SCOMM

147:6

ALEUTIA

Pure. Wild. Alaskan.

Aleutia is a grassroots, salmon marketing effort that began in September 2002 to promote local economic development within the seafood industry and in the Eastern Aleutian Islands and Western Alaska Peninsula.

Aleutia is a non-profit membership organization made up of sockeye salmon fishermen.

Aleutia has more than 40 paying members today. 10 % active fleet

Aleutia's efforts center on developing a high-quality, niche market for sockeye salmon - harvested by Aleut Native fishing families in the Eastern Aleutian Islands and Western Alaska Peninsula.

All fish harvested under the Aleutia label must meet rigorous quality requirements, according to our standards along with the industry standards.

Two local processors, Peter Pan Seafoods and Trident Seafoods, custom-pack Aleutia salmon according to the same quality standards.

All fish is inspected by a third-party quality inspector.

Marketing and public relations activities have centered on the salmon's premium quality and the Aleut Native family harvesters who have relied on this fish for generations.

The Alaska Fisheries Development Foundation with the Aleutians East Borough spearheaded the Aleutia project. AEB and APICDA continue its active and vital involvement as a partner.

Following are highlights of Aleutia's experience and successes since 2002,

- Aleutia and the Aleutians East Borough agreed to work together to explore developing a high-end niche market for the seafood harvested around the communities of Sand Point, King Cove, False Pass and Nelson Lagoon.

- Sand Point and King Cove fishermen joined the Aleutians East Borough several times at the Los Angeles and Boston Seafood shows. Buyer interest continues to be high at each of these shows.

- Trained the entire Aleutia fleet in quality harvest techniques, and continue to do so every year.

- Continued to inspect every fish to ensure that it meets the most stringent quality standards in the state. Trained quality inspectors in our communities to increase local employment and save money.

- Contracted and trained local residents to handle project management, bookkeeping and general administration.

- Continued to develop a number of sales materials, including a website which will soon allow buyers to match each fish with the harvest family that caught it.

- The project now includes Sand Point, King Cove. We hope to have False Pass and Nelson Lagoon online within a few years.

- We have involved all three separate gear types.

- Aleutia is being carried in high-end grocery stores and restaurants through out the United States

- Aleutia is a CQE entity which will allow us to purchase halibut and sablefish quota fr our local fisherman. Unfortunately the price of the quota is to expensive for this to be a viable fishery at this time.

- In closing we are a very young corporation that has a long road ahead of us. We will continue to strive on keeping the Aleutia Corporation its fisherman and the local communities in employment. We hope to build up our market base and to ensure our consumers that our fisherman are doing the best we can to give the best possible, consistent product available. We will continue to develop the aura of the personal fisherman concept whereby our fisherman, their families and their tenacious quality are promoted in a fashion like nobody else.

ALASKA SEAFOOD

What is Alaska Seafood Marketing Institute?

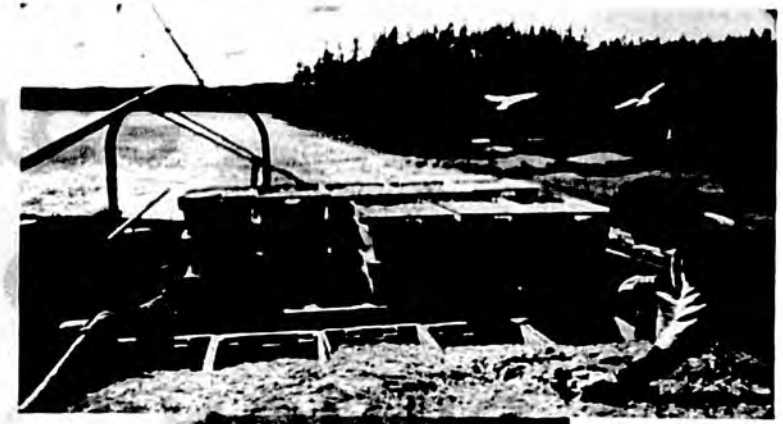
- **partnership** of public and private sectors
- **public corporation** that fosters effective alignment with industry marketing efforts
- **Governor-appointed Board** of Directors: five processors, two commercial harvesters
- **Alaska's official seafood promotion arm,** supports Alaska seafood industry through promotion of Alaska seafood products, education and research

ASMI Mission:

Increase the economic value of the Alaska seafood resource

$1.4 Billion in 2006

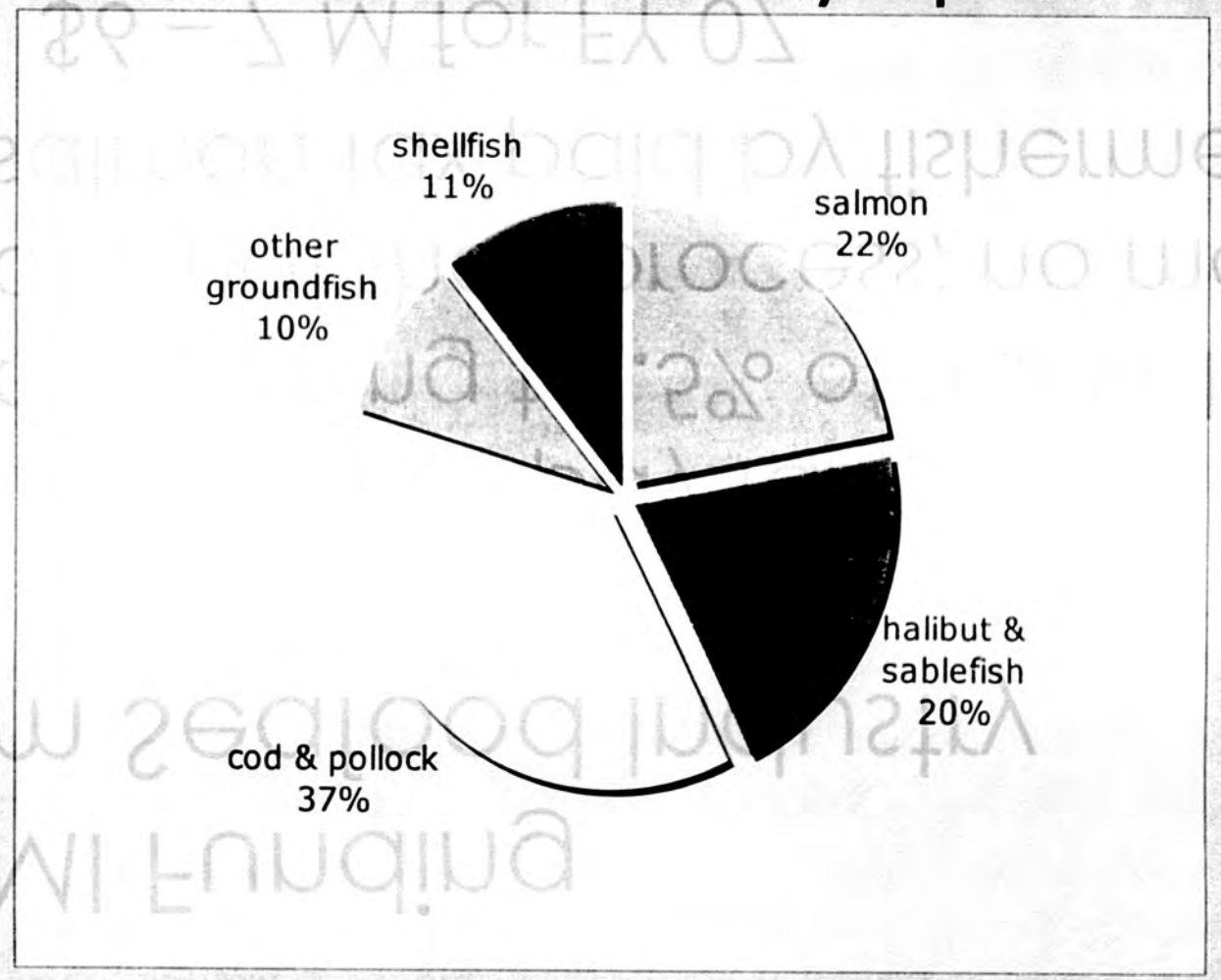
Ex-vessel value Alaska seafood harvest



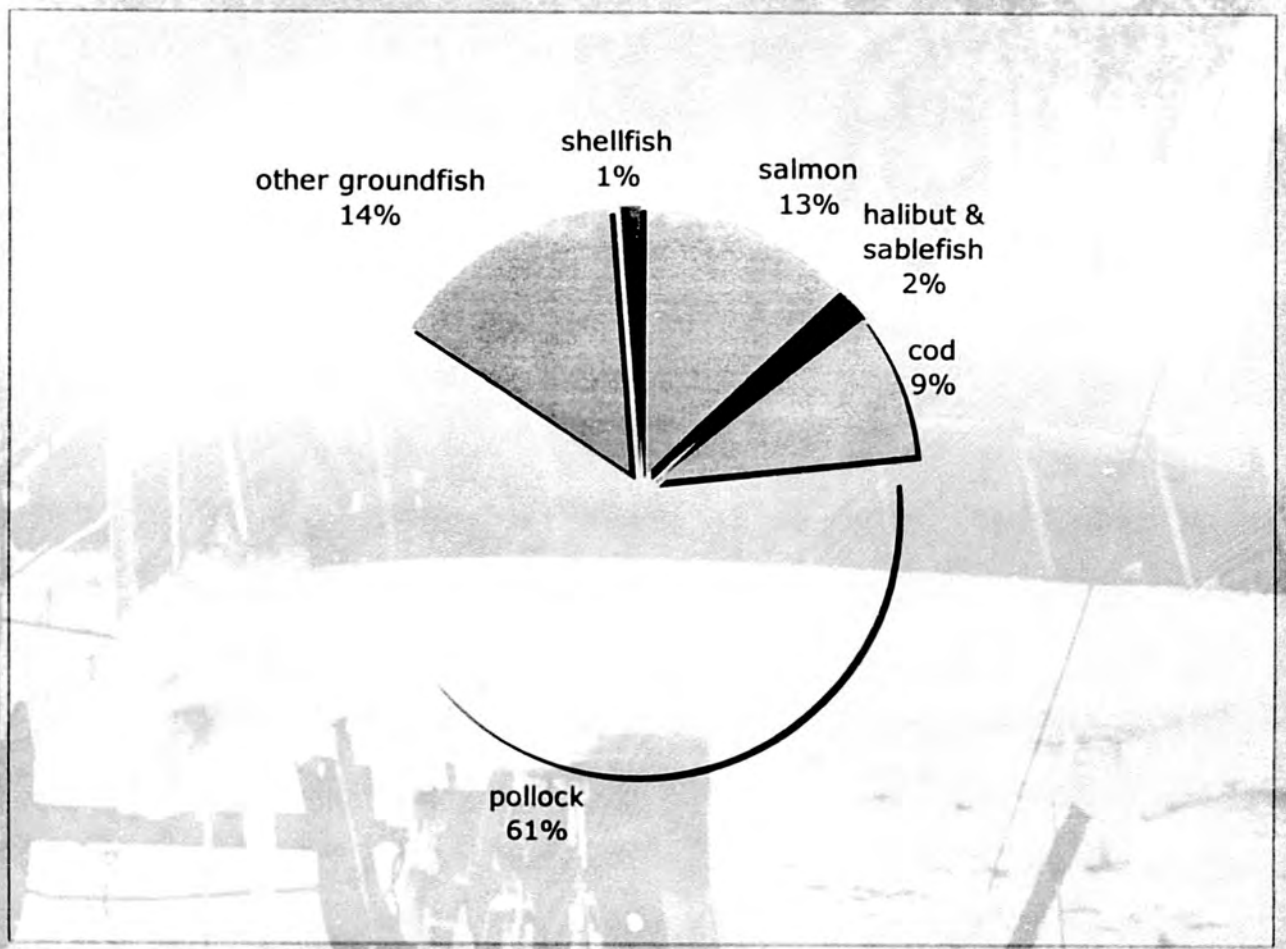
ASMI Funding from Seafood Industry

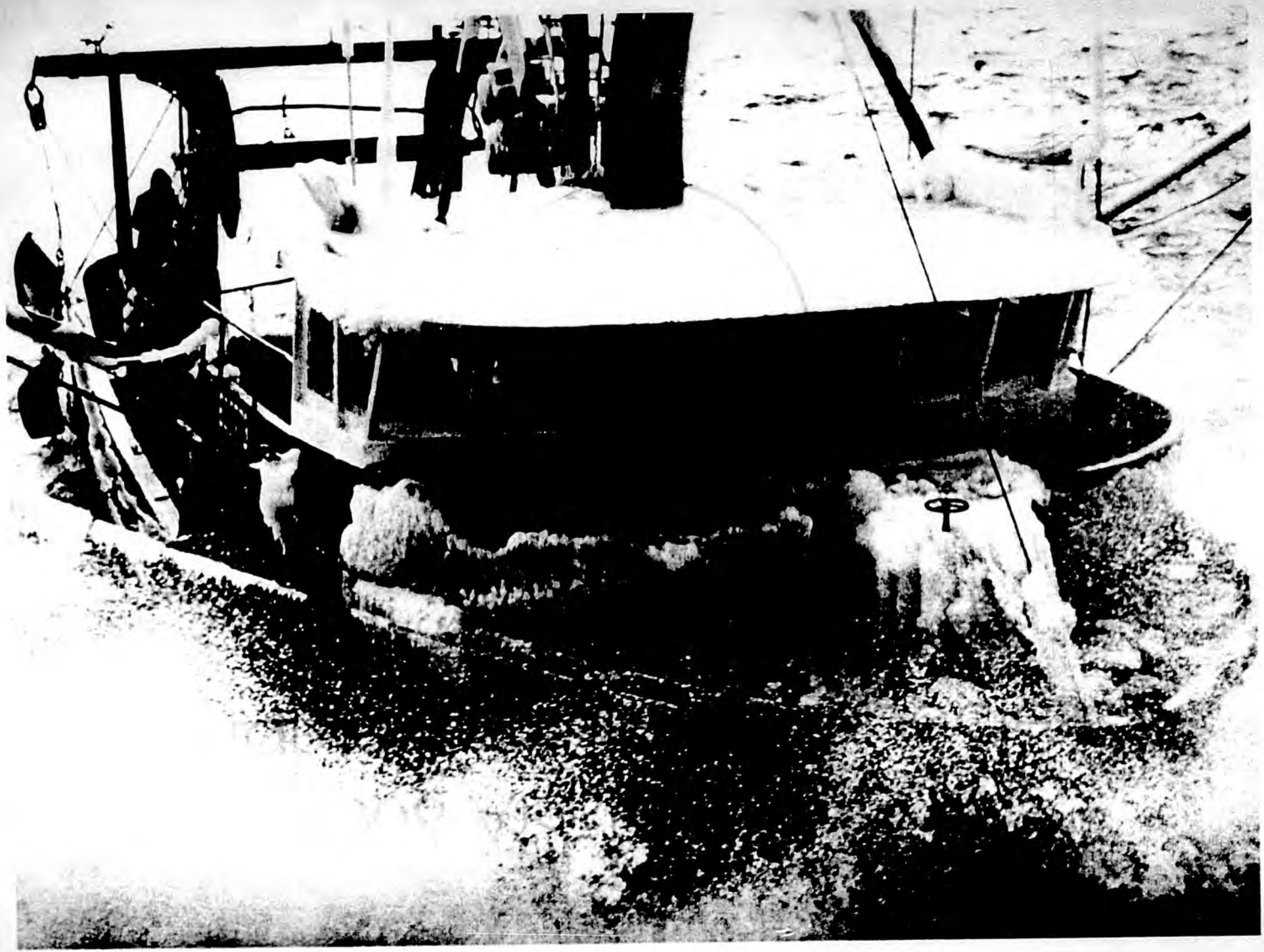
- Processors pay tax amounting to .5% of first value of what they process; no more salmon tax paid by fishermen
- $6 – 7 M for FY 07

2006 Alaska Seafood ex-vessel value by species



2006 Alaska Seafood harvest volume by species





Immediate Threats/Opportunities

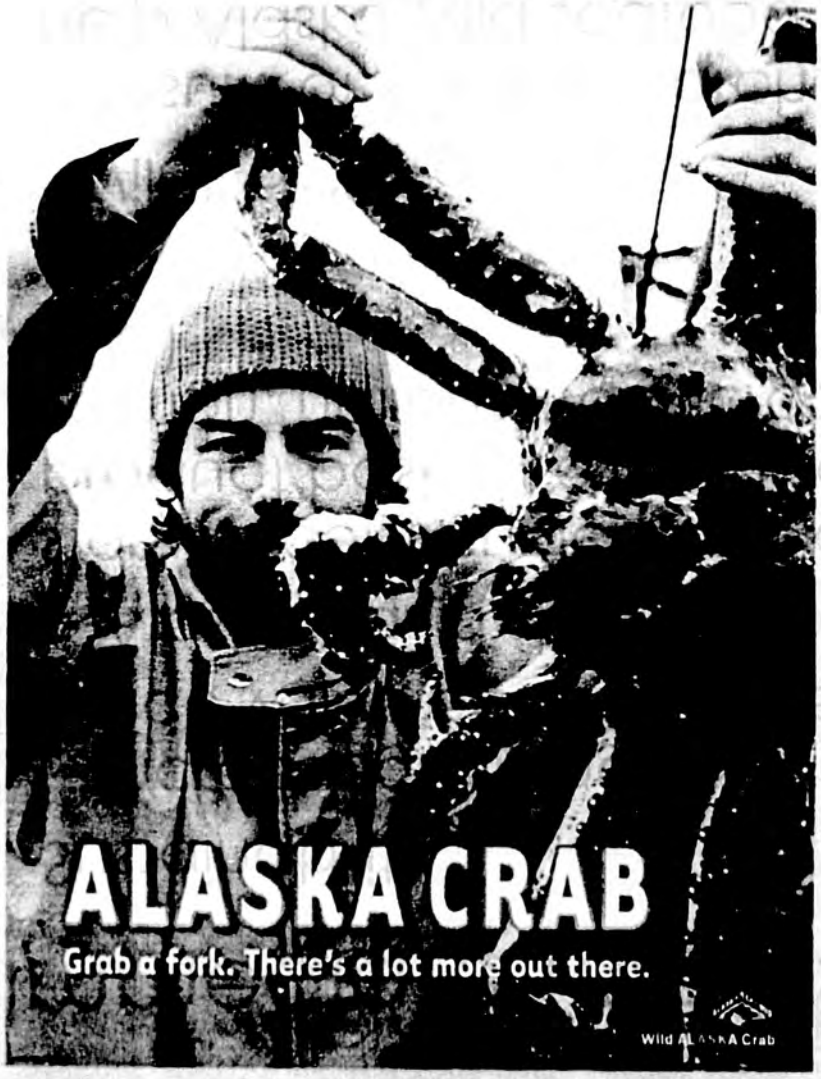
- Sustainability

  -- increasingly important to consumers who place value on 'non-price attributes'

  -- Alaska has a strong sustainability story to communicate to customers, and a large product basket (e.g., sustainable pollock, salmon, halibut, Pacific cod, black cod, crab, etc.)

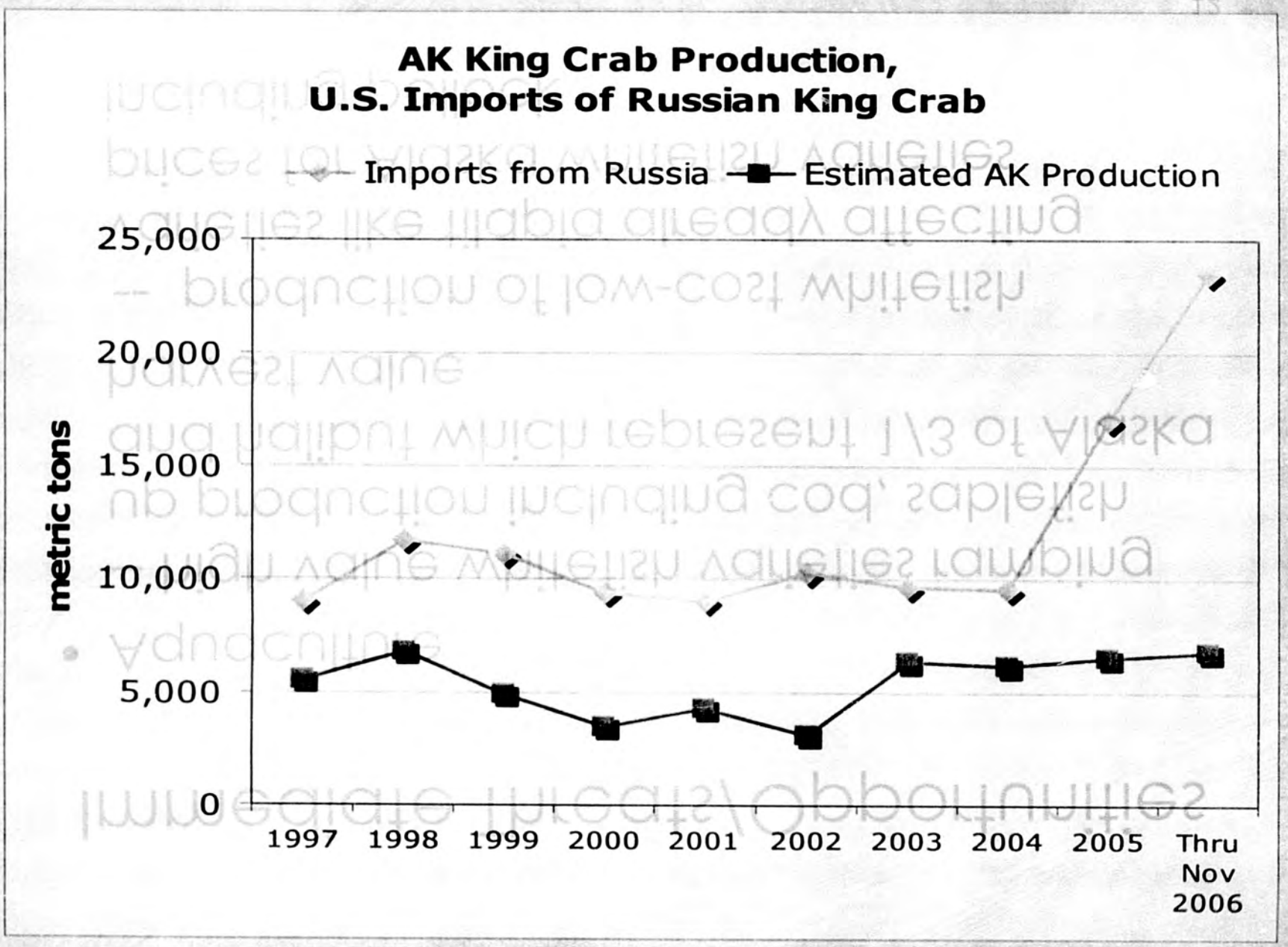
- "Wild" or "Organic"

  -- results of ASMI research now in the field will help Alaska wild seafood capitalize on popularity of organic



King Crab

-- As Alaska supply strengthens, Russian King Crab from Barents Sea seriously eroding Alaska value

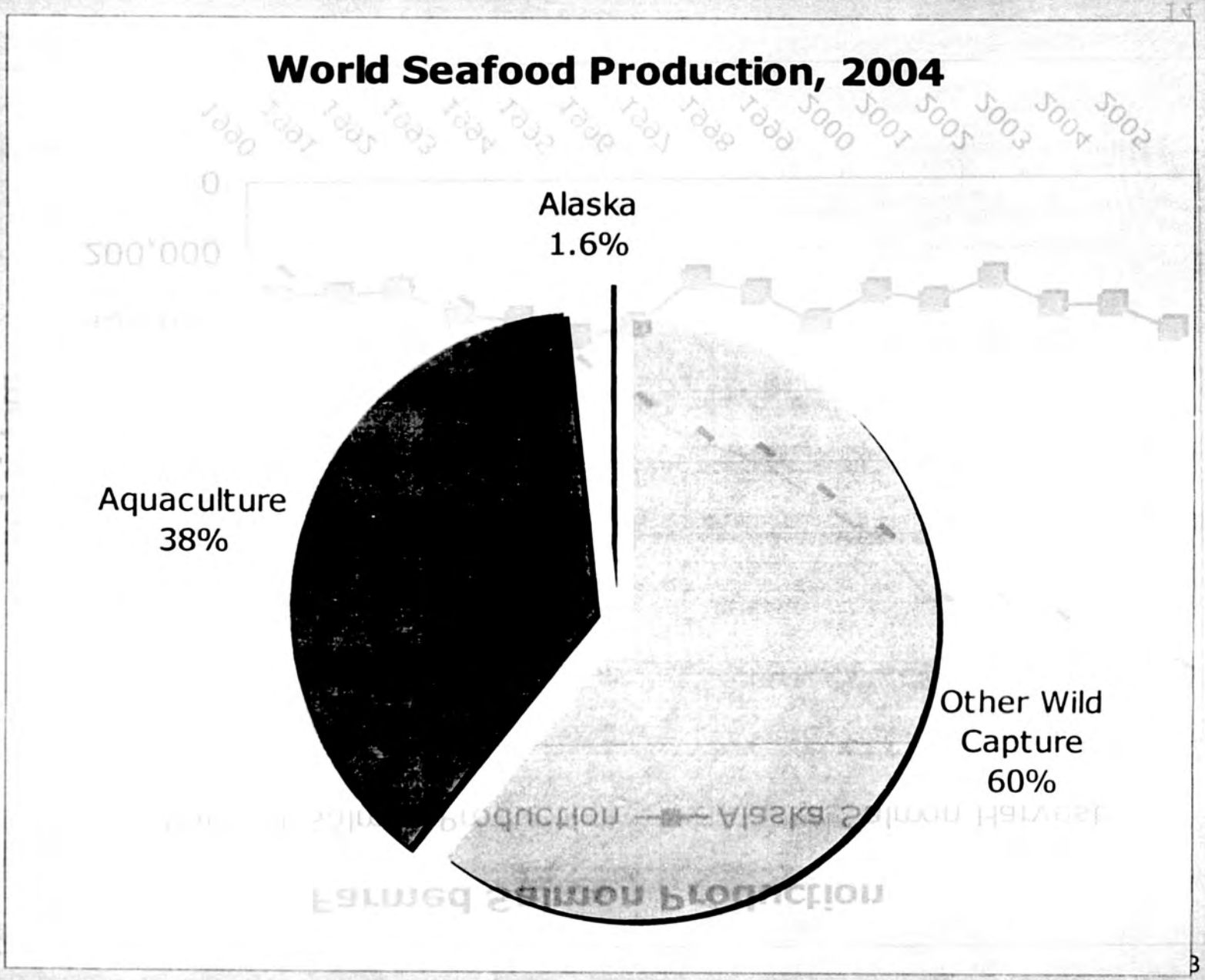

AK King Crab Production,
U.S. Imports of Russian King Crab
Imports from Russia
Estimated AK Production
metric tons
25,000
20,000
15,000
10,000
5,000
0
1997
1998
1999
2000
2001
2002
2003
2004
2005
Thru Nov 2006

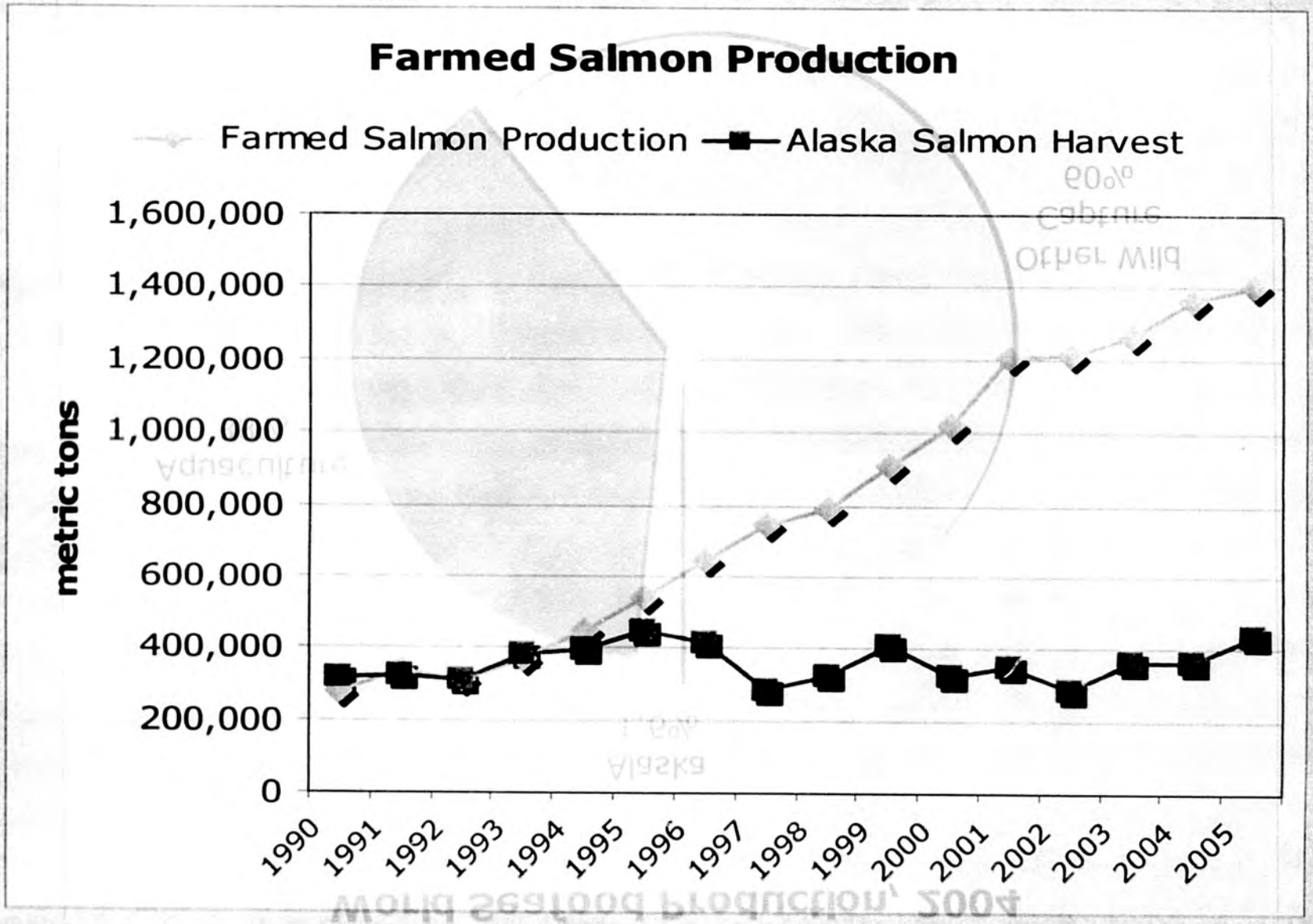
Immediate Threats/Opportunities

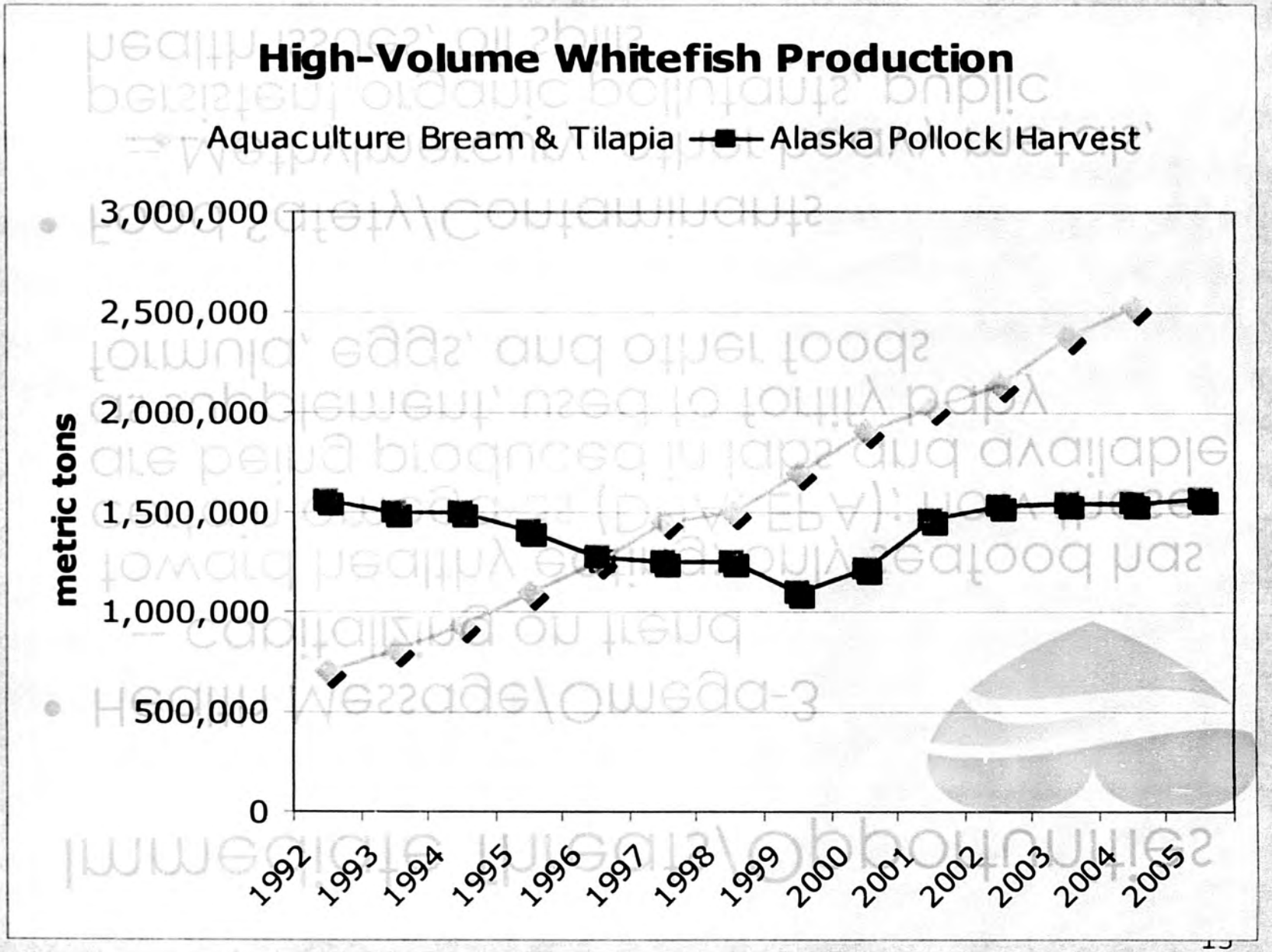
- Aquaculture

  -- high value whitefish varieties ramping up production including cod, sablefish and halibut which represent 1/3 of Alaska harvest value

  -- production of low-cost whitefish varieties like tilapia already affecting prices for Alaska whitefish varieties including pollock


World Seafood Production, 2004
Alaska
1.6%
Aquaculture
38%
Other Wild
Capture
60%


Farmed Salmon Production
Farmed Salmon Production
Alaska Salmon Harvest
metric tons
1,600,000
1,400,000
1,200,000
1,000,000
800,000
600,000
400,000
200,000
0
1990
1991
1992
1993
1994
1995
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005


High-Volume Whitefish Production
Aquaculture Bream & Tilapia
Alaska Pollock Harvest
metric tons
3,000,000
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0
1992
1993
1994
1995
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005

Immediate Threats/Opportunities

- Health Message/Omega-3
  -- capitalizing on trend toward healthy eating; only seafood has certain omega-3s (DHA, EPA); now these are being produced in labs and available as supplement, used to fortify baby formula, eggs, and other foods

- Food Safety/Contaminants
  -- Methylmercury, other heavy metals, persistent organic pollutants, public health issues, oil spills

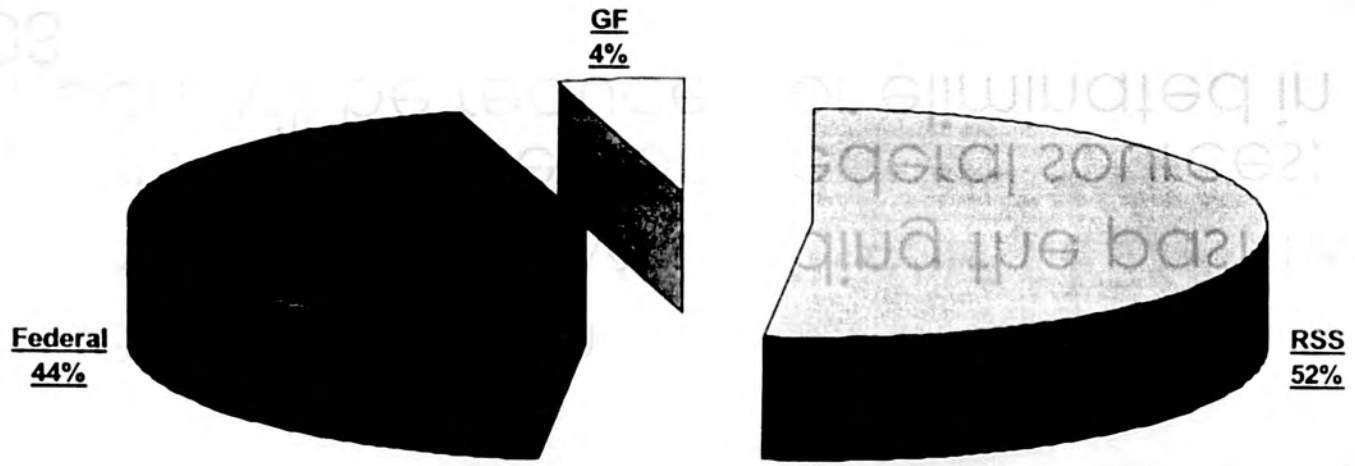
Funding is Critical

- Adequate funding

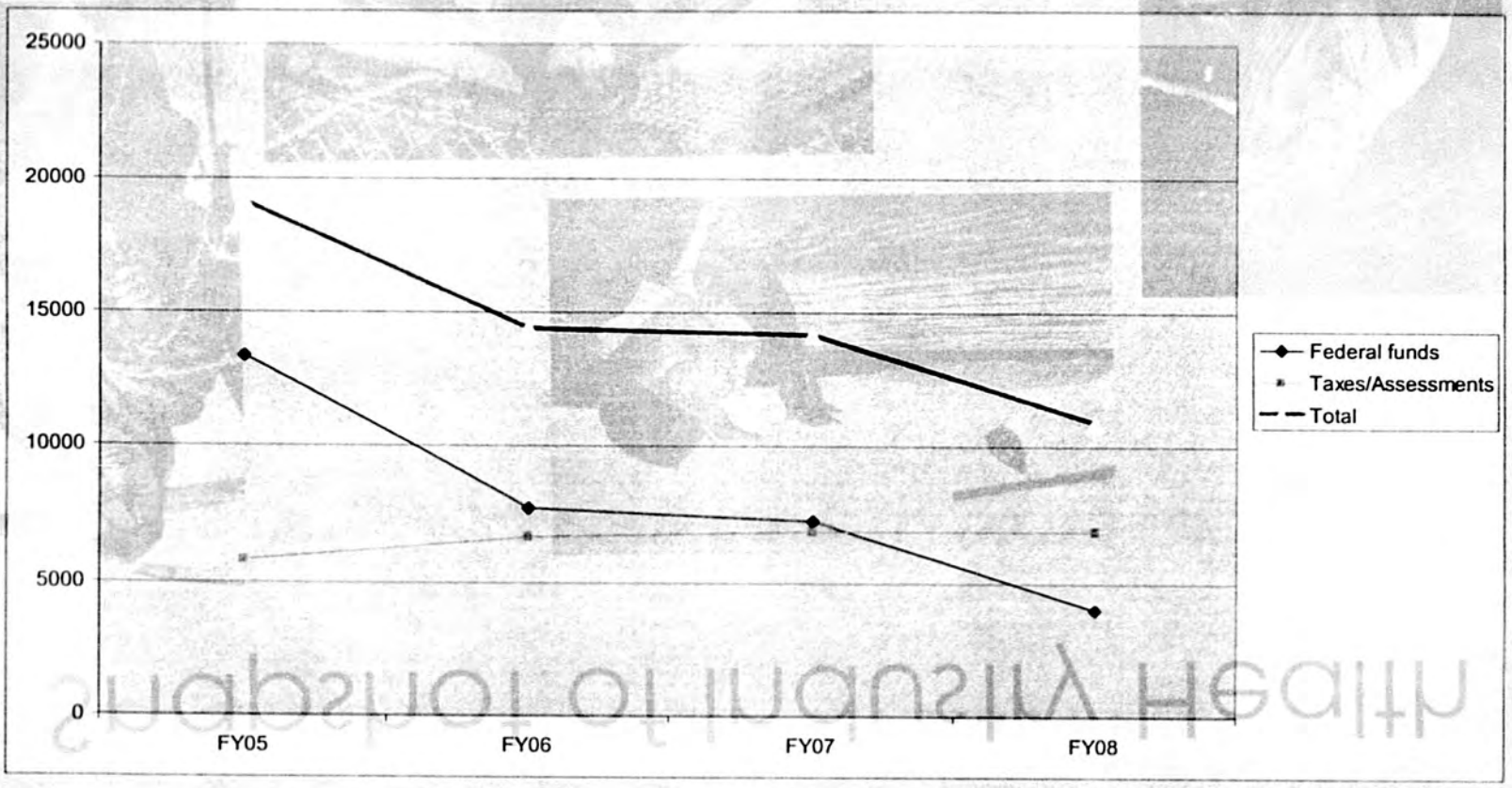
-- Nearly half of ASMI funding the past two years has come from federal sources; much will be reduced or eliminated in FY 08

-- Alaska competes as a state against countries like Norway, and multi-national aquaculture concerns with big war chests

FY 07 Fund Sources



Taxes/Assessments + Federal Funds Decline



Snapshot of Industry Health

Ongoing Challenges for Alaska Seafood Industry

- Price resistance following periods of strengthening prices
- Seasonality, consistency of supply
- Biological limit to harvest (price of sustainability)
- Competition with subsidized foreign aquaculture
- Increases in cost of fuel and transportation

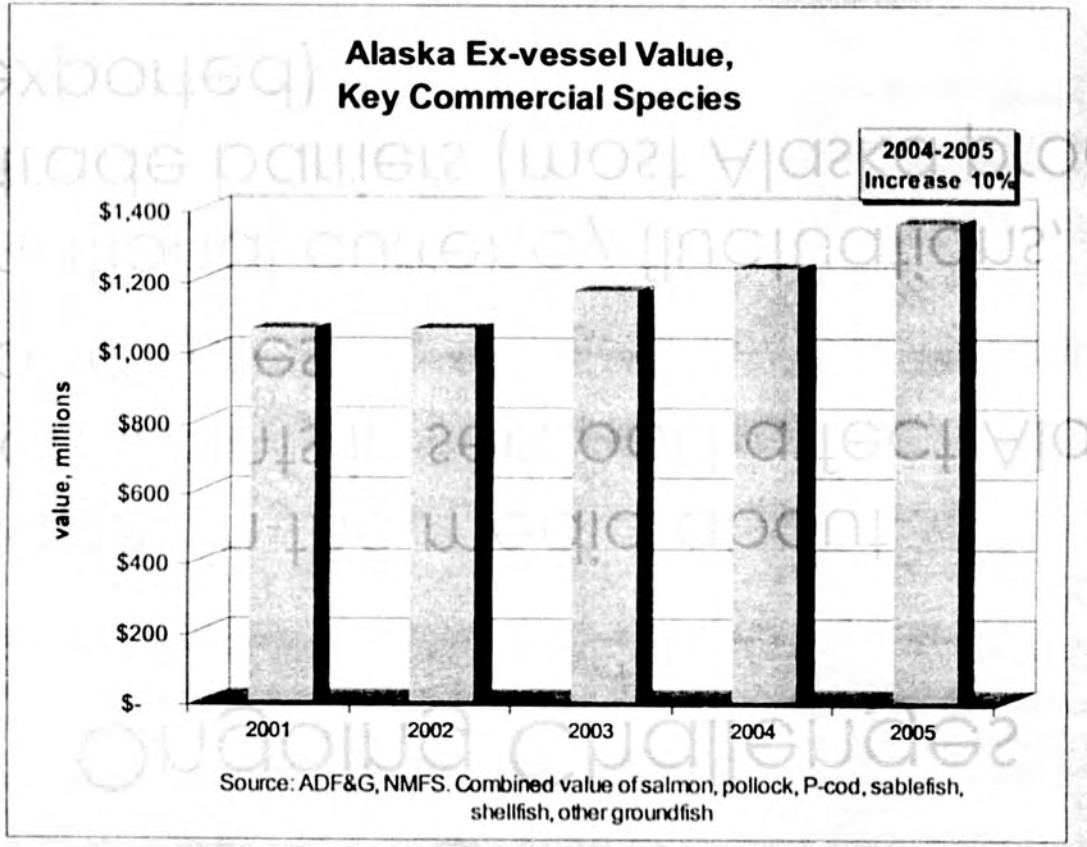
Ongoing Challenges

- Modest levels of funding for promotion limit reach of Alaska Seafood brand
- Competition among proteins for "center of plate" (pork, beef, chicken, dairy: often less expensive)
- Product form and quality
  - In case of salmon, shifts are taking place to consumer friendly forms like fillets, but still affects small percentage of harvest

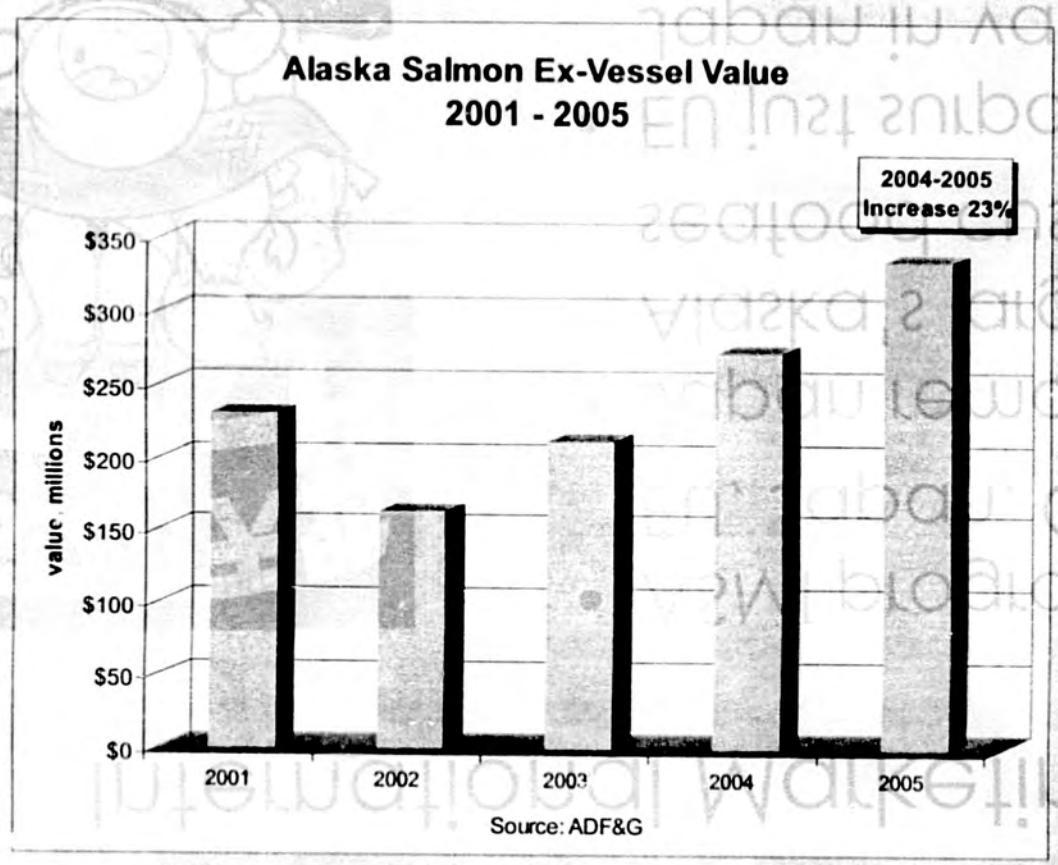
Ongoing Challenges

- Messages in the media about contaminants in seafood affect Alaska Seafood sales
- International currency fluctuations, tariffs and trade barriers (most Alaska products are exported)

Key commercial species 2004 to 2005
10% increase in ex-vessel value



Alaska Salmon 2004 to 2005
23% increase in ex-vessel value



International Marketing

- ASMI programs in EU, Japan, China
- Japan remains Alaska's largest seafood customer
- EU just surpassed Japan in value of Alaska salmon it imports

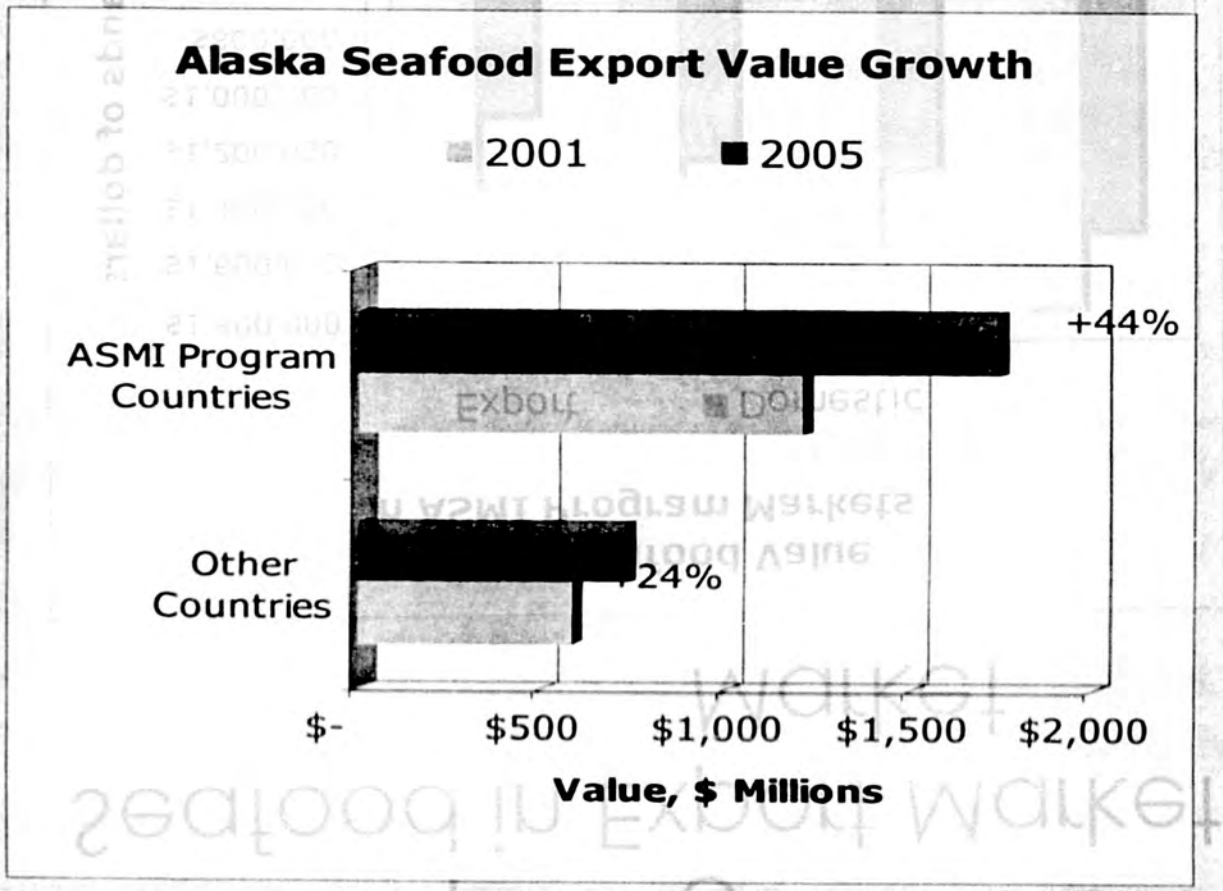
International Marketing

- European Union a mixture of mature and emerging markets
- Active in UK, northern, western and southern Europe
- Pilot programs in Eastern Europe, Russia (based on new research)

International Marketing

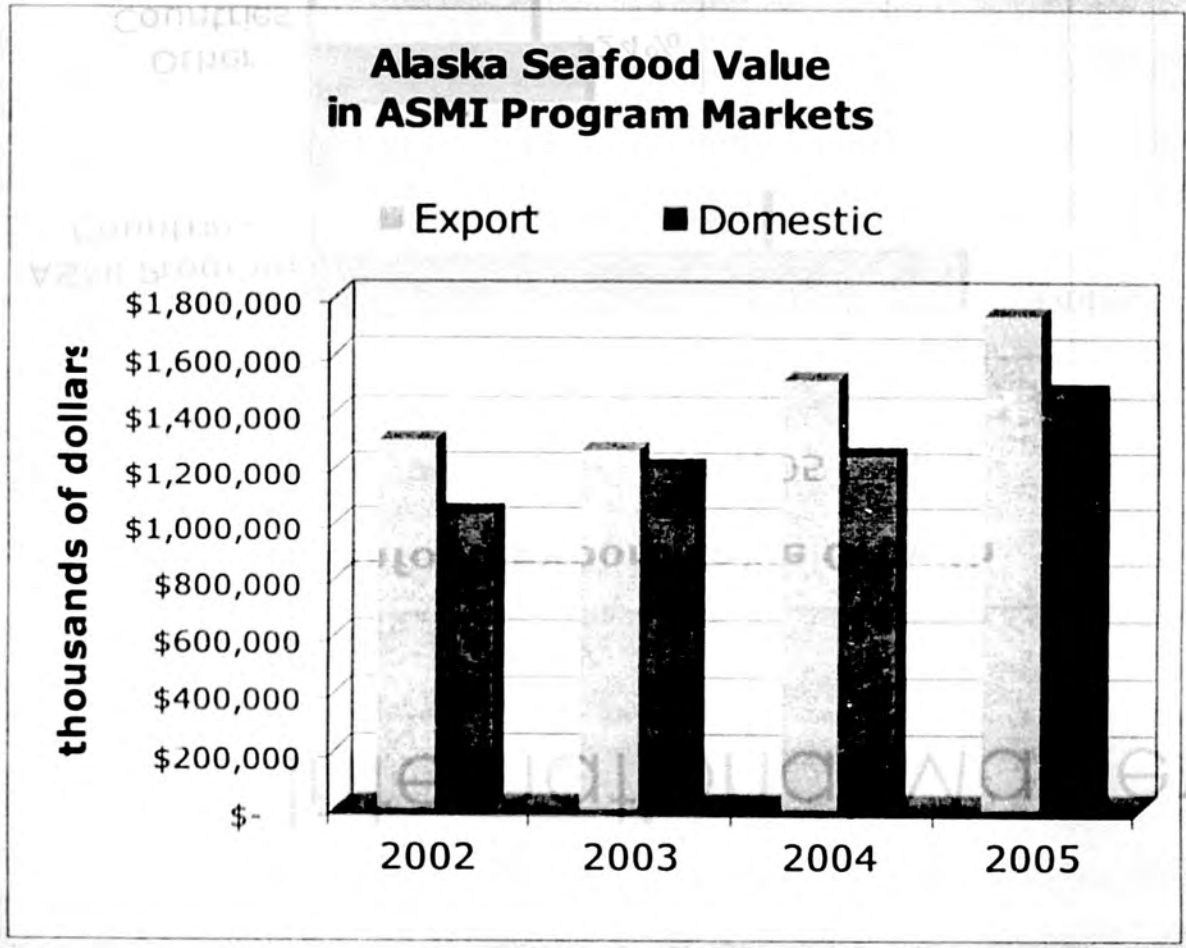
- ASMI in China for past 10 years:
- still an emerging market
- huge potential

International Marketing



- Export Value in ASMI program countries grew to $1.73 B by 2005

Comparing Value of Alaska Seafood in Export Market and U.S. Market

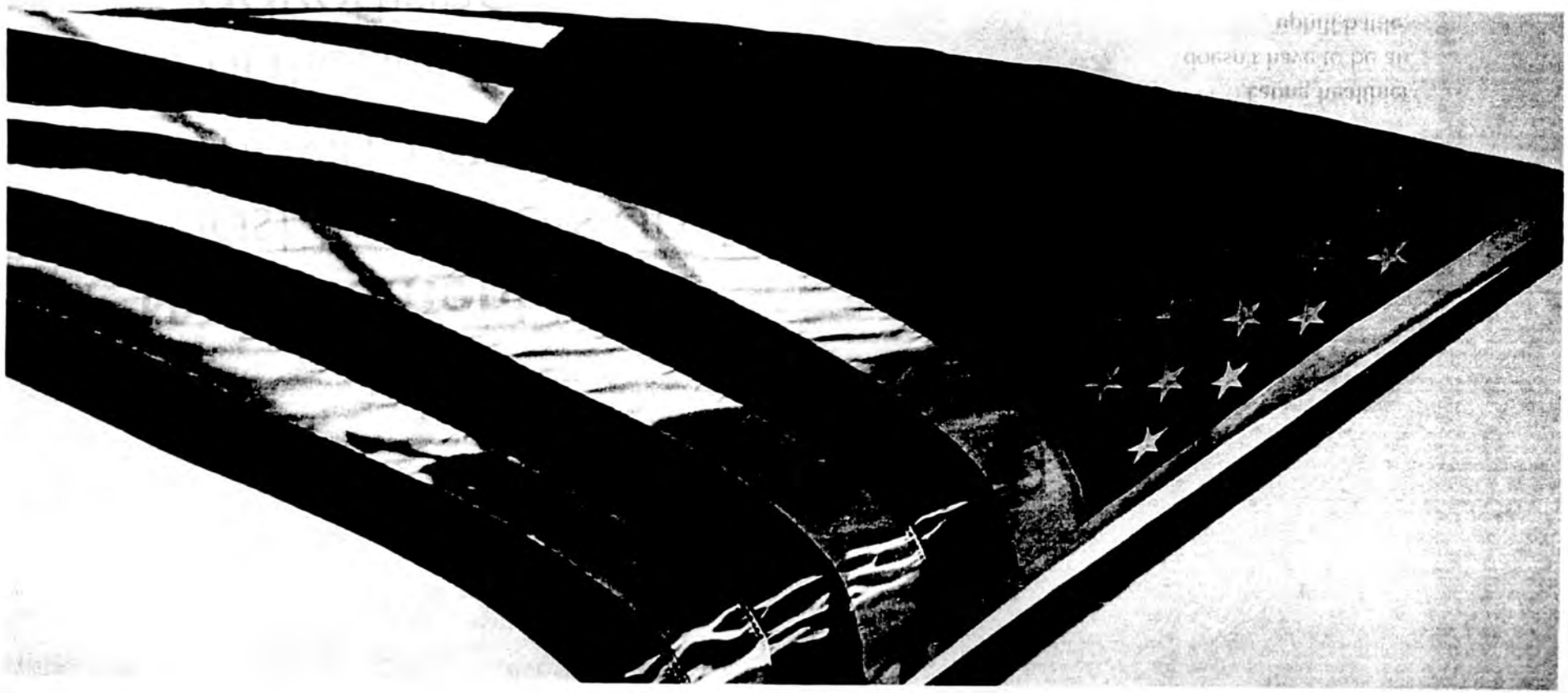


- Value in U.S. market grew 42% in four years, to $1.47B by 2005

U.S. Marketing

Building demand in the U.S., E.U. and Asia strengthens Alaska's position.

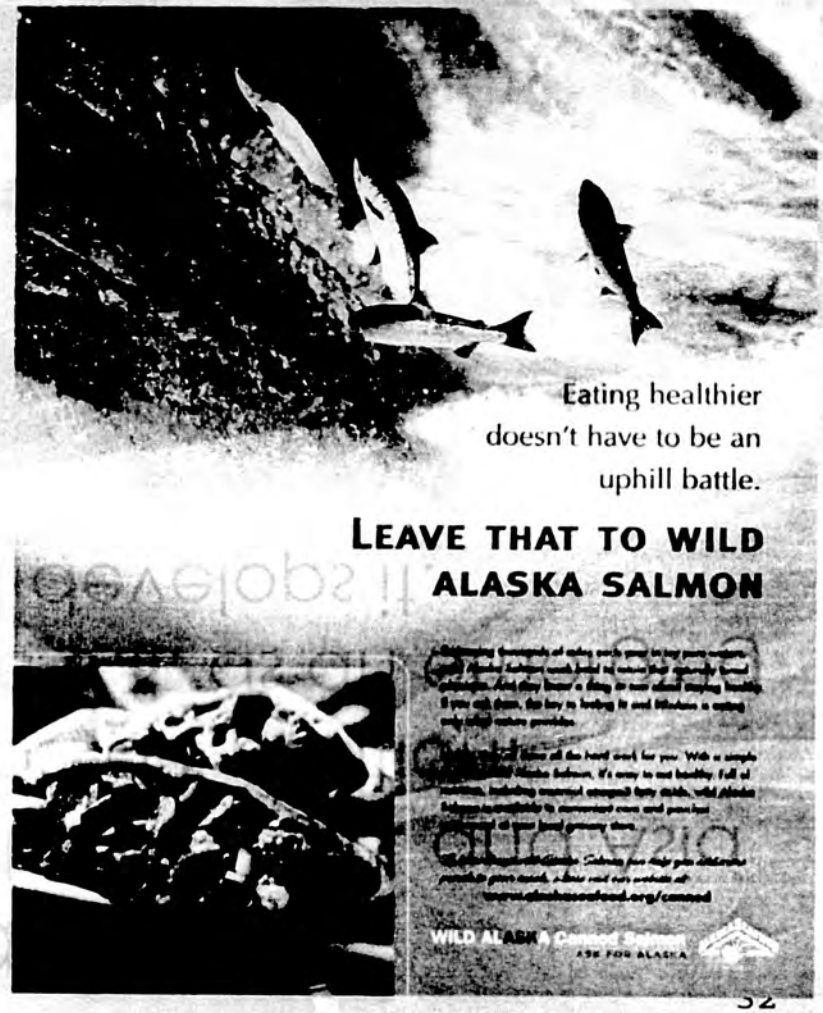
ASMI approaches the U.S. as an emerging market, and develops it.



U.S. Marketing

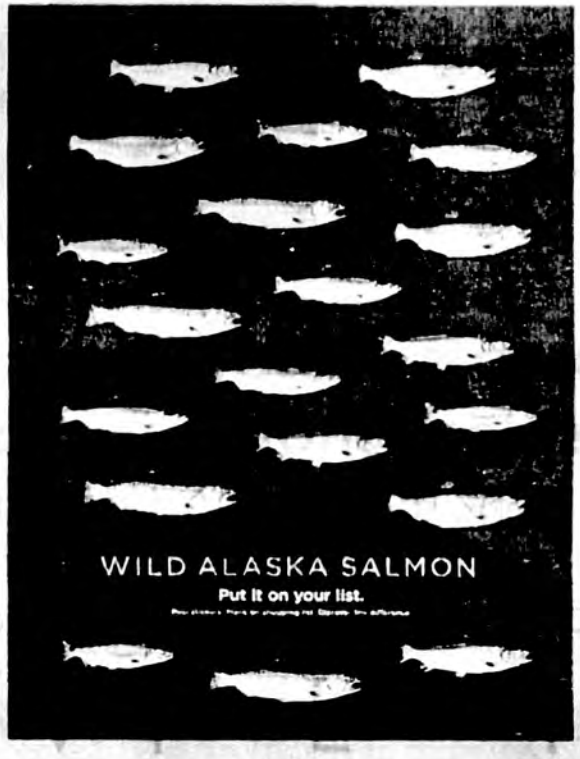
New element the last two years and moving into FY 08:

national consumer advertising supports sales at the retail and restaurant level



Print advertising reaches target consumers in the U.S.

- Magazine ads in Cooking Light, Sunset, Bon Appetit, Southern Living, Alaska Airlines Magazine



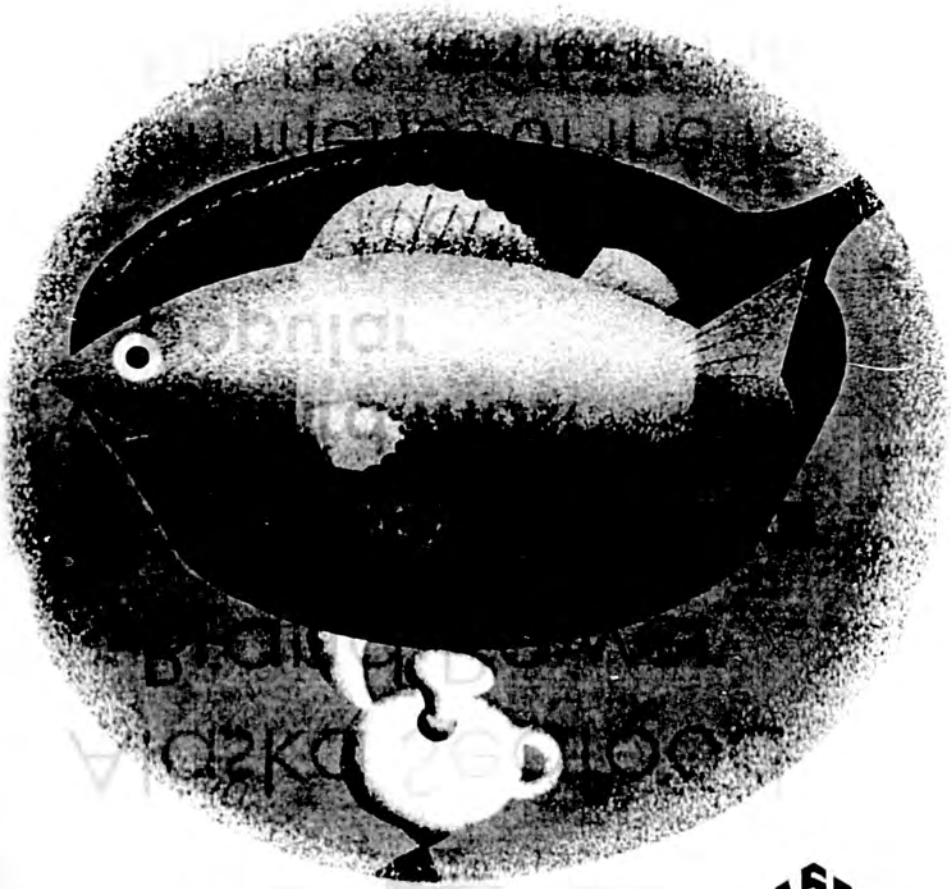
Television Ads - Food Network

Reach five times more target consumers (especially women 35 – 54 years old, household income $75K+)

February and March 2007

Gross Impressions Total Households = 193,785,000

Gross Impressions Total Target Women = 60,735,000



Wild Alaska Seafood commands brand equity:

-- In the U.S. 77% of restaurant diners have a positive impression of the Alaska Seafood brand

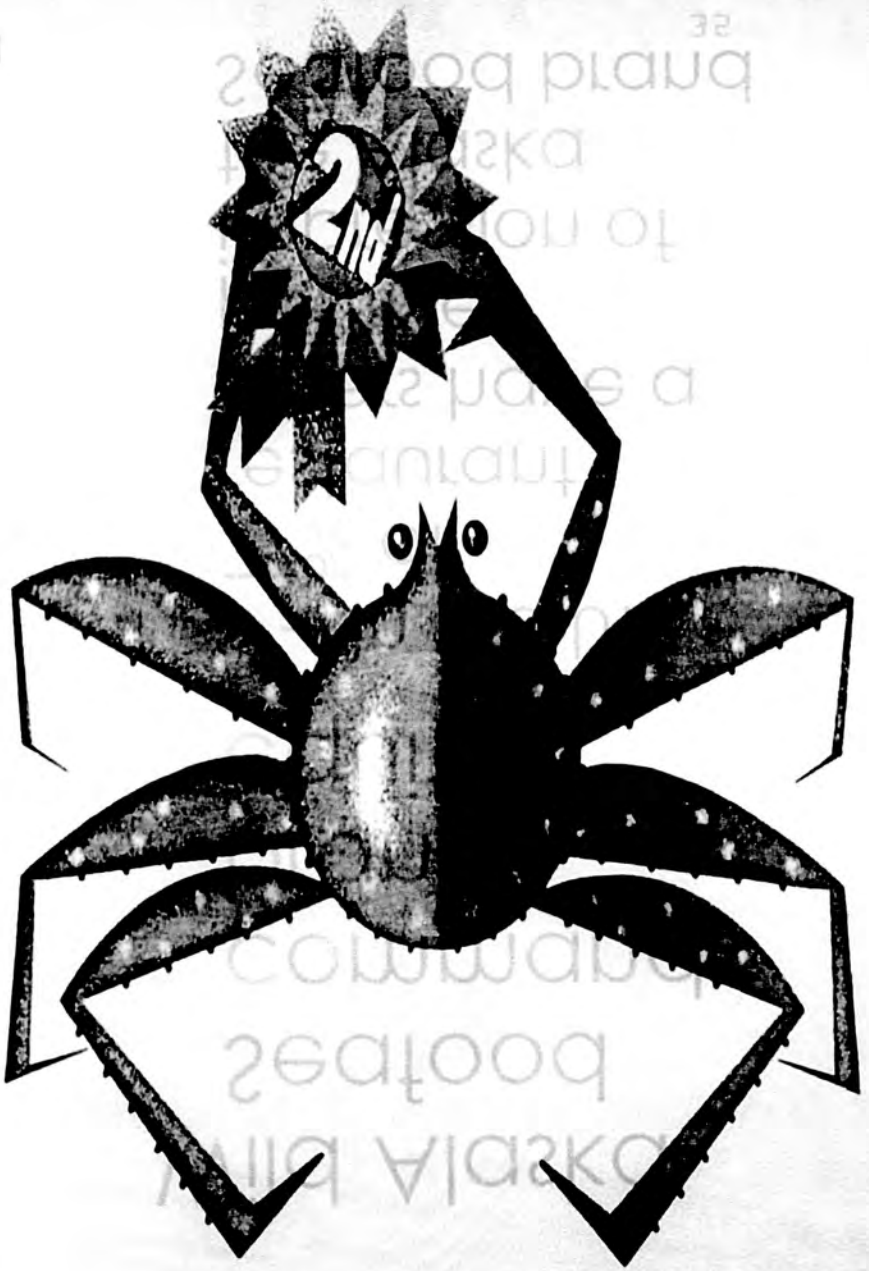
ALASKA SEAFOOD

Alaska Seafood Brand Power

second most popular

and **third most popular**

among food brands on menus of the top 500 U.S. restaurant chains over the last few years



Promotions with Retail Grocers and Restaurant Chains Boost Sales, Build Brand Awareness

P.F. Chang's new Taneko Japanese Tavern put **Alaska Black Cod** and **Alaska Silver Salmon** on the signature menu, and includes **Alaska King Crab** among its special offerings.

Alaska Seafood is also popular at quick service restaurants: Burger King, McDonalds and Long John Silver's use **Alaska Pollock** for fish sandwiches, and **Alaska Cod** and **Alaska Surimi Seafood** also make the menu.

. . . Raising the Value of the Resource

- Through consumer advertising and branded campaigns, more people than ever before are being exposed to the brand and to key messages.
- Keeping the messages in front of the consumer requires sustained financial commitment

Brand Attributes

- "Alaska" signifies wild, natural, unparalleled flavor, superior quality, sustainability, versatility, ease of preparation, and healthfulness.

Wild Alaska Seafood

Cook it Frozen!™

Just Minutes Until Mealtime.™

SILVESTRE, ABUNDANTE, SALUDABLE

WILD, SUSTAINABLE, HEALTHY

Esta noche, dale a tu familia

Salmón Silvestre Enlatado de Alaska

FY 08 Budget Request

FR (USDA Market Access Program)	$6.2
GF (State contribution	1.0
StatDesigPR (AFMB, other fed)	4.0
RSS (Industry contribution)	9.0
TOTAL	**20.2 M**

ASMI needs adequate expenditure authorization to cover funds received late in the fiscal year (tax revenue and federal allocations)

Alaska Seafood Marketing Institute

311 N. Franklin St., Ste. 200

Juneau, Alaska

907-465-5560

www.alaskaseafood.org

Fisheries ~ Common Acronyms

Updated: 1/31/07

ABWE – Alaska Bureau of Wildlife Enforcement (DPS)
AC – Advisory Committee
ACA – Alaska Conservation Alliance
ACMP – Alaska Coastal Management Plan
ADF&G – Alaska Department of Fish and Game
ADI – Alaska Division of Investments
AFA – American Fisheries Act
AFMB – Alaska Fisheries Marketing Board
AFS – American Fisheries Society
AIDEA – Alaska Industrial Development and Export Authority
AMEF – Alaska Marine Ecosystem Forum
AQS – Alaska Quality Seafoods
ASGA – Alaska Shellfish Growers Association
ASMI – Alaska Seafood Marketing Institute
ASMP – Alaska Salmon Marketing Program

BEG – Biological Escapement Goal
BLM – Bureau of Land Management (U.S.)
BOF – Board of Fisheries
BSAI – Bering Sea/Aleutian Islands
BSFA – Bering Sea Fishermen's Association

CDQ – Community Development Quota
CE – Categorical Exclusion
CEY – Constant Exploitation Yield
CF – Commercial Fisheries
CFAB – Commercial Fishing and Agricultural Bank
CFEC – Commercial Fisheries Entry Commission
CFR – Code of Federal Regulations
CFRLF – Commercial Fishing Revolving Loan Fund
CIAA – Cook Inlet Aquaculture Association
CIAP – Coastal Impact Assistance Program
CPUE – Catch per Unit Effort
CRAA – Chignik Regional Aquaculture Association
CWA – Clean Water Act
CWT – Coded Wire Tag

DCCED – Department of Commerce, Community & Economic Development (AK)
DFO – Canada Department of Fisheries and Oceans
DIPAC – Douglas Island Pink and Chum, Inc.
DNR – Department of Natural Resources
DPS – Department of Public Safety

EEZ – Exclusive Economic Zone
EFH – Essential Fish Habitat
EIS – Environmental Impact Statement
EO – Emergency Order
EPA – Environmental Protection Agency
ESA – Endangered Species Act
EVOS – Exxon Valdez Oil Spill

FDA – Food and Drug Administration (U.S.)
FEDP – Fisheries Economic Development Program
FERLF – Fisheries Enhancement Revolving Loan Fund
FITC – Fishery Industrial Technology Center (UAF-Kodiak)
FMP – Fisheries Management Plan
FRED – Fisheries Rehabilitation, Enhancement and Development Division
F/V – Fishing Vessel
FWP – Fish and Wildlife Protection (now ABWE)
FWS – Fish and Wildlife Service (U.S.)

GHL – Guideline Harvest Level
GOA – Gulf of Alaska

HACCP – Hazard Analysis Critical Control Point
HAPC – Habitats Areas of Particular Concern
HPUE – Harvest Per Unit Effort
H&R – Habitat and Restoration Division

IBQ – Individual Bycatch Quota
IFQ – Individual Fishing Quota
IMS – Institute of Marine Science (UAF)
IPHC – International Pacific Halibut Commission
IRFA – Initial Regulatory Flexibility Analysis

KRAA – Kodiak Regional Aquaculture Association

LAMP – Local Area Management Plan

MAP – Marine Advisory Program (UAF)
MMPA – Marine Mammal Protection Act
MSA – Magnuson-Stevens Act
MSY – Maximum Sustained Yield
M/V – Motor Vessel

NEPA – National Environmental Policy Act
NMFS – National Marine Fisheries Service
NOAA – National Oceanic and Atmospheric Administration
NPAFC – North Pacific Anadromous Fish Commission
NPFMC – North Pacific Fisheries Management Council
NSRAA – Northern Southeast Regional Aquaculture Association

OCS – Outer Continental Shelf
OEG – Optimum Escapement Goal
OLE – Office of Law Enforcement (NOAA)
OSIAR – Oil Spill Impact Assessment and Restoration Division
OSY – Optimum Sustained Yield

PICES – North Pacific Marine Science Organization
PNCIAC – Pacific Northwest Crab Industry Advisory Committee
PSC – Pacific Salmon Fisheries
PSMFC – Pacific States Marine Fisheries Commission
PSP – Paralytic Shellfish Poisoning
P/V – Patrol Vessel
PWSAC – Prince William Sound Aquaculture Corporation

RDIF – Rural Development Initiative Fund
RIR – Regulatory Impact Review
RSDA – Regional Seafood Development Association
RSW – Refrigerated Sea Water

SAVQUP – Salmon Vessel Quality Upgrade Program
SBED – Small Business Economic Development
SF – Sport Fish
SFOS – School of Fisheries and Ocean Sciences (UAF)
SFR – Sport Fish Restoration
SOC – Stock of Concern
SSFP – Sustainable Salmon Fisheries Policy
SSL – Stellar Sea Lions
SSSF – Southeast Sustainable Salmon Fund

TAA – Trade Adjustment Assistance
TAC – Total Allowable Catch
TFAP – Targeted Fisheries Assistance Program

UFA – United Fishermen of Alaska
USACE – United States Army Corps of Engineers
USCG – United State Coast Guard
USDA – United State Department of Agriculture

VMS – Vessel Monitoring System

WQS – Water Quality Standards

Alaska Quality Seafood®

Center for Alaska Seafood Quality Assurance

CERTIFIED ™
ALASKA QUALITY SEAFOOD

Making the World's Best Salmon
Even Better

Independent

Private

Non-profit

Based in Anchorage, Alaska

Seafood Industry Services

Mid-sized / Small Producers and

Direct Marketers

Services

- AQS Quality System for Wild Alaska Salmon
- Marine Stewardship Council (MSC) Audit
- Seafood Inspections

Services

- AQS Quality System for Wild Alaska Salmon
- Marine Stewardship Council (MSC) Audit
- Seafood Inspections

AQS Quality System for Wild Alaska Salmon

- Standardized handling procedures for
  - Harvesters
  - Tender operators
  - Buying stations
  - Processors

- To produce the maximum possible consistent quality fresh or frozen fish

AQS Quality System for Wild Alaska Salmon

- Process
  1) Pre-Season Assessment
  2) Training
  3) Inspections
  4) Audit
  5) Certification

Services

- AQS Quality System for Wild Alaska Salmon
- Marine Stewardship Council (MSC) Audit
- Seafood Inspections

Marine Stewardship Council (MSC) Chain of Custody Audit

in partnership with
Certification Body SCS

- Created in response to global over-fishing
  - Developed environmental standards for sustainable and well managed fisheries worldwide
- Salmon, Halibut, Black Cod and Pollock
- Certified product identified with MSC Eco-label
  - Sought after by consumers in Europe and increasingly in the "lower 48"

The MSC is an independent,
global, non-profit organization

Services

- AQS Quality System for Wild Alaska Salmon
- Marine Stewardship Council (MSC) Audit
- Seafood Inspections

Seafood Inspections

- At request of seafood buyers
- On-site inspection
- While product is being processed in Alaska

AQS Marketing

- Direct Marketing
  - Phone, mail, and online
  - Trade publications
- Trade Show Exhibits Showcasing Wild Alaska Seafood and AQS Services

BioFach 2007 in Nürnberg, GER (Feb 15-18)

International Boston Seafood Show (March 11-13)

AQS is actively marketing the program to seafood buyers nationally and internationally.

Alaska Quality Seafood

Contact us: 907.565.5655

Visit us: www.alaskaqualityseafood.com

• Home

Kenai Wild Alaska Salmon

Our Quality Program

Savory Salmon

Commercial Salmon History

Membership Forms

FAQs

Contact Us

Links

Kenai Wild® Alaskan Salmon

"Quality Certified, all Natural Wild Harvest"

Photo © Greg Daniels

Alaska Wild Salmon

From the crystal blue glacier-fed waters of Alaska's bountiful Cook Inlet comes Kenai Wild ® - All Natural Wild Harvest Alaska Salmon. Kenai Wild® is hand-selected by US commercial fishing families who have banded together in the cooperative spirit that makes this Alaskan community strong

The result of our mutual efforts is the Kenai Wild® brand, a highly nutritious, wild Alaska salmon that is nature's perfect protein source. Include Kenai Wild® sockeye salmon weekly in support of your healthy active life-style!

Wild vs. Farm Raised Salmon

Our salmon are wild--not pen raised--all natural, sockeye salmon. Each salmon in our program is hand selected by Alaska commercial fishing families who have joined together to bring you a "taste of Alaska". The unique rich flavor of wild Alaska salmon will satisfy the most discerning gourmet.

All Kenai Wild Salmon have been handled with the utmost care. Each step of their handling has been certified according to the Alaska Quality Seafood Program (AQS) harvesting procedures and practices by an independent quality control specialist. You are always assured top quality wild Alaska Salmon!

This impeccable attention to detail "locks in" the nutritional benefits that discriminating consumers demand. All our Kenai Wild Salmon is immediately chilled on board the fishing vessels in Cook Inlet and checked and re-checked for quality based upon the stringent requirements of AQS . Kenai Wild Salmon is full of the essential fatty acids Omega 6 and Omega 3.

Kenai Wild Sockeye Salmon, with its spectacular red meat color and superior taste will enhance the most special occasion. The color in these photos is not color enhanced, it's the All Natural, Wild Harvest true color that salmon is prized for.

Treat your customers, yourself and your family to this unique taste of Alaska and try Kenai Wild!

4 processors
Reds expand to
Coho
Ice Machine shortcake
Totes

© 2004-06 | Cook Inlet Salmon Brand, Inc. | info@kenaiwild.org | 907-335-WILD (9453)
14896 Kenai Spur Hwy, Suite 206, Kenai, AK 99611 (Economic Development District Building)
Web Design and Hosting by Alaska Digital Services

• Home

Kenai Wild Alaska Salmon

Our Quality Program

Savory Salmon

Commercial Salmon History

Membership Forms

FAQs

Contact Us

Links

Kenai Wild Alaska Salmon

"Quality Certified, all Natural Wild Harvest"

Our Quality Program
Quality Assured Alaska Salmon!

Take the guess work out of ordering wild salmon! Kenai Wild brand is proud to state that we follow the nationally recognized handling guidelines and grading protocol of the Alaska Quality Seafood® Program (AQS).

Developed and administered by the Alaska Manufacturers' Association (AKMA), this voluntary program has attracted the state's most quality-conscious fishermen and processors as its participants. The program is comprehensive, involving all stages of harvesting and processing. Our adherence to the strictest seafood guidelines in the nation ensures that you will receive top quality, consistently graded salmon every time you purchase our certified product.

Every producer of Kenai Wild brand has signed an agreement with Cook Inlet Salmon Brand, Inc. and AQS stating that their production will comply with all Kenai Wild/AQS standards. For more information about the AQS Program we encourage you to visit their website, where you can learn more about their entire quality assurance program and familiarize yourself with the Premium, Choice and Select grading standards.

© 2004-06 | Cook Inlet Salmon Brand, Inc. | info@kenaiwild.org | 907-335-WILD (9453)
14896 Kenai Spur Hwy, Suite 206, Kenai, AK 99611 (Economic Development District Building)
Web Design and Hosting by Alaska Data Services

ALEUTIA

Pure. Wild. Alaskan.

Home to active volcanoes, legendary winds, and thousands upon thousands of miles of unspoiled wilderness, the Aleutia fishery is located in one of Alaska's most mysterious and dramatic regions.

Few will ever visit this place. But you can capture its flavor as Aleut fishing families from the remote coastal villages of Sand Point, King Cove, Nelson Lagoon and False Pass share with you their most treasured resource—Aleutia sockeye salmon.

ALEUTIA

ALEUTIA, PO BOX 408, SAND POINT, ALASKA 99661 907-383-5909

3380 C STREET, STE. 205, ANCHORAGE, ALASKA 99503. 907-274-7579

Powered by TelAlaska

40 members. all ? gear groups

Non profit ~ 10% of local fleet High end Niche marketing

Rigorous quality Standards.

Peter Pan + Trident both process w/3rd party

quality Inspectors in community. ↑ local employment.

LQE

January 30, 2007

Overview
Driftnet Home
Frequently Asked Questions
Board of Directors (Interim)
Bylaws
Statutes
Regulations
Calendar Events
Send Us Feedback
Links
Stakeholder Comments
Contact Us

FAQ's

What is a RSDA? What can they do?

Regional Seafood Development Associations (RSDA's) are authorized under a state law passed in 2004 that allows for the establishment of one RSDA in each of Alaska's twelve ADF&G management areas. Bristol Bay is one of those areas.

RSDA's are managed by permit holders and may undertake programs such as; marketing, new product development, infrastructure (ice facilities docks, boat lifts, etc), market research and related non-profit activities for seafood harvested in a given management area.

Does Bristol Bay have a RSDA?

Yes. The State of Alaska approved an RSDA for the area in June 2005. Earlier that year, a group of drift net fishers submitted the required application to the State of Alaska proposing to form an RSDA for the Bay area.

In May 2006, driftnet permit holders decisively voted to approve taxing themselves 1% of their harvest to support their portion of the BB-RSDA. At this point, the BB-RSDA is roughly 80% complete.

Setnetters are now being asked to support the same 1% tax, creating an Association representing the entire regional salmon fleet. Like the drifters have done, setnet permit owners must now vote to approve contributing 1% of their harvest value to their BB-RSDA (less than 4 cents per fish). To realize its full potential, the Association needs support and funding from setnetters.

The setnet assessment election is scheduled for November 2006. Each setnet permit holder will receive ballots and voting instructions in September 2006. Voting closes November 1, 2006. If approved, the 1% assessment will be deducted off fish tickets during the 2007 season.

How is a RSDA funded?

There are two main sources of funds for a RSDA.

1) Self Assessment: Each Bristol Bay gear group must elect to assess itself to support the RSDA. The assessment is levied at the first point of sale - normally when a fisherman delivers. To approve the assessment, at least 30% of the permit holders in each gear class must vote and more than half of those voting must approve the assessment. In May 2006 Bristol Bay driftnet fishermen approved a 1% assessment on their harvest to support the BB-RSDA.

2) Grants: As a non-profit, the RSDA is eligible to receive state and federal grants. A broad-based and harvester-supported organization like the BB-RSDA will be a strong contender for such grants.

How much will it cost?

The assessment is 1% of a permit holders ex-vessel price. This is the same rate salmon harvesters paid ASMI until 2005. But under the BBRSDA, permit holders will now have control over how their money is spent and will be able to use the assessment for more than just marketing. To maintain parity, state law requires that other gear groups joining the RSDA must opt to support the RSDA at the same 1% rate.

In 2004, the average Bristol Bay drift net fisher caught 70,500 lbs for a gross stock of $34,300. A 1% assessment for the average driftnet fisher, therefore, would have been $343 for that season. In 2004, the average set net fisher harvested 24,300lbs worth $11,800 and would have contributed $118.

What do I get for my assessment?

The BB-RSDA will focus more money on improving the value of Bristol Bay sockeye than previous salmon marketing assessments. Furthermore, the RSDA will be directed by elected Bristol Bay permit holders - thereby assuring stakeholder accountability and control of the organization.

Bristol Bay is the most valuable salmon fishery in Alaska and it is 98% sockeye by value. In 2004, a 1% assessment on Bristol Bay salmon generated over $750,000 for ASMI. The ASMI marketing tax on Bristol Bay salmon was pooled with other regions and used to promote all seafood statewide; programs often emphasizing species other than sockeye. Under a BB-RSDA virtually all of the assessment will be targeted on improving values for just one product, Bristol Bay sockeye.

Why should I consider supporting the RSDA?

Depending on decisions of the elected board, the RSDA can put the assessment money to work on meeting a variety needs for the Bay such as infrastructure improvements, quality enhancement, market research, promotions and more. In addition, the RSDA may choose to apply for state or federal grants - thereby multiplying the impact of the assessment.

Improving the value of Bristol Bay salmon is the core purpose of the BBRSDA. No other broad-based group is speaking up for Bristol Bay salmon or is working to improve the value of its salmon. On average, Bristol Bay produces over 50% of Alaska's sockeye. But ex-vessel values in the Bay are routinely well below other areas. With this kind of volume, Bristol Bay harvesters are poised to benefit greatly if fish values can even rise to levels in other regions.

Don't I already pay a tax for ASMI?

No. The 1% Salmon Marketing Tax for ASMI was eliminated after the 2004 season.

How is the assessment election conducted?

The State of Alaska sets the voting procedures and oversees the assessment election. In the Spring of 2005, several drift permit holders organized themselves, received a grant from BBEDC, applied to form a RSDA and to hold an assessment election. In June 2005, the State of Alaska approved the Bristol Bay RSDA. Drift net fishers voted to approve their assessment in May 2006.

About 40 days before the election, a ballot, voting procedures and a self addressed envelope will be mailed to setnet permit holders. A second, reminder ballot, will be sent 2-3 weeks before the election. Ballots must be postmarked by March 1, or earlier. Ballots are sent to the State of Alaska where they will be tallied and the election certified. Final results of the assessment election will be public by March 15th, 2006.

What gear groups belong to the RSDA?

So far only the driftnet fleet has voted to fund the BB-RSDA. They are currently the

only full members of the Association. Each gear group must decide for themselves if they wish to be a part of the RSDA and assess themselves to support it. Drift net permit holders got the ball rolling for the Bristol Bay area by submitting the application to the state and approving a 1% tax on their harvest.

But other gear groups are encouraged to join, help guide the association and to benefit from its activities. Each fishery's relative tax contribution to the RSDA will determine its representation on the RSDA board. Setnet permit holders must vote on the assessment by November 1, 2006.

Who controls a RSDA?

Gear groups paying the assessment are members of the RSDA, will have seats on the board and can use its tax revenues to support non-profit fishery development programs such as marketing, quality improvement, promotions, product development, etc.

After the assessment election, permit holders will elect a new board of permit holders to manage the RSDA. The elected board will consist of representatives from each gear group paying an assessment. Board seats will be proportionate to the total assessment paid. If all gear groups vote to approve an assessment, the board will have 11 members; 7 drift, 2 set, 1 other fishery and 1 non-permit holder having a significant economic interest in the fishery. The bylaws require that the board representation is proportionate to the revenues from each permit group.

BB-RSDA bylaws also require independent annual financial audits and full disclosure of all activities. If permit holders feel the RSDA is not working, they can vote to rescind the assessment applying the same state oversight and process used to create it.

Do other Alaska fishing areas have an RSDA?

Yes. In May, 2005 fishers in the Copper River/PWS area formed a RSDA. Drift gillnet permit holders there recently voted 250 to 68 in favor of assessing themselves to fund it. That assessment is expected to generate about $200,000 to promote products from the Copper River/PWS area. See their website at http://www.areaemktg.org/

What is the current status of the BB-RSDA?

Established in June 2005, the BB-RSDA took a big step forward in May 2006. At that time driftnet permit owners decisively approved a 1% tax on their harvest to support the Association's purposes.

It all began in May 2005, when a group of Bristol Bay fishermen submitted by-laws to establish an RSDA for Bristol Bay. The State of Alaska approved those by-laws that June, thereby creating the Association. At that point, however, the Association had no funding. That changed with the May vote when the drift fleet voted to support their share of funding for the BB-RSDA.

Setnetters are now being asked to support the same 1% tax, creating an Association representing the entire regional salmon fleet.

Who is currently running the BB-RSDA?

Two interim boards; one of driftnet permit holders and another of setnet permit owners. The only responsibility of either board is to conduct the assessment election and, if that is successful, to also conduct an election of tax-paying permit holders to the Board of Directors.

The interim boards do not set policy, programs or strategies for the BB-RSDA. That is the responsibility of an elected board. Board elections for both setnetters and driftnet permit holders are scheduled for early Spring 2007. Tax funds from the 2006 season will not be available to the BB-RSDA until late 2007. The newly elected Board will develop programs and budgets prior to tax funds being available.

Who are the Interim Board Members?

Please refer to the tab on this website; "Interim Board of Directors".

How may I learn more?

- Participate in local meetings where the RSDA will be discussed. These meetings will be publicized on the BB-RSDA's website.
- Read materials about the RSDA mailed to each permit holder.
- Look through other pages on this website to review the bylaws, ask questions and learn more about the potential of an RSDA for Bristol Bay.
- Contact a member of the interim boards (setnet and drift).

Gary Chythlook

Driftnet Section Setnet Section

Bristol Bay salmon account for roughly 1/3 of the total value of all Alaska salmon. It is the single most valuable salmon fishery in Alaska. But ex-vessel value for Bay sockeye is lower than sockeye harvested in most other Alaska regions - and the price gap is growing wider. Until recently, no broad-based organization existed to promote Bristol Bay seafood, to work on improving quality or address infrastructure needs - all of which will help improve ex-vessel prices.

Bristol Bay permit holders are now changing this. Recently passed state law authorizes the establishment of Regional Seafood Development Associations (RDSA's). Under this new law, an RSDA may market and promote the region's seafood, seek improvements to the area's infrastructure, work to raise quality. An RSDA may also conduct market research, education and product development.

RSDA's are organized and managed by permit holders. In June 2005, a group of Bristol Bay fishermen filed an application to establish a RSDA for the Bristol Bay region. The state of Alaska approved that application and an official RSDA now exists for the Bay.

To fund the RSDA, permit holders must vote to approve an assessment on their harvests. Thirty percent of the permit holders in each gear group must vote and a majority of those voting must approve the assessment. Each Bay-area gear group votes separately on self-assessment. Assessment revenues are collected by the State of Alaska and then appropriated to the RSDA.

On May 19, 2006 Bay driftnet permit holders approved a 1% assessment on their harvest. That tax will be deducted from drifter's fish tickets starting in 2006. Tax revenues from the drift fleet will start flowing to the BB-RSDA in late 2007.

Setnet permit holders will vote to assess themselves on November 1, 2006. Including a setnet assessment, a minimum of $850,000 - $1,000,000 will be available to the RSDA to help improve values of Bristol Bay seafood. That amount will make a difference - it is roughly ASMI's annual promotional budget for all of Alaska's sockeye.

A board elected by assessed permit holders will control the BB-RSDA. In the Spring of 2007, driftnet and setnet permit holders elect representatives to sit on the BBEDC board. This elected board determines policies, priorities and specific programs. Seats on the elected board will reflect the proportionate assessments paid by each gear group. Currently two interim boards (a driftnet board and a setnet board of permit holders) are volunteering to help with the initial organization of the BB-RSDA. These interim boards are not setting policy or strategy for the BB-RSDA - they only conduct the assessment and the board elections.

Fishermen control over the RSDA is further strengthened by an "un-do" provision in Alaska RSDA law for terminating the RSDA assessment. Alaska statutes (Sec 43.76.375) creating the RSDA also include a provision allowing permit holders to end the 1% assessment. A petition signed by 10% of the permit holders triggers a mandatory election to determine whether the assessment should terminate.

The BB-RSDA will expand the role of fishermen in the conduct of their fishery. Doing so can result in higher fish values by improving quality, infrastructure and/or market demand.

Approving the assessment is the best way to change the status quo by promoting our products, expanding our markets and raising the value of our sockeye. The BB-RSDA is a solid investment in the future of our fishery.

Copyright 2006

Gary Chythlook

January 30, 2007

Overview
Frequently Asked Questions
Board of Directors (Interim)
Bylaws
Statutes
Regulations
Calendar Events
Send Us Feedback
Links
Stakeholder Comments
Contact Us

NEW

The following information was mailed to all S03T permit holders on December 21, 2006

Bristol Bay
Regional Seafood Development Association

CALL FOR NOMINATIONS and NOTICE OF ELECTION For BOARD OF DIRECTORS

Nomination Postmark Deadline: February 1, 2007
Voting Postmark Deadline - April 7, 2007

The Bristol Bay Regional Seafood Development Association is conducting a vote among Bristol Bay salmon drift gillnet permit holders to fill 7 seats on its Board of Directors. The elected Board will oversee all aspects of the BB-RSDA including developing an initial plan of operations and hiring an Executive Director. This election will be conducted under the terms of the Association's bylaws.

BOARD SEATS: The seven Board seats reserved for driftnet (S03T) permit holders are allocated according to residency as shown in the table below. An eighth seat (K) is reserved for a non-permit holder paying dues with an active interest in the Bay fishery. This seat will be appointed by the elected Board at their option. Nominees must run for a specific seat.

Board seats have staggered three year terms. Accordingly, terms for this first election will be for varying terms as follows;

In State Resident
Seat A
3 year

Seat B
2 year

Seat C
1 year

Non-Alaska
Seat D
3 year

Seat E
2 year

Open
Seat F
1 year

Seat G
3 year

CALL FOR NOMINATIONS: With this notice, the Founding Board is soliciting nominations for election to the board. Qualified permit holders may nominate themselves or be nominated by fellow permit holders. Eligible nominees are S03T interim-use and limited entry permit holders as of December 15, 2006 as determined by CFEC.

Nominations must be endorsed by at least 10 other SO3T permit owners with the names of those supporters, their signatures (faxed signatures are OK) and their permit numbers. Nominees should also supply a maximum 250 word campaign and qualifications statement for the ballot. Nominees and their 250 word statements will appear on mailed ballots and the BB-RSDA website. Please refer to Article IV in the bylaws for additional requirements. Incomplete nominations cannot be accepted.

An additional campaign statement (not to exceed 1,000 words) and optional photo may be submitted to info@bbrsda.com for posting on the BB-RSDA website.

All nominations and supporting materials must be postmarked by February 1, 2007. If a seat receives no nominations, the Board will nominate a qualified permit holder for that seat.

Return complete nomination materials (ten endorsements, seat being sought and a 250 word campaign statement) to:
Bristol Bay RSDA
Box 208 - 1120 Huffman Rd
Suite 24
Anchorage, Alaska 99515

VOTING PROCEDURES: By early March 2007, ballots and candidate statements will be mailed to each eligible permit holder as determined by CFEC list of S03T interim-use and limited entry permits as of December 15, 2006. All voting must be done by mail. The postmark deadline for returning the ballots is April 7, 2007. An independent accounting firm will receive and count the ballots. Final election results will be available by April 30, 2007. Election results will be posted on the BB-RSDA website; www.bbrsda.com

This Notice is based on BB-RSDA bylaws. Please refer to the full bylaws for additional specific requirements of the nomination process. The bylaws are attached and also available online at www.bbrsda.com

CALL FOR NOMINATIONS and NOTICE OF ELECTION

Quality Initiatives Under the Alaska Fisheries Revitalization Strategy –

Salmon Vessel Quality Upgrade Program

Glenn Haight
Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464
glenn_haight@commerce.state.ak.us

Alaska Fisheries Revitalization Strategy

Multi-year, multi-program strategy to increase innovation and productivity in the failing Alaska salmon industry.

- $35 million from US Dept. of Commerce 2003 federal appropriation
- $15 million from Pacific Coastal Salmon Treaty Recovery Fund – Southeast Sustainable Salmon Fund

Alaska salmon industry fell from a $500 million fishery to fishermen in the early 90's to $160 million by 2002.

- Values in 2005 show a 100% increase over 2002 at $334 million.

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

Alaska Fisheries Revitalization Strategy

Programs and Budget

Program	Southeast Funds	Disaster Funds	Total
Aid to Individuals	$ -	$ 4,443,741	$ 4,443,741
Aid to Communities	$ -	$ 7,000,000	$ 7,000,000
Fisheries Economic Development Program	$ 6,692,588	$ 11,410,718	$ 18,103,306
Marketing			
Generic Marketing	$ 2,000,000	$ 2,438,259	$ 4,438,259
Alaska Salmon Marketing Grant Program	$ 4,217,996	$ 4,040,490	$ 8,258,486
Other Marketing Efforts	$ 270,000	$ 283,547	$ 553,547
Targeted Fisheries Assistance Program	$ 1,539,416	$ 2,043,667	$ 3,595,107
Research & Development	$ 5,000	$ 887,886	$ 892,886
Rural Development Initiative Fund	$ -	$ 1,500,000	$ 1,500,000
Small Business Technical Assistance Mar. Advisory	$ 200,000	$ 420,000	$ 620,000
Fisheries Business Plan	$ 75,000	$ 436,053	$ 511,053
Total encumbered	$ 15,000,000	$ 34,904,371	$ 49,904,371
Total remaining	$ -	$ 95,629	$ 95,629

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

Alaska Fisheries Revitalization Strategy

Quality Related Programs

- Fisheries Economic Development Program – funded roughly $4.8 million of $18 million in quality related projects
  - Freezing/chilling, totes, ice machines, slush bags

- Targeted Fisheries Assistance Program – all four projects
  - Cook Inlet Icing Project - $713,533
  - Western Alaska Set Net/Fish Wheel Improvement Program - $249,221
  - Southeast Shelf-Life Extension Program - $208,725
  - Salmon Vessel Quality Upgrade Program – $2,331,132

- 2006 ASMI Quality Survey - $30,000

$8.4 million of $29 million in grants went to quality improvements

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

Salmon Vessel Quality Upgrade Program

Purpose

- Vessel and tender upgrades that improved salmon quality
- Increase economic activity in salmon dependent communities
- Examples: refrigerated sea water (RSW) installation, gensets, hold upgrades, hold insulation, freezers, slush bags, bleed equipment, hatch upgrades, deck upgrades

up to 25,000 50/50 match reimbursement

Criteria

- Vessels and permit owners that harvest salmon
- Recent and consistent history of salmon harvests
- Demonstrates significant impact on salmon dependent communities

1st come 1st serve

Program Attributes

- Accountable – all costs verified prior to reimbursement
- Real match – 50% reimbursement on verified 3rd party costs

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

Salmon Vessel Quality Upgrade Program

2005 SAVQUP –

- 250 applicants seeking $3,612,405
- 132 awards for $1,749,794
- Average award $13,256
- Statewide (non-Southeast): 67 awards - $1,014,923
- Southeast: 65 awards - $734,871

2006 Southeast SAVQUP – only Southeast money available

- 94 applicants seeking $1,343,398
- 30 awards to date for $447,171
- Average award $14,906

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

Salmon Vessel Quality Upgrade Program

Impacts

- A survey of 2005 SAVQUP recipients asked the total cost to complete the project.
- 53 out of 132 responses to date
- Respondents indicate spending $1,265,634 on the project in addition to $708,270 grant contribution.
  - Indicates grants were 36% of project, rather than program's 50% match.
- Indicates SAVQUP invested $1,749,794 in public funds for a total investment of $4,901,938.

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

Regional Seafood Development Associations

Overview of History, Regulations and Areas of Concern

Alaska Department of Commerce, Community & Economic Development
Office of Economic Development
Glenn Haight, Fisheries Development Specialist
907-465-5464, glenn_haight@commerce.state.ak.us

History

- Alaska Statute 44.33.065 was established into law following the 23rd Alaska Legislature's Second Session.

- The law was developed at the recommendation of the Alaska Legislative Salmon Task Force for the purpose of providing participants in the Alaska seafood industry with tax revenue to pursue regional economic development activities.

- Primary focus was towards regional marketing activities and salmon, although the law allowed for other purposes, including infrastructure, product development, etc. and other species.

- The Department of Commerce, Community & Economic Development (DCCED) was designated as lead agency for the purposes of:
  - encouraging and assisting regions in their efforts to establish associations,
  - determining the qualified regional seafood development associations (RSDA),
  - verifying elections, and
  - disbursing tax revenue.

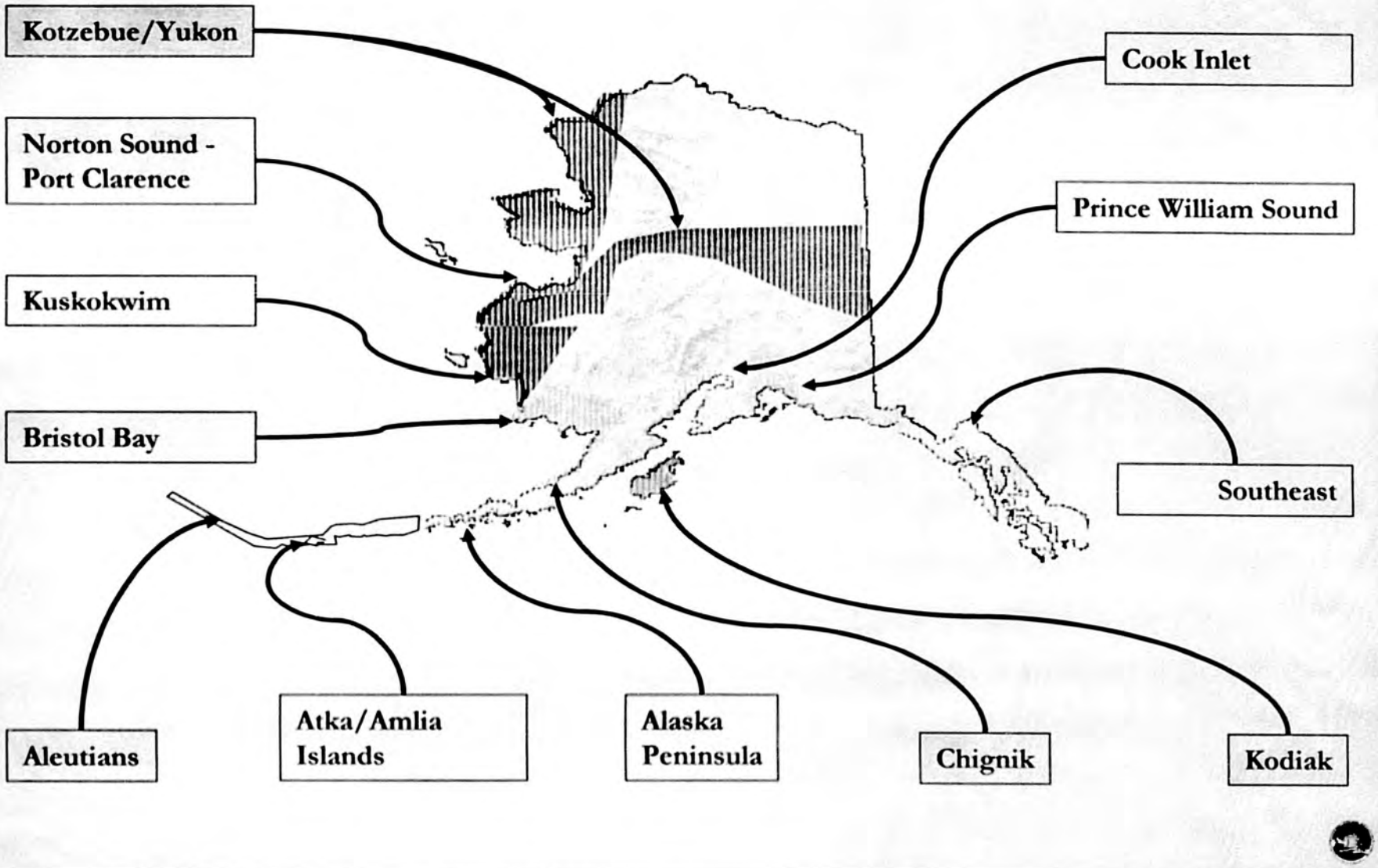
Steps to Forming an RSDA

1. Form an RSDA

2. RSDA conduct elections among permit holders

3. RSDA collects money from State and implements plan

Regional Seafood Development Association
Regions defined in law



Potential Values

2005 Tax Values by Region CFEC Permits

	2005 Ex-Vessel	0.5%	1%	1.5%	2%
Alaska Peninsula	$ 26,184,552	$ 130,923	$ 261,846	$ 392,768	$ 523,691
Aleutian Islands (includes Dutch Harbor)	$ 10,273,706	$ 51,369	$ 102,737	$ 154,106	$ 205,474
Bristol Bay (includes Bristol Bay crab fisheries and herring)	$ 170,352,694	$ 851,763	$ 1,703,527	$ 2,555,290	$ 3,407,054
Chignik	$ 7,311,751	$ 36,559	$ 73,118	$ 109,676	$ 146,235
Cook Inlet	$ 31,560,699	$ 157,803	$ 315,607	$ 473,410	$ 631,214
Kodiak	$ 31,478,969	$ 157,395	$ 314,790	$ 472,185	$ 629,579
Koztebue/Yukon (includes Upper & Lower Yukon and Cape Romanzof herring)	$ 2,667,104	$ 13,336	$ 26,671	$ 40,007	$ 53,342
Kuskokwim (includes Goodnews Bay herring, Cape Avinof herring, Nelson Island herring, Nunivak herring, Security Cove herring)	$ 1,599,617	$ 7,998	$ 15,996	$ 23,994	$ 31,992
Norton Sound	$ 1,792,496	$ 8,962	$ 17,925	$ 26,887	$ 35,850
Prince William Sound	$ 44,419,371	$ 222,097	$ 444,194	$ 666,291	$ 888,387
Southeast/Yakutat	$ 81,756,146	$ 408,781	$ 817,561	$ 1,226,342	$ 1,635,123
Undefined					
Westward	$ 641,489	$ 3,207	$ 6,415	$ 9,622	$ 12,830
Statewide	$ 473,566,686	$ 2,367,833	$ 4,735,667	$ 7,103,500	$ 9,471,334
Bering Sea	$ 40,635,341	$ 203,177	$ 406,353	$ 609,530	$ 812,707
"C" Permits	$ 2,107,083	$ 10,535	$ 21,071	$ 31,606	$ 42,142
	$ 926,347,704	$ 4,631,739	$ 9,263,477	$ 13,895,216	$ 18,526,954

2005 CFEC information. May be subject to updates as data is entered. Does not include some permits including those for CDQ groups.

Areas for future review

- Dealing with "Statewide" and other undefined regions like "Bering Sea" and "Westward"
  - Where its caught? Or where it's landed?
- Terminating non-performing RSDAs
- Handling the Kotzebue/Yukon connection

STATE OF ALASKA
DEPARTMENT OF COMMERCE COMMUNITY AND ECONOMIC DEVELOPMENT

OFFICE OF THE COMMISSIONER

Frank H. Murkowski, Governor

Edgar Blatchford
Commissioner
P.O. Box 110800
Juneau, Alaska 99811-0800
NEWS RELEASE

Jennifer Payne
Communications Specialist
907-269-4568
fax: 907-269-8125
www.commerce.state.ak.us

For Immediate Release: May 27, 2005

First Regional Seafood Development Association Formed

Salmon drift gillnet permit holders in Prince William Sound authorized a self-imposed 1 percent tax for marketing

On May 26th results of the first Regional Seafood Development Association (RSDA) Election were completed by Alaska Division of Investments staff and certified by Edgar Blatchford, the Commissioner of Commerce, Community and Economic Development. By a margin of 250 "yes" votes to 68 "no" votes, salmon drift gillnet permit holders in the Prince William Sound authorized a self-imposed one percent tax to provide funding for marketing efforts undertaken by the newly formed Copper River/Prince William Sound Marketing Association. This is the first RSDA to be formed in the state under legislation HB 419 that was signed into law by Governor Frank H. Murkowski on June 21, 2004.

Commissioner Blatchford said the election and subsequent results are encouraging. "I see this election as a boon for a cohesive marketing effort of Copper River salmon," said Blatchford. "Cooperative marketing efforts in Alaska have proven that if we work together to tell the world about our superior product, we all win."

The Copper River/Prince William Sound Marketing Association mailed 539 election ballots to eligible voters April 22 and April 27, 2005. Per the Notice of Election, only ballots postmarked by May 13, 2005 and received at the Alaska Division of Investments in Juneau, were accepted. According to law, the association needed returned ballots from 30 percent of eligible permit to certify the election. Nearly 59 percent of permit holders responded and the question passed with 73 percent of respondents approving the tax.

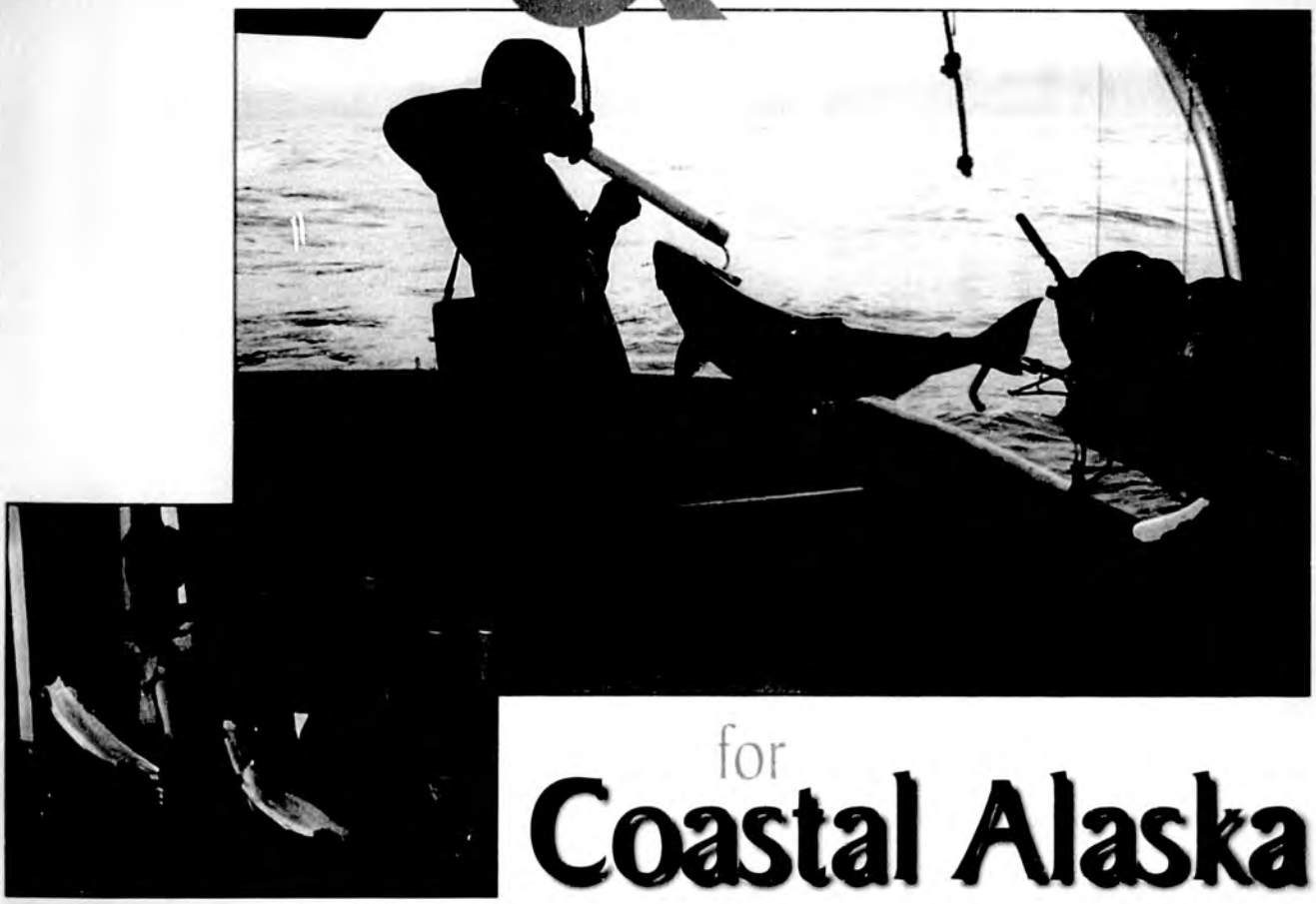
-more-

The tax is collected through the state and distributed to the RSDA. The first check should be in the Association's hands by fall of 2006. In recent history, the drift fleet generated about $20 million annually therefore, the RSDA should expect about $200,000 annually for its marketing efforts.

###

Alaska Fisheries Revitalization Strategy

Guiding Innovation & Productivity



for

Coastal Alaska

ALASKA FISHERIES REVITALIZATION STRATEGY

State of Alaska • August 2006

Message from the Governor

Dear Alaskans

As I entered the Governor's Office, the Alaska salmon industry continued to feel the weight of farmed salmon moving into longtime international and domestic salmon markets. Simultaneously, record pink salmon harvests coupled with flat demand for traditional canned salmon, exerted downward pressure on pink salmon prices.

In response, and using federal money, my Administration created the Alaska Fisheries Revitalization Strategy (Strategy). The Strategy stressed innovation and productivity by encouraging investment in contemporary processing equipment, supporting small salmon vessel upgrades for better quality and promoting new seafood products to higher value markets. The Strategy increased the amount of marketing for wild Alaska salmon while supporting investments in new value added equipment such as fillet, skinning and de-boning machines. The quality of our salmon is improved through investments in ice totes, ice machines, and quality related upgrades to Alaska's small boat salmon fleet.

Through our Department of Commerce, Community and Economic Development we have made great strides towards getting the U.S. Department of Agriculture (USDA) to purchase canned salmon for use in its food aid programs around the world. This is in addition to USDA's domestic programs for purchasing canned salmon for the nation's school lunch program.

As Governor, I believe it is important that the harvesters and processors of Alaska salmon make a commitment to improve the Alaska salmon industry. To encourage commitment, I required a financial match from all participants. This match expanded the scope of projects around Alaska and I would like to thank each harvester and processor who stepped up to the plate and invested more money than the match required.

The Alaska salmon industry is changing for the better. While prices are not back to their historic highs, the trend is positive and salmon prices overall were up again in 2005 as market demands for "wild Alaska salmon" increase every day.

Sincerely yours,

Frank H. Murkowski
Governor

Alaska Fisheries Revitalization Strategy Overview

In April 2003, the State of Alaska initiated the Alaska Fisheries Revitalization Strategy (Strategy) in response to the economic downturn of the Alaska salmon industry. The Strategy is a multi-tiered economic development program that used $50 million of federal funds to spur innovation and increase productivity within the depressed Alaska salmon industry. Fifteen million dollars was sourced from the Pacific Coastal Salmon Recovery Fund, a federal program dedicated to Alaska fishermen to mitigate harvest restrictions resulting from impacts sustained through the Pacific Salmon Treaty. Another $35 million in federal disaster aid was made available through the work of U.S. Senator Ted Stevens.

The Strategy's final projects will be completed in 2007. With this effort, the industry is witnessing improved prices and has a brighter outlook. The state will continue to monitor performance of the projects and changes within the industry, making adjustments where appropriate in future economic development programs.

Fisheries Revitalization Strategy Programs

ALASKA SEAFOOD DEVELOPMENT STRATEGY	
$650,000	A program dedicated to developing a twenty year fisheries and seafood strategic plan for the State of Alaska.
AID TO INDIVIDUALS	
$4.5 million	One-time direct payments to active salmon fishermen or crew who faced severe hardships due to the downturn in the salmon industry.
AID TO COMMUNITIES	
$7.0 million	One-time direct payments to local governments impacted by the downturn in the salmon industry.
ALASKA SALMON MARKETING GRANT PROGRAM	
$8.9 million	Salmon marketing matching grant program for industry promotion of sustainable, nutritious, wild Alaska salmon.
FISHERIES ECONOMIC DEVELOPMENT GRANT PROGRAM	
$18 million	Equipment and infrastructure matching grant program to businesses, municipalities, and non-profits for projects that increase productivity within the salmon industry.
TARGETED FISHERIES ASSISTANCE PROGRAM	
$3.1 million	A versatile grant program that targets funds towards identified weaknesses in the salmon industry.
RURAL DEVELOPMENT INITIATIVE FUND	
$1.5 million	Additional funds to capitalize the Rural Development Initiative Fund, a revolving loan fund that targets rural, small business development.
RESEARCH & DEVELOPMENT	
$800,000	Research and development projects to improve the viability of Alaska salmon and diversify opportunities for fishermen.
ALASKA FISHERIES BUSINESS ASSISTANCE PROJECT	
$600,000	Technical assistance to the industry through the University of Alaska-Fairbanks Sea Grant Marine Advisory Program.
GENERAL AND SPECIALTY EVENT MARKETING	
$4.95 million	Support for the Alaska Seafood Marketing Institute and other salmon marketing initiatives.

$855,291 (or 1.7%) of Strategy funds were used for program administration.

Alaska Seafood Development Strategy

An economic development operating strategy to maximize the value of the fishery resource for Alaskans.

An Alaska salmon troller makes way to the fishing grounds

There are a number of daunting fisheries and seafood challenges facing Alaskans over the next 20 years.

- Growth of Global Aquaculture: Increasing competitive pressure from a growing aquaculture industry will put pressure on Alaska's wild capture fisheries, jeopardizing harvesting jobs and increasing the export of processing activities to low cost manufacturing countries.

- Aquaculture in the U.S. Exclusive Economic Zone: Significant pressure exists in the U.S. federal government to permit aquaculture activities in the Exclusive Economic Zone off Alaska's shores. Alaska has long resisted aquaculture off its shores for fear of potential negative impact to its natural fisheries stocks. This issue will remain in the forefront over the next decade.

- Changing Fisheries Management Regimes: Recent years have seen significant management changes to Alaska's fisheries. These changes are having a profound impact on the social and economic landscape of coastal Alaska. How Alaska manages itself in this changing environment will be critical for the successful entry of future generations of Alaskans into the seafood industry.

- Competing Uses for Resource: Fisheries resource has many user groups: commercial, sportfish, subsistence, and personal use. How management bodies handle emotionally charged allocation issues will be important in the future.

These issues and more will require greater sophistication from the state as it works to maximize the value of the fishery resource. The Alaska Seafood Development Strategy will address how all state agencies, including the University of Alaska, may implement economic development tools to provide the most effective service to the seafood industry.

Direct Aid to Impacted Individuals

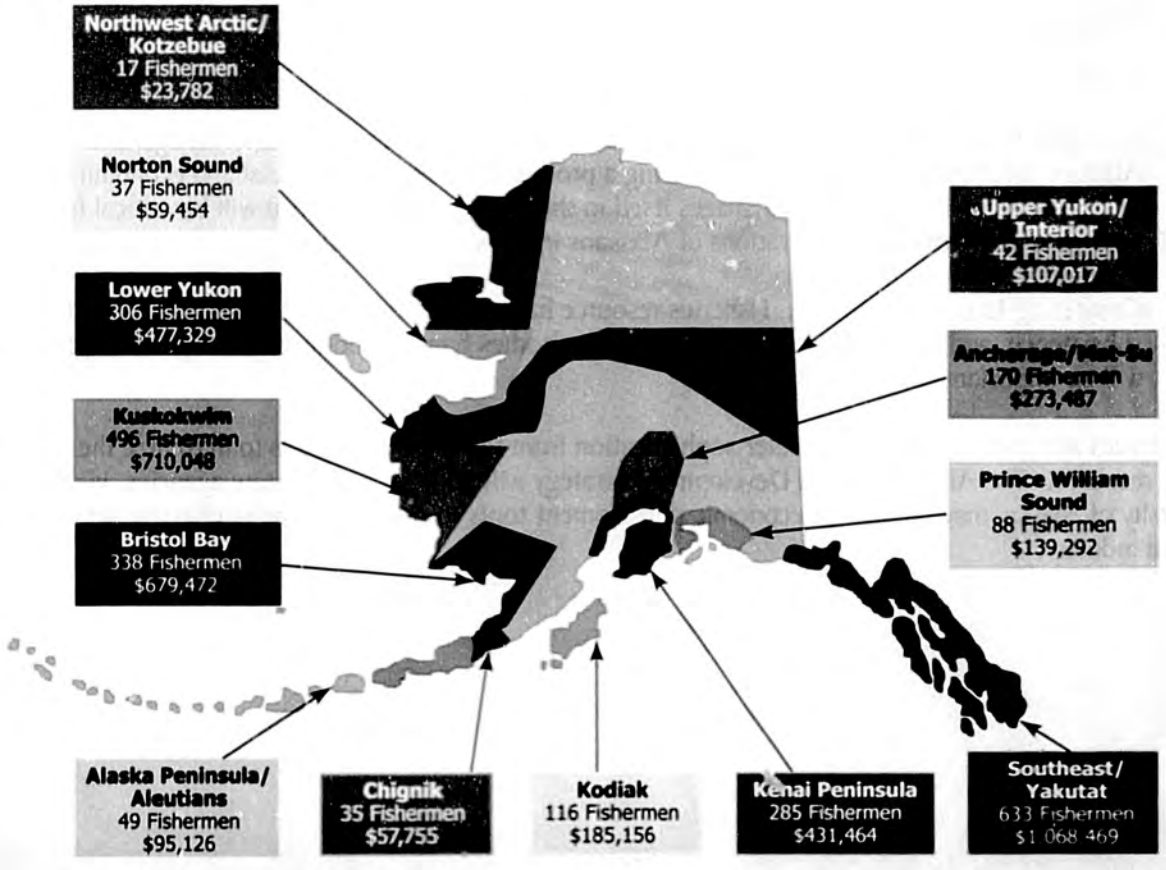
Assistance to salmon fishermen and crew facing significant economic hardship.

Region	No. of Fishers	Funds
Alaska Peninsula/Aleutians	49	$ 95,126
Anchorage/MatSu	170	$ 273,487
Bristol Bay	338	$ 679,472
Chignik	35	$ 57,755
Kenai Peninsula	285	$ 431,464
Kodiak	116	$ 185,156
Lower Yukon	306	$ 477,329
Kuskokwim	496	$ 710,048
Northwest Arctic/Kotzebue	17	$ 23,782
Norton Sound	37	$ 59,454
Prince William Sound	88	$ 139,292
Southeast/Yakutat	633	$ 1,068,469
Upper Yukon River/Interior	42	$ 107,017
	2,611	$ 4,307,845

During 2003, the Alaska Department of Labor & Workforce Development made one-time direct payments of $1,660 to over 2,600 active salmon fishermen or crew in 160 communities facing severe economic hardship due to the downturn in the salmon industry in 2002.

Funding provided personal assistance for food, energy needs, housing assistance, transportation fuel (including for subsistence activities) and other urgent needs.

For more information, visit the website at: http://www.commerce.state.ak.us/oed/seafood/revitalization/directaid.htm



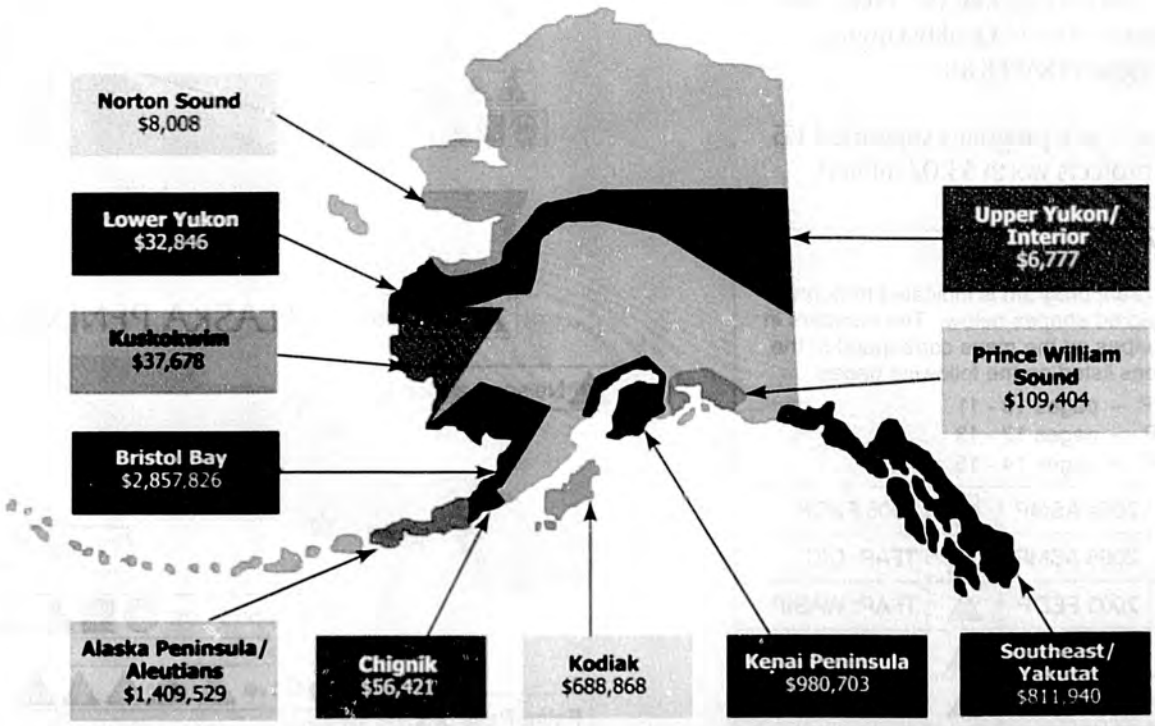
Direct Aid to Impacted Communities

Assistance to salmon dependent locat governments impacted by the downturn in the salmon industry.

It is estimated that between 1997 and 2001, Alaska's coastal communities lost over $33 million in salmon landing tax revenue. In July 2003, local governments impacted by the downturn in salmon industry taxes were issued financial assistance though the Department of Commerce, Community and Economic Development. Seven million dollars were distributed to local governments in sixty-three coastal communities to help offset losses in salmon landing taxes typically paid by the salmon industry.

For more information, visit the website at: http://www.commerce.state.ak.us/oed/seafood/revitalization/impactedcommunities.htm

Region	Total
Alaska Peninsula/Aleutians	$1,409,529
Bristol Bay	$2,857,826
Chignik	$56,421
Kenai Peninsula/Cook Inlet	$980,703
Kodiak	$688,868
Kuskokwim	$37,678
Lower Yukon	$32,846
Norton Sound	$8,008
Prince William Sound	$109,404
Southeast	$811,940
Yukon River/Interior	$6,777
Total	$7,000,000



Bringing Innovation and Product

The Fisheries Revitalization Strategy funded three matching grant programs that made 370 grants worth over $29 million from 2003 through 2006.

Alaska Salmon Marketing Grant Program (ASMP)

ASMP operated in 2004 and 2005 and funded 85 grant projects worth $8.57 million, providing matching grants to industry for salmon promotion.

Fisheries Economic Development Grant Program (FEDP)

FEDP ran in four consecutive years from 2003 s worth in excess of $17.5 million for equipment and infrastructure, matc eafood industry.

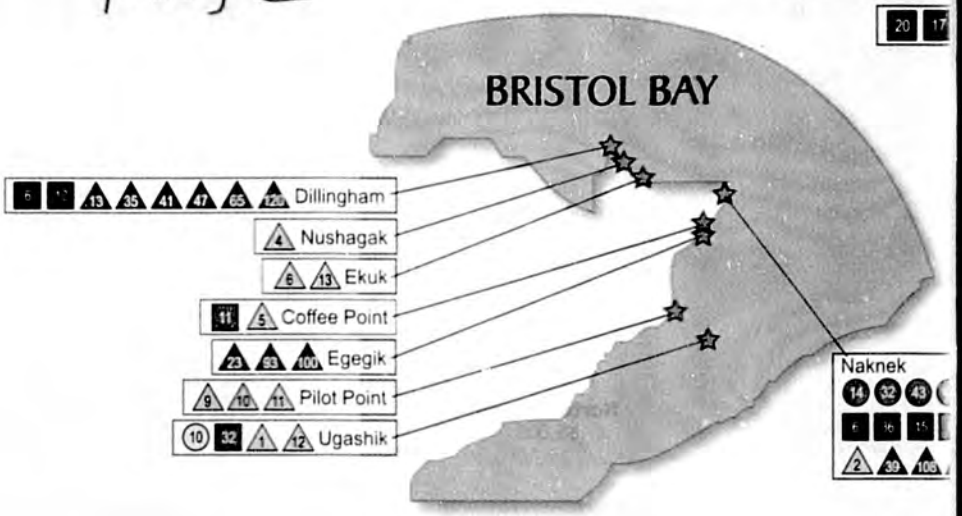
DO NOT Film this page

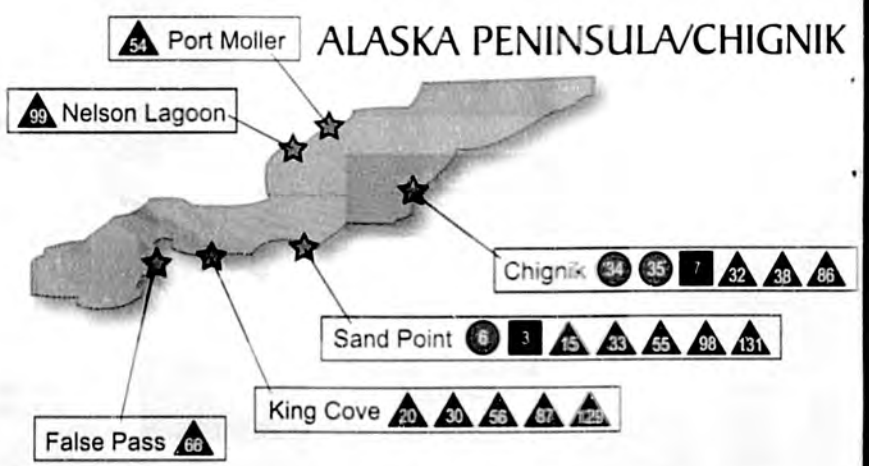
Targeted Fisheries Assistance Grant Program (

TFAP supported 155 grant projects worth $3.0 rant programs designed to address specific problem areas in the Alaska salmon industry. The four programs were:

- Cook Inlet Chilling Program (CIC),
- Western Alaska Salmon Set Net and Upper Yukon River Salmon Fish Wheel Improvement Program (WASIP),
- Southeast Alaska Salmon Shelf-Life Extension Program (SASSLE), and
- Salmon Vessel Quality Upgrade Program (SAVQUP).

In total, these programs supported 155 grant projects worth $3.02 million.



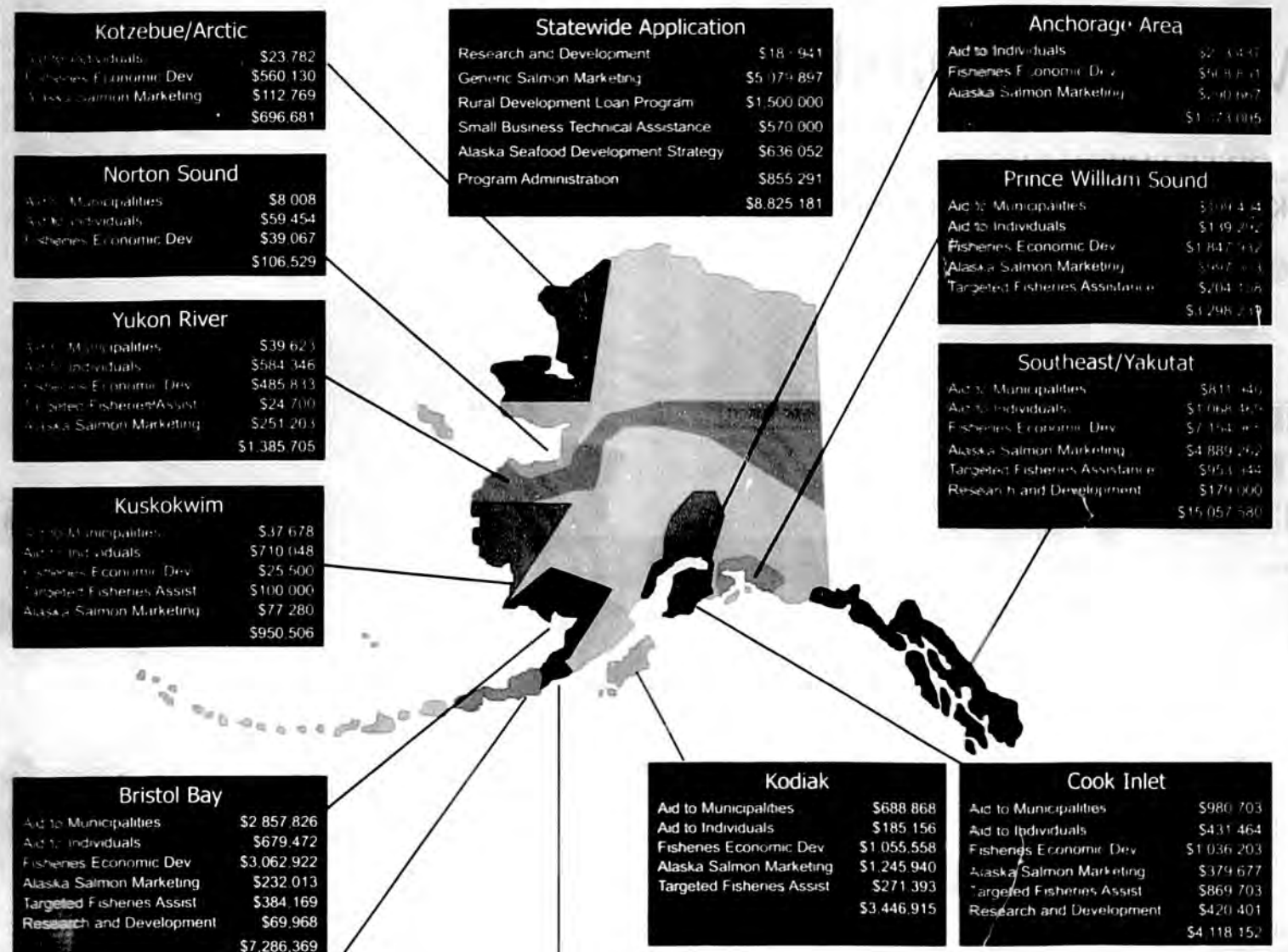


KEY

Each grant program is indicated through the colored shapes below. The numbers in the shapes on the maps correspond to the grantees listed on the following pages:

ASMP – pages 10 - 11
FEDP – pages 12 - 13
TFAP – pages 14 - 15

●	2004 ASMP	□	2006 FEDP
○	2005 ASMP	△	TFAP: CIC
■	2003 FEDP	△	TFAP: WASIP
■	2004 FEDP	△	TFAP: SASSLE
■	2005 FEDP	▲	TFAP: SAVQUP



even playing field for this sector. From 2003 through 2006, the Strategy made 94 grant awards worth $1,288,337 to individuals holding catcher processor, catcher seller, direct market, or salmon roe licenses. A breakdown by program is listed on Table 1.

Shellfish Mariculture Industry

With an increase in farm lease acreage made available by past legislation, the Strategy devoted over $1.4 million to shellfish mariculture projects. The shellfish mariculture industry is increasing the number of acres farmed and planting geoduck seed that will become productive in the near future. The Strategy projects included:

- Four processing/retail facilities,
- Shellfish farming equipment,
- Five shellfish nurseries or FLoating UPwelling SYstem (FLUPSY).

Production Output Improvements

Year	Number of Oysters	Total Acres	Total Value	Pound Per Acre	Dollars Per Acres
2001	671,537	196	$391,526	193	$2,002
2002	920,010	211	$523,060	210	$2,477
2003	1,057,746	231	$624,574	275	$2,708
2004	1,136,208	261	$634,522	272	$2,429
2005	1,334,934	276	$676,045	165	$2,448

Table 2. Source: Alaska Department of Fish & Game (ADF&G)

Bringing Innovation and Productivity to Coastal Alaska

The Fisheries Revitalization Strategy funded three matching grant programs that made 370 grants worth over $29 million from 2003 through 2006.

Alaska Salmon Marketing Grant Program (ASMP)

ASMP operated in 2004 and 2005 and funded 85 grant projects worth $8.57 million, providing matching grants to industry for salmon promotion.

Fisheries Economic Development Grant Program (FEDP)

FEDP ran in four consecutive years from 2003-2005, funding 138 grant projects worth in excess of $17.5 million for equipment and infrastructure, matching grants for the salmon and seafood industry.

Targeted Fisheries Assistance Grant Program (TFAP)

TFAP supported 155 grant projects worth $3.02 million for four targeted sub-grant programs designed to address specific problem areas in the Alaska salmon industry. The four programs were:

- Cook Inlet Chilling Program (CIC),
- Western Alaska Salmon Set Net and Upper Yukon River Salmon Fish Wheel Improvement Program (WASIP),
- Southeast Alaska Salmon Shelf-Life Extension Program (SASSLE), and
- Salmon Vessel Quality Upgrade Program (SAVQUP)

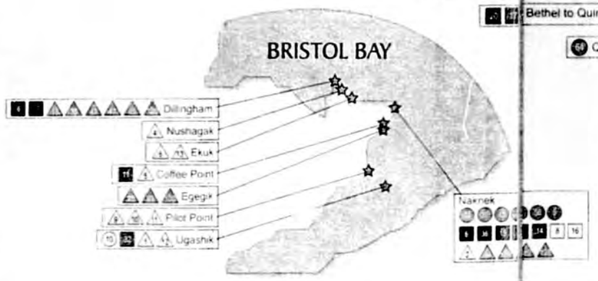
In total, these programs supported 155 grant projects worth $3.02 million.

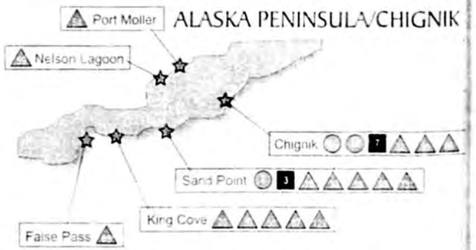
KEY

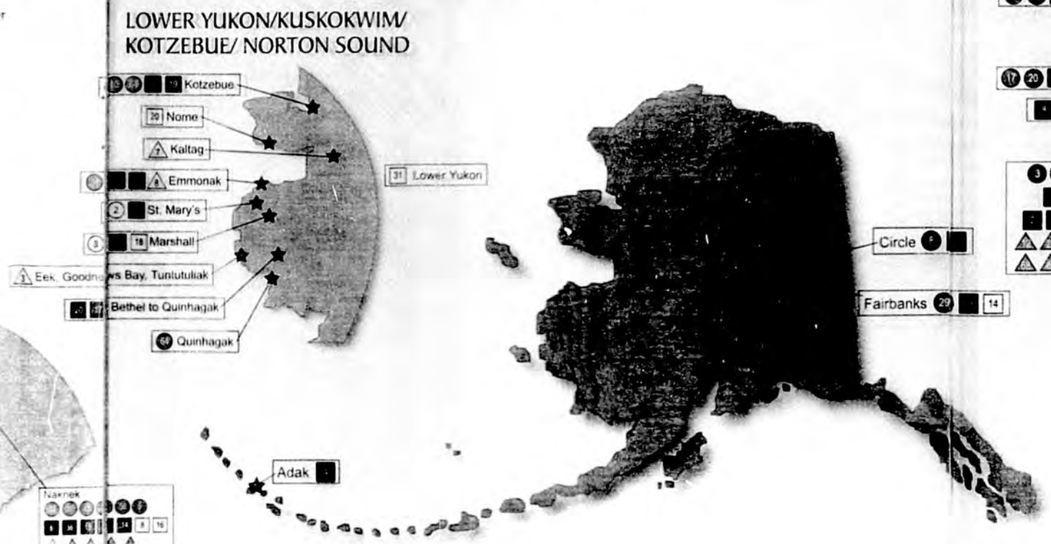
Each grant program is indicated through the colored shapes below. The numbers in the shapes on the maps correspond to the grantees listed on the following pages:

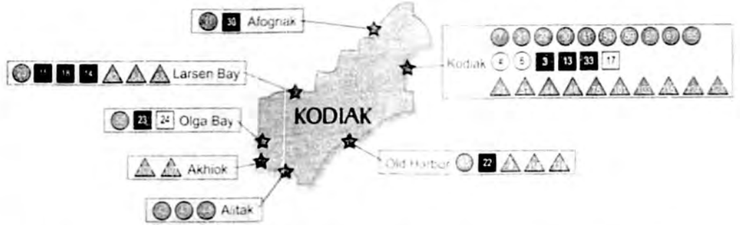
ASMP – pages 10 - 11
FEDP – pages 12 - 13
TFAP – pages 14 - 15

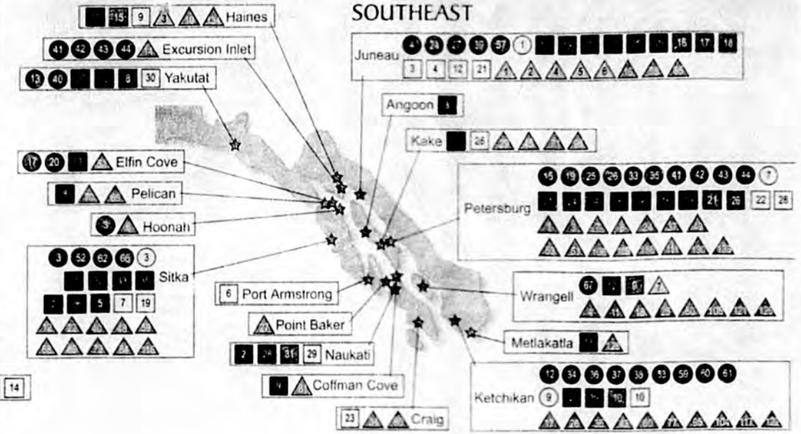
	2004 ASMP		2006 FEDP
	2005 ASMP		TFAP: CIC
	2003 FEDP		TFAP: WASIP
	2004 FEDP		TFAP: SASSLE
	2005 FEDP		TFAP: SAVQUP

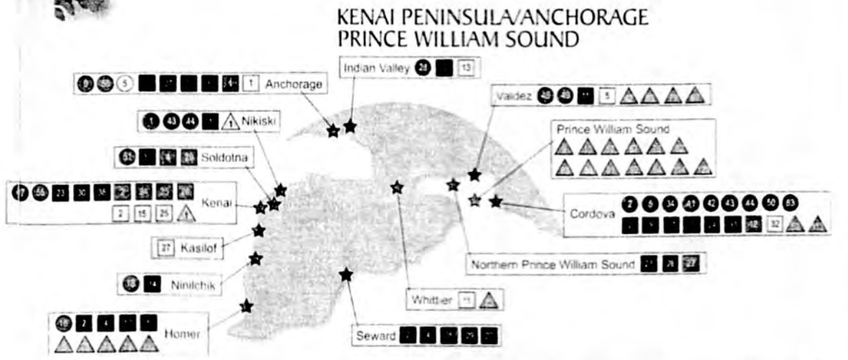












Measuring Success

Monitoring grant and industry performance to gauge the Strategy's success.

The Strategy is influencing a salmon industry turnaround. Success has been achieved with increasing values to the industry. Several specific strategies are used to accomplish this, including:

- Marketing new product forms to new markets,
- Alleviating costly inventories of traditional products,
- Supporting entrepreneurs, and
- Investing in value-added and quality oriented equipment in Alaska.

Improvements in Value

The Alaska salmon industry experienced increasing values at the harvesting and wholesale levels since hitting a low point in 2002. Figure 1. The 2002 harvest value for Alaska salmon was $140 million with an average price per pound of $0.23. Propelled in part by the Strategy, today's industry turnaround is witnessing a 2005 preliminary harvest value of $330 million with an average price per pound of $0.35.

Total wholesale values increased from a low of $516 million in 2002 to $839 million in 2005. The average wholesale price for salmon increased from $1.29/lb in 2003 to $1.53/lb in 2005.

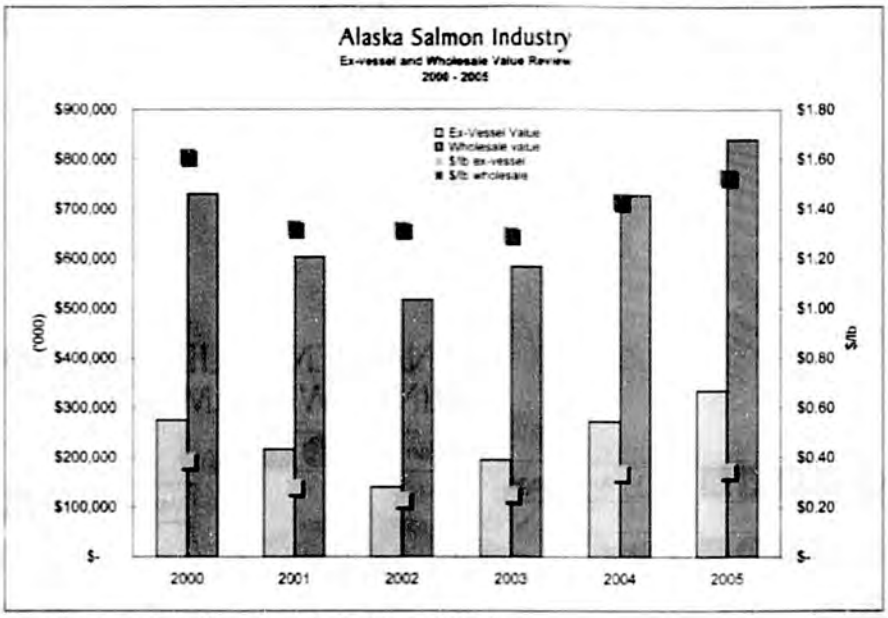


Figure 1. Source: Alaska Department of Fish & Game (ADF&G)

Supporting Entrepreneurship

The small boat processor is a vital sector of the Alaska salmon industry. A small boat processor harvests and processes its catch prior to selling the fish. This sector represents one of the next waves of entrepreneurship in the Alaska seafood industry.

Improving the business environment for these entrepreneurs moves products to high value niches, adding to the marketing power of wild Alaska salmon. The Strategy made a number of marketing and equipment grants to direct market fishermen and funded the Alaska Marine Advisory Program for technical assistance. The Alaska Legislature also passed a tax equalization measure creating a more

Revitalization Strategy Small Boat Processor Grants		
Program	Number of Grants	Dollar Amount
Alaska Salmon Marketing Program	22	$269,006
Fisheries Economic Development Program	16	$289,448
Southeast Alaska Shelf-Life Extension Program	2	$20,720
Salmon Vessel Quality Upgrade Program	54	$709,163
Total	94	$1,288,337

Table 1. Source: Department of Commerce, Community and Economic Development

- Algae producing facilities at the Alutiiq Pride Shellfish Hatchery,
- Grow out research and market feasibility studies for cockle production,
- Business plan development for a mariculture technical center, and
- Seed development and research funds for the Alutiiq Pride Shellfish Hatchery in Seward.

Figure 2. Source: Alaska Department of Fish & Game (ADF&G).

New Product Forms

Pink Salmon

Over $5.3 million in marketing funds were granted to major pink salmon producers. Funds were dedicated to removing canned salmon inventory accumulated through years of strong pink salmon runs and new pink salmon products.

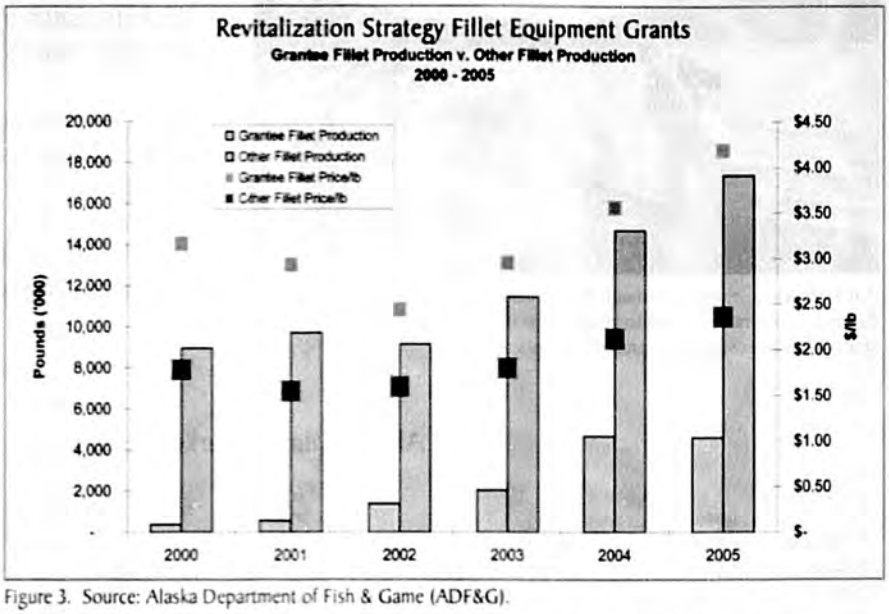


Figure 3. Source: Alaska Department of Fish & Game (ADF&G).

The marketing grants assisted in diversifying pink salmon products away from canned product. Figure 2 identifies the production of the Strategy's pink salmon marketing grantees since 2002. Historically, canned pink salmon accounted for over 90 percent of these producer's production. By 2005, it was down to 71 percent. Product diversification will support increasing harvests and values for the industry. Dramatically falling wholesale pink salmon prices were halted by 2003, resulting in increased values in both the harvest and wholesale sectors.

Fillet Production

As the domestic market increases demand for boneless/skinless fillets, Alaska salmon producers are rapidly mobilizing their processing capabilities to provide these products.

Nineteen Fisheries Economic Development Grant Program grantees received matching funds for fillet equipment. Figure 3 tracks the change in fillet production by these small businesses versus the entire state's fillet production. Grantee fillet production exploded in 2004 by 129 percent and despite a modest production decline in 2005, increased their value 16 percent over 2004. These nineteen small businesses accounted for just 7 percent of all salmon production statewide. However, they produced over 20 percent of all 2005 Alaska salmon fillets, receiving significantly higher prices for their production.

Alaska Salmon Marketing Grant Program

Improving the value of wild Alaska salmon through market diversification and producer driven promotions.

The Strategy initiated the Alaska Salmon Marketing Grant Program (ASMP) through the Department of Commerce, Community & Economic Development. The state sought to fund the salmon industry's "best thinking" on how to most effectively market wild Alaska salmon.

Grants totaling $8.5 million were broken into three tiers to provide for all sizes of salmon marketers.

Plitt Seafoods, a seafood distributor from Chicago, films Olga Bay setnetter Bill Barker in a promotional shoot to be used at marketing events in the midwest. Strategy funds assisted in the production costs.

Total Investment in Salmon Marketing Activities

Grantee Tier	Grant Funds	Private Match	Total Investment
Major	$6,277,771	$6,277,771	$12,555,542
Micro	$462,084	$154,028	$2,748,008
Mini	$1,832,015	$915,994	$616,112
Grand Total	$8,571,870	$7,347,793	$15,91,663

Different match requirements were set for applicants depending on the size of the business and request. With its matching grant component, the program leveraged over $7 million in industry funds.

Projects receiving funding ranged from awards under $3,000 for support of fishermen's marketing activities to over $1 million for a pink salmon burger promotion. For more detailed project information, visit the ASMP website at: http//www.commerce.state.ak.us/oed/seafood/revitalization/marketing.cfm.

2004 Alaska Salmon Marketing Grantees

*	Grantee	Project	Grant Amount
1	Alaska Salmon Purchasers	Packaging and Market Development	$30,300
2	Alaska Seafood Source	Fishermen Direct Marketing	$7,293
3	Alaska Troll Salmon Processors Association	Troll Salmon Marketing in Japan	$186,000
4	Alaska Wild Salmon Company	Fishermen Direct Marketing	$5,166
5	Alaska Wildsides	Fishermen Direct Marketing	$1,847
6	Aleutia	Regional Marketing - Trade show	$24,576
7	American Surf N Turf	Fishermen Direct Marketing	$1,081
8	Arctic Circle Seafood	Yukon River Salmon Marketing	$9,029
9	Arctic Paws	2004 Pet show Marketing Plan	$50,000
10	Bering Sea Fishermen's Association	Kotzebue Chum Marketing	$35,489
11	Norman Botz	Fishermen Direct Marketing	$18,650
12	Cape Cleare Fishery	Fishermen Direct Marketing	$19,750
13	Captains Glacier Fresh Salmon	Fishermen Direct Marketing	$8,800
14	Chuiyen Corporation	Fishermen Direct Marketing	$13,470
15	Clover Leaf Seafoods	Alaskan Salmon Salad Sampling	$181,000
16	Coal Point Trading Company	Specialty Product Marketing	$45,000
17	Cross Sound Marketing Association	Regional Marketing	$12,361
18	Deep Creek Custom Packing	DCCP Marketing for Revitalization	$66,500
19	Desire Fish Company	Fishermen Direct Marketing	$16,050
20	Elfish Company	Fishermen Direct Marketing	$16,066
21	F/V Moondance	Fishermen Direct Marketing	$5,667

*	Grantee	Project	Grant Amount
22	Family Pride	Fishermen Direct Marketing	$25,750
23	Fields & Sons	Fishermen Direct Marketing	$13,800
24	Horst Alaskan Seafood	Horst Seafood Marketing	$10,550
25	Icicle Seafoods	Tall Pink Canned Promotions	$765,000
26	Icicle Seafoods	Tall Pink Canned Promotions	$210,000
27	Icy Strait Seafoods	Marketing Flavored Ikura	$25,700
28	Indian Valley Meats	Pink and Chum Jerky Marketing	$25,667
29	Interior Alaska Fish Processors	Yukon River Salmon Marketing	$22,200
30	Kodiak Island Smokehouse	Specialty Product Marketing	$3,025
31	Kwikpak Fisheries	Yukon Chum Marketing	$196,000
32	Leader Creek Fisheries	Sockeye Fillet Marketing	$103,101
33	Lofoten Fish Company	Fishermen Direct Marketing	$7,850
34	NorQuest Seafoods	Specialty Products for Japan	$157,065
35	NorQuest Seafoods	Live-Processed Salmon Products	$37,250
36	NorQuest Seafoods	Retail Ready Pink Salmon	$12,440
37	NorQuest Seafoods	Smoked Salmon Pouch Marketing	$474,000
38	NorQuest Seafoods	Legal Seafoods - Media Campaign	$340,776
39	Northern Keta Caviar	Salmon Caviar Marketing	$98,868
40	Yakutat Salmon Board	Regional Marketing	$60,000
41	Ocean Beauty Seafoods	Tall Pink Canned Promotions	$894,700
42	Ocean Beauty Seafoods	Pink Salmon Pouch Marketing	$914,529

*Numbers by grantees correspond with regional map on pages 6-7.

Alaska Salmon Marketing Grant Program

2004 Alaska Salmon Marketing Grantees

*	Grantee	Project	Grant Amount
43	Ocean Beauty Seafoods	Smoked Salmon	$232,751
44	Ocean Beauty Seafoods	Sockeye Salmon	$152,234
45	Old Harbor's Finest	Fishermen Direct Marketing	$6,412
46	Omega Foods, Ltd.	Pink Salmon Burger Marketing	$160,000
47	Peninsula Processing & Smokehouse	Internet Marketing	$50,000
48	Peter Pan Seafoods	Boneless/skinless Pink Can Marketing	$55,000
49	Peter Pan Seafoods	Tall Pink Canned Promotions	$307,500
50	Pitt Company	Event Marketing	$170,000
51	Sea Products	Specialty Product Marketing	$100,000
52	Seafood Producers Cooperative	Troll Salmon Marketing	$112,291
53	Signature Seafoods	Chum and Pink Marketing	$13,667
54	Leslie Smith	Fishermen Direct Marketing	$12,870
55	Smoky Bay Fisheries	Fishermen Direct Marketing	$10,880
56	Sockeye Alaska	Fishermen Direct Marketing	$23,312
57	Taku River Reds	Fishermen Direct Marketing	$11,935
58	Trappers Creek Smoking Company	Salmon Jerky Marketing	$175,000
59	Trident Seafoods	Pink Salmon Burger Marketing	$1,275,000
60	Trident Seafoods	Tall Pink Canned Promotions	$5,424
61	Trident Seafoods	Tall Pink Canned Promotions	$77,500
62	Troller Point Fisheries	Fishermen Direct Marketing	$16,000
63	Wild By Nature	Fishermen Direct Marketing	$21,668
64	Wildcatch	Specialty Product Marketing	$154,560
65	Wildsource	Specialty Product Marketing	$25,800
66	Wind and Tide	Fishermen Direct Marketing	$18,881
67	Wrangell Seafoods	Specialty Product Marketing	$25,407

ASMP grants assisted producers in creating wild Alaska salmon logo designs.

2005 Alaska Salmon Marketing Grantees

*	Grantee	Project	Grant Amount
1	Alaska Wild Salmon Company	Fishermen Direct Marketing	$1,500
2	Boreal Fisheries, Inc.	Yukon River Salmon Marketing	$14,474
3	D. Jay Enterprises	Troll Salmon Marketing	$20,133
4	Family Pride, Inc.	Fishermen Direct Marketing	$15,664
5	Fisherman's Express LLC	Specialty Product Marketing	$40,000
6	Island Seafoods	Market Development	$57,500
7	Lofoten Fish Company	Fishermen Direct Marketing	$6,507
8	Maserculiq Fish Processors	Yukon River Salmon Marketing	$7,500
9	NorQuest Seafoods	Cruise Ship Promotions	$25,000
10	Ugashik Wild Salmon Company	Fresh Bristol Bay Sockeye	$15,133

*Numbers by grantees correspond with regional map on pages 6-7

Shelbie Umphenour and Janet McCormick with Interior Alaska Fish Processors, an Upper Yukon River processor, show their products at the Boston Seafood Show, 2006.

Fisheries Economic Development Grant Program

Changing wild Alaska salmon product form to meet changes in the seafood marketplace.

The Fisheries Economic Development Grant Program was a competitive matching grant program intended to assist in capital equipment and infrastructure investments. The grant program focused on equipment that increased industry's productivity and efficiency. For-profit applicants were awarded grants at a $1 to $1 match. Non-profit grants were available at a $3 to $1 match. The program ran for four consecutive years from 2003 through 2006.

Visit the program web site for more detailed project information at: http://www.commerce.state.ak.us/oed/seafood/revitalization/projects.htm

Leader Creek Fisheries in Naknek, Alaska, processes sockeye fillets with Strategy equipment.

2003 Fisheries Economic Development Grant Program

*	Grantee	Project	Grant Amount
1	Alaska Salmon Purchasers	Totes Ice Machine	$33,638
2	Alaska Shellfish Growers Assn.	Shellfish Mariculture Equipment	$245,027
3	Aleutians East Borough	Value Added Equipment	$205,500
4	Auction Block Company	Ice Plant and Ice Delivery Improvements	$22,750
5	Bering Sea Fishermen's Assn.	Fish Buying Station	$460,130
6	Bristol Bay Econ. Dev. Corporation	Ice Barge	$500,000
7	Chignik Seafood Producers Alliance	Live Capture Processing Equipment	$ 93,964
8	City of Angoon	Ice Machine and Upgrades	$163,590
9	City of Coffman Cove	Processing Facility	$123,000
10	City of Dillingham	All-Tide Dock	$2,150,000
11	City of Valdez	Ice Machine, Fish Pump, Fishermen's Crane	$268,000
12	City of Wrangell	Tunnel Freezer, Value-Added Equipment	$1,258,000
13	Cross Sound Marketing Assn.	Fish Buying Station	$125,000
14	Deep Creek Custom Packing	Fillet Line	$25,115
15	Half Moon bay Fisheries	Refrigerated Sea Water for Tender	$15,000
16	Icy Strait Seafoods	Roe Processing Equipment	$38,265
17	Kachemak Shellfish Mariculture Assn.	Processing Retail Facility & Rearing Equipment	$172,112
18	Kodiak Salmon Packers	Processing, Freezing Storing Equipment	$635,000
19	Krestof Clam Company	Intertidal Geoduck Mariculture	$10,105
20	Lower Kuskokwim Econ. Dev. Council	Slush Bag Installation	$15,500
21	Northern Southeast Regional Aquaculture Assn.	Live Capture Processing Equipment	$88,800
22	Old Harbor's Finest	Smoking Equipment	$46,000
23	Pacific Star Seafoods	Freezer Baskets, Pin Bone Machine, Totes	$69,833
24	Petersburg Econ. Dev.	Cold Storage Facility	$1,290,000
25	Portage Distributing	Gel Ice Equipment and Upgrades	$72,425
26	Prime Select Seafoods	Equipment Purchase, Plant Renovation	$33,172
27	Prince William Sound Aquaculture Corporation	Chum Salmon Enhancement	$230,400
28	Pristine Products Oyster Farms	Floating Oyster Smoke House	$13,288
29	Chugach Regional Resource Comm.	Algae Rearing System	$242,240
30	Salamatof Seafoods	Value-Added Equipment	$63,400
31	Sea Products	Freezer, Value Added Equipment	$49,912
32	Seafood Producers Cooperative	Value-Added Processing Equipment	$180,273
33	Tammy Lin Fisheries	Vacuum Packer for At Sea Troller	$8,235
34	Tonka Seafoods	Retort Pouch Equipment	$23,936
35	Whiting Harbor Oyster Farm	Shellfish Mariculture Equipment	$4,347
36	Yardarm Knot	Tender RSW System	$32,500
37	Yukon Delta Fisheries Dev. Assn.	Value-Added Equipment	$170,000
38	Peninsula Processing & Smokehouse	Value-Added Equipment	$77,877
39	Ketchikan Regional Cold Storage Assn	Cold Storage Facility	$76,073

2004 Fisheries Economic Development Grant Program

*	Grantee	Project	Grant Amount
1	Alaska Glacier Seafoods	Value-Added Equipment	$98,850
2	Alaska Protein Recovery	Oil Recovery Equipment	$135,000
3	Arctic Circle Seafood	Facility Improvements	$9,750
4	City of Adak	Small Boat Harbor	$1,500,000
5	Coal Point Trading Company	Specialty Canning Equipment	$49,450
6	Coastal Cold Storage	Packaging Equipment	$12,500
7	Copper River Fine Seafoods	Value-Added Equipment	$309,100
8	Cross Sound Seafoods	Processing Facility	$15,000
9	Desire Fish Company	Processing, Storage Improvements	$4,181
10	Great Pacific Seafood	Value-Added Equipment	$100,670
11	Haines Packing Company	Value-Added Equipment	$52,045
12	Indian Valley Meats	Value-Added Equipment	$29,500
13	Interior Alaska Fish Processors	Cold Storage Facilities	$4,500
14	Kodiak Salmon Packers	Processing, Freezing, Storing Equipment	$165,000
15	Leader Creek Fisheries	Value-Added Equipment	$125,500
16	Lofotten Fish Company	Facilities Improvement	$2,000
17	Lower Kuskokwim Econ. Dev. Council	Slush Bag Installation	$10,000
18	Metlakatla Indian Community	Tunnel Freezer	$300,000
19	NorQuest Seafoods	Roe Equipment	$61,619
20	Captain's Glacier Fresh	Processing Facility	$12,937
21	Northern Keta Caviar	Refrigerated Truck, Blast Freezer	$30,000
22	10th and M Seafoods	Value-Added Equipment	$144,939
23	Portage Distributing	Gel Pack Equipment	$5,121
24	Prime Select Seafoods	Value-Added Equipment	$14,380
25	Roy Smith	Value-Added Equipment	$18,725
26	Seafood Producers Cooperative	Value-Added Equipment	$32,900
27	Sockeye Alaska Seafoods	Value-Added Equipment	$4,772
28	Starr Fisheries	Processing Facility	$20,000
29	Taku River Reds	Freezer	$2,250
30	Trapper's Creek Smoking Company	Value-Added Equipment	$35,680
31	Wild By Nature	Quality/Handling Equipment	$9,300
32	Yakutat Salmon Board	Tangle Net Fishery	$4,061

*Numbers by grantees correspond with regional map on pages 6-7.

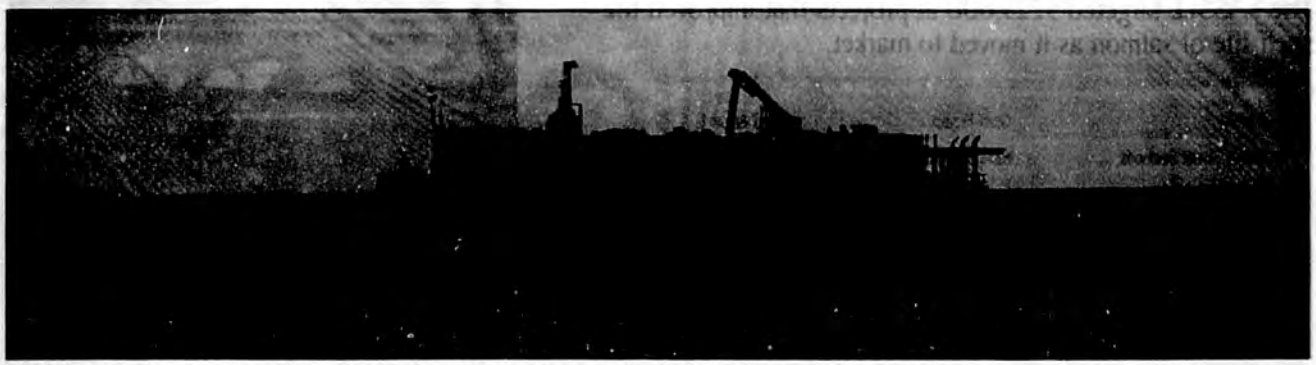
Fisheries Economic Development Grant Program

2005 Fisheries Economic Development Grant Program ■

*	Grantee	Project	Grant Amount
1	10th and M Seafoods	Value-Added Equipment	$ 31,500
2	Alaska Blue Harvest Seafoods	Value-Added Equipment	$ 8,900
3	Alaska Spirit	Value-Added Equipment	$36,500
4	Anchor Point Seafoods	Equipment/Building Improvements	$22,764
5	Baranof Frozen Foods	Ice Plant	$ 100,000
6	Baywatch Seafoods	Freezers	$30,000
7	Boreal Fisheries	Value-Added Equipment	$58,773
8	Captain's Glacier Fresh Salmon	Handling Equipment	$ 6,550
9	City of Wrangell	Cold Storage Facility	$1,100,000
10	Coastal Fisheries	Sea Urchin Processing Facility	$83,438
11	Coffee Point Seafoods	Cold Storage	$43,039
12	Copper River Fine Seafood	Freezer Expansion	$322,500
13	Family Pride	Live Processing Equipment	$ 16,490
14	Great Ruby Fish Company	Freezing, Value Added Equipment	$40,000
15	Haines Packing Company	Value-Added Equipment	$90,800
16	Horst Alaskan Seafood	Freezer, Value-Added Equipment	$35,455
17	Icy Strait Seafoods	Roe Equipment	$65,250
18	City & Borough of Juneau	Fishermens Crane	$50,778
19	Kotzebue Sound Fisheries Association	Plant Facility Improvements	$100,000
20	Kwikpak Fisheries	Quality Handling Improvements	$137,735
21	Lofoten Fish Company	Facility Improvements	$ 800
22	Maserculiq Fish Processors	Value-Added Equipment	$8,560
23	Olga Moser Bay Sfds Prod. Alliance	Quality and Handling Equipment	$26,980
24	Pacific Star Seafoods	Value-Added Equipment	$39,092
25	Peninsula Processing & Smokehouse	value-Added Equipment	$28,598
26	Petersburg Econ. Dev. Council	Cold Storage Facility	$470,000
27	Pristine Products	Cold Storage Facility	$7,007
28	Salamatof Seafoods	Value-Added Equipment	$105,332
29	Sea Products	Value-Added Equipment	$67,122
30	Silversword Seafoods of Alaska	Live Processing Facility	$13,000
31	Starr Fisheries	Shellfish Growout Improvements	$6,763
32	Ugashik Setnet	Value-Added Equipment	$ 31,050
33	Wildsource	Value-Added Equipment	$70,689

2006 Fisheries Economic Development Grant Program □

*	Grantee	Project	Grant Amount
1	10th & M Seafoods	Value-Added Equipment	$91,640
2	Alaska Family Salmon	Value-Added Equipment	$56,725
3	Alaska Glacier Seafoods	Ice Plant	$100,000
4	Alaska Seafood Company	Facility Expansion	$49,197
5	Arctic Paws	Water Reduction Equipment	$100,000
6	Armstrong Keta	King Salmon Enhancement	$100,000
7	Baranof Frozen Foods	Freezer and Refrigeration Expansion	$100,000
8	Bristol Bay Borough	Handling Equipment	$23,333
9	Dejon Delights	Value-Added Equipment and Freezer	$10,703
10	E.C. Phillips & Son	Plant Improvements	$100,000
11	Great Pacific Seafoods	Value-Added Equipment	$100,000
12	Horst's Alaskan Seafood	Facility Expansion	$100,000
13	Indian Valley Meats	Packaging Equipment	$70,150
14	Interior Alaska Fish Processors	Facility Improvements	$51,945
15	Kenai River Seafoods	Value-Added Equipment	$31,975
16	Leader Creek Fisheries	Value-Added Equipment	$87,500
17	David Loutrel	Live Processing Equipment	$22,918
18	Maserculiq Fish Processors	Facility Improvements	$11,850
19	John Murray	Facility Improvements	$3,730
20	Nome Fishermen's Assn.	Hatchery Incubation Improvements	$39,067
21	Northern Keta Caviar	Value-Added Equipment	$53,688
22	Northern Lights Smokeries	Value-Added Equipment	$5,282
23	Noyes Island Seafood Company	Value-Added Equipment	$54,069
24	Olga Moser Bay Sfd Prod. Alliance	Communication Equipment	$7,981
25	Pacific Star Seafoods	Value-Added Equipment	$57,858
26	Pearl of Alaska	Processing Facility	$97,740
27	R&J Seafoods	Value-Added Equipment	$53,750
28	Southeast Seafoods	Value-Added Equipment	$11,250
29	Starr Fisheries	Shellfish Mariculture Equipment	$2,328
30	Yakutat Seafoods	Value-Added Equipment	$77,500
31	Yukon River Drainage Fisheries Assn	Totes	$32,720
32	Copper River Fine Seafoods	Whelk Resource Fishery	$40,000



Bristol Bay Economic Development Corporation's *Bristol Maid* provides ice to the Egegik District fishing fleet in 2006.

*Numbers by grantees correspond with regional map on pages 6-7.

Targeted Fisheries Assistance Program

Quality and efficiency improvements for the salmon industry.

The Targeted Fisheries Assistance Grant Program allowed the Strategy to identify deficiencies in the Alaska salmon industry and develop grant programs to assist in making improvements. In total there were four sub-grant programs.

For detailed project information, visit the website at http://www.commerce.state.ak.us/oed/seafood/revitalization/assistance.htm

One of two ice machines purchased by Cook Inlet Salmon Brand for salmon fishermen in Cook Inlet

Cook Inlet Icing Program △

The CIP targeted $725,000 for ice machine in the Cook Inlet region.

*	Grantee	Grant Project	Grant Amount
1	Cook Inlet Salmon Brand	Ice Machine	$725,000

Western Alaska Set Net and Upper Yukon Fish Wheel Improvement Program △

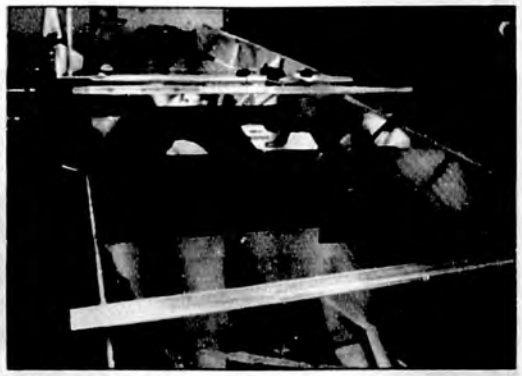
The WASIP targeted over $300,000 into productivity improvements and innovated efficiencies into Western Alaska set net and Upper Yukon fish wheel operations.

*	Grantee	Grant Project	Grant Amount
1	Briggs Way Fishing Company	Set Net Operational Efficiencies	$47,807
2	Bristol Bay Seafood Marketing Cooperative	Totes and Crane	$25,375
3	Coastal Villages Seafoods	Ice Machines	$100,000
4	Dylan Braund	Set Net Operational Efficiencies	$11,431
5	Eddie Clark	Set Net Operational Efficiencies	$8,173
6	Ekuk Village Council	Specialized Set Net Vessels	$26,292
7	Kaltag Fishermen's Association	Totes and Ice Handling	$8,450
8	Kwikpak Fisheries	Modified Tender and Slush Bags	$16,250
9	Marvin Ebnet	Slush Bags & Totes	$1,350
10	Pilot Point Tribal Council	Ice Machine Renovation Project	$25,211
11	Skeleton Coast	Set Net Operational Efficiencies	$1,483
12	Ross Marley	Set Net Operational Efficiencies	$3,442
13	Rudy Saarheim	Set Net Operational Efficiencies	$14,299

Southeast Alaska Salmon Shelf-Life Extension Program △

The SASSLE targeted $225,000 at projects that improved the shelf-life of salmon as it moved to market.

*	Grantee	Grant Project	Grant Amount
1	Alaska Glacier Seafoods	Refrigerated Sea Water for Tender	$ 43,152
2	Ed Hansen	Vessel Processing Improvements	$ 10,500
3	Haines Borough	Ice Facility	$115,750
4	Icy Strait Seafoods	Roe Packaging Innovations	$ 26,125
5	Jack Ross	Vessel Hold Insulation	$ 4,350
6	Mac Meiners	Vessel Processing Improvements	$ 10,220
7	Sea Level Seafoods	Quality Handling Equipment	$ 15,000



Dylan Brand's "set-net monster" grant produced a custom designed vessel to improve quality at his Bristol Bay set net site.

*Numbers by grantees correspond with regional map on pages 6-7.

Targeted Fisheries Assistance Program

Through SAVQUP over 130 salmon harvestors and tenders matched grant dollars for quality-related improvements on their salmon vessels.

Salmon Vessel Quality Upgrade Program ▲

The SAVQUP targeted $1,780,000 to quality related improvements and upgrades on Alaska salmon fishing and tender vessels.

*	Grantee	Grant Amount
1	Aaron Miller	$8,968
2	Al Cratty	$20,000
3	Alan Otness	$17,882
4	Alan Reeves	$23,729
5	Alexander Reutov	$20,650
6	Alf Skaflestad	$5,594
7	Andrew Kittams	$16,605
8	Andrew Wright	$10,161
9	Scott McKenzie	$ 8,375
10	Robyn McKenzie	$13,125
11	Arnold Bakke	$ 1,602
12	Art Forbes	$ 997
13	Bert McCay	$4,855
14	Bonny Millard	$19,253
15	Brad Deering	$12,695
16	Brent Crowe	$17,384
17	Brian Gierard	$25,000
18	Brian Merritt	$2,160
19	Brian O'Riley	$4,390
20	Bruce Hendrickson	$9,751
21	Bruce Schactler	$ 8,380
22	Bryan Howey	$ 14,040
23	Bryan Ferris	$25,000
24	Karen Rosvold	$25,000
25	Chad Smith	$ 9,985
26	Charles Piercy	$ 322
27	Charles Zieske	$ 5,466
28	Christopher Perry	$ 16,787
29	Clarence Jackson Sr	$ 11,063
30	Cliff Bendixen	$ 14,182
31	Craig Schauff	$ 18,000
32	Dale Carlson	$ 14,570
33	Dale Pedersen	$ 12,645
34	Dan Doak	$25,000

*	Grantee	Grant Amount
35	Dan Farren	$25,000
36	Daniel Castle	$25,000
37	Daniel Crome	$ 15,207
38	Daniel Veerhusen	$25,000
39	David Somerville	$20,745
40	David Turcott	$ 3,670
41	Thomas Miller	$ 14,963
42	Edward Day	$ 11,398
43	Eric Anderson	$ 6,941
44	Eva Holm	$ 19,693
45	Alfred Hostad	$ 6,618
46	Frederick Stager	$ 17,819
47	Fritz Johnson	$ 16,272
48	Gary Egerton	$24,872
49	Gary Slaven	$ 7,770
50	Gary Stevens	$ 9,773
51	Geoff Peterson	$ 18,131
52	George Covel	$ 6,110
53	George Meintel	$ 2,670
54	George Reutov	$ 14,500
55	Glen Gardner	$25,000
56	Grant Newton	$ 10,035
57	Gregg Bosick	$23,850
58	Gunter Math	$ 4,080
59	Harold Enloe	$25,000
60	Harold Haynes	$ 17,425
61	James Edson	$ 15,700
62	James Monroe	$25,000
63	Jeff Cabana	$25,000
64	Jeffrey Bassett	$ 1,690
65	John Knight	$ 11,170
66	John Ludvick	$ 9,814
67	John McLean	$14,717

*	Grantee	Grant Amount
68	John Murray	$ 5,105
69	John Polivka	$ 400
70	Ian Fisk	$25,000
71	Steve Fish	$ 5,000
72	Karl Jordan	$ 4,435
73	Kenneth Jones	$ 4,054
74	Kenny Rogers	$ 6,862
75	Kimberly Peterson	$24,690
76	Kory Blake	$ 4,041
77	Kurtis Klose	$20,974
78	Charles Rehder	$ 15,590
79	Larry Cabana	$25,000
80	Lawrence Demmert	$24,995
81	Leonard Leach	$ 3,352
82	Leroy Cabana	$ 3,373
83	Leslie Allen	$ 11,392
84	Lou Barr	$ 4,000
85	Mac Meiners	$20,585
86	Malcolm Ross	$ 16,650
87	Mark Edminster	$ 7,500
88	Mark Larsen	$ 722
89	Matthew Haffner	$ 3,741
90	Robyn McKenzie	$ 5,200
91	Michael Bowen	$ 1,913
92	Michael Durtschi	$25,000
93	Michael Fricoero	$ 7,127
94	Nathan Tueller	$ 12,439
95	Norman Alsup	$ 22,718
96	Craig Evens	$ 11,300
97	Patrick Day	$ 13,258
98	Paul Holmberg	$ 16,500
99	Paul Schaack	$ 2,893
100	Paul Southland	$ 11,850

*	Grantee	Grant Amount
101	Peter Alexson	$ 6,206
102	Peter Hannah	$ 2,700
103	Philip Robbins	$ 13,480
104	Randall Dobrydnia	$ 10,472
105	Ray Ford	$ 5,752
106	Raymond Evens	$ 4,930
107	Richard Metzger	$ 2,700
108	Rickey Williams	$ 19,500
109	Robert Martin	$ 15,148
110	Roderick McCay	$ 6,821
111	Ronald Lindsey	$ 6,731
112	Roy Smith	$22,774
113	Scott Mckenzie	$ 4,550
114	Shawn Williams	$ 16,313
115	Shawna Rittenhouse	$ 17,500
116	Sherry Tuttle	$ 16,891
117	Steven Axelson	$ 21,723
118	Steven Syndam	$25,000
119	Steven Syndam	$ 21,168
120	Stosh Anderson	$25,000
121	Tanner Smith	$ 7,009
122	Thomas Fisher	$ 3,900
123	Tim Cabana	$25,000
124	Timothy Gosset	$25,000
125	Tom Kouremetis	$ 21,645
126	Tom Sims	$ 6,380
127	Vernon Crane	$ 15,050
128	Victor Wellington Sr	$ 18,048
129	Warren Wilson	$ 12,737
130	Wilbur Willis	$ 4,500
131	William Dushkin	$ 21,629
132	Yakov Reutov	$25,000
133	Yancey Nilsen	$ 13,030
134	Yngve Olsson	$ 8,447

*Numbers by grantees correspond with regional map on pages 6-7.

Rural Development Initiative Fund

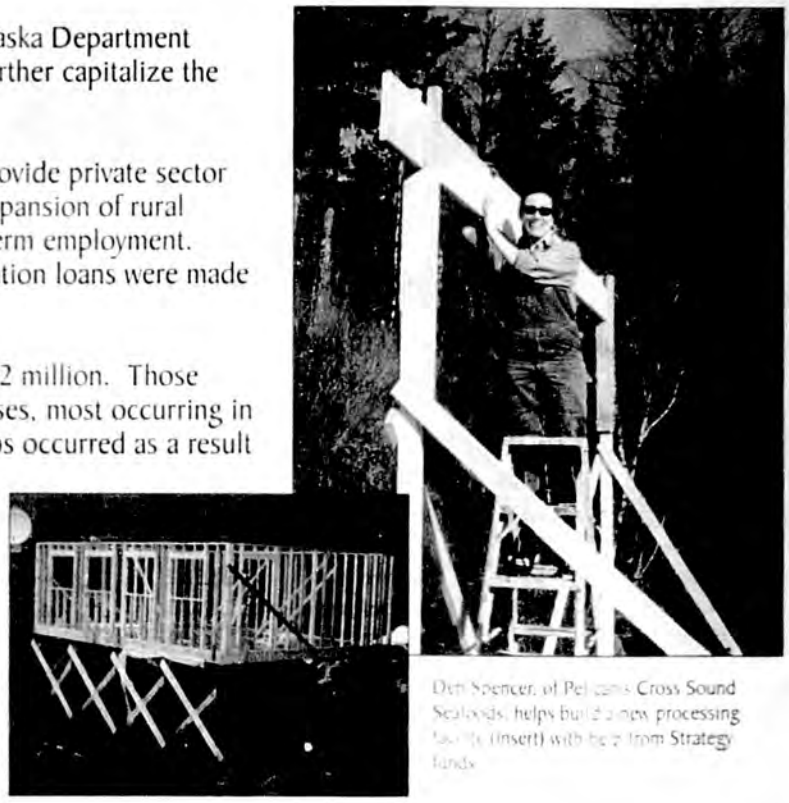
Loan funds for rural seafood projeccts.

$1.5 million of Strategy funds went to the Alaska Department of Commerce's Division of Investments to further capitalize the Rural Development Initiative Fund (RDIF).

RDIF is a revolving loan fund designed to provide private sector employment by financing the start-up and expansion of rural businesses that will create significant long-term employment. With the disaster relief funds, all first generation loans were made into seafood related ventures.

RDIF was initially capitalized in 2000 with $2 million. Those funds led to 24 loans to small, rural businesses, most occurring in coastal Alaska. An estimated sixty direct jobs occurred as a result of those loans. The Strategy's increased capitalization opens the fund to another generation of loans specifically targeting seafood operations.

Since that appropriation, all of the original Strategy funds have been loaned through the program. As this is a revolving loan funds, future loan opportunities will remain.



Deb Spencer, of Pelicans Cross Sound Seafoods, helps build a new processing facility (insert) with help from Strategy funds.

Loans made under RDIF with Revitalization Strategy funding include tender vessel purchases, marine related equipment, seafood processing plant and bunkhouses, quality related transportation investments, and seafood related businesses in coastal Alaska.

Along with the Rural Development Initiative Fund, the Division of Investments has three other loan programs that may be used for seafood industry projects.

1. Commercial Fishing – The Commercial Fishing loan fund provides long-term, low interest loans to promote the development of predominantly resident fisheries, and continued maintenance of commercial fishing vessels and gear for the purpose of improving the quality of Alaska seafood products.
2. Fisheries Enhancement – The Fisheries Enhancement loan fund may be used for planning, construction, and operation of fish hatchery facilities, including preconstruction activities necessary to obtain a permit, construction activities to build the hatchery facility and costs to operate the facility.
3. Small Business Economic Development (SBED) – SBED provides private sector employment by financing the start-up and expansion of businesses that will create significant long-term employment.

For information on requirements, terms and conditions, and fees, call:

Division of Investments

Juneau Office
3032 Vintage Blvd
Juneau, Alaska 99803-4159
(907)465-2510
Fax (907)465-2103

Anchorage Office
550 W. 7th Ave. Suite 1650
Anchorage, Alaska 99501-3568
907)269-8150
Fax (907)269-8147

Toll Free 1-800-478-5626 within Alaska
TDD (907)465-4410

Research and Development

The Fisheries Revitalization Strategy dedicated over $800,000 to research and development projects throughout the State

City of Seward

Alutiiq Pride Shellfish Hatchery
Budget: $420,401
Scope: Strategy funding to assist the hatchery in meeting seed obligations and research functions.

U of A Fairbanks, Kodiak Fishery Industrial Technology Center

Microwave Project
Budget: $43,941
Scope: Kodiak Fish Tech Center, in partnership with Washington State University, explored the potential for microwave technology to be used on a massive scale within seafood processing facilities to take the place of retort processing.

Department of Fish & Game

Area M Test Fishery
Budget: $25,000
Scope: A study to determine the catch composition of salmon caught in the False Pass area. Research available upon request.

Branch River Testing
Budget: $69,968
Scope: The Branch River in Bristol Bay sustained record sockeye salmon returns starting in 2001. The study reviewed the effect a return of this magnitude had on the river system productivity. Research completed and available upon request.

Dive Fishery Methodology
Budget: $15,000
Scope: A test of the effectiveness of the Fish & Game dive fishery survey methodology. Research completed and available upon request.

Yakutat Sea Urchin and Sea Cucumber Resource Assessment
Budget: $56,317
Scope: An assessment of the sea urchin and sea cucumber resource in the Yakutat area. The research determined adequate resource for a sea cucumber fishery, however, there was not enough to support a sea urchin fishery.

SE Geoduck Enhancement
Budget: $107,000
Scope: An effort to plant geoduck seed in a wild environment to determine grow out capabilities and success. The project is to get underway in fall of 2006.

Cockle Grow Out and Market Feasibility
Budget: $35,000
Scope: A research project to determine appropriate farming methods to raise cockles and market feasibility work to determine potential value.

Department of Commerce, Community and Economic Development

Shellfish Mariculture Industry Research
Budget: $30,000
Scope: Industry research to determine appropriate changes for Alaska agencies to the shellfish mariculture industry.

Alaska Seafood Marketing Institute

Salmon Quality Handling Review, 2006
Budget: $30,000
Scope: The fourth in a series of industry surveys to determine quality handling practices in the salmon industry.

Tongass Aquarium

Mariculture Technical Center Business Plan
Budget: $25,000
Scope: Determine nature and scope of a mariculture technical center that will serve to consolidate shellfish mariculture research, training and funding needs.

Alaska Fisheries Business Assistance Project (FishBiz)

Direct training for Alaska's seafood businesses.

The Alaska Sea Grant Marine Advisory Program (MAP), University of Alaska-Fairbanks, runs Fishbiz, a small business technical assistance program targeting fishermen, small seafood processors and other related businesses. FishBiz provides tools, consultation, referrals, training and workshops on operating efficiencies, direct marketing, business planning, seafood processing and marketing.

Fishbiz
ALASKA FISHERIES BUSINESS ASSISTANCE

Through MAP, $550,000 targets technical assistance to coastal Alaska's harvesters and small seafood businesses. Services include:

- One-on-one technical assistance for entrepreneurs;
- Statewide seafood training courses;
- Industry wide outreach using print, web, and other media;
- Seafood processing and marketing information;
- Fisheries business resource sourcebook and online database; and
- Audience specific training courses.

Seminars and Training

MAP held seminars across the state including:

- Onboard freezing and onboard quality handling;
- Small business planning;
- Seafood processing business development;
- Commercially canned products;
- HACCP, Sanitation, Processor quality training;
- Public seafood processing/cold storage facilities; and
- Roe processing.

Marine Advisory Program
Main Office
1007 West 3rd Avenue
Suite 100
Anchorage, AK 99501
Phone: (907) 274-9691
Fax: (907) 277-5242
E-mail: map@sfos.uaf.edu
www.marineadvisory.org
www.alaskafishbiz.org

Technical Publications

MAP is author to some of the most practical and influential seafood industry publications available to the salmon industry including:

- Business Resource Guide for Alaska Fishermen;
- Fishermen's Direct Marketing Manual;
- Planning Seafood Cold Storage;
- Making a Direct Transfer of Your Fishing Business;
- Common Mistakes in HACCP; and
- Care and Handling of Salmon: The Key to Quality.

Specialized Training

The Alaska Seafood Processing Leadership Institute (ASPLI) is a year-long training/mentorship program for up and coming seafood processing managers. ASPLI covers processing technology, marketing, leadership and management. Participants range from Petersburg to Kodiak to Unalakleet and work in a plant during the summer with a mentor. ASPLI concludes with a study tour in March 2007.

Contact Information

Participants in the salmon industry are encouraged to contact their local MAP agent and discuss MAP involvement in projects and issues. MAP has nine offices statewide – Anchorage, Bethel, Cordova, Dillingham, Homer, Ketchikan, Kodiak, Petersburg, and Unalaska. An office in Nome will be opened in the fall of 2006.

General and Specialty Event Marketing

Salmon marketing tailored to meet changing market demands.

Through the Alaska Seafood Marketing Institute (ASMI) and several other marketing initiatives, the Strategy funded important seafood marketing activities aligned with industry marketing efforts.

$4.5 million of Strategy funds was dedicated to specials promotions through ASMI.

Cook It Frozen – To boost sales during the Fall 2004, when frozen products represented an excellent option for consumers, ASMI initiated the $1.4 million consumer education "Cook It Frozen" campaign. Sales at retail grocery stores were supported by chef demonstrations, celebrity promotions including streaming video on the "Cook It Frozen" website, newspaper articles with Alaska seafood recipes, point of purchase material for the 3,500 participating stores, radio ads in thirteen major market areas, and wild Alaska salmon billboards in Seattle, Portland and Washington DC.

www.cookitfrozen.com

Canned/Shelf Stable Alaska Salmon Products – Starting in April 2005, this $2 million consumer campaign moved traditional canned salmon by extending the momentum of the annual spring sales season, while carving inroads into the growing U.S.-Hispanic market. The campaign included radio ads, consumer shows, point of purchase materials in English and Spanish, grocery store demonstrations, a TV broadcast segment in Spanish starring a Hispanic celebrity spokesperson, and a consumer sweepstakes with an Alaska cruise grand prize.

Consumer Advertising Campaign - $1 million in Strategy funds combined with $2 million in federal funds obtained from the Alaska Fisheries Marketing Board, enable ASMI to field a national advertising campaign in food and lifestyle publications. The publications were read by consumers matching the Alaska Seafood demographic and by many chefs. The ads focused on different species and highlighted previously frozen seafood.

Specialty and Event Marketing

Asian Marketing – Starting in 2004, the Department of Commerce engaged in a dedicated marketing program to increase Alaska seafood sales into Korea, Hong Kong, China and Taiwan. Efforts included media events, print ads, trade missions and seafood shows.

Chefs prepare Alaska salmon and seafood for the "Go Wild" event at the 2006 Boston Seafood Show.

Marine Stewardship Council – Through the Department of Fish & Game, the Strategy dedicated $250,000 to the continued certification of Alaska's wild sustainable salmon fishery by the Marine Stewardship Council, a London-based, non-profit organization which certifies sustainably managed fisheries throughout the world.

Alaska Salmon Highlighted at the Boston Seafood – In 2005 and 2006, the Department of Commerce hosted an evening extravaganza event co-sponsored by agencies and industry to highlight Alaska salmon. The events, staged nearby the Boston Seafood Show, the nation's largest seafood industry trade show, brought in buyers and sellers of fine Alaska salmon and seafood, who were treated to Alaska seafood, entertainment and all things Alaskana.

Export Food Aid Demonstration Project – The Department of Commerce successfully held projects and promotions designed to place Alaska canned pink salmon into U.S. Department of Agriculture and United Nations' export food aid programs that purchase over $1 billion of food annually. Canned salmon is an excellent source of protein for malnourished regions of the world.

Contact Information

Contact the following offices for detailed information on the various Alaska Fisheries Revitalization Strategy Programs.

Office of the Governor

Alan Austerman, Senior Advisor on Fisheries Policy
(907) 465-3500 (Phone); (907) 465-3532 (Fax); alan_austerman@gov.state.ak.us
Program: Alaska Seafood Development Strategy

Alaska Department of Commerce, Community & Economic Development

Glenn Haight, Fisheries Development Specialist
(907) 465-5464 (Phone); (907) 465-5085 (Fax); glenn_haight@commerce.state.ak.us
Programs: Aid to Impacted Communities, Fisheries Economic Development Grant Program, Alaska Salmon Marketing Grant Program, Research and Development, Targeted Fisheries Assistance Grant Program, Small Business Technical Assistance

Debbie Maas, Grants Administrator
(907-465-2023 (Phone); 907-465-3767 (Fax); debbie_maas@commerce.state.ak.us
Programs: Fisheries Economic Development Grant Program, Alaska Salmon Marketing Grant Program,Targeted Fisheries Assistance Grant Program

Geoff Whistler, Loan Officer/Division of Investments
(907) 465-2510 (Phone); 907-465-2103 (Fax); geoff_whistler@commerce.state.ak.us
Program: Rural Development Initiative Fund

Alaska Department of Fish & Game

Sue Aspelund, Special Assistant to the Commissioner
(907) 465-6139 (Phone); (907) 465-2604 (Fax); sue_aspelund@fishgame.state.ak.us
Programs: Research and Development, Targeted Fisheries Assistance Grant Program – Southeast Alaska Salmon Shelf-Life Extension Program, Marine Stewardship Council Certification

Alaska Department of Labor & Workforce Development

Paula Scavera, Special Assistant to the Commissioner
(907) 465-2700 (Phone); (907) 465-2784 (Fax); paula_scavera@labor.state.ak.us
Programs: Aid to Individuals

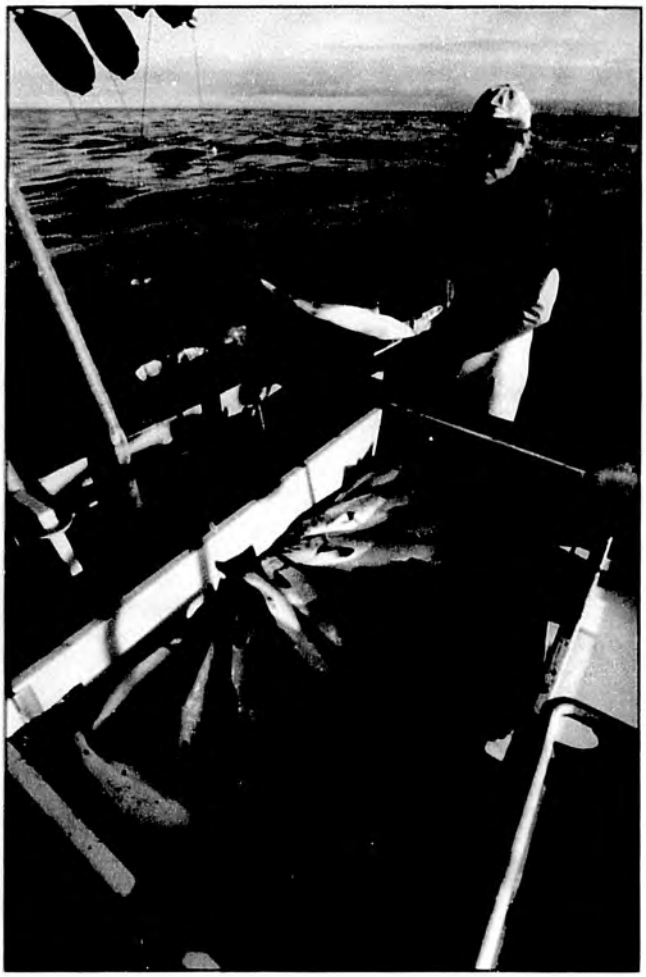
Alaska Seafood Marketing Institute

Laura Fleming, Director of Communications
(907) 465-5560 (Phone); (907) 465-5573 (Fax); laura_fleming@alaskaseafood.org
Programs: Alaska Seafood Marketing Institute programs

Front Cover: Nick Eliason on F/V Tammy Lin Landing King Salmon; Wild By Nature - Four Copper River fishermen from left to right - Dennis Zadra, Alicia Zadra, Heather Maxcy, Chris Maxcy, photo by Milo Burcham of Burcham Photography; F/V Mabel A of Yakutat, photo by Morgan Howard; Great Ruby Fish Company's Naknek processing facility; NorQuest plant in Petersburg with racks of roe; oil separation machine, Alaska Protein Recovery.

Back Cover: Fishing skiffs in Olga Bay, Kodiak; NorQuest plant employee, Joseph Buendia, in Ketchikan, preparing smoked pink salmon pouches; Rick Oltman of Cape Cleare with salmon bin; F/V Hard Flush in Cordova, Alaska, photo by Milo Burcham of Burcham Photography; Icy Strait Seafood roe machine in Juneau.

This publication was released by the Department of Commerce, Community & Economic Development. Its purpose is to report on the Alaska Fisheries Revitalization Strategy. It was produced at a cost of $3.16 per copy and printed in Juneau, Alaska.



State of Alaska
Department of Commerce, Community
and Economic Development
Office of Economic Development
P.O. Box 110804
Juneau, Alaska 99811-0804

PRSRT STD
U.S. POSTAGE
PAID
JUNEAU, AK
PERMIT NO.98

Alaska Quality Seafood®

Certifying quality every step of the way

BioFach 2007 - Nürnberg,Germany
FEB 15-18, 2007 Halle 2 Stand 642

International Boston Seafood Show
MAR 11-13, 2007 Booth 909

Request for MSC certification and audit services

Seafood Buyers
We inspect your orders while they are being processed and filled in Alaska.

Request Seafood Inspection

The Alaska Quality Seafood™ Program is ensuring that the best salmon in the world is also the most consistent and high quality.

Alaska based AQS partners with MSC certification body Scientific Certification Systems, Inc. (SCS) to offer MSC chain of custody certification and audit services.
Find out more about the Marine Stewardship Council, its dedication to sustainable fisheries, and how MSC certification can add value to your Alaskan seafood products.

AQS IN THE NEWS

Download 2007 Applications

New Processor

Returning Processor

AQS welcomes New Board Member:

Jeff Hetrick
Hatchery Director
Alutiiq Shellfish Aquaculture

Sign up for our Newsletter

GO

Copyright © 2006 [illegible] All rights reserved

Inspection service for buyer
web based data on capture processing
assessment / recomendation / Training on handling + Temp control
end of season audit. Quality seal and
processor question
Marine Stewadship council — chain of custody

Alaska Quality Seafood®

Certifying quality every step of the way

- Certification Process
- Program News
- Who is AQS?

Program Overview

The Alaska Quality Seafood Program is ensuring that the best seafood in the world is also the most consistent and high quality. Working with fishermen and processors, the Program has improved handling procedures and established uniform grading standards, and certifies the effort with independent third-party quality inspections. As a result, seafood buyers throughout the distribution chain will receive the exact grade of salmon they specify, each and every time they order.

Developed and administered by the Alaska Quality Seafood (AQS), this voluntary program has attracted the state's most quality-conscious fishermen and processors as its participants. The Program is comprehensive, involving all stages of harvesting and processing:

Alaska Quality Seafood
700 West 41st Ave
Suite 205
Anchorage, Alaska 99503

- Participating fishermen help to preserve the quality of the salmon from the moment it is caught. They follow detailed handling, chilling and delivery guidelines to ensure that the greatest portion of their catch can achieve the highest quality grades.
- Tender operators and buying stations also follow specific handling procedures, which include separation and special handling of fish from participating fishermen, and quick deliveries to the processing plant to preserve shelf life.
- Processing plants have adopted new grading standards that are consistent statewide. All fish is inspected when it arrives at the plant, and during the final product grading.
- A final inspection of over 30 quality criteria verifies the quality grade. This inspection is audited to ensure compliance.
- An official seal to indicate the grade is applied to the box once the inspection is completed.

The Alaska Quality Seafood Program has been shown to increase the confidence of seafood buyers in Alaska salmon, decrease labor and other costs associated with misgraded fish, increase product shelf life and decrease waste. Together, these benefits mean increased profits from your operation.

Copyright © Center for Alaska Seafood Quality Assurance - All rights reserved - Site By: Sundog Media & Alaska Internet Services

State-industry partnership - Generic
Small processor access on web site.

6-7 mill from industry 0.5%
+ federal
1 in GF

Regionally generic

* Funding Cycle return of assessment $

PWS Drift only.

Let's call the meeting to order

Let the record reflect that it is 8:00 a.m. on Wednesday, January 30th

Present are:

Representative Harris

Representative LeDoux

Representative Wilson

Representative Johansen

Representative Holmes

Representative Edgmon

And myself, Representative Seaton

At this time I would like to remind everyone to turn off their cell phones and address questions through the chair.

Today we will hear an overview of Seafood Quality and Marketing Organizations:

Alaska Seafood Marketing Institute 15 min
Bristol Bay Regional Seafood Development Association
Prince William Sound Regional Seafood Development Association Coho. Tele
Aleutia Tele
Kenai Wild Tele
Alaska Quality Seafood Certification Program
Alaska Department of Commerce, Community, and Economic Development-Quality Seafood Grant Program

501 c 6 applying for 501 c 3 for Education RSDA

Ocean Beauty + Fishermens fem + HB 26

Quality Initiatives Under the Alaska Fisheries Revitalization Strategy –

Salmon Vessel Quality Upgrade Program

Glenn Haight
Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464
glenn_haight@commerce.state.ak.us

Alaska Fisheries Revitalization Strategy

Multi-year, multi-program strategy to increase innovation and productivity in the failing Alaska salmon industry.

- $35 million from US Dept. of Commerce 2003 federal appropriation
- $15 million from Pacific Coastal Salmon Treaty Recovery Fund – Southeast Sustainable Salmon Fund

Alaska salmon industry fell from a $500 million fishery to fishermen in the early 90's to $160 million by 2002.

- Values in 2005 show a 100% increase over 2002 at $334 million.

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

Alaska Fisheries Revitalization Strategy

Programs and Budget

Program	Southeast Funds	Disaster Funds	Total
Aid to Individuals	$ -	$ 4,443,741	$ 4,443,741
Aid to Communities	$ -	$ 7,000,000	$ 7,000,000
Fisheries Economic Development Program	$ 6,692,588	$ 11,410,718	$ 18,103,306
Marketing			
Generic Marketing	$ 2,000,000	$ 2,438,259	$ 4,438,259
Alaska Salmon Marketing Grant Program	$ 4,217,996	$ 4,040,490	$ 8,258,486
Other Marketing Efforts	$ 270,000	$ 283,547	$ 553,547
Targeted Fisheries Assistance Program	$ 1,539,416	$ 2,043,667	$ 3,595,107
Research & Development	$ 5,000	$ 887,886	$ 892,886
Rural Development Initiative Fund	$ -	$ 1,500,000	$ 1,500,000
Small Business Technical Assistance	$ 200,000	$ 420,000	$ 620,000
Fisheries Business Plan	$ 75,000	$ 436,053	$ 511,053
Total encumbered	$ 15,000,000	$ 34,904,371	$ 49,904,371
Total remaining	$ -	$ 95,629	$ 95,629

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

Alaska Fisheries Revitalization Strategy

Quality Related Programs

- Fisheries Economic Development Program – funded roughly $4.8 million of $18 million in quality related projects
  - Freezing/chilling, totes, ice machines, slush bags

- Targeted Fisheries Assistance Program – all four projects
  - Cook Inlet Icing Project - $713,533
  - Western Alaska Set Net/Fish Wheel Improvement Program - $249,221
  - Southeast Shelf-Life Extension Program - $208,725
  - Salmon Vessel Quality Upgrade Program – $2,331,132

- 2006 ASMI Quality Survey - $30,000

$8.4 million of $29 million in grants went to quality improvements

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

Salmon Vessel Quality Upgrade Program

Purpose

- Vessel and tender upgrades that improved salmon quality
- Increase economic activity in salmon dependent communities
- Examples: refrigerated sea water (RSW) installation, gensets, hold upgrades, hold insulation, freezers, slush bags, bleed equipment, hatch upgrades, deck upgrades

Criteria

- Vessels and permit owners that harvest salmon
- Recent and consistent history of salmon harvests
- Demonstrates significant impact on salmon dependent communities

Program Attributes

- Accountable – all costs verified prior to reimbursement
- Real match – 50% reimbursement on verified 3rd party costs

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

Salmon Vessel Quality Upgrade Program

2005 SAVQUP –

- 250 applicants seeking $3,612,405
- 132 awards for $1,749,794
- Average award $13,256
- Statewide (non-Southeast): 67 awards - $1,014,923
- Southeast: 65 awards - $734,871

2006 Southeast SAVQUP – only Southeast money available

- 94 applicants seeking $1,343,398
- 30 awards to date for $447,171
- Average award $14,906

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

Salmon Vessel Quality Upgrade Program

Impacts

- A survey of 2005 SAVQUP recipients asked the total cost to complete the project.
- 53 out of 132 responses to date
- Respondents indicate spending $1,265,634 on the project in addition to $708,270 grant contribution.
  - Indicates grants were 36% of project, rather than program's 50% match.
- Indicates SAVQUP invested $1,749,794 in public funds for a total investment of $4,901,938.

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

Thanks

Glenn Haight, Fisheries Development Specialist
Alaska Department of Commerce, Community & Economic Development
907-465-5464, glenn_haight@commerce.state.ak.us

SITE: offnets (Pac. Coast. Southeast)

COMMITTEE: HFSH

DATE: 013107

SUBJECT OF MEETING: Herbd

BILL #

UPDATE #:1

60% to habitat restor — ADF&G
40% to Economic Developmt

? → Glen Hyatt - not want to ask processors: Do s input quality improvement
prices

PRINT YOUR NAME	COMMUNITY	REPRESENTING/AFFILIATION	DO YOU WANT TESTIFY Y or N
Jeff Bailey		Copper River Marketing	Y
Bob Barnett		Aluetia	Y
Bob Waldrop		Bristol Bay Reg Seafood	Y
A.Q.S. → Serving for Seafood buyers → Alaska Manufacturers No Certification	Provide Assn. of Quality Professionals w/ DEC → for Misc. certifications	Audit Services → Seafood inspection Formulated → Guidelines Board, most one of Directors is a DEC Dirctr (?)	
Do Audit Svcs (1.) Provide a list of who do audits for		(?)	

Copy of results → Germany - wants list of organic food shr

+ Capital of taxes - + Kappa river watershed
library

+ Promo material ? Aleutia (Non-profit)

Peter Pan / Tidal Cushion pack Aleutia

fish ?

→ Bullet points

Aleutia - (Volunteers / Grants (A/Prob Ichat Atka)

→ 3rd party inspectors ← Aleutia pays - thru higher price

Aleutia fish gets thru Grants - $ in $ out is abt even

Cook Inlet | Salmon Bowls
Kenai wild

→ Support for Salmon restoration Program $

Did not pursue RSDA.

UCIDA. - Pursue

KPFA. - Pursue

RSDA Next for pickup

10 cents fee per lb Paid by processors

12.5 cents per fillet lb Put into per pound Price to buyers → Cook Inlet go between

200 Fishers
+ 250

right Price 1.40 $

live/float
↳ up of 1.60 →

Partial Coho
retail pulp
Vacuum by trucks
→ ID w/ gillnet
Stocks.

Copy of ASMI Presentation

to mkts?

Brents cost. introduced

INVasive

Permit Executive Director?

25,000 Legislature -

AFMB Grant -

BBEDC Grant -

Start up $$

Dr. Hatchers only

→ Copper River ←

Tagging Program
(Authentication)

F.F. Scales?

↓ H/G.

Halibut $ too

Coho promotion (Chinook Frost)

Boston Coho Analysis

Prawn

↑ Demand

1.2 million sockeye
(N.+ a large market)

resolution

Added

2005 funds

98% mostly as Sockeye

No discounts w/
PWSAC →

No promotion of PWS. sockeye

SITE: offnets

COMMITTEE: ~~[illegible]~~ HFSH

DATE: ~~080406~~ 01 31 07

SUBJECT OF MEETING:

BILL #

UPDATE #:

PRINT YOUR NAME	COMMUNITY	REPRESENTING/AFFILIATION	DO YOU WANT TESTIFY Y or N
Jeff Bailey		Copper River Marketing	Y
Bob Barnett		Aluetia	Y

Regional Seafood Development Associations

Overview of History, Regulations and Areas of Concern

Alaska Department of Commerce, Community & Economic Development
Office of Economic Development
Glenn Haight, Fisheries Development Specialist
907-465-5464, glenn_haight@commerce.state.ak.us

History

- Alaska Statute 44.33.065 was established into law following the 23rd Alaska Legislature's Second Session.

- The law was developed at the recommendation of the Alaska Legislative Salmon Task Force for the purpose of providing participants in the Alaska seafood industry with tax revenue to pursue regional economic development activities.

- Primary focus was towards regional marketing activities and salmon, although the law allowed for other purposes, including infrastructure, product development, etc. and other species.

- The Department of Commerce, Community & Economic Development (DCCED) was designated as lead agency for the purposes of:
  - encouraging and assisting regions in their efforts to establish associations,
  - determining the qualified regional seafood development associations (RSDA),
  - verifying elections, and
  - disbursing tax revenue.

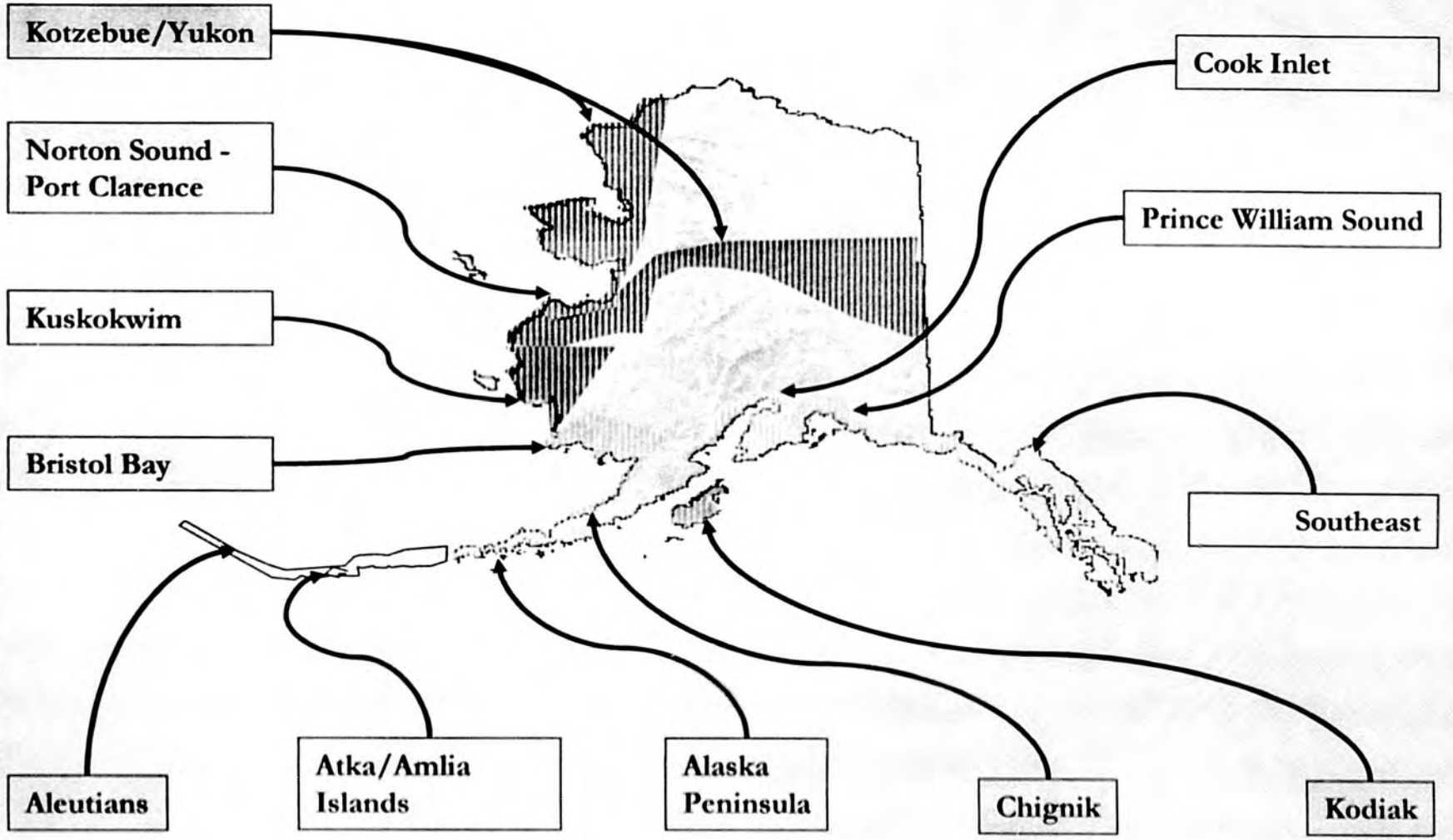
Steps to Forming an RSDA

1. Form an RSDA

2. RSDA conduct elections among permit holders

3. RSDA collects money from State and implements plan

Regional Seafood Development Association
Regions defined in law



Potential Values

2005 Tax Values by Region CFEC Permits

	2005 Ex-Vessel	0.5%	1%	1.5%	2%
Alaska Peninsula	$ 26,184,552	$ 130,923	$ 261,846	$ 392,768	$ 523,691
Aleutian Islands (includes Dutch Harbor)	$ 10,273,706	$ 51,369	$ 102,737	$ 154,106	$ 205,474
Bristol Bay (includes Bristol Bay crab fisheries and herring)	$ 170,352,694	$ 851,763	$ 1,703,527	$ 2,555,290	$ 3,407,054
Chignik	$ 7,311,751	$ 36,559	$ 73,118	$ 109,676	$ 146,235
Cook Inlet	$ 31,560,699	$ 157,803	$ 315,607	$ 473,410	$ 631,214
Kodiak	$ 31,478,969	$ 157,395	$ 314,790	$ 472,185	$ 629,579
Koztebue/Yukon (includes Upper & Lower Yukon and Cape Romanzof herring)	$ 2,667,104	$ 13,336	$ 26,671	$ 40,007	$ 53,342
Kuskokwim (includes Goodnews Bay herring, Cape Avinof herring, Nelson Island herring, Nunivak herring, Security Cove herring)	$ 1,599,617	$ 7,998	$ 15,996	$ 23,994	$ 31,992
Norton Sound	$ 1,792,496	$ 8,962	$ 17,925	$ 26,887	$ 35,850
Prince William Sound	$ 44,419,371	$ 222,097	$ 444,194	$ 666,291	$ 888,387
Southeast/Yakutat	$ 81,756,146	$ 408,781	$ 817,561	$ 1,226,342	$ 1,635,123
Undefined					
Westward	$ 641,489	$ 3,207	$ 6,415	$ 9,622	$ 12,830
Statewide	$ 473,566,686	$ 2,367,833	$ 4,735,667	$ 7,103,500	$ 9,471,334
Bering Sea	$ 40,635,341	$ 203,177	$ 406,353	$ 609,530	$ 812,707
"C" Permits	$ 2,107,083	$ 10,535	$ 21,071	$ 31,606	$ 42,142
	$ 926,347,704	$ 4,631,739	$ 9,263,477	$ 13,895,216	$ 18,526,954

2005 CFEC information. May be subject to updates as data is entered. Does not include some permits including those for CDQ groups.

Areas for future review

- Dealing with "Statewide" and other undefined regions like "Bering Sea" and "Westward"
  - Where its caught? Or where it's landed?
- Terminating non-performing RSDAs
- Handling the Kotzebue/Yukon connection

STATE OF ALASKA
DEPARTMENT OF COMMERCE COMMUNITY AND ECONOMIC DEVELOPMENT

OFFICE OF THE COMMISSIONER

Frank H. Murkowski, Governor

Edgar Blatchford
Commissioner
P.O. Box 110800
Juneau, Alaska 99811-0800

NEWS RELEASE

Jennifer Payne
Communications Specialist
907-269-4568
fax: 907-269-8125
www.commerce.state.ak.us

For Immediate Release: May 27, 2005

First Regional Seafood Development Association Formed

Salmon drift gillnet permit holders in Prince William Sound authorized a self-imposed 1 percent tax for marketing

On May 26th results of the first Regional Seafood Development Association (RSDA) Election were completed by Alaska Division of Investments staff and certified by Edgar Blatchford, the Commissioner of Commerce, Community and Economic Development. By a margin of 250 "yes" votes to 68 "no" votes, salmon drift gillnet permit holders in the Prince William Sound authorized a self-imposed one percent tax to provide funding for marketing efforts undertaken by the newly formed Copper River/Prince William Sound Marketing Association. This is the first RSDA to be formed in the state under legislation HB 419 that was signed into law by Governor Frank H. Murkowski on June 21, 2004.

Commissioner Blatchford said the election and subsequent results are encouraging. "I see this election as a boon for a cohesive marketing effort of Copper River salmon," said Blatchford. "Cooperative marketing efforts in Alaska have proven that if we work together to tell the world about our superior product, we all win."

The Copper River/Prince William Sound Marketing Association mailed 539 election ballots to eligible voters April 22 and April 27, 2005. Per the Notice of Election, only ballots postmarked by May 13, 2005 and received at the Alaska Division of Investments in Juneau, were accepted. According to law, the association needed returned ballots from 30 percent of eligible permit to certify the election. Nearly 59 percent of permit holders responded and the question passed with 73 percent of respondents approving the tax.

-more-

The tax is collected through the state and distributed to the RSDA. The first check should be in the Association's hands by fall of 2006. In recent history, the drift fleet generated about $20 million annually therefore, the RSDA should expect about $200,000 annually for its marketing efforts.

###

Overview
Driftnet Home
Frequently Asked Questions
Board of Directors (Interim)
Bylaws
Statutes
Regulations
Calendar Events
Send Us Feedback
Links
Stakeholder Comments
Contact Us

FAQ's

What is a RSDA? What can they do?

Regional Seafood Development Associations (RSDA's) are authorized under a state law passed in 2004 that allows for the establishment of one RSDA in each of Alaska's twelve ADF&G management areas. Bristol Bay is one of those areas.

RSDA's are managed by permit holders and may undertake programs such as; marketing, new product development, infrastructure (ice facilities docks, boat lifts, etc), market research and related non-profit activities for seafood harvested in a given management area.

Does Bristol Bay have a RSDA?

Yes. The State of Alaska approved an RSDA for the area in June 2005. Earlier that year, a group of drift net fishers submitted the required application to the State of Alaska proposing to form an RSDA for the Bay area.

In May 2006, driftnet permit holders decisively voted to approve taxing themselves 1% of their harvest to support their portion of the BB-RSDA. At this point, the BB-RSDA is roughly 80% complete.

Setnetters are now being asked to support the same 1% tax, creating an Association representing the entire regional salmon fleet. Like the drifters have done, setnet permit owners must now vote to approve contributing 1% of their harvest value to their BB-RSDA (less than 4 cents per fish). To realize its full potential, the Association needs support and funding from setnetters.

The setnet assessment election is scheduled for November 2006. Each setnet permit holder will receive ballots and voting instructions in September 2006. Voting closes November 1, 2006. If approved, the 1% assessment will be deducted off fish tickets during the 2007 season.

How is a RSDA funded?

There are two main sources of funds for a RSDA.

1) Self Assessment: Each Bristol Bay gear group must elect to assess itself to support the RSDA. The assessment is levied at the first point of sale - normally when a fisherman delivers. To approve the assessment, at least 30% of the permit holders in each gear class must vote and more than half of those voting must approve the assessment. In May 2006 Bristol Bay driftnet fishermen approved a 1% assessment on their harvest to support the BB-RSDA.

2) Grants: As a non-profit, the RSDA is eligible to receive state and federal grants. A broad-based and harvester-supported organization like the BB-RSDA will be a strong contender for such grants.

How much will it cost?

The assessment is 1% of a permit holders ex-vessel price. This is the same rate salmon harvesters paid ASMI until 2005. But under the BBRSDA, permit holders will now have control over how their money is spent and will be able to use the assessment for more than just marketing. To maintain parity, state law requires that other gear groups joining the RSDA must opt to support the RSDA at the same 1% rate.

In 2004, the average Bristol Bay drift net fisher caught 70,500 lbs for a gross stock of $34,300. A 1% assessment for the average driftnet fisher, therefore, would have been $343 for that season. In 2004, the average set net fisher harvested 24,300lbs worth $11,800 and would have contributed $118.

What do I get for my assessment?

The BB-RSDA will focus more money on improving the value of Bristol Bay sockeye than previous salmon marketing assessments. Furthermore, the RSDA will be directed by elected Bristol Bay permit holders - thereby assuring stakeholder accountability and control of the organization.

Bristol Bay is the most valuable salmon fishery in Alaska and it is 98% sockeye by value. In 2004, a 1% assessment on Bristol Bay salmon generated over $750,000 for ASMI. The ASMI marketing tax on Bristol Bay salmon was pooled with other regions and used to promote all seafood statewide; programs often emphasizing species other than sockeye. Under a BB-RSDA virtually all of the assessment will be targeted on improving values for just one product, Bristol Bay sockeye.

Why should I consider supporting the RSDA?

Depending on decisions of the elected board, the RSDA can put the assessment money to work on meeting a variety needs for the Bay such as infrastructure improvements, quality enhancement, market research, promotions and more. In addition, the RSDA may choose to apply for state or federal grants - thereby multiplying the impact of the assessment.

Improving the value of Bristol Bay salmon is the core purpose of the BBRSDA. No other broad-based group is speaking up for Bristol Bay salmon or is working to improve the value of its salmon. On average, Bristol Bay produces over 50% of Alaska's sockeye. But ex-vessel values in the Bay are routinely well below other areas. With this kind of volume, Bristol Bay harvesters are poised to benefit greatly if fish values can even rise to levels in other regions.

Don't I already pay a tax for ASMI?

No. The 1% Salmon Marketing Tax for ASMI was eliminated after the 2004 season.

How is the assessment election conducted?

The State of Alaska sets the voting procedures and oversees the assessment election. In the Spring of 2005, several drift permit holders organized themselves, received a grant from BBEDC, applied to form a RSDA and to hold an assessment election. In June 2005, the State of Alaska approved the Bristol Bay RSDA. Drift net fishers voted to approve their assessment in May 2006.

About 40 days before the election, a ballot, voting procedures and a self addressed envelope will be mailed to setnet permit holders. A second, reminder ballot, will be sent 2-3 weeks before the election. Ballots must be postmarked by March 1, or earlier. Ballots are sent to the State of Alaska where they will be tallied and the election certified. Final results of the assessment election will be public by March 15th, 2006.

What gear groups belong to the RSDA?

So far only the driftnet fleet has voted to fund the BB-RSDA. They are currently the

only full members of the Association. Each gear group must decide for themselves if they wish to be a part of the RSDA and assess themselves to support it. Drift net permit holders got the ball rolling for the Bristol Bay area by submitting the application to the state and approving a 1% tax on their harvest.

But other gear groups are encouraged to join, help guide the association and to benefit from its activities. Each fishery's relative tax contribution to the RSDA will determine its representation on the RSDA board. Setnet permit holders must vote on the assessment by November 1, 2006.

Who controls a RSDA?

Gear groups paying the assessment are members of the RSDA, will have seats on the board and can use its tax revenues to support non-profit fishery development programs such as marketing, quality improvement, promotions, product development, etc.

After the assessment election, permit holders will elect a new board of permit holders to manage the RSDA. The elected board will consist of representatives from each gear group paying an assessment. Board seats will be proportionate to the total assessment paid. If all gear groups vote to approve an assessment, the board will have 11 members; 7 drift, 2 set, 1 other fishery and 1 non-permit holder having a significant economic interest in the fishery. The bylaws require that the board representation is proportionate to the revenues from each permit group.

BB-RSDA bylaws also require independent annual financial audits and full disclosure of all activities. If permit holders feel the RSDA is not working, they can vote to rescind the assessment applying the same state oversight and process used to create it.

Do other Alaska fishing areas have an RSDA?

Yes. In May, 2005 fishers in the Copper River/PWS area formed a RSDA. Drift gillnet permit holders there recently voted 250 to 68 in favor of assessing themselves to fund it. That assessment is expected to generate about $200,000 to promote products from the Copper River/PWS area. See their website at http://www.areaemktg.org/

What is the current status of the BB-RSDA?

Established in June 2005, the BB-RSDA took a big step forward in May 2006. At that time driftnet permit owners decisively approved a 1% tax on their harvest to support the Association's purposes.

It all began in May 2005, when a group of Bristol Bay fishermen submitted by-laws to establish an RSDA for Bristol Bay. The State of Alaska approved those by-laws that June, thereby creating the Association. At that point, however, the Association had no funding. That changed with the May vote when the drift fleet voted to support their share of funding for the BB-RSDA.

Setnetters are now being asked to support the same 1% tax, creating an Association representing the entire regional salmon fleet.

Who is currently running the BB-RSDA?

Two interim boards; one of driftnet permit holders and another of setnet permit owners. The only responsibility of either board is to conduct the assessment election and, if that is successful, to also conduct an election of tax-paying permit holders to the Board of Directors.

The interim boards do not set policy, programs or strategies for the BB-RSDA. That is the responsibility of an elected board. Board elections for both setnetters and driftnet permit holders are scheduled for early Spring 2007. Tax funds from the 2006 season will not be available to the BB-RSDA until late 2007. The newly elected Board will develop programs and budgets prior to tax funds being available.

Who are the Interim Board Members?

Please refer to the tab on this website; "Interim Board of Directors".

How may I learn more?

- Participate in local meetings where the RSDA will be discussed. These meetings will be publicized on the BB-RSDA's website.
- Read materials about the RSDA mailed to each permit holder.
- Look through other pages on this website to review the bylaws, ask questions and learn more about the potential of an RSDA for Bristol Bay.
- Contact a member of the interim boards (setnet and drift).

Gary Chythlook

Driftnet Section Setnet Section

Bristol Bay salmon account for roughly 1/3 of the total value of all Alaska salmon. It is the single most valuable salmon fishery in Alaska. But ex-vessel value for Bay sockeye is lower than sockeye harvested in most other Alaska regions - and the price gap is growing wider. Until recently, no broad-based organization existed to promote Bristol Bay seafood, to work on improving quality or address infrastructure needs - all of which will help improve ex-vessel prices.

Bristol Bay permit holders are now changing this. Recently passed state law authorizes the establishment of Regional Seafood Development Associations (RDSA's). Under this new law, an RSDA may market and promote the region's seafood, seek improvements to the area's infrastructure, work to raise quality. An RSDA may also conduct market research, education and product development.

RSDA's are organized and managed by permit holders. In June 2005, a group of Bristol Bay fishermen filed an application to establish a RSDA for the Bristol Bay region. The state of Alaska approved that application and an official RSDA now exists for the Bay.

To fund the RSDA, permit holders must vote to approve an assessment on their harvests. Thirty percent of the permit holders in each gear group must vote and a majority of those voting must approve the assessment. Each Bay-area gear group votes separately on self-assessment. Assessment revenues are collected by the State of Alaska and then appropriated to the RSDA.

On May 19, 2006 Bay driftnet permit holders approved a 1% assessment on their harvest. That tax will be deducted from drifter's fish tickets starting in 2006. Tax revenues from the drift fleet will start flowing to the BB-RSDA in late 2007.

Setnet permit holders will vote to assess themselves on November 1, 2006. Including a setnet assessment, a minimum of $850,000 - $1,000,000 will be available to the RSDA to help improve values of Bristol Bay seafood. That amount will make a difference - it is roughly ASMI's annual promotional budget for all of Alaska's sockeye.

A board elected by assessed permit holders will control the BB-RSDA. In the Spring of 2007, driftnet and setnet permit holders elect representatives to sit on the BBEDC board. This elected board determines policies, priorities and specific programs. Seats on the elected board will reflect the proportionate assessments paid by each gear group. Currently two interim boards (a driftnet board and a setnet board of permit holders) are volunteering to help with the initial organization of the BB-RSDA. These interim boards are not setting policy or strategy for the BB-RSDA - they only conduct the assessment and the board elections.

Fishermen control over the RSDA is further strengthened by an "un-do" provision in Alaska RSDA law for terminating the RSDA assessment. Alaska statutes (Sec 43.76.375) creating the RSDA also include a provision allowing permit holders to end the 1% assessment. A petition signed by 10% of the permit holders triggers a mandatory election to determine whether the assessment should terminate.

The BB-RSDA will expand the role of fishermen in the conduct of their fishery. Doing so can result in higher fish values by improving quality, infrastructure and/or market demand.

Approving the assessment is the best way to change the status quo by promoting our products, expanding our markets and raising the value of our sockeye. The BB-RSDA is a solid investment in the future of our fishery.

Copyright 2006

Gary Chythlook

January 30, 2007

Overview
Frequently Asked Questions
Board of Directors (Interim)
Bylaws
Statutes
Regulations
Calendar Events
Send Us Feedback
Links
Stakeholder Comments
Contact Us

NEW

The following information was mailed to all S03T permit holders on December 21, 2006

Bristol Bay
Regional Seafood Development Association

CALL FOR NOMINATIONS and NOTICE OF ELECTION For BOARD OF DIRECTORS

Nomination Postmark Deadline: February 1, 2007
Voting Postmark Deadline - April 7, 2007

The Bristol Bay Regional Seafood Development Association is conducting a vote among Bristol Bay salmon drift gillnet permit holders to fill 7 seats on its Board of Directors. The elected Board will oversee all aspects of the BB-RSDA including developing an initial plan of operations and hiring an Executive Director. This election will be conducted under the terms of the Association's bylaws.

BOARD SEATS: The seven Board seats reserved for driftnet (S03T) permit holders are allocated according to residency as shown in the table below. An eighth seat (K) is reserved for a non-permit holder paying dues with an active interest in the Bay fishery. This seat will be appointed by the elected Board at their option. Nominees must run for a specific seat.

Board seats have staggered three year terms. Accordingly, terms for this first election will be for varying terms as follows;

In State Resident
Seat A
3 year

Seat B
2 year

Seat C
1 year

Non-Alaska
Seat D
3 year

Seat E
2 year

Open
Seat F
1 year

Seat G
3 year

CALL FOR NOMINATIONS: With this notice, the Founding Board is soliciting nominations for election to the board. Qualified permit holders may nominate themselves or be nominated by fellow permit holders. Eligible nominees are S03T interim-use and limited entry permit holders as of December 15, 2006 as determined by CFEC.

Nominations must be endorsed by at least 10 other SO3T permit owners with the names of those supporters, their signatures (faxed signatures are OK) and their permit numbers. Nominees should also supply a maximum 250 word campaign and qualifications statement for the ballot. Nominees and their 250 word statements will appear on mailed ballots and the BB-RSDA website. Please refer to Article IV in the bylaws for additional requirements. Incomplete nominations cannot be accepted.

An additional campaign statement (not to exceed 1,000 words) and optional photo may be submitted to info@bbrsda.com for posting on the BB-RSDA website.

All nominations and supporting materials must be postmarked by February 1, 2007. If a seat receives no nominations, the Board will nominate a qualified permit holder for that seat.

Return complete nomination materials (ten endorsements, seat being sought and a 250 word campaign statement) to:
Bristol Bay RSDA
Box 208 - 1120 Huffman Rd
Suite 24
Anchorage, Alaska 99515

VOTING PROCEDURES: By early March 2007, ballots and candidate statements will be mailed to each eligible permit holder as determined by CFEC list of S03T interim-use and limited entry permits as of December 15, 2006. All voting must be done by mail. The postmark deadline for returning the ballots is April 7, 2007. An independent accounting firm will receive and count the ballots. Final election results will be available by April 30, 2007. Election results will be posted on the BB-RSDA website; www.bbrsda.com

This Notice is based on BB-RSDA bylaws. Please refer to the full bylaws for additional specific requirements of the nomination process. The bylaws are attached and also available online at www.bbrsda.com

CALL FOR NOMINATIONS and NOTICE OF ELECTION

• Home

Kenai Wild Alaska Salmon

Our Quality Program

Savory Salmon

Commercial Salmon History

Membership Forms

FAQs

Contact Us

Links

Kenai Wild® Alaskan Salmon

"Quality Certified, all Natural Wild Harvest"

Photo © Greg Daniels

Alaska Wild Salmon

From the crystal blue glacier-fed waters of Alaska's bountiful Cook Inlet comes Kenai Wild ® - All Natural Wild Harvest Alaska Salmon. Kenai Wild® is hand-selected by US commercial fishing families who have banded together in the cooperative spirit that makes this Alaskan community strong.

The result of our mutual efforts is the Kenai Wild® brand, a highly nutritious, wild Alaska salmon that is nature's perfect protein source. Include Kenai Wild® sockeye salmon weekly in support of your healthy active life-style!

Wild vs. Farm Raised Salmon

Our salmon are wild--not pen raised--all natural, sockeye salmon. Each salmon in our program is hand selected by Alaska commercial fishing families who have joined together to bring you a "taste of Alaska". The unique rich flavor of wild Alaska salmon will satisfy the most discerning gourmet.

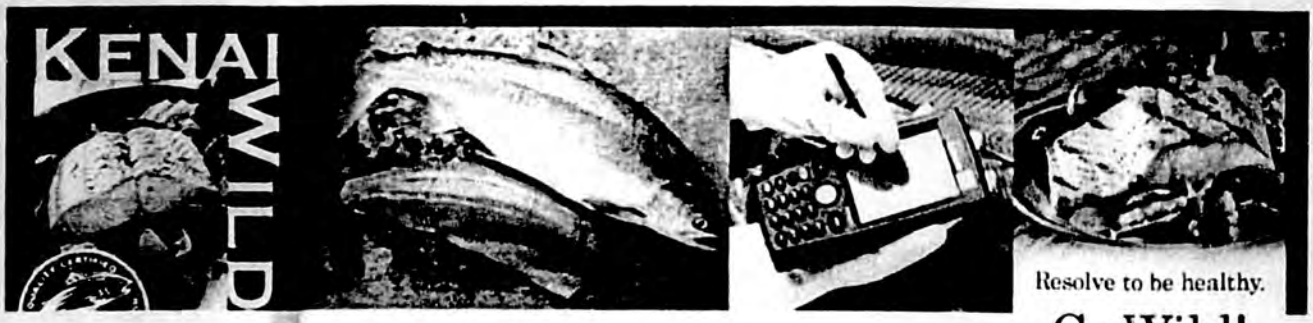
All Kenai Wild Salmon have been handled with the utmost care. Each step of their handling has been certified according to the Alaska Quality Seafood Program (AQS) harvesting procedures and practices by an independent quality control specialist. You are always assured top quality wild Alaska Salmon!

This impeccable attention to detail "locks in" the nutritional benefits that discriminating consumers demand. All our Kenai Wild Salmon is immediately chilled on board the fishing vessels in Cook Inlet and checked and re-checked for quality based upon the stringent requirements of AQS . Kenai Wild Salmon is full of the essential fatty acids Omega 6 and Omega 3.

Kenai Wild Sockeye Salmon, with its spectacular red meat color and superior taste will enhance the most special occasion. The color in these photos is not color enhanced, it's the All Natural, Wild Harvest true color that salmon is prized for.

Treat your customers, yourself and your family to this unique taste of Alaska and try Kenai Wild!

© 2004-06 | Cook Inlet Salmon Brand, Inc. | **info@kenaiwild.org** | 907-335-WILD (9453)
14896 Kenai Spur Hwy, Suite 206, Kenai, AK 99611 (Economic Development District Building)
Web Design and Hosting by Alaska Digital Services



• Home

Kenai Wild Alaska Salmon

Our Quality Program

Savory Salmon

Commercial Salmon History

Membership Forms

FAQs

Contact Us

Links

"Quality Certified, all Natural Wild Harvest"

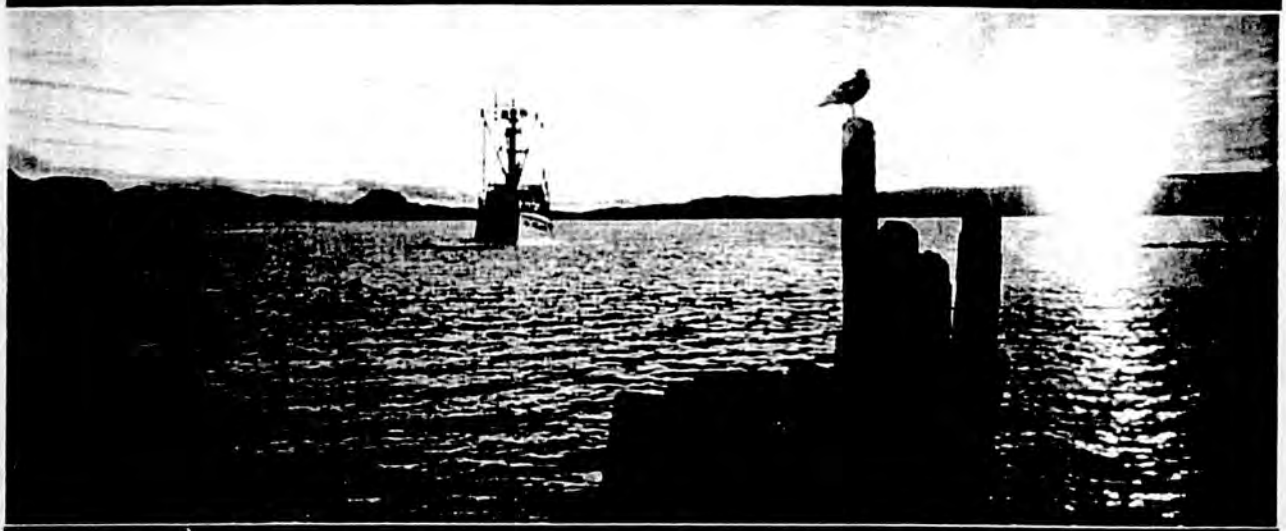
Our Quality Program
Quality Assured Alaska Salmon!

Take the guess work out of ordering wild salmon! Kenai Wild brand is proud to state that we follow the nationally recognized handling guidelines and grading protocol of the Alaska Quality Seafood® Program (AQS).

Developed and administered by the Alaska Manufacturers' Association (AKMA), this voluntary program has attracted the state's most quality-conscious fishermen and processors as its participants. The program is comprehensive, involving all stages of harvesting and processing. Our adherence to the strictest seafood guidelines in the nation ensures that you will receive top quality, consistently graded salmon every time you purchase our certified product.

Every producer of Kenai Wild brand has signed an agreement with Cook Inlet Salmon Brand, Inc. and AQS stating that their production will comply with all Kenai Wild/AQS standards. For more information about the AQS Program we encourage you to visit their website, where you can learn more about their entire quality assurance program and familiarize yourself with the Premium, Choice and Select grading standards.

© 2004-06 | Cook Inlet Salmon Brand, Inc. | info@kenaiwild.org | 907-335-WILD (9453)
14896 Kenai Spur Hwy, Suite 206, Kenai, AK (Kenai Economic Development District Building)
Web Design and Hosting by Alaska Digital Services



ALEUTIA

Pure. Wild. Alaskan.

Home to active volcanoes, legendary winds, and thousands upon thousands of miles of unspoiled wilderness the Aleutia fishery is located in one of Alaska's most mysterious and dramatic regions.

Few will ever visit this place. But you can capture its flavor as Aleut fishing families from the remote coastal villages of Sand Point, King Cove, Nelson Lagoon and False Pass share with you their most treasured resource—Aleutia sockeye salmon.

ALEUTIA

ALEUTIA, P.O. BOX 408, SAND POINT, ALASKA 99661 907-383-5909
3380 C STREET, STE. 205, ANCHORAGE, ALASKA 99503. 907-274-7579

Powered by TelAlaska

Alaska Quality Seafood®

Certifying quality every step of the way

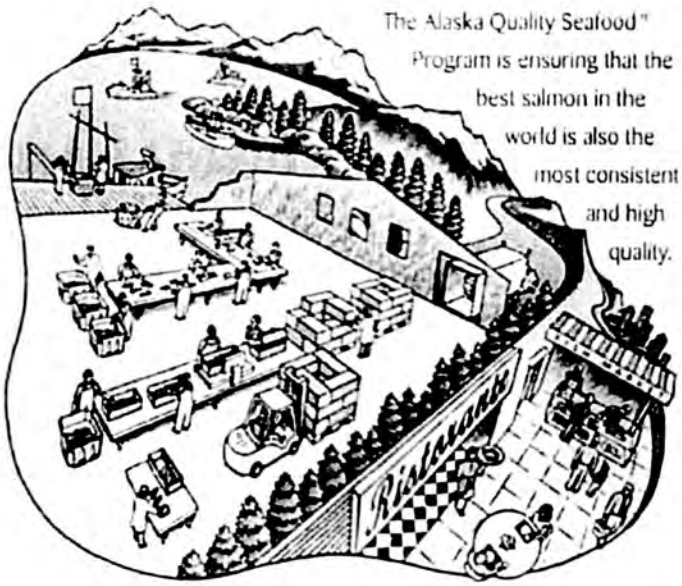
BioFach 2007 - Nürnberg, Germany
FEB 15-18, 2007 Halle 2 Stand 642

International Boston Seafood Show
MAR 11-13, 2007 Booth 909

Request for MSC certification and audit services

Seafood Buyers
We inspect your orders while they are being processed and filled in Alaska.

Request Seafood Inspection



The Alaska Quality Seafood™ Program is ensuring that the best salmon in the world is also the most consistent and high quality.

Alaska based AQS partners with MSC certification body Scientific Certification Systems, Inc. (SCS) to offer MSC chain of custody certification and audit services.

Find out more about the Marine Stewardship Council, its dedication to sustainable fisheries, and how MSC certification can add value to your Alaskan seafood products.

AQS IN THE NEWS

Download 2007 Applications

New Processor

Returning Processor

AQS welcomes New Board Member:

Jeff Hetrick
Hatchery Director
Aluitiq Shellfish Aquaculture

Sign up for our Newsletter

GO

Copyright © 2006 Scientific Certification Systems, Inc. All rights reserved

Alaska Quality Seafood®

Certifying quality every step of the way

- Certification Process
- Program News
- Who is AQS?

Program Overview

The Alaska Quality Seafood Program is ensuring that the best seafood in the world is also the most consistent and high quality. Working with fishermen and processors, the Program has improved handling procedures and established uniform grading standards, and certifies the effort with independent third-party quality inspections. As a result, seafood buyers throughout the distribution chain will receive the exact grade of salmon they specify, each and every time they order.

Developed and administered by the Alaska Quality Seafood (AQS), this voluntary program has attracted the state's most quality-conscious fishermen and processors as its participants. The Program is comprehensive, involving all stages of harvesting and processing:

Alaska Quality Seafood
700 West 41st Ave
Suite 205
Anchorage, Alaska 99503

- Participating fishermen help to preserve the quality of the salmon from the moment it is caught. They follow detailed handling, chilling and delivery guidelines to ensure that the greatest portion of their catch can achieve the highest quality grades.
- Tender operators and buying stations also follow specific handling procedures, which include separation and special handling of fish from participating fishermen, and quick deliveries to the processing plant to preserve shelf life.
- Processing plants have adopted new grading standards that are consistent statewide. All fish is inspected when it arrives at the plant, and during the final product grading.
- A final inspection of over 30 quality criteria verifies the quality grade. This inspection is audited to ensure compliance.
- An official seal to indicate the grade is applied to the box once the inspection is completed.

The Alaska Quality Seafood Program has been shown to increase the confidence of seafood buyers in Alaska salmon, decrease labor and other costs associated with misgraded fish, increase product shelf life and decrease waste. Together, these benefits mean increased profits from your operation.

Copyright © Center for Alaska Seafood Quality Assurance - All rights reserved - Site By: Sundog Media & Alaska Internet Services

Certifying Quality Every Step of the Way

HARVESTER

Proper Sanitation
Proper Chilling (ice, slush, RSW)
Fish Temperature
Separate Program Fish
Bleeding
Bagging
Fish Ticketing
Brailing
Soft

TENDER

Proper Sanitation
Temperature
Fisherman List
Product Chilling
Check Product Separation
Check Brailer Weights
Use of Double Straps
Check Fish Temperatures
Check Fish
Communication with Fisherman
Grading Checks (if applicable)
Separate Program Fish
Layer Icing (if applicable)
Ice Condition
Tote Condition
Overall Handling
Overall Organization
Keep Accurate Receiving Logs
Notify Plant of Problems

PLANT DOCK

Proper Sanitation
Prepare for Program Fish
Check Program
Check Product
Check Fish
Check Temperatures
Check Program
Check Tote
Use of Double
Use of Non-
Check Fish
Tote or
Layer Icing Totes (if applicable)
Ice Condition
Tote Condition
Tote Density
ID Program Totes & Tanks
Overall Handling
Overall Organization
Communication with:
Fishermen
Tender Operators
Notify Plant of Program Receiving
Problems

BUTCHERING

Clear Line for Program Product
Head Cuts
Gullet Damage
Slimming Damage
Blemishing
Grading Action
Grading & Mixing
Separate Program Product
Accuracy to Standards
Oversight

PACKING

Separate Program Product
Tagging
Proper Racking

FILLETING

Pinboning
Grading
Trimming/Packing
Writing
Separate Program
ID Program

PACKING

Proper Sanitation
General Handling
Communication
Correcting
Correct
Correct
Fish
Scale
Accurate
Tickets

AIR FREIGHT

Separation for
Separation
Separate To Program
Product
Glazing
Bagging
Grading
Labeling

The AQS Program is designed to ensure consistent quality through compliance with a standardized set of handling guidelines from the fisherman to the processor through case-up. Each participant is required to understand and accept responsibility to fully adhere to these practices.

The final certification inspection relies on strict adherence to AQS handling guidelines.

Throughout all phases of AQS, participants are checked for general knowledge of the Program and overall compliance.

www.alaskaqualityseafood.com (907) 565-5655 phone (907) 565-5646 fax info@alaskaqualityseafood.com

KEY PRINCIPLES

- The program is purely voluntary. Only those who wish to adopt the AQS quality system are participants.
- All participating fishermen, tender operators, buying stations and processors must follow harvesting practices that meet the minimum requirements of the AQS program.

- The system is designed not only to identify the highest grades of seafood, but also to improve quality and consistency within each grade.
- Once the AQS quality system is established, a self-certification program for AQS certified processors with periodic inspections and audits is instituted.
- The AQS Quality System utilizes real time, web based technology for data capture and reporting. It allows for instant tracking and trace back of product.

- The AQS Quality System [illegible] product [illegible] by increasing buyer confidence, shelf life and decreasing waste.
- AQS is actively marketing the AQS program to seafood buyers nationally and internationally.

WHY AQS?

Alaska Quality Seafood is working with the industry to ensure that the best salmon in the world is also the most consistent and high quality.

This voluntary program attracts quality-conscious fishermen, tender operators and processors, and modifies traditional practices to better meet current needs of seafood buyers.

For a list of participating processors and harvesters visit
www.alaskaqualityseafood.com

AQS SERVICES

- AQS Quality System For Wild Alaska Salmon
- Custom Seafood Inspections and Audits
- Processing Plant Food Security

- Marine Stewardship Council (MSC) Certification and Audit Services in partnership with Scientific Certification Systems.

Alaska Quality Seafood®

Center for Alaska Seafood Quality Assurance

Making The World's Best Salmon Even Better

CERTIFIED ALASKA QUALITY SEAFOOD

[illegible]205
[illegible]03
[illegible]565.5846 Fax
[illegible]ood.com
[illegible]ood.com