger | 14. Kraft |
| 7. Snicker | 15. Kahlua |
| 8. Grand Marnier | |

ASMI TECHNICAL PROGRAM

- ASMI Program established in statute
- Staff of 1 works with 14 member advisory committee (industry, academia, regulatory)
- Utilizes consulting professionals on a project-by-project basis



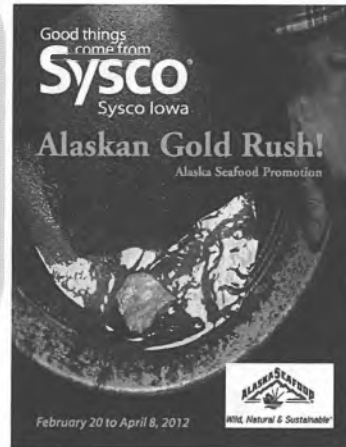
Principal Areas of Activities

- Seafood Quality
- Food Safety
- Labeling/Regulatory Issues
- Purity/Contaminant Issues
- Ecological Issues/Sustainability/Fisheries Management
- Marketing Programs Support
- Nutrition

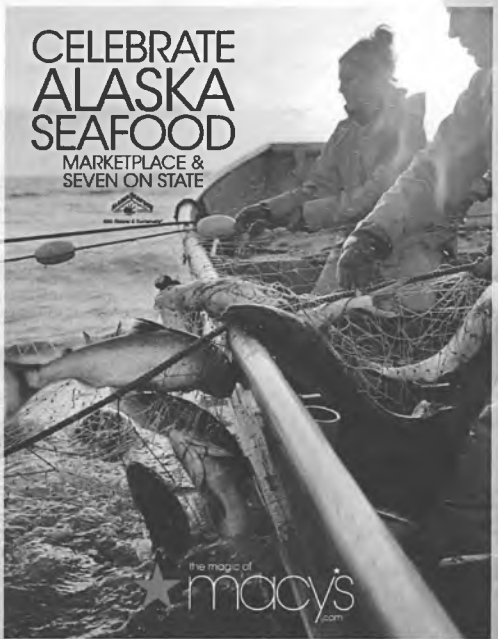
ASMI FOODSERVICE MARKETING

Serves a unique role

- The resource for sourcing, handling, training, menuing and promoting wild Alaska seafood.
- Here's how:
 - Identify opportunities for seafood on today's menus, year-round.
 - consumer and seafood menu trend data.
 - Help to successfully menu seafood and build business – customized approach.
 - Assist with technical issues such as sustainability, health and quality issues.



**CELEBRATE
ALASKA
SEAFOOD**
MARKETPLACE &
SEVEN ON STATE



the magic of
macy's
.com

Macy's



WILD ALASKA SALMON
LITE SUGAR-SPICE BBQ SALMON
WITH FRUIT SALSA

7.95 EACH

3/12

ASMI FOODSERVICE MARKETING

EXAMPLE OF RECENT US PARTNERSHIPS

Quick Service and Casual Restaurant Chains



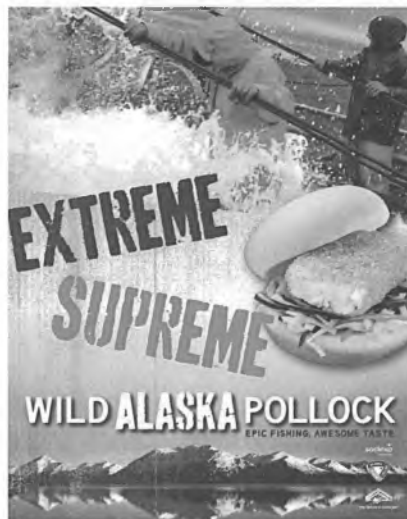
Casual restaurant chain:

- Typical ASMI funding: \$5,000-\$15,000
- Promotion materials: called out on the menu as Alaska; Alaska Seafood logo included on the menu, menu inserts.
- Most casual restaurant marketing has shifted to online vehicles, i.e. website and frequent eater clubs, Facebook, Twitter; some wait-staff/incentive programs (win a trip to Alaska).



- Fish sandwich promotion has led to a product improvement and change. JIB moved to a one piece battered Alaska Pollock with a slightly different build (lettuce and tomato addition) and improved bun.
- Promotion of the Fish Sandwich during Lent continues to increase in the mix: 1.2% during the promotion period.
- Increased sales do not cannibalize sales of other beef, chicken sandwiches.
- Number of franchisees and franchisees with larger number of units requesting marketing support.

ASMI FOODSERVICE MARKETING



ALASKA FUN FACTS

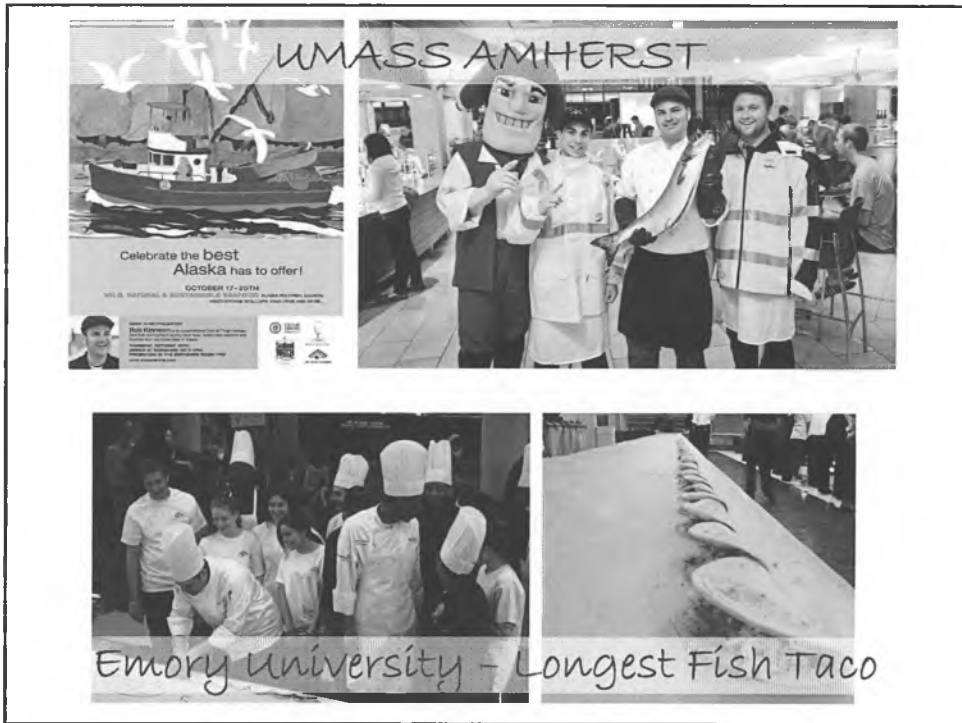
- ▶ Alaska is huge! It has 3 million lakes, 29 volcanoes and 34,000 miles of coastline. Plus it is the largest state in the country - it's twice the size of Texas, and the state of Rhode Island can fit into Alaska 425 times!
- ▶ Nature and the great outdoors are a big part of Alaska - that's why 1 bear for every 21 people in the state. There are way more fish than people in Alaska.
- ▶ You can always feel good about eating Alaska Pollock because it is delicious, and comes from the largest sustainable fishery in the world and it is one of the most consumed fish in the United States!

ALASKA TRIVIA

- ▶ Alaska comes from the Aleut word *ALASKA* meaning *The Great Land*
- ▶ Alaska is huge! It has 3 million lakes, 29 volcanoes and 34,000 miles of coastline. Plus it is twice the size of Texas, and the state of Rhode Island can fit into Alaska 425 times!
- ▶ Alaska is the only state that has a ship as its symbol.
- ▶ There are hundreds of millions of fish in the Alaska sea, compared to only 100 million people living in the entire state.
- ▶ In 1959 it was written into the Alaska State Constitution that the state's resources are to be used for the benefit of the people of Alaska and for the benefit of the people of the United States.



Sodexo k-12 Pilot Project



Merchandising Materials



ASMI FOODSERVICE MARKETING

Menuing Ideas



ASMI FOODSERVICE MARKETING

Consumer Research

Seafood Education & Training

The collage features several items: a 'MENU ALASKA 2011' poster with a fish silhouette, a 'SEAFOOD A to Z' poster, a 'Wild Alaska Salmon' CD, a 'Wild Alaska Salmon' brochure, a 'Wild Alaska Salmon' poster, and a 'Wild Alaska Salmon' poster.

ASMI RETAIL MARKETING

SMART, SUSTAINABLE, SIMPLE
summer meal solutions

Goal

Our goal is to increase direct retail & consumer awareness of Alaska Seafood by utilizing a three-tiered messaging platform:

1. Differentiate wild Alaska Seafood from other/farmed fisheries.
2. Increase consumer preference for Wild Alaska Seafood.
3. Increase retail merchandising and understanding of the importance of Alaska Seafood through training and communication targeted directly to retailers.

The collage includes a website screenshot for 'Wild Alaska Seafood', a 'SALMON' poster, a 'SALMON' poster, a 'SALMON' poster, a 'SALMON' poster, and a 'SALMON' poster.

Partnership with Major Retailers

Online banners, customizable landing pages



ASMI RETAIL MARKETING

Co-Promotion Opportunities



Merchandising/POS Development



Case Dividers

EXAMPLE OF RECENT US PARTNERSHIPS

Hy-Vee Alaska King & Snow Crab Promotion



Holiday December 2012 • Hy-Vee Supermarkets 318 stores HQ in Iowa • Featured in 200 stores with full service seafood counters • Major markets: Iowa, Nebraska & Kansas • Decision was made as part of its commitment to Sustainable Fisheries, combined with U.S. Jobs

Told the Alaska story:

- Quality
- Flavor
- Conservation & Sound Fisheries Management

Featured on TV, Radio, Seasons Magazine & Print Ads • Retailer spent in high six figures to support the effort

ASMI Provided: Staff Training, recipes, photography, video footage, copy points, in-store ASMI crab point-of-sale materials



Record sales!
 300,000+ pounds of Alaska King Crab sold
 50,000+ pounds of Alaska Snow Crab sold
 200% Increase over last year



Retail Training

ABOUT ALASKA

The ABOUT ALASKA Training Section includes 3 distinct topic areas. After completion of each of these topics you'll be quizzed and then guided to the next training section.

- ALASKA CONSTITUTION
- FISHERIES MANAGEMENT
- FROZEN ALASKA SEAFOOD

WELCOME TO ALASKA SEAFOOD U

Get Certified in 3 Easy Steps!
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam quisque dolor est amet, consectetur adipiscing elit. Nam quisque dolor est amet, consectetur adipiscing elit. Nam quisque dolor est amet, consectetur adipiscing elit.

- 1 Create Account
- 2 Take Quiz
- 3 Get Certificate

ALREADY A MEMBER?

Please enter your user name and password to activate your account, edit your account or reassign logging.

Member Name:

Password:

Forgot your ID or Password?

HEADLINE

Etiam egestas, magna ac tincidunt bibendum, nisi enim. Etiam egestas, magna ac tincidunt bibendum, nisi enim. Etiam egestas, magna ac tincidunt bibendum, nisi enim.



How to Play: Fisheries Management

Trade Advertising

84%
WILD ALASKA SEAFOOD
COOK IT FROZEN!
www.cookitfrozen.com

100%
WILD, NATURAL & SUSTAINABLE

80%
WILD, NATURAL & SUSTAINABLE

ASMI RETAIL MARKETING

Consumer Tradeshows



ASMI RETAIL MARKETING

CONSUMER PUBLIC RELATIONS



Target Audience

- Adults aged 45-64, known as 'Boomers,' earning an annual household income of greater than \$100,000.
- Adults aged 25-34, known as 'Generation-Y' or 'Millennials,' earning an annual household income greater than \$50,000. This cohort is made up primarily of young professionals.
- ** Both target audiences are food sophisticates who enjoy cooking, are eco-conscious and prone to considering health implications in their dining decisions.*



Consumer Media Relations



CONSUMER PUBLIC RELATIONS



ALSO IN THE NEWS

McDonald's launches more Alaskan pollock Fish McBites

Fast food chain hopes to boost slumping sales with a number of new product offers in the pipeline.

Home » Anchorage Press News

Who's afraid of Frankenfish?

World's processing giants defend Russian MSC pollock certification

The Russian pollock fisheries management system has been scrutinized as much as any other MSC fishery, say Gorton's, High Liner, Iqlo, Pickenpac and others.

Sustainable foods expert: McDonald's now has to explain what MSC label means

Educating consumers on what the label means is critical.

Restaurant beef sales grow at the expense of seafood

Beef experienced the greatest share gain, coming primarily at the expense of seafood dishes, and the average beef dish costs 10 percent less than the average seafood dish.

Engineered fish are harmful to our state's salmon industry

Facebook: January 24, 2013, 4:34 PM

Researchers explore possible causes of Alaska king salmon crash

WWF calls for global seafood traceability system

'Making commercial fishing sustainable is a critical global challenge,' says WWF.

McDonald's Alaska pollock products to carry 'sustainable' labeling

Published: January 24, 2013

Sainsbury's: We'll stick with the MSC

UK retailer reiterates its commitment to the eco-label group, and is 'in discussions' with its Alaska salmon suppliers on the topic.

Missing MSC logo no obstacle for Alaska salmon in Europe

In spite of MSC's cloud in the European retail scene, Alaskan salmon sales won't slow on the market, buyers say.

Alaska Fish Factor: Final Push to Stop GM Salmon

21 January 2013

Salmon prices up 34% over 2012

Strong markets are lifting salmon prices to new heights in January.

Alaska gov't: We have 'long-term concerns' with MSC salmon recertification

In closed door meetings Monday, Alaska officials warn PSVQA that MSC recertification could erode Alaska salmon brand and market access.

Alaska Seafood Culinary Alliance

Press & Chef trips

CONSUMER PUBLIC RELATIONS

Members listed in portraits include: John Ash (John Ash & Co.), Rick Bergman (Portland Grill), John Bush (Restaurant August), Richard Ciaramiti (Providence), Dan Enns (The Oceanview Seafood Room), Naomi Everett (The University of Alaska), Thom Fox (Public House), Brian Maloney, Maria Hines (Xin), Patrick Hoogerhyde (Local Breadhouse), Christine Kari (The Flying Fish), Melissa Kelly (Pomo), Mary Sue Milliken & Susan Feniger (Berke Grill), Ryan Nelson (The Oceanview Seafood Room), Sam Phillips (Oceano), Barton Seaver, Robin Stutte (St. George's Olive Bar), Robert Weidner (Harold's), James Wilson (Crush).

Press & Chef trips photos show groups of people at a dock, a large group photo, and individuals in outdoor gear.

Websites
App Developments
Social Media

TAQUERIA
1. PICK YOUR SPECIES
2. PICK YOUR STYLE
3. FIND YOUR FLAVOR COMBO

1 SPECIES
→ SALMON
→ SOFT COD
→ BLACK COD
→ KINGFISH
→ HALIBUT
→ POLLOCK
→ TAD
→ SABLE


2 STYLE
→ DE PANCHO
→ PASTO
→ GLOBAL
→ ASIAN
→ HEALTHY

3 FIND MY FLAVOR COMBO!

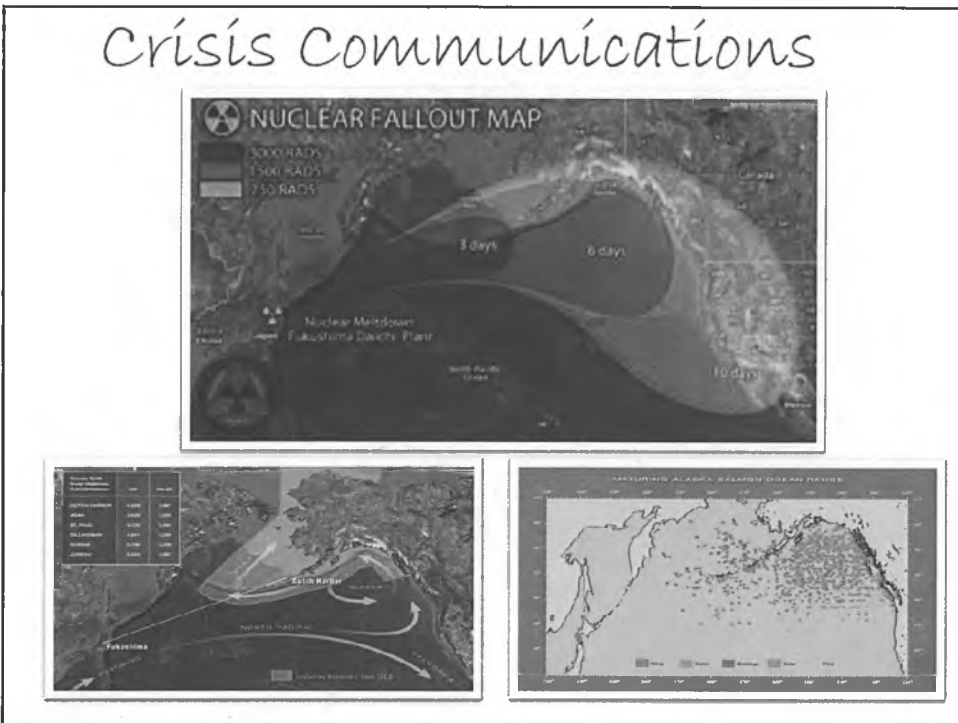
THE GREAT ALASKA FISH TACO
ASIAN SALAD STYLE
TRY 'EM
RECIPE FINDER
SALMON | TAD | SOFT COD | BLACK COD | KINGFISH | HALIBUT | POLLOCK | TAD | SABLE

Great Alaska Seafood Cook-off

May 14, 2012
Bill Sheffield
Anchorage
Railroad Depot



Crisis Communications



GLOBAL FOOD AID



Alaska Global Food Aid Program (AGFAP) was created in 2005 by Alaska Salmon fishermen to help feed the world's food-insecure the same nutritious canned salmon available in the United States from the food banks to school lunches. Since 2008, ASMI has spearheaded this unique humanitarian initiative.



International Activities

- Consumer PR/Advertising
- Retail Promotions
- Trade Shows/Business Development
- Trade PR/Advertising
- Hotel and Restaurant Promotions

Key Aspects of ASMI Promotions

- Wild, Natural, **Sustainable**
- Promoting Alaska Seafood, Promoting Alaska
- Product Diversity
- New Markets, New Products
- Underutilized Species



ASMI INTERNATIONAL



ASMI OVERSEAS & EXPORT MARKETS

Traditional Markets	Emerging Markets
<ul style="list-style-type: none"> ▪ Japan ▪ Central EU: Austria, Germany, ▪ Northern EU: Ireland, The Netherlands, U.K., Sweden, Denmark ▪ Southern EU: Italy, Portugal and Spain ▪ Western EU: Belgium and France 	<ul style="list-style-type: none"> ▪ Central EU: Czech Republic, Poland ▪ China ▪ Eastern Europe: Russia and Ukraine ▪ Brazil

Increased Export Value

- 2011 Alaska seafood export value increased dramatically, rising 27% to total \$3.26 billion.
- Exports to many of ASMI's primary target markets were even more impressive.
- Exports dramatically increased to: China (+53%), U.K. (+41%), Denmark (116%), Finland (+166%), Germany (+33%), Russia (+303%) and Spain (+35%).



Wild, Natural & Sustainable®

Co-Promoting with Key Partners



JOHN WEST WILD ALASKAN SALMON
FRESH, HEALTHY AND TASTY
STRAIGHT FROM THE COLD, CLEAR
WATERS OF COASTAL ALASKA



天然のおいしさを、アラスカから。

アラスカのおいしさを
COOK IT FROZEN!
冷凍のままカンタン調理

Recipe Development







Chef Seminars



ASMI INTERNATIONAL



Phil Vickery, ITV (UK)



Consumer PR/Advertising

Wild Cooking Cookbook (UK)



Thank you



Tyson Fick
tfick@alaskaseafood.org
907-465-5560

@ASMIakseafood
Facebook.com/alaskaseafood



ALASKA STATE LEGISLATURE

Co-Chair:
House Finance Committee

Chair:
House Finance Subcommittees for;
Department of Public Safety
Department of Law
Alaska Court System

Member:
Legislative Council
Committee on Committees
Legislative Budget & Audit (alt)



BILL STOLTZE
STATE REPRESENTATIVE
Representative_Bill_Stoltze@legis.state.ak.us

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Alaska State Capitol, Rm 515
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Phone: (907) 465-4958
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600 E. Railroad Ave.
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Phone: (907) 376-4958
Fax: (907) 376-4928

Toll Free: 1-866-465-4958

Memorandum

TO: Representative Shelley Hughes, Chair House Committee on Economic Development, Trade and Tourism

FROM: Rep. Bill Stoltze

DATE: January 22, 2013

RE: Calendar Request for HCR xxx "Relating to the establishment and operation of a state food resource development working group."

Madame Chair,

I request that HCR xxx be calendared for a hearing before the House Committee on Economic Development, Trade and Tourism at the earliest possible time. I appreciate your consideration of this resolution dealing with Alaska's abundant food resources.

Attached is a sponsor statement, and a copy of the legislation for consideration.

Note, the Resolution will be introduced on the House Floor tomorrow, at which time it will be assigned a number.

Contact my staff member Darrell Breese (465-4958) for additional information.

ALASKA STATE LEGISLATURE

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House Finance Committee

Chair:
House Finance Subcommittees for;
Department of Public Safety
Department of Law
Alaska Court System

Member:
Legislative Council
Committee on Committees
Legislative Budget & Audit (alt)



BILL STOLTZE
STATE REPRESENTATIVE
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*Sponsor Statement for
House Concurrent Resolution 1
by Representative Bill Stoltze*

The passage of House Concurrent Resolution 1 calls of the Governor to establish a state food resource development working group with the primary goal of producing more locally grown and harvested food items to be consumed in Alaska, by Alaskans.

In addition the resolution calls on the Governor to requests multiple departments of his administration to work closely with the working group and the independent Food Policy Council to increase the production and consumption of local food items in Alaska.

Whether it be agriculture products, seafood or locally produced meat, increased local food products will lead to a healthier Alaska and enhance the economy of the entire state.

The importance and value of creating and maintaining a robust supply of Alaskan food is why the resolution is asking the Governor to establish a state food resource development working group to work with the Alaska Food Policy Council to identify resources and set policies to build a strong, sustainable healthy food system in the state.

In addition to creating the working group, this resolution calls on the governor to request the departments of his administration to work closely with the farmer's, fisherman, cattle ranchers and shellfish growers to produce more locally grown food products to consumption in Alaska, by Alaskans.

HOUSE CONCURRENT RESOLUTION NO. 1

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-EIGHTH LEGISLATURE - FIRST SESSION

BY REPRESENTATIVES STOLTZE, Hughes, Gattis, Keller, Neuman, Thompson, Herron, Costello, Millett, Isaacson, Tuck, Tarr

Introduced: 1/24/13

Referred: House Special Committee on Economic Development, Trade, and Tourism, Resources

A RESOLUTION

1 **Relating to the establishment and operation of a state food resource development**
2 **working group.**

3 **BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 **WHEREAS** agricultural and fisheries industries have played a vital role in the state
5 since Alaska was a territory; and

6 **WHEREAS** agricultural and fisheries industries are critical to the state's economic
7 future; and

8 **WHEREAS**, in 2007, the United States Department of Agriculture reported that
9 residents of the state spend \$1,500,000,000 annually on food and estimated that less than five
10 percent of the food consumed in the state is produced locally; and

11 **WHEREAS** increasing the amount consumers in the state spend on local food
12 products would help drive economic development in the state's agricultural and fisheries
13 industries; and

14 **WHEREAS** access to fresh and nutritious local food would promote and contribute to
15 healthier lifestyles for residents of the state; and

16 **WHEREAS** increasing local food production and consumption of local wild seafood

1 and farm products would improve the health of residents of the state, increase food security,
2 strengthen the local economy, and encourage community development; and

3 **WHEREAS** the state's food distribution system has been disrupted in the past and
4 remains vulnerable to disruption in the future; and

5 **WHEREAS** the Governor has made economic development and food security critical
6 priorities for the state; and

7 **WHEREAS** the Alaska Food Policy Council is an independent organization that was
8 established to provide recommendations for improving access to healthy, affordable, and
9 culturally appropriate foods for residents of the state;

10 **BE IT RESOLVED** that the Alaska State Legislature respectfully requests the
11 Governor to establish a state food resource development working group to work with the
12 Alaska Food Policy Council to identify resources and set policies to build a strong and
13 sustainable healthy food system in the state; and be it

14 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
15 development working group, the Alaska State Legislature encourages a collaborative
16 relationship among state agencies, the state food resource development working group, and
17 the Alaska Food Policy Council to enhance the access, availability, affordability, and quality
18 of food for residents of the state; and be it

19 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
20 development working group, the Alaska State Legislature encourages the state food resource
21 development working group to identify new or expanded economic opportunities for residents
22 of the state in new food production, food processing, and food distribution businesses; and be
23 it

24 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
25 development working group, the Alaska State Legislature encourages state agencies to
26 participate actively with the state food resource development working group to review
27 existing or proposed programs, policies, and regulations that affect the state's food system and
28 recommend to policymakers methods to improve the coordination and implementation of the
29 programs, policies, and regulations; and be it

30 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
31 development working group, the Alaska State Legislature respectfully requests the Governor

1 to direct the division of agriculture in the Department of Natural Resources to work with the
2 state food resource development working group to protect, preserve, and develop the state's
3 farmland and agricultural industry; and be it

4 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
5 development working group, the Alaska State Legislature respectfully requests the Governor
6 to direct the Department of Fish and Game to work with the state food resource development
7 working group to protect, preserve, and develop the state's subsistence, personal use, and
8 commercial fisheries; and be it

9 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
10 development working group, the Alaska State Legislature respectfully requests the Governor
11 to direct the Department of Commerce, Community, and Economic Development to work
12 with the state food resource development working group to develop marketing and
13 promotional programs to enhance and identify new and expanded opportunities for residents
14 of the state in food production, food processing, and food distribution businesses; and be it

15 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
16 development working group, the Alaska State Legislature respectfully requests the Governor
17 to direct the Department of Health and Social Services to work with the state food resource
18 development working group to develop strategies and educational programs to inform
19 residents of the state of the nutritional value of locally harvested seafood and produce; and be
20 it

21 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
22 development working group, the Alaska State Legislature respectfully requests the Governor
23 to direct the Department of Education and Early Development to work with the state food
24 resource development working group to develop nutrition programs that include locally
25 produced food in school meals, to develop education programs that highlight state food
26 sources, and to work with the National Future Farmers of America organization, the National
27 4H Council, the Alaska Farm Bureau, the National Grange of the Order of Patrons of
28 Husbandry, and other farming groups to foster future generations of farmers in the state; and
29 be it

30 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
31 development working group, the Alaska State Legislature respectfully requests the Governor

1 to direct the Department of Health and Social Services, the Department of Education and
2 Early Development, and the Department of Corrections to work with the state food resource
3 development working group to improve the health of residents of the state by developing
4 nutrition policy standards for congregate meal programs in public facilities; and be it

5 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
6 development working group, the Alaska State Legislature respectfully requests the Governor
7 to direct the division of homeland security and emergency management in the Department of
8 Military and Veterans' Affairs to work with the state food resource development working
9 group to develop a method to use state food sources as part of the Governor's disaster and
10 emergency preparedness food supply program; and be it

11 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
12 development working group, the Alaska State Legislature respectfully requests the Governor
13 to direct the Department of Corrections to work with the state food resource development
14 working group to develop a program to use state food sources as part of the Department of
15 Corrections' institutional food service programs; and be it

16 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
17 development working group, the Alaska State Legislature respectfully requests the Governor
18 to direct the state food resource development working group to work with the University of
19 Alaska, which, in 1917, was founded as the Alaska Agricultural College and School of Mines,
20 to research and develop a sustainable supply of locally produced food; and be it

21 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
22 development working group, the Alaska State Legislature respectfully requests the Governor
23 to direct the Department of Environmental Conservation to work with the state food resource
24 development working group to enhance the health, safety, welfare, and overall economic and
25 social well-being of residents of the state by instituting programs and adopting regulations
26 that encourage the development of the state's food resources; and be it

27 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
28 development working group, the Alaska State Legislature respectfully requests the Governor
29 to direct the state food resource development working group to work with nonprofit
30 organizations, including the Rasmuson Foundation and local food banks, to develop and use
31 the state's food resources; and be it

1 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
2 development working group, the Alaska State Legislature respectfully requests the Governor
3 to direct the state food resource development working group to work with the United States
4 Department of Agriculture to develop programs that encourage the growth and use of the
5 state's food resources; and be it

6 **FURTHER RESOLVED** that, if the Governor establishes a state food resource
7 development working group, the Alaska State Legislature respectfully requests the Governor
8 to direct the state food resource development working group to work collaboratively with
9 Alaska Native regional corporations to preserve, enhance, and expand the traditional uses of
10 the state's food resources and to encourage the development of locally produced food
11 resources in the corporations' regional communities.

subsurface

villages = surface

*insert the words
"and village"*

Darrell Breese

To: Mary Sullivan
Subject: RE: FBA Supports HCR01

From: Mary Sullivan [<mailto:msullivan@foodbankofalaska.org>]
Sent: Friday, January 25, 2013 6:35 PM
Subject: FBA Supports HCR01

Greeting Representative Bill Stoltze,

I would like to write and express Food Bank of Alaska's strong support of HCR01. At Food Bank of Alaska we believe that no one deserves to be hungry. We have fought tirelessly for the approximately 105,000 hungry Alaskans to find private sector solutions and work to maximize the efficiency and accountability and impact of available food assistance programs. But we will never find a lasting solution to the problem of hunger in Alaska if we are not working together with all our food supply and distribution stakeholders. That's why Food Bank of Alaska joined the over 200 Alaskans working with the Alaska Food Policy Council (AFPC), including stakeholders from the farming, fishing, business, health, and environmental conservation sectors of our state. We joined because of our shared concerns about the many food challenges we face, and we are looking for a way to tackle them in a comprehensive way. Some of these challenges include:

- **Businesses** see that over a billion dollars a year that Alaskans spend on food is being exported to communities in the lower 48. These "food dollars" could be staying right here in our communities, putting people to work.
- **Health professionals** see skyrocketing rates of obesity, and deaths from diet-related disease, like diabetes, heart disease, and cancer. Families and food safety advocates are worried about death and illness from contaminated food.
- **Teachers** see kids in school performing poorly because they are hungry or eating too many empty calories and junk food.
- **Families** in communities with high fuel prices are forced to choose between paying for heat or for food, and food is losing.

We are excited that HCR01 has been introduced and strongly support the formation of a food resources and development working group to help address Alaska's food supply and food security challenges. Thank you,

Mary Sullivan

Director of Advocacy & Agency Relations

Food Bank of Alaska

2121 Spar Avenue

Anchorage, AK 99501

Direct Line: 907-222-3113

Cell: 907-727-8773

Fax: 907-277-7368

Email: msullivan@foodbankofalaska.org

www.foodbankofalaska.org



Last year, with just a click, 1,200 Alaskans helped FBA acquire 365,000 lbs of food! Pick.Click.Give for FBA in 2013, let's make the new year a tough one for hunger in Alaska!

Darrell Breese

From: Marty <marty_langlois@lksd.org>
Sent: Monday, January 28, 2013 11:35 AM
To: Darrell Breese
Subject: re support for HCR01

Dear Representative Stolze,

My name is *Marty Langlois*(*Bethel Lions Club Food Bank*), and I am writing to express my strong support of HCR01. The vision of the AFPC and our Bush Bethel Lions Club is healthy, secure food systems that feed all Alaskans and its mission is to improve our food systems for the benefit of all Alaskans, and I believe that HCR01 would enable us to accomplish our mission more effectively in our state. This resolution would allow us to see more collaboration between the many interests involved in our state's food supply chain and thereby help us accomplish a more efficient, sustainable, and effective food resource development policy for Alaska that works for *all* Alaskans.

I am pleased to see the Alaska State Legislature support the work of the Alaska Food Policy Council and encourage the Governor to establish a new state food resource development working group. The primary goal of the new working group -- **producing more locally grown and harvested food items to be consumed in Alaska, by Alaskans** -- supports several of the goals of the AFPC. The Alaska Food Policy Council looks forward to collaborating with the new working group and all the state agencies involved in our food system to address Alaska's critical food challenges.

Thank you for the opportunity to provide written testimony to the committee.

P.S. I've been involved in our Bethel Lions Club Food Bank for 15 years and what used to arrive in variety and mass, now has dwindled to a mere shadow of past plenty. Yet, we served 95 families in January and they came with the temp near -20 and many paying the \$5 cab fare each way. There is a great need to address the most basic needs of the poor out here and in all of ALASKA, but the Bush has its poverty as well as the road system communities. Just to get the food from the airport to our Food Bank, we use private vehicles. My Caravan's suspension, now shot, resembles an upside down "U". One reality of our plight out here. But it is the poor who suffer and with prices in the Bush rising for everything, we need all the State support we can get to even meagerly get what food we can to those in need. Quyana, Marty Langlois, Bethel Lions Club P.o. Box 646, Bethel, AK 99559

Darrell Breese

To: Scott Gruhn
Subject: RE: In support of HCR01

From: Scott Gruhn [<mailto:sgruhn@alaska.com>]
Sent: Saturday, January 26, 2013 8:36 AM
Subject: In support of HCR01

Hello~

I'm writing to support HCR01. I am an engineer in Anchorage; my only ties to the issue of food security are that I'm an Alaskan who eats and who cares about others.

Alaska needs greater food security, and HCR01 is the ideal next step in that direction. There are obvious benefits to food security, such as the old adage that every country (or region) is only three meals away from revolution. Here in Alaska, we are at risk of substantial earthquakes and volcanoes, which can completely block transportation and isolate us, just when we are at the moment of greatest need. We are so remote from the rest of the continent that such isolation could claim many lives.

There are other, less obvious benefits to pursuing greater food security, too, such as increased job opportunities, especially in rural Alaska where food costs are at their highest and employment opportunities are at their lowest.

Please do everything in your power to ensure passage of HCR01.

Thank you.

Scott Gruhn,
10501 Lone Tree Drive
Anchorage, AK 99507
cell: 907-632-8626

Darrell Breese

From: Milli <millimom@xyz.net>
Sent: Monday, January 28, 2013 2:32 PM
To: 'Rep.Bill'
Cc: Darrell Breese; 'Rep. Paul Seaton'
Subject: re: HCR 1

Dear Rep. Stoltze,

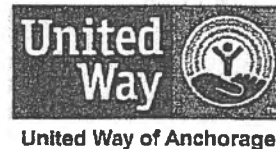
Thank you for again bringing forward HCR 1, that would establish a State Food Resource Development Working Group. I see this as a very positive way to assist and encourage more local, locally grown and produced products within Alaska. In Homer we have a very active agriculture community, that has grown tremendously over the past years with the access to high tunnels, and, the peony flower industry, alongside the long existing beef and grasslands productions. I believe the State can play a vital role in assisting these growers, to the benefit of all Alaskans, and therefore I strongly support HCR 1.

Thank you.

Sincerely,

Milli Martin
PO Box 2652
Homer, AK 99603
907-235-6652.

701 West 8th Avenue, Suite 230
Anchorage, Alaska 99501
tel 907.263.3800
fax 907.263.3801
www.unitedwayofanchorage.org



28 January 2013

RE: Letter of Support for HCR-01 Establishment and operation of a state food resource development working group

Dear Representative Stolze:

A strong and secure Alaskan food system is essential to the health and wellness of all Alaskans.

This resolution supports collaboration and intentional integration of resources among the many interests involved in our state's food supply chain to improve our food system. By working together, Alaska will have a more efficient, sustainable, and effective food resource development policy and framework that works for all Alaskans and will

- Deliver a strong and secure food system that can provide jobs, support healthy communities, and increase food security to feed the hungry and insulate us from potential disruptions along the food supply chain.
- Leverage the work of the Alaska Food Policy Council with over 200 Alaskans from the farming, fishing, business, food banking/anti-hunger network, health, and environmental conservation sectors of our state. Stakeholders formed and joined this policy council because of their concerns of the many Alaskan food challenges, and are and will be working to tackle them in a comprehensive way.
- Provide nutritious and affordable, especially local foods, that are part of the solution to support Alaskans in their efforts to have healthy weights and prevent disease.
- Support the goal that 90% of Alaskan students graduate on time by the year 2020. When students are distracted by hunger, they are unable to focus, stay and succeed in school.
- Bend the cost curve on healthy foods so that families don't have to choose between paying for heat or for food.

Thank you for sponsoring this resolution and the opportunity to provide written testimony to the committee.

Sincerely,

Michele Brown
President

LIVE UNITED.

Dear Representative Stolze,

Thank you for introducing HCR01 to coordinate and strengthen Alaska's efforts to create a local food system. Food production and food security must become a top priority of the state. There is less than a week's supply of food in the state. We ship in almost all the food we consume. We are dependent on a food distribution system that has been disrupted numerous times due to natural and man caused disasters.

Farmers and ranchers are thwarted by regulations that prohibit the growth and expansion of the industry. Agencies providing inspection services, veterinary services and the oversight of land issues are currently functions of several different agencies. I believe implementation of HCR01 would help develop a local sustainable food system by coordinating resources of several agencies resources on the mission of providing food for Alaska.

Creation of a strong local food system will greatly strengthen the security of Alaska by stemming the export of food dollars and putting the source of our food 1800 miles closer.

I urge support of the rest of the legislature and passage of HCR01. We also urge its support and implementation by the Governor.

Sincerely,

Bryce Wrigley
President, Alaska Farm Bureau

Darrell Breese

From: Milli <millimom@xyz.net>
Sent: Tuesday, January 29, 2013 7:44 AM
To: Rep. Bill Stoltze
Subject: re: HCR 1

Dear Rep. Stoltze,

Thank you for again bringing forward HCR 1, that would establish a State Food Resource Development Working Group. I see this as a very positive way to assist and encourage more local, locally grown and produced products within Alaska. In Homer we have a very active agriculture community, that has grown tremendously over the past years with the access to high tunnels, and, the peony flower industry, alongside the long existing beef and grasslands productions. I believe the State can play a vital role in assisting these growers, to the benefit of all Alaskans, and therefore I strongly support HCR 1.

Thank you.

Sincerely,

Milli Martin
PO Box 2652
Homer, AK 99603
907-235-6652.

Parrell Breese

From: Marsha Rouggy <mrouggy@xyz.net>
Sent: Tuesday, January 29, 2013 8:28 AM
To: Rep. Bill Stoltze

Dear Rep. Bill Stoltze,

Thank you for supporting agriculture in Alaska. We need all the help we can get. I remember a time when the Seward Highway was closed by avalanche for 2 weeks, with only very short openings before another one came down. The grocery stores had bare shelves in 3 days. I think sometimes the farmers' markets are seen as a luxury or a trendy thing to do, but we serve an amazing number of people and get the freshest possible food on the plates of Alaskans. Our little Homer Farmers' Market has over a thousand visitors a day. Thank you for introducing HCR1.

Marsha Rouggy
Homer Farmers' Market President

November 2012



Governing Board Members

Co-Chairs:

Amy Pettit
Development Specialist
Alaska DNR, Division of Agriculture

Lisa Sadleir-Hart
Community Nutrition Department Manager
Southeast Alaska Regional Health
Consortium, Health Promotion

Secretary/Treasurer

Danny Consenstein
State Executive Director
US Department of Agriculture, Alaska Farm Service Agency

Members:

Victoria Briggs
Owner
Ugashik Wild Salmon Company, Inc.

Nick Moe
Sustainable Communities Coordinator
Alaska Center for the Environment

Mike Emers
Owner
Rosie Creek Farm

Diane Peck
Community and Evaluation Specialist
Alaska DHSS, DPH, Obesity Prevention and
Control Program

Adam & Anabel Galindo
Owners
Taco Loco Products

Darren Snyder
Agent
UAF Cooperative Extension Services,
Agricultural and Horticulture /4-H

Hans Geier
Farmer
Alaska Farmers Union

Craig Gerlach
Professor
UAF Center for Cross Cultural Studies

Kelly Harrell
Executive Director
Alaska Marine Conservation Council

Ren Klein
Past-President
Association of Food and Drug Officials

**FACEBOOK PAGE**

AFPC Facebook Page

SEARCH

CONFERENCES & EVENTS

Division of Agriculture Calendar
10-18/19/20-2012 Feeding & Grazing Practices in Alaska
PLUS Alaska Fiber Production

AGRICULTURAL AGENCIES

Alaska Division of Agriculture
Alaska Farm Service Agency (USDA)
Cooperative Extension Service, Agriculture & Horticulture

AGRICULTURAL EDUCATION

Alaska Agriculture in the Classroom
Alaska FFA
Alaska Master Gardeners Program
Alaska School Nutrition Association
Calypso Farm & Ecology Center
Good Earth Garden School
Spring Creek Farm
Turning Light Farm
UAF School of Natural Resources & Agricultural Sciences

AGRICULTURAL SUPPORT INDUSTRIES

Alaska Bounty
Alaska Granular Fish
Alaska Mill & Feed
Alaskan Organic Plant Food
Susitna Organics

LAND USE, CONSERVATION, & ZONING**About the Council****Our Food, Our People, Our Future**

The Alaska Food Policy Council is open to anyone interested in improving Alaska's food systems. Today, over 175 agencies and individuals representing federal and state agencies, tribal entities, schools, university programs, farmers, fisheries, and food systems businesses are members of the AFPC. The role of the AFPC is to collaborate on mutually beneficial solutions to food systems problems. AFPC's intent is to provide recommendations and information regarding comprehensive policies that improve Alaska's food systems.

GOALS from our Strategic Plan 2012-2015:

- Goal 1: All Alaskans have access to affordable, healthy (preferably local) foods.
- Goal 2: Alaska's food-related industries have a strong workforce and operate in a supportive business environment.
- Goal 3: Food is safe, protected, and supplies are secure throughout Alaska.
- Goal 4: Alaska's food system is more sustainable.
- Goal 5: Alaskans are engaged in our food system.

COMMITTEES

The Alaska Food Policy Council currently has several groups working on a variety of strategies to improve our food systems:

- Governing Board - AFPC Governing Board Members
- Locally Grown Work Group
- School Programs Work Group
- Disaster Preparedness Work Group
- Public Outreach and Engagement Work Group
- Research and Information Work Group
- Legislative Work Group
- Communications Work Group

PARTNERS

• Alaska Food Safety Advisory Committee – the AFPC partners with the Alaska Food Safety & Sanitation Program's committee on issues and concerns regarding food safety within Alaska.

[Home](#)

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FOOD POLICY

APA policy guide on community & regional food planning

Community Food Security Coalition

Food Security Updates

ALASKA FOOD & HEALTH

Alaska DHSS, Obesity Prevention and Control Program

Alaska Food Safety & Sanitation Program

Cooperative Extension Service, Health, Home, & Family Development

ALASKA FOOD DISTRIBUTORS

AK Root Sellers

Alaska Farmers Market Association

Global Food Collaborative

ALASKA FOOD PRODUCERS

Alaska Community Agriculture Association

Alaska Diversified Livestock Association

Alaska Farm Bureau

Alaska Grown

Alaska Grown Online Directory

Alaska State Grange

Division of Agriculture Food & Farm Products Directory

ALASKA FOOD SECURITY & HUNGER

Alaska Food Coalition

Fairbanks Community Food Bank

Food Bank of Alaska

Food Defense

Food Stamps

Kenai Peninsula Food Bank

Plant A Row for the Hungry

Southeast Alaska Food Bank

EATING LOCAL

Alaska Farmland Trust

Division of Agriculture land sales

ALASKA GARDENING

- Alaska Botanical Garden
- Alaska Master Gardeners Program
- Alaska Master Gardeners, Anchorage
- Alaska Master Gardeners, Mat-Su
- Alaska Master Gardeners, Southeast
- Alaska Master Gardeners, Tanana Valley
- Georgeson Botanical Garden
- Glacier Gardens Rainforest Adventure
- Jensen-Olson Arboretum
- Jewell Gardens
- Mann Leiser Memorial Greenhouse & Horticultural Complex
- North Root: Big Lake Gardeners
- Palmer Garden
- Pratt Museum Botanical Garden

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ACAA: Organic, Local, and Seasonal Eating

- ACE's Local Foods Campaign
- AK Root Cellar
- Alaska Bites
- Alaska Food
- Alaska Food Challenge
- Anchorage Food Mosaic
- Eating Alaska
- fresh49
- Last Frontier Locavores

TRADITIONAL FOODS

- Alaska Native Science Commission: Traditional Foods
- Alaska Traditional Knowledge & Native Foods Database
- Subsistence Food Safety
- Traditional Food Guide for Alaska Native Cancer Survivors (ADN article & excerpt)

LABELS

- Agriculture in the Classroom (1)
- Alaska Division of Agriculture (2)
- Alaska Food Policy Council (4)
- Alaska Native People (1)
- children (4)
- conference (1)
- crop conservation (1)
- development (2)
- diabetes (1)
- Eat Local Challenge (2)
- education (12)
- emergency planning (2)
- events (10)
- Farm to School Program (2)
- farmers' markets (4)
- farming (12)
- Food Day (1)
- food film festival (1)
- food jobs (2)
- food recovery (1)
- food security (10)
- gardens (4)
- grants (9)
- health (4)
- Interior AK (3)
- legislation (5)
- livestock (2)
- local economies (3)
- marketing (1)
- media (1)
- news (3)
- permaculture (2)
- planning (6)
- policy (4)
- priorities (7)
- production (8)
- publications (4)
- research (4)
- school gardens (2)
- schools (3)
- Southcentral AK (3)
- Southeast AK (1)
- Southwest AK (1)
- supply chain (3)
- surveys (3)
- sustainability (5)
- Taste of Alaska (1)
- traditional food (3)
- VISTA (3)
- workshops (6)

Representative Herron

I would like to offer conceptual amendment number 1, to add on page 5, line 9 following the words 'Alaska Native regional'; insert "and village" ... 'corporations to preserve,' ...