

02/19/13
Presenta-
tion:
Herring and
Fish
Protein
Marketing
Project

<TARGET><BILL></BILL><SUBJECT>02-19-13 Presentation
Herring and Fish Protein Marketing
Project</SUBJECT><COMM>HFSH28</COMM></TARGET>



**Herring &
Seafood Protein Powder
Marketing & Development Projects**

Bruce Schactler
ASMI Global Food Aid Director
February 19, 2013
Juneau, Alaska



Goals

- Create new economic opportunities & jobs in Alaska by:
 - Developing under-utilized biomass
 - Canned Herring
 - Seafood Protein Powder
 - Other marine resources
 - Reactivating canneries
 - Developing new facilities



Goals

- Developing New Alaska Seafood Products by:
 - Identifying promising new products
 - Finding partners
 - Seeking opportunities for R&D
 - Laying groundwork with agencies and potential markets
 - Promoting Alaskan resources



Results

- Expanding jobs and creating new opportunities in coastal Alaska will:
 - Reduce waste going into the sea
 - Recover wasted resources
 - Transform them into a concentrated source of high quality marine nutrients
 - Promote sustainability of Alaska fisheries



Modeling after canned salmon

- Started with just 10,000 cases sold in 2004 now grant requests exceed a million cases
- Actual sales in 2012 exceeded \$10 million for domestic and foreign food aid market



The market comes to us

- Global market loves AK Salmon and our program caught the attention of USDA
- USDA asks us to identify new sources of shelf-stable AK seafood products
- Herring selected as potentially viable product for this segment
 - Excellent nutrition delivered by underutilized marine resource
 - Canned herring family is common throughout the world





The market comes to us **2**

- Identify the species
 - Herring as an excellent protein source
 - Stock plentiful due to decrease in herring roe demand
- Identify product form
 - Canned herring eaten all over the world
 - Build evidence base for value of the new products

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The market comes to us **3**

- Identify production technology
 - Use existing machinery as much as possible
 - source specialized machinery as needed

→ **Western Alaska is well positioned to develop production capacity**

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Production starts

- Initiate pilot production
 - Find industry partner
 - Identify shelf-stable form: canned product
- Identify PVO partner for demonstration projects
 - Uganda
 - Liberia

→ **Create demand for new products**

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We follow the market

- Make modifications to the canned product line
 - Canned Herring fillets
- React to market / create demand
 - Expand to worldwide fresh & frozen market

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How are we doing it?

- Attract new markets at home and abroad
 - Use our successful market strategy
 - Identify potential clients/customers
 - Educate and seek partners for pilot and demonstration projects / early adopters
 - Consumer testing of new products in the field
 - Developing recipes
 - Building the evidence base for value of the new products

→ **Create demand for new products**

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Canned Herring Pilot Project Liberia 2012-2013

- Alaska donated 62,976 cans of Alaska Herring
- Beneficiaries - 500 women, children & adults with HIV in 5 programs run by Samaritan's Purse and partners
- Trained project staff & developed recipes with cooks
- Interviewed consumers - very high acceptability
- Measured impact on growth & development- 9 months

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only solid protein in world food aid programs other than dried milk

Acceptability is High


- Liberians love the Alaska Canned Herring
- Extremely grateful to the Alaska Seafood Marketing Institute for the donation



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42% Impact Overall

- 42% of malnourished individuals improved to a normal, healthy nutrition status
- Significant improvement in nutrition status for adults overall



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Impact HIV/AIDS

Herring delivers improved measurable nutritional benefits for people with HIV



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Impact Nutrition Improved

71% • 71% of HIV positive malnourished participants have improved their nutrition status

80% • 80% of them improved to normal



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4 cans / 100g / week

Feedback

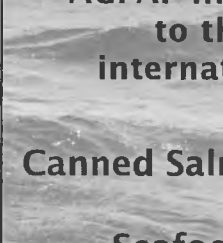
- A pull tab/ pop top lid
- Canning the Herring with oil, like sardines
- Adding seasoning to the Herring



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AGFAP links its products to the growing international demand

Canned Salmon
Canned Herring
Seafood Powder



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Powder

- Super nutritious powder
- New product of choice in food aid
- Potential made from waste and byproducts
- Pilot project in the works
 - Start with Salmon- Extremely successful
 - Modeled after Salmon
 - Byproduct salmon industry

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Consumer Testing

High Ratings

- Ghana
- Guatemala
- Guinea-Bissau
- Liberia
- Mozambique
- Nigeria
- South Africa
- Uganda
- USA

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Canned fish on the shelves in Liberia

Canned Mackerel & Tuna



Salmon

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PRODUCT OF GERMANY

Herring in Tomato Sauce

1.4g Omega-3 Provides Fatty Acids for...

Alaska Canned Salmon & German Canned Herring

Why no Alaska Herring?

In South Africa and the USA, we found...

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In 2013 we will continue to work with the New Products

Applying our successful marketing strategy and R&D



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What's next?

- A second and third data point like Liberia
 - Presentation to customers
 - Find partner
 - Continue to fine-tune product and product form
 - New customers waiting-USDA and NGOd
 - To meet customer wants and needs
 - Ex. In Liberia wanted Herring packaged with more seasoning and oil
- Commercial market place- fresh product to international market

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**We have new customers
at the ready**

- Two organizations are ready to include Canned herring in international programs
- USDA asked us to do a tasting with their domestic program staff so they can introduce in the AMS/FNS domestic programs




**We have new
customers at the ready**

- Organizations all over the world ready to buy
- Anxious to see our testing
- NGOs need to see the specifications



**We tested the waters.....
.....they are nice and hot**

**We could be ready to ramp up
production anytime**



For more information:

**Bruce Schactler,
Director
ASMI Global Food Aid
www.alaskaseafood.com**





Alaska Global Food Aid Program



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A *Wild
Taste*
of Food Aid

Recipe

Wild Alaska Herring and Maize Fritters



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**Alaska Global
Food Aid Program**

Wild Alaska Herring and Maize Fritters [Makes 24 small fritters]

Ingredients

- 2 cans **Wild Alaska Herring** (7oz/200g)
- $\frac{3}{4}$ cup maize meal
- $\frac{1}{4}$ cup flour
- 1 teaspoon sugar
- $\frac{1}{4}$ teaspoon baking powder
- $\frac{1}{2}$ tablespoon iodized salt
- $\frac{1}{2}$ cup yogurt
- 1 egg
- $\frac{3}{4}$ cups maize kernels
- $\frac{1}{2}$ cup onion, diced
- $\frac{1}{2}$ cup peppers or celery, diced
- cooking oil



Photos © GF&N Inc.

Preparation

1. Combine the maize meal, flour, sugar, baking soda, and salt in a mixing bowl.
2. Stir in the yoghurt and egg.
3. Add the maize, onions, pepper or celery.
4. Drain the herring and gently mix into the mixture.
5. Heat the oil in a deep, wide saucepan until hot and a pinch of flour sizzles immediately.
6. Carefully drop a spoonful of the fritter batter into the oil. Fry for 3 minutes while rotating fritter. Remove when golden brown and drain of excess oil.

Suggested Condiments

yoghurt, chutney, piri-piri or other spicy sauce

Variation

Substitute **Wild Alaska Canned Salmon**
(instead of Herring)



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Recipe

Wild Alaska Herring Curried Spread



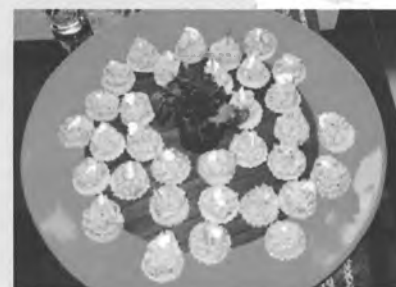
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Wild Alaska Herring Curried Spread [Makes about 40 starter portions]

Ingredients

- 1 can **Wild Alaska Herring** (7oz/200g), well drained
- 2 tablespoons mayonnaise
- 2 teaspoons coarse-grain mustard
- ½ teaspoon curry powder
- 1 teaspoon sugar
- 1 pinch iodized salt
- 1 tablespoon scallion or chives, thinly sliced
- black pepper
- crackers/salty biscuits



Photos © GF&N Inc.

Preparation

1. Combine mayonnaise, mustard, sugar, salt and scallions in a bowl.
2. Drain herring and stir into mixture.
3. Adjust seasoning and serve on crackers.

Variation

Substitute **Wild Alaska Canned Salmon** (instead of Herring)



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Recipe

Wild Alaska Salmon Salad



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Wild Alaska Salmon Salad

[Serves 4]

Ingredients

- 1 can Wild Alaska Salmon (14.75oz/418g)
- 2 cups cooked rice
- 3 tablespoons vegetable oil
- 1 tablespoon lime juice or vinegar
- ½ small onion, finely chopped
- ½ cup celery, cucumber, or other local vegetable, finely chopped
- ¼ cup red or green pepper, finely chopped
- 1 teaspoon sugar
- 1 tablespoon parsley or coriander, fresh chopped – for garnish



Photos © GF&N Inc.

Preparation

1. In a large bowl, combine onion, celery, pepper, lime juice or vinegar, oil and sugar.
2. Add rice and mix.
3. Add Salmon and combine gently.
4. Garnish with parsley or coriander and serve.

Variation

Instead rice, substitute bread or tortillas, or serve with either noodles or couscous.

(Alternative: substitute

2 cans **Wild Alaska Canned Herring**)



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Recipe

Wild Alaska Salmon Stir Fry



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Wild Alaska Salmon Stir Fry [Serves 4]

Ingredients

- 1 can Wild Alaska Salmon (14.75oz/418g)
- 2 tablespoons vegetable oil
- 4 cups cooked rice or noodles
- 1 cup carrots, finely sliced
- 1 cup snow peas, trimmed (or other green vegetables, sliced or diced)
- 1 tablespoon fresh ginger, peeled and minced
- 2 large garlic cloves, minced
- 3 tablespoons soy sauce
- 1 tablespoon sesame oil
- 2 tablespoons rice vinegar or other vinegar
- 1 pinch of sugar
- ½ cup sliced scallions or onions



Photos © GF&N Inc.

Preparation

1. Heat oil in heavy size skillet over medium-to-high heat
2. Add carrots and cook for 3 minutes.
3. Add the peas, ginger, and garlic and cook for 3 minutes.
4. Add the sesame oil, soy sauce, rice vinegar, and sugar and cook another minute.
2. Add the scallions and Salmon, gently combine.
3. Serve over cooked rice or noodles.

Variation

Substitute the rice with cornmeal, sorghum, bulgur or beans, or serve with bread.
(Alternative: substitute
2 cans **Wild Alaska Canned Herring**)



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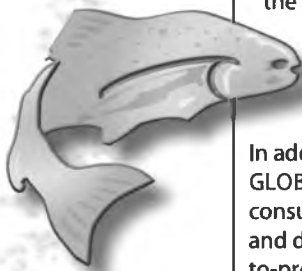


NGO Partners:

- Africare
- Escuelas Populares Don Bosco
- Food for the Poor
- Humpty Dumpty Institute
- International Partnership for Human Development
- International Relief and Development
- Salesian Missions
- World Food Program
- World Help
- World Vision

New to Canned Salmon?

We are here to help Private Voluntary Organizations (PVOs) and other Non-Government Organizations (NGOs) include Canned Salmon in their food aid programs as others have successfully done.



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 United States from food banks to school lunches. Since 2008, the Alaska Seafood Marketing Institute (ASMI) has spearheaded this unique humanitarian initiative.

ALASKA GLOBAL FOOD AID PROGRAM links Alaskan fishing communities with populations around the globe to fill nutrition gap while they develop self reliance, food security and their economic well-being. Canned Salmon is increasingly being adopted by private voluntary organizations (PVO), the World Food Program and other non-governmental organizations (NGO) in food aid programs.

The inclusion of Wild Alaska Canned Salmon has vastly improved the taste and nutritional quality of food-aid baskets in countries from Bolivia, Jamaica, and Guatemala in the Americas, to Cambodia and Laos in Asia, and to Guinea-Bissau and Uganda in Africa.

These successful experiences with school children, women, the elderly, orphans, vulnerable children, refugees and people living with HIV have led other organizations to include Canned Salmon in their proposals for Haiti, Honduras, Cameroon and Liberia, showing how widely accepted fish is on all continents.

Sustainable Fishing

With over 34,000 miles of coastline and thousands of people in the fishing industry, the State of Alaska is the world's leading wild, sustainable fishery. Alaska's sustainable fishing practices over the last 50 years, protect its most important natural resource – its fisheries.

Sustainability as it pertains to Alaska seafood means that our fisheries can exist long-term without compromising the survival of the species or the health of the surrounding ecosystem.

In Development

In addition to the humanitarian component, ALASKA GLOBAL FOOD AID PROGRAM is working with food-aid consumers in Africa, Asia, and Latin America on research and development of new health-protecting and easy-to-prepare products made from Wild, sustainable Alaska seafood.

THE ALASKA GLOBAL FOOD AID PROGRAM is partnering with Alaska fishing and canning communities to bring nutritious Alaska Canned Salmon and Herring to local communities around the world.

Our Partners in:

Bolivia, Cambodia, Guatemala, Guinea-Bissau, Jamaica, Laos and Uganda

Frequently Asked Questions, that we can help answer:

- How will it fit into your commodity selection and food aid ration?
- How will mothers and other cooks incorporate Salmon into their meal planning?
- Will your program participants like it?
- Has it been used in similar programs and regions?
- Is it easy to handle, store and prepare?
- Will its cost translate into better nutrition and added value for your program participants?

Programs offering Canned Salmon:

US Department of Agriculture (USDA)

- US School Lunch; Women, Infants & Children Nutrition (WIC) and other domestic programs
- McGovern Dole International Food for Education & Child Nutrition Program
- Food for Progress

US Agency for International Development (USAID)

Food for Peace Program (PL 480 Title II) – Emergency and Development

For Technical Assistance:

The ALASKA GLOBAL FOOD AID PROGRAM assists NGOs and PVOs with program design, ration selection, recipe development, storage, handling and preparation of dishes integrating Canned Salmon and other food aid commodities with local ingredients to feed cultural tastes.

Alaska Global Food Aid Program

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**Wild
Alaska
Fish**

Super Nutrition for All Ages



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Health Benefits of Wild Alaskan Fish in Food Aid Programs

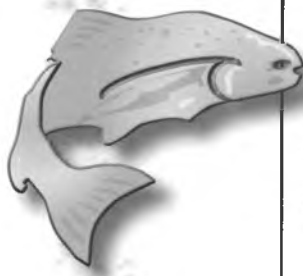
Alaska Global Food Aid Program

Canned Salmon is the only marine source of Omega-3 fatty acids and animal protein available in food aid programs today.

Alaska Canned Fish is the superior choice to improve the health of all population groups.

Alaska Canned Salmon and Herring are packed with nutrients including high quality protein and Omega-3 fatty acids.

Salmon is the only marine-source commodity currently in the food-aid basket. It promotes growth and delivers vital nutrients to keep every system in the body healthy.



Pregnant Women and Mothers

Healthy fats and protein from Canned Salmon are essential building blocks for proper tissue and brain development in babies and help prevent hypertension in women during pregnancy.

- Omega-3 fatty acids, similar to those found in Salmon, are a vital component of breast milk.
- Women who eat Salmon regularly have a higher content of these fats in their milk, essential for infant brain development *in utero* and the first months of life.
- Marine sources of Omega-3's improve efficiency of nutrient delivery to developing brains, nerves, and eyes.



Infants and Young Children

For the first six months, breast milk can provide all the nutrition infants need. From 6-24 months, babies need continued breastfeeding complemented with foods made from quality protein, grains, fruit, and vegetables. Salmon is a key ingredient to prevent malnutrition in young children, when mixed into complementary foods.

Canned Salmon is:

- Ready-to-use, hygienic and requires no water or cooking, limiting exposure to environmental contaminants that cause diarrhea.
- An excellent source of easily-digestible animal protein.
- A concentrated source of calcium, phosphorus and magnesium, which promote strong bones and teeth along with linear growth.

School-Age Children Kindergarten - Grade 12

Providing a nutritious meal in schools improves students' attendance, test scores, and their overall health.

- Adolescents have a particularly high need for bone-growth minerals, abundant in Canned Salmon.
- Teenage girls, where young marriage and pregnancy before age 18 are prevalent, particularly benefit from the Omega-3 fats and protein in preparation for a healthy pregnancy.
- The school meal is often the only opportunity to provide the essential fats and nutrients that children need for growth and learning. Many Food for Education Programs include Canned Salmon in school feeding.

People Living with HIV/ AIDS & Chronic Illness

Salmon is an outstanding source of nutrition benefitting individuals with HIV/AIDS and other chronic diseases. Proper nutrition not only improves the effectiveness of medicines, but strengthens the immune system against infection.

- For people living with HIV/AIDS, the consumption of Salmon improves their immune response, lowers blood lipid levels, maintains metabolism, and improves the effectiveness of ARV therapy. Salmon helps promote the development of muscle mass and prevent fat redistribution problems.
- Eating Salmon benefits heart health; it helps lower blood pressure and reduce inflammation that can lead to heart disease and stroke.
- Salmon consumption increases insulin sensitivity, which is important to prevent diabetes and its complications.

Super Nutrition for All Ages



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High Quality Marine Source Protein & Omega-3 FA's

- Only source of animal protein and marine omega-3 Fatty Acids approved for food aid.
- Canned Salmon is a "complete protein" providing all of the essential amino acids needed for health and is comparable to meat or eggs.
- Marine protein is easily digested for people of all ages.
- Wild Alaska Salmon and Herring provide 2 of the 3 essential Omega-3's, EPA and DHA.
- DHA is only found in oily fish and breast milk; it is a vital building block for the brain and eyes.



Photo courtesy of International Relief and Development's Food Program in Laos

Benefits of Wild Canned Salmon & Herring

- **Versatile** – Canned Fish combines easily with local ingredients
- **Sustainable** – supports renewable fishing practices
- **Long shelf life** – up to 6 years
- **Economical** – 1 lb. can provides 4-5 servings
- **Hygienic** – does not need water for preparation
- **Time saver** – can be eaten from the can; requires no effort for caregivers
- **Easy to manage** – infestation-resistant; easy to stack and inventory



Photo © GF&N Inc.

Nutrition Facts

per 83.6g (3oz) serving

	SALMON	HERRING
Calories (kcal)	116.2	163
Protein (g)	16.54	13.7
Fat (g)	5.058	13.88
Carbohydrates (g)	0	0
Sodium (mg)	463.12	281.73
Potassium (g)	272.52	353.63
Phosphorus (mg)	272.52	190.61
Magnesium (mg)	28.36	26.75
Cholesterol (mg)	46	64
Calcium (mg)	178.06	68.31
Omega-3 EPA (g)	0.706	0.81
Omega-3 DHA (g)	0.674	0.576

Protein

Animal source protein is the best protein for growth, healing, and health. Canned Salmon and Herring provide all the essential amino acids needed by children and adults.

Calcium, Magnesium & Phosphorus

The bone minerals provide for linear growth. They are key to achieving optimal growth and height, and are abundant in Canned Salmon and Herring. These nutrients are in high demand especially during catch-up growth, for previously malnourished young children.

Omega-3 Fatty Acids

Essential for growing children, women, and the general population. Healthy fats are packed into Salmon and Herring. Nutrient-dense foods are key for small children. The more nutrition per bite of food, the better the child will grow.

For Technical Assistance:

The ALASKA GLOBAL FOOD AID PROGRAM assists NGOs and PVOs with program design, ration selection, recipe development, storage, handling and preparation of dishes integrating Canned Salmon and other food aid commodities with local ingredients to feed cultural tastes.

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Canned Wild Alaska Herring

Fact Sheet



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Nutritional Composition		
Nutrients	Herring, Pacific (per 100g)	% of Daily Reference Value*
Macronutrients:		
Energy	195 kcal	9.75
Protein	16.39 g	32.78
Total Lipid	13.88 g	21.35
Total Omega-3	1.8 g	n/a
Carbohydrate	0 g	0.00
Fiber, total dietary	0 g	0.00
Minerals:		
Calcium	83 mg	8.30
Iron	1.12 mg	6.22
Iodine	66 mg	
Magnesium	32 mg	8.00
Phosphorus	228 mg	22.80
Potassium	423 mg	12.09
Sodium	74 mg	3.08
Zinc	0.53 mg	4.82
Copper	0.078 mg	8.67
Manganese	0.045 mg	1.96
Selenium	36.5 mcg	66.36
Vitamins:		
Vitamin C	0 mg	0.00
Thiamin	0.06 mg	4.00
Riboflavin	0.2 mg	11.76
Niacin	2.2 mg	11.00
Pantothenic acid	1 mg	10.00
Vitamin B-6	0.45 mg	22.50
Folate	5 mcg	1.25
Vitamin B-12	10 mcg	166.67
Vitamin A	106 U	2.12
Vitamin E	n/a	n/a
Vitamin D	n/a	n/a

* The U.S. Daily Reference Value (DV) is a guide for nutrition labeling (*Institute of Medicine 2006*)
 * DV is based on a daily intake of 2,000 Calories and refer to individuals over four years of age.

Ingredients Pacific Herring, Salt

Product Information

Canned Wild Alaska Herring is packed with many healthful nutrients, including high quality protein, calcium, magnesium and health-promoting marine Omega-3 fatty acids.

Recognizing the health benefits of seafood, *The United States Dietary Guidelines for Americans 2010* recommends doubling the consumption of fish in the U.S. to 8 oz (227 grams) a week. Herring promotes growth and development, delivering vital nutrients to keep every system vigorous throughout life.

Omega-3 fatty acids are essential for healthy brain and eye development; they prevent heart disease and reduce the risk of heart attack and stroke. They support healthy blood circulation and lower blood pressure. Omega-3 fatty acids have also been found to help moderate depression and anxiety.



Photo © GF&N Inc.

Benefits of Canned Wild Alaska Herring

- **Natural:** no additives or preservatives
- **Sustainable:** supports renewable fishing practices
- **Eco-friendly:** needs no fuel for cooking
- **Hygienic:** needs no water for preparation
- **Shelf life:** stores for up to 6 years
- **Handling:** easy to transport, stack, inventory
- **Versatile:** integrates easily in local cooking
- **Economical:** one can of Herring provides two servings

For Technical Assistance:

The ALASKA GLOBAL FOOD AID PROGRAM assists NGOs and PVOs with program design, ration selection, recipe development, storage, handling and preparation of dishes integrating Canned Salmon & Herring with other food aid commodities with local ingredients to feed cultural tastes.

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Wild Alaska Salmon Powder



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Fact Sheet

Alaska Global Food Aid Program

Product Information

Alaska Salmon Protein Powder contains many valuable nutrients with a balanced composition of essential amino acids and marine Omega-3 fatty acids.

Production begins with Wild Alaska Salmon. Salmon by-products are ground, heated, deboned, de-oiled. A gentle process yields a dry product that can be rehydrated while maintaining all the functionality and nutrition of the natural protein.

This unique process protects the proteins and fats from thermal degradation which yields a highly nutritious, digestible fish protein meal.

The dried powder is one of several products made from this process – delivering essential nutrients and salmon flavor in sauces, flakes and dry powder.



Photo © GF&N Inc.

Nutrition Facts

% of DV* for Protein (50g)	Amount of Protein (g)	Amount of Salmon Protein Powder (g)
10%	5	7
20%	10	14
30%	15	21
40%	20	28
50%	25	35

* The U.S. Daily Reference Value (DV) used as a guide for nutrition labeling (Institute of Medicine 2006)

* DV is based on a daily intake of 2,000 Calories and refer to individuals over four years of age

Shelf Life

12 months (typically); antioxidants and package type may extend shelf life

Applications

- Food flavoring
- Food ingredient or component
- Nutritional supplement
- Dietary therapy for individuals with compromised digestive systems
- Nutritional therapy for individuals with chronic illness

For Technical Assistance:

The ALASKA GLOBAL FOOD AID PROGRAM assists NGOs and PVOs with program design, ration selection, recipe development, storage, handling and preparation of dishes integrating Wild Alaska Salmon Powder with other food aid commodities with local ingredients to feed cultural tastes.

Ingredients: Wild Alaska Salmon
(optional antioxidants and mold inhibitors)

Alaska Global Food Aid Program

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Africa:

Liberia

Alaska Global Food Aid Program



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Canned Herring in Samaritan's Purse Programs

THINK Homes · Safe Houses · Juvenile Transit Center · Early Childhood Development Centers · Voluntary Counseling and Testing Centers · Woman's Literacy Program

In April 2012, Samaritan's Purse introduced **Alaskan Canned Herring** in several of their existing programs in Liberia, West Africa. ASMI teamed up with Samaritan's Purse, an international Christian relief organization, to provide nutritious **Alaskan Canned Herring** to over 500 victims of war including recovering child soldiers, victims of rape and abuse, and orphans and vulnerable children, as well as HIV positive men and women. The herring delivers health-promoting Omega 3-fatty acids, which are essential for the prevention of stunting and chronic malnutrition for the young participants under two years of age, and pregnant and breastfeeding mothers. Since the start of the pilot program, the overall number of malnourished participants has decreased and the majority of participants are a normal, healthy weight. Midline data collection is complete and the program will finish in February 2013.

The HIV positive men and women in the Samaritan's Purse Voluntary Counseling and Training (VCT) Center are perhaps in greatest need of the herring and are benefiting the most. The HIV positive participants are receiving 16 cans of herring a month to feed themselves and their families. Not only do the participants love the taste of the herring, but it also provides them with a great source of nutrients to help prevent against AIDS-related wasting and infections.

Since the start of the program, 80% of participants who were identified as mildly, moderately or severely malnourished at the beginning have shown improvement in their nutrition status, and 60% have recovered from malnutrition and are now a healthy weight. The herring is the only food that the individuals are receiving from the VCT center. Samaritan's Purse staff members said that before the pilot project, the patients would visit the clinic to get their medications, leaving before receiving counseling and checking their health status. Patients now routinely receive full care and counselling, and staff at the center acknowledge the role of herring provided by **ASMI/GFAP** in providing an incentive for return visits of patients at risk. The center is located far from the coast and more than a day's drive from the capital city of Monrovia making it challenging to obtain any form of fish. Through **ASMI/GFAP**, mothers and

Pilot Objectives:

1. To provide high quality marine protein and omega-3's to vulnerable women, children, and HIV positive men and women.
2. To examine acceptability of Canned Herring in Liberia.
3. To see how Canned Herring can help facilitate growth and development.

HIV positive individuals, with a high risk of malnutrition, are able to eat high quality fish protein 4 times a week.

In all program sites in Liberia, herring has contributed towards improved nutrition status in 50% of the malnourished population and 46% of beneficiaries identified as malnourished at baseline are now fully recovered.

Samaritan's Purse has asked that **ASMI/GFAP** extend the program, specifically in the VCT program, because it is having such a big impact on the counseling center. Participants send their many thanks to ASMI/GFAP, and are excited that they will be receiving Alaskan Canned Herring for another 7 months, saying:

"The fish sent to Liberia, to Samaritan's Purse is very, very nice.

Thanks for the fish! Bless you and your company!"



For Technical Assistance:

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Alaska Global Food Aid Program

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Africa:

Guinea Bissau



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Canned Salmon in Food for Education Programs International Partnership for Human Development

Alaska Global Food Aid Program

International Partnership for Human Development (IPHD) had been seeking a good protein source to improve the diets of the children in their McGovern-Dole International Food for Education and Child Nutrition Program in Guinea-Bissau. They turned to Alaska Canned Salmon to meet their needs.

While their coastal waters in the Atlantic Ocean are home to one of the largest fish reserves in the world, the price of local fish was out of reach for the people served by the program, most of whom live on less than a dollar a day.

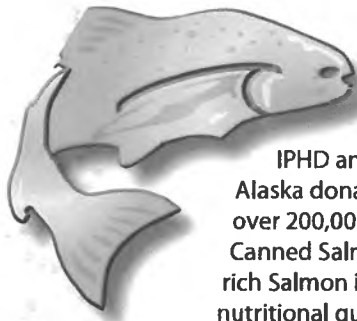
regional recipes. Cooks incorporated Salmon into a variety of local dishes, using pinto beans from the program and other ingredients provided by the parents, including rice, peanut butter, baobab leaves, cassava, pepper grass, palm fruits, onions, tomatoes and potatoes.

Children specially liked recipes including Salmon mixed with cassava or sweet potato in a Salmon Ragout (Stew), with rice in Rafogado de Salmon (Risotto), Calda Branca and Canja de Salmon (Soup).

Cooks favored the Salmon because it was easy to prepare, with or without cooking equipment and Project staff found the Canned Salmon easy to transport, store and handle.



The Canned Salmon was part of IPHD's initiatives with local Parent Teacher Associations to increase school attendance (primarily among girls), promote malaria prevention, repair schools and improve school sanitation systems. Its success has led to the inclusion of Alaska Canned Salmon in other programs in Africa.



ALASKA GLOBAL FOOD AID PROGRAM partnered with IPHD and the State of Alaska donated and shipped over 200,000 servings of Canned Salmon. The protein rich Salmon improved the nutritional quality of the meals for 38,000 children in primary school and kindergarten.

The introduction of Canned Salmon in food aid programs in Guinea-Bissau was a success. It complemented the local food basket and integrated easily with



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Africa: Uganda

Canned Salmon & Herring in Food Assisted Development Programs Pilot Project with World Help

The greatest need for quality, nutritious foods for food aid programs is in Africa. With the high prevalence of malnutrition, HIV/AIDS, and other chronic diseases, Canned Salmon and Herring offer super nutrition. The high quality protein and the marine sources of Omega-3 fatty acids, and the fact that they do not

require much energy to prepare, make these products ideal for the most vulnerable. Canned Salmon is used in school feeding programs throughout the world.

Canned Salmon into local recipes and activities for participants. Canned Herring delivers more than twice the Omega-3 fatty acids as Salmon, and the same

In Uganda, World Help, an NGO partner, found Canned Salmon and Herring to be well accepted and have a positive effect on children's nutritional status.

The ALASKA GLOBAL FOOD AID PROGRAM piloted the use of Canned Salmon and Herring in Uganda to help with their ongoing struggle with HIV/AIDS and severe drought affecting the region.



high quality protein. At a potentially lower price, Canned Herring is a product with great possibilities for food aid programs worldwide. It also provides an opportunity to support rural Alaska communities by creating and expanding a market for an underutilized resource as well as developing new infrastructure.



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A portion of the project also targets refugees returning from the Congo, to show how canned fish can be used in disaster aid, specifically with orphans and vulnerable children receiving primary education.

The Salmon was served four times a week, complementing the daily ration of pulses, oil, and rice with a few local ingredients provided by the community. This sample program allowed World Help to integrate the

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Asia: Cambodia



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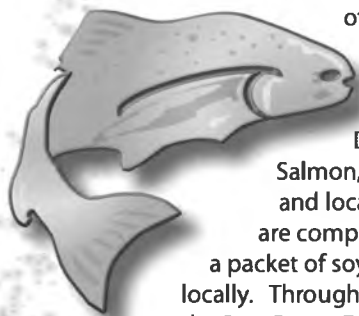
Alaska Global Food Aid Program

Canned Salmon in Food for Education & Food for Progress Programs

International Relief & Development, Humpty Dumpty Institute, Salesian Missions, Don Bosco Cambodia & Cambodian Hope

Cambodia is one of the poorest countries in the world and has the highest infant, child, and maternal mortality rates in Asia. For this reason, food and other development aid programs are relied upon to help keep children in school and out of child labor markets.

School feeding is of great value as the meal served in school is often the only meal a child eats in a day.



Dishes made with Salmon, rice and local vegetables are complemented with a packet of soy milk produced locally. Through counterparts, the Don Bosco Foundation and Cambodia Hope, the program extends beyond the schools to provide canned salmon to child brick-makers, women garment-workers and individuals with HIV/AIDS.



"Many of our schools do not even have cooking utensils," explains a teacher, "the canned salmon allows us to prepare meals for the children using what we already have."

Since 2003, children have enjoyed Alaska Canned Salmon through the Salesian Missions' Food for Progress Program and the McGovern Dole International Food for Education and Child Nutrition Program.

For many of these people, Salmon is the only source of animal protein in their diet. Salmon's unique nutritional properties render it therapeutic for the chronically ill, the undernourished, and those with compromised immune systems.

Alaska Canned Salmon is easy to transport and prepare. It does not require cooking or potable water, a feature that is appreciated by teachers and program administrators in Cambodia.

Program participants of all ages like the taste of the Alaska Salmon. Because fish is eaten throughout the country, the Salmon integrates well with local ingredients.



In 2008, International Relief and Development (IRD) began its Safe Educational Opportunities Project in Khammouane Province in 110 schools. The project is operated in joint partnership with the Humpty Dumpty Institute and the Mine Advisory group, and is modeled after its project in Laos.

Designed to improve education and nutrition of primary school students, especially girls, IRD serves nutritious school meals and provides Canned Salmon in their take home rations. The program renovates schools, digs wells, builds latrines, clears school yards of unexploded mines, develops gardens and provides teacher training.



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Asia:

Laos

Safe Education Opportunities

Canned Salmon in Food for Education Programs
Humpty Dumpty International/International Relief
and Development & the World Food Program



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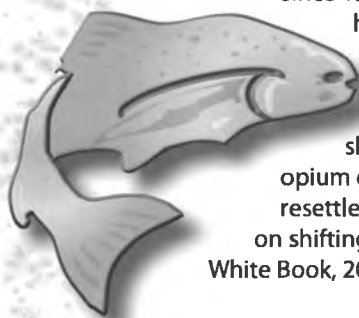
Alaska Global Food Aid Program

In 2007, Alaska Canned Salmon became an integral part of the successful Landmine Removal and Food for Education programs of Humpty Dumpty Institute (HDI) and International Relief and Development (IRD) in Laos. Canned Salmon is part of a take-home ration given to thousands children annually in primary schools.

Starting in 2008, the World Food Program (WFP) included Canned Salmon, to improve the diets of 100,000 children in their new Food for Education Program in Laos. WFP has been working in the country since 1976, targeting

households affected

by natural disasters and policy-induced shocks such as opium eradication, resettlement, and the ban on shifting agriculture (WFP White Book, 2008).



The Laos Government is making education a top priority. HDI/IRD and WFP partner with the Government to increase enrollment and retention of children, especially girls, in primary schools.

To improve the safety of students, HDI is working to remove landmines from school grounds.

The HDI/IRD and WFP programs have been effective in building school attendance in Laos, where historically only 50% of children complete primary school. Laos, where 39% of the population lives below the poverty line, is one of Southeast Asia's least developed

countries. Alaska Canned Salmon provides the high quality protein and other nutrients the students need to grow healthy bodies and strong bones. For most children, Salmon is the only animal protein they consume.

Alaska Canned Salmon is distributed through the United States Department of Agriculture (USDA) McGovern-Dole International Food for Education and Child Nutrition Program (FFE).

HDI/IRD and WFP provide food as an incentive to keep children in school. The FFE program offers students and their teachers a nutritious mid-morning snack and distributes monthly take-home rations to students who attend at least 80% of school days.

Starting September 2010, the program expects to feed 19,000 children daily, serving 3.45 million snacks yearly.

Virtually all participating schools report that students attend at least 80% of classes.

Healthy Meals
for the Family

Monthly Take Home Rations
Alaska Canned Salmon
Corn Soy Blend
Red Beans
Rice

Alaska Canned Salmon is Well Accepted in Laos

School children and their families find Alaska Canned Salmon tasty and easy to prepare. It fits well with local recipes, is easy to integrate with local ingredients in the family food basket.

Program participants find the flavor of the Salmon superior to sardines in tomato sauce and other available fish.

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Latin America: Bolivia



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Canned Salmon in Food for Education Programs Salesian Missions and Don Bosco Public Schools

Alaska Global Food Aid Program

In keeping with cultural practices and changing needs in the country, food aid programs in Bolivia work to reduce child malnutrition and improve household food availability through increased agricultural productivity and incomes along with integrated health, education, water and sanitation programs.

As an adjunct to these activities, school meals are getting more nutritious. Bolivian children enjoyed Alaska Canned Salmon in their school lunches through a project born out of the Salesian Missions' successful experience with Canned Salmon in their McGovern-Dole International

Food for Education and Child Nutrition Program (FFE) over four years in Cambodia.

ALASKA GLOBAL FOOD AID PROGRAM partnered with the Salesian Missions and their local counterpart, the Don Bosco Public

Schools. Their 250 schools in Bolivia reach approximately 100,000 students.

The ALASKA GLOBAL FOOD AID PROGRAM donated two containers of Canned Salmon, which supplied about 400,000 servings of Salmon.

The schools are in very poor areas and few have any cooking facilities. Parents provided onions, tomatoes and other items and teachers prepare the meals with the help of the students.

Primary and secondary school-age children found the Canned Salmon to be delicious in sandwiches or salad prepared with local



ingredients. The students creatively recycled the empty cans as pencil holders in their art classes and invented a song of thanks for the Salmon.

The project started in October 2006 and operated in rural Chapare, situated in the tropical lowland department of Cochabamba and in El Alto, a sprawling peri-urban community in the highlands of Bolivia.



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Central America: Guatemala

Canned Salmon in Food for Education Programs Food for the Poor

Guatemala has some of the lowest health and nutrition indicators in Central America. Development aid programs aim to improve the lives of the country's people in the spheres of politics, economics, health and nutrition.

Food for the Poor has been contributing to this effort in Guatemala and 11 other countries in Central America and the Caribbean for many years. Food for the Poor turned to nutrient-rich Canned Salmon to diversify and improve the nutritional content of their food aid baskets.



Salmon, a concentrated source of protein and energy for beneficiaries of all ages, is an ideal addition to existing food aid commodities and local diets.

The ALASKA GLOBAL FOOD AID PROGRAM donated about 200,000 servings of Canned Salmon to Food for the Poor to try in Guatemala. The cans are easy to transport and can be stored for up to six years.

Unlike many other protein rich foods, Canned Salmon does not

require potable water or cooking facilities for preparation.

The initial successful distribution of Canned Salmon in their general relief programs led Food for the Poor in Guatemala to request 300 metric tons (MT) per year for its 2006-2008 McGovern-Dole International Food for Education and Child Nutrition Program and 700 MT in its Food for Progress program in Jamaica.

While recipients were a bit skeptical about the new food, when it was combined with local vegetables, tossed in salads and served with favorite spices in tortillas, over 60,000 mothers and children were soon singing the praises of Salmon.



Mothers report that their children enjoyed the Salmon so much they continue to ask for it.

Through Food for the Poor, the program provided Canned Salmon to health clinics, dispensaries, hospitals and senior facilities. Young and old alike are pleased with the taste and comprehensive nutritional value that have been added to their meals.



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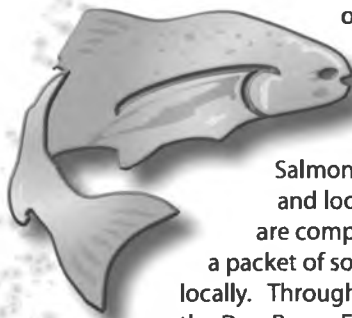
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