

ALASKA LEGISLATURE COMMITTEE FILES 1981-1982 8672

1956 SRES HB 196 - HB 198

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Information Concerning H.B. 196
A Weather and Climate Bill

This informational material is provided for the purpose of accelerating action on H.B. 196. Many major activities in Alaska are strongly affected by the weather and climate, the most notable are the aviation, marine, and public activities. Numerous other activities are affected, and all activities are subjected to the greatest extremes of inclement weather in the United States.

This informational material was prepared primarily by Jim Wise, State Climatologist, and Al Comiskey, Associate in Atmospheric Sciences at AEIDC. Mr. Wise has worked at AEIDC for the last five years and formerly was a weather officer with the U.S. Air Force for 22 years. His last assignment before retiring in 1975 was as Chief of Aerospace Sciences in the Eleventh Weather Squadron at Elmendorf AFB, which included being climatologist for the Alaskan Air Command and Chief of technical services. Al Comiskey recently retired from the position of Chief of Environmental Services for the National Weather Service. He has been in Alaska for 25 years preparing forecasts or administering to forecast services.

Background Information on Alaska's Climate Program

For approximately 20 years prior to July 1973 the state climatologist of the NWS, Alaska Region, provided climatological services within the state of Alaska for use by commerce, industry, the scientific and engineering communities, the general public, and federal, state, and local government agencies. NWS abolished its regional/state climatology program in 1973, which meant either the loss of this service entirely or transfer of responsibility to the states. In some cases state agencies assumed this work, while in others, state universities took on the public service involved. In Alaska the Arctic Environmental Information and Data Center (AEIDC), University of Alaska, began supplying many of the services formerly performed by the NWS state climatologists. Since then AEIDC has absorbed the costs of public climate information services which have not been properly funded since the federal government relinquished its responsibility.

By mutual agreement, the National Climatic Center (NCC), the Environmental Data and Information Service (EDIS), and the NWS provide certain weather observations and climate data logs, climate publications, and limited services to AEIDC on a regular basis. AEIDC maintains an Alaska climate center, which contains climate data on precipitation, temperature, clouds, winds, humidity, solar insolation, evaporation, soil temperatures, and other data sets. The climate center takes up an area of 576 square feet, and a microfiche reader/copier, workspace, and assistance are provided to its users. Most of the following services are provided free or at nominal copying costs.

1. Climate data on request by phone, letter, or personal visit.
2. Sale of climate-related and other pertinent publications available here.
3. Studies, reports, and periodicals on the application and use of climate data are available for use in-house.
4. Analysis, interpretation, and advice on the application of climate information to a particular project or problem.
5. Loan of selected data and publications.
6. Assistance in formulating requests for NCC data and service.
7. Expert witness in court cases involving weather and climate.
8. Lectures on aspects of applied climatology at scientific meetings, seminars, and public forums.
9. Climate-related research, such as interdisciplinary research at AEIDC, solar and wind energy use, and environmental impact statements.

Why the State needs to formalize a weather and climate program:

The National Climate Program bill was passed in September 1978. The bill provides for matching funds to help support a state climate program, provided that the State has adopted a climate program and that federally funded portions of the state program are consistent with the goals and regulations of the national program. It also requires that the state integrate its climate program with the national program and that the State establish an effective mechanism for consultation and coordination with the users. The latter two requirements have already been essentially satisfied. The single, and most glaring, deficiency is the lack of a formal state program. We urge that this remaining requirement be satisfied as soon as possible.

AEIDC has been keeping track of the number of requests for climate data and services since 1976. Following are the number of inquiries for information involving climate data, advice, or services:

Year	1976	1977	1978	1979	1980
Number of Contracts	400	460	520	710	960
% increase over previous year		13%	12%	27%	26%
Frequency per day (260 work da/yr)	1.5	1.8	2.0	2.7	3.7

Note that the number has more than doubled since 1977. A large portion of the increase in demand for climate services in Alaska is interest in alternative energy by Alaskans. Data supplied include wind summaries, temperature data for heating degree days, and solar radiation data.

In addition to the reasons stated above, a formalized program is needed to resolve present deficiencies in services. Following are some specific deficiencies:

1. Lack of Data. There is a lack of important data in many locations in the state. This is particularly critical in areas such as Prudhoe Bay and Dutch Harbor, where massive resource development is in progress. There are also areas of the state where wind energy is a viable resource, and though qualitative determinations have been made for most areas, site specific data are still needed to quantify this resource for specific installations. Solar radiation data have been recorded at only five locations in the state. At present, NWS is maintaining only one such station at Fairbanks. The University of Alaska is gathering these data at Fairbanks, Anchorage, and Kodiak in the fourth year of a five-year U.S. Dept. of Energy program. This program should be continued and expanded over the next few years either by the federal government or by the State.

2. Data Summaries. There are existing data available that have not been summarized. Some of these data are in state and federal government agency files, and few individuals outside the agency know they exist. Other data have been collected over the last 20 years as part of the NWS operated cooperative climate data network. One-year summaries have been made for many of these stations, but multi-year summaries were not made. Our state climate program should obtain these data and prepare summaries of them or at least make the data available locally and maintain an inventory of it. Some of these data are available on magnetic tape from the NCC and could be obtained from them and processed within the state.

3. Climate Research. Current climate research and data gathering should be monitored. AEIDC's Current Research Profile attempts this, but there is no way at present to require that people engaging in research in and about Alaska respond to AEIDC's inquiries.

4. Information. Information should be more generally publicized on the kinds of climate services available and their uses. This could be done through newspaper and magazine articles, formal courses in applied climatology at the community college and university levels, and as lectures at scientific, business, and industry professional meetings. Those engaged in transportation and construction could make much better use of resources by including seasonal climate data in their planning process.

Recommendations for legislative action:

1. Enact House Bill 196 to establish the Alaska State Weather and Climate Program.
2. Provide funds for automation of the present climate data base. Initially, the program should start with the existing data tapes available from the NCC and the computer programs to process these data. As part of the continuing program, we should acquire these data on a monthly or annual basis to provide more up to date climate services.
3. Initiate a public information program on available climate and weather services.
4. Provide funds for performing the additional services generated by agencies and the public.
5. Provide funds to prepare and implement a state weather and climate observations program including the following:
 - a. Purchase observation and communications equipment.
 - b. Initiate a state operated weather and climate data gathering and observations network to improve both real-time weather services and the state climate data base.
 - c. Select and train observers for the state-operated network.

These matters and other agency and public interests could form the basis for committee hearings.

HB 196

February 18, 1981

The Honorable Jim Duncan
Speaker of the House
Alaska State Legislature
Pouch V
Juneau, AK 99811

Dear Mr. Speaker:

Under the authority of art. III, sec. 18, of the Alaska Constitution, I am transmitting a bill relating to the establishment of a state climate and weather program and a state climate center. This bill was originally introduced in the last legislature as HB 413. This version is virtually identical to the House Resources Committee's CSHB 413.

The program would begin with the preparation of a plan, updated on a biennial basis, for the acquisition and dissemination of climate related data and information. The plan would include an assessment of the state's climate data and information needs, a basis for establishing priorities among these needs, and a program for orchestrating activities directed toward meeting these needs. A State Climate Planning Advisory Group, composed of members from organizations which provide climate related information and data and from the public sector and organizations which use this information, would participate in preparing and updating the plan.

In order to implement the plan, the bill would provide that the state climate center be established within the University of Alaska. The center would operate and maintain a central repository for information and data relating to the weather and climate of Alaska, provide weather and climatological information and technical advisory services to climate information users, and cooperate with other state and federal agencies in order to satisfy the intergovernmental climate program participation requirements of the National Climate Program Act.

In addition, the center would be authorized to investigate the characteristics of Alaska's climate;

research and assess the impact of climate fluctuations on the availability of solar, wind, and water resources; make available the results of all research undertaken by the center; contribute to the general education of the public on the climate of the state; and enter into cooperative arrangements with other organizations engaged in climate-related research.

This bill is consistent with the provisions of the National Climate Program Act, Public Law 95-367, under which the state may be eligible to receive up to a 50 percent grant to cover the costs of conducting climate-related studies and providing climate-related services.

Sincerely,

S/SSH

Jay S. Hammond
Governor

THE LEGISLATURE OF THE STATE OF ALASKA
TWELFTH LEGISLATURE

FISCAL NOTE

I. REQUEST

Bill/Resolution No. HOUSE BILL NO. 196 (Page 1 of 3)

Title An Act relating to establishment of the Alaska State weather and Climate Program and Alaska State Climate Center

Requested by the Rules Committee by Request of the Governor Date: _____

II. FISCAL DETAIL

Agency Affected University of Alaska

Program Category Affected Public Information Service

BRU, Program, or Subprogram(s) Affected Org. Research, Arctic Environmental Info & Data Cntr.

(Note: If more than one budget component is affected, separate line-item amounts and funding for each component in the analysis section.)

EXPENDITURES (Thousands of Dollars)

	FY 81	FY 82	FY 83	FY 84	FY 85	FY 86
100 PERSONAL SERVICES		77.7	83.2	89.0	95.2	101.9
200 TRAVEL		6.8	7.7	8.8	10.0	11.4
300 CONTRACTUAL		16.4	18.7	21.3	24.3	27.7
400 COMMODITIES		4.6	5.2	5.9	6.7	7.6
500 EQUIPMENT		8.5	2.9	1.6	1.6	1.6
600 LAND & STRUCTURES						
700 GRANTS, CLAIMS, ETC.						
TOTAL		114.0	117.7	126.6	137.8	150.2

FUNDING (Thousands of Dollars)

	FY 81	FY 82	FY 83	FY 84	FY 85	FY 86
GENERAL FUND		114.0	117.7	126.6	137.8	150.2
FEDERAL FUNDS						
OTHER (Specify Fund Source)						

POSITIONS

	FY 81	FY 82	FY 83	FY 84	FY 85	FY 86
FULL TIME *		3	3	3	3	3
PART TIME		1	1	1	1	1
TEMPORARY						

*Of these, one position is new

III. ANALYSIS (See Fiscal Note Preparation Instructions, Section III)

This bill establishes formally a state weather and climate program to recognize and improve the existing program and develop additional program elements.

Since July of 1973 the University of Alaska's Arctic Environmental Information and Data Center has absorbed the costs of public climate information services previously furnished by the National Weather Service's regional/state climatology program. During FY81 the center dedicated 7 man months to this effort. Due to increasing demand for such services caused by both government and private interest in alternative energies, resource development and transportation, etc., the need arises for an increase in the level of effort by 21 man months,

(see attached page 2)

IV. DATE February 4, 1981

PREPARED BY Willy E. Rensenbrink

AGENCY Arctic Environmental Information and Data Center, University of Alaska

Original: Legislative Finance

cc: Budget and Management

Prime Sponsor (First Legislator Named)

PHONE: 279-4523

making for a total dedicated 28 man months. The above personal service dollar figure is based on 6 additional man months for a combination of 2 atmospheric scientists, 8 additional man months of a science technician, and 6 man months for a new position of data control clerk.

This will also provide for increased user oriented services through: design of wind data summaries for wind power; environmental data information specifically for solar energy; climatic data information for construction design planning, etc.; initiation of summaries and the extension of record periods of existing summaries by computer processing of voluminous raw data.

Years subsequent to FY82 have been estimated by using a 7% increment factor in personal services and a 14% inflationary factor in travel, contractual, and commodities. These factors will be subject to changes in the actual price structures.

BUDGETARY BACK-UP FOR

- FY82 PROJECTED

PERSONAL SERVICES:

(incl. Staff Benefits)

	MAN MONTHS TOTAL			This budget	GF	Amount	
	FY81	GF	RF				FY82
J. Wise, Atmosph.Sci.	4		8	9	3	5	\$ 29,070
A. Comiskey, Atmosph.Sci.	1		5	3	3	2	10,712
R. Becker, Sci. Technician	2		10	10	2	8	22,504
Data Control Clerk Gr. 12	-		-	6	6	6	15,438
				Total Personal Services			77,724

TRAVEL:

In-State Meetings & Conferences	2,800		
Out-of-State Meetings and Confs.	4,000		
	Total Travel		6,800

CONTRACTUAL:

Programing Consultant	5,700		
Duplicator rental	2,050		
Microfilm services	1,900		
Computer charges/time sharing	2,300		
Communications	3,250		
Equipment maintenance and misc.	1,200		
	Total Contractual Services		16,400

COMMODITIES:

Climate data acquisition	1,220		
Office and computer supplies	2,800		
Storage boxes and misc.	580		
	Total Commodities		4,600

EQUIPMENT:

Computer I/O equipment	6,800		
Microfiche & tape storage cabs.	1,150		
Calculator	550		
	Total Equipment		8,500

TOTAL PROJECTED FY82 EXPENDITURES

\$114,024

H B

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COMMITTEE REPORT
SENATE

FURTHER: Finance

4/22/81

Date: _____

Mr. President:

The Committee on RESOURCES has had CSHB 198(Fin) an
promotion of the marketing of seafood

under consideration and (a majority of the committee) (the committee)
reports it back with the following recommendations:

- do pass do not pass
- do pass with attached amendments(s) same title
- replace with CS for _____ new title

and recommends _____

- AND attaches a "Letter of Intent" New Fiscal Note
- reports it back without recommendation
- referred to the _____ Committee

MEMBERS SIGNING
DO PASS

W. J. ...
...
...
...
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MEMBERS HAVING
OTHER RECOMMENDATIONS:

...
 CHAIRMAN

SENATE AMENDMENT

By _____

To: _____ SENATE BILL No. _____

To: Senate CS for CS for HOUSE BILL No. 198 (Res)

PAGE:

LINE:

Page 5, Line 15 Delete "(3) develop standards of quality for seafood processed in the state;" and
Insert "(3) develop market-oriented quality specifications for Alaska seafoods to be used in developing a high quality image for Alaska seafood in world markets, and adopt and distribute recommendations regarding the handling of seafood from the moment of capture to final distribution;"

Page 11, Line 6 Add new section "* Sec. 7. Section 6 of this Act takes effect July 1, 1981." and renumber following sections accordingly.

The purpose for this amendment is to establish that the King Crab Marketing and Quality Control Act is repealed at the end of the fiscal year. The Department of Fish and Game indicated that this would make things much easier for them.

Alaska Seafood Foundation

PRESS RELEASE

12/17/80

"Promoting Alaska's Seafood"

Processing fisherman

The Alaska Seafood Foundation has a new name, and has approved projects that will result in national advertising for Alaska seafood by January 1981. The "ALASKA SEAFOOD MARKETING INSTITUTE" effectively doubled the budgets of existing promotional groups by approving \$730,000 to the existing programs: \$481,000 to the Canned Salmon Institute; \$215,500 to King and Snow Crab promotion; and \$34,000 to the Halibut Association of North America. This money matches the \$807,000 that the industry devoted to these promotional groups for this year.

At the December 11, 1980 meeting in Anchorage, the board also approved a contract for \$52,805 to develop voluntary quality control standards. The National Food Processors Association will develop standards that will be adopted as part of the by-laws for members of the ASMI. These quality guidelines will provide a base to develop a reputation of excellent quality for Alaska seafoods.

Long-range planning for the ASMI will be developed by the largest consumer service advertising agency in America, Mandabach & Simms. They received a \$50,000 contract to develop long-range marketing plans for the ASMI.

under press

Bottomfish marketing strategy will be developed with \$20,000 approved by the board, with the details to be developed by a "whitefish and herring committee" chaired by John B. Martin of Alaska Food Company. This money will be used to design a

campaign that can be implemented as Americans begin to profitably harvest Alaska's bottomfish resources. In 1979, foreign fishermen took \$1.8 billion worth of bottomfish resources from within the 200 mile zone surrounding Alaska.

Educating Alaskans about the contribution of the seafood industry to Alaska will be the focus of another \$20,000 approved by the board.

"We're moving as fast as we can to help the industry with the serious problems they are facing this year by supporting the existing programs", said ASMI director Eric Eckholm, "If we are successful in getting legislation to support the program with a tax credit, the ASMI will make a big difference to all of the people involved in the fishing industry, the state's largest private employer; and we're taking the steps to develop a long-range program to meet that challenge."

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ONE OF MANY PROPOSALS FOR ALASKA SEAFOOD INSTITUTE BOARD OF DIRECTORS

- 6 Large Processors
- 3 Small Processors and Cooperatives
- 6 Fisherman
 - 1 crabber
 - 1 troller
 - 1 gilnetter
 - 1 seiner
 - 1 bottomfisher
 - 1 dragger

- 3 Consumers (Lack of a better word)

Could be restaurant owner, supermarket or supermarket chain owner, or other avenues that have not been explored

If the processors are not processing the product suitable for supermarkets or restaurants then the whole thing doesn't make sense.

- 4 Ex-Officio members (Same as is)

- 1 House Member
- 1 Senate Member
- 2 Commerce Members (ARRC & CED) CFAB

This proposal and the existing board do not have positions for Seafood Brokers. This may want to be looked also.

Alaska Seafood Marketing Institute

526 Main Street Juneau, Alaska 99801 (907) 586-2902



"Promoting Alaska's Finest Resource"

DRAFT MARKETING PLAN

PROPOSED FY 82 BUDGET

EXECUTIVE OVERVIEW

This executive overview is intended as a synopsis of the complete marketing plan for Alaska Seafood. Greater detail of the analysis and rationales used throughout the plan are included in each of its sections. The research, compilation of existing data, evaluations and recommendations by Mandabach and Simms/ Pacific, Inc. comprise a comprehensive and most detailed report on Alaska Seafood.

BACKGROUND SECTION

The Background Section which is based on through studies and evaluations of Government Data, Industry Reports, and Trade Articles from countless sources, is briefly recapped by major species as follows:

Canned Salmon - is directly affected by competition from tuna and chicken, as well as by price. Following a peak in consumption during the early 1970's, consumption has been trending downward slowly but steadily.

Salmon Steaks - still virtually unexploited, they represent strong market potential. Improved technology and marketing techniques will have strong impact in all markets.

King Crab - is, perhaps, the best known Alaska seafood. With a reputation for quality and taste, it - generally - commands good market price. Marketing efforts should be directed toward establishing even further its premium value and consequent price.

Snow Crab - is still relatively unknown. Due to its availability, it can easily "ride the coattails" of Alaskan King Crab. It fills a definite and easily identified void in the marketplace.

HB 198
453
approved

Halibut - is one of the truly outstanding species, and should command a leadership position in the seafood marketplace as supply is available. Clearly, it can challenge beef and poultry in the marketplace. In order to do this, however, it must have marketing attention and support.

Whitefish - is an emerging product line that can fill many needs in the marketplace. Its excellent nutritional qualities and good price/ value relationship presage strong market demand.

OBJECTIVES AND STRATEGIES

Objectives and strategies were developed based on the background information along with numerous personal interviews in the U.S. and Europe with all types of customers, buyers, executives, and, consumers, in the foodservice and retail areas of the business. Also four separate outside research firms were employed to support and confirm Mandabach and Simms conclusions, and to study separate areas of the total seafood business. These firms of areas studied are:

-Technomics Consultants Co. - Foodservice operators in both the commercial and non-commercial markets.

-Elrick and Lavidge - The retail markets including super-market chains and distributors.

-National Family Opinion Inc. - The American consumer.

-Restaurants and Institutions Magazine - Foodservice distributors and operators.

This research confirmed our studies that show that with the exception of Alaska King Crab, which has some recognition, there is little awareness of seafood products that come from Alaska. However it is encouraging to find that in all areas studied, consumers as well as customers perceive Alaska Seafood products to be of high quality, nutritious, with good taste and texture. They also share a perception that Alaska Seafood products are expensive. This enables us to build a plan to assure a price stable market in future years.

Our objectives and strategies are best summarized as:

1. To build an image of Alaska Seafood products as products of superior quality, nutritious, with good taste and texture. Based on the icy cold waters and general "Romance of Alaska".
2. To increase the Consumption of Alaska Seafood, particularly in the U.S. market.
3. To establish Alaska Seafood products as a premium product sold at premium prices. And a better value than other alternative foods.
4. To encourage foodservice operators to increase the variety of Alaska Seafood products on their menus and at the same time feature the words "Alaska Seafood", (particular species to be named).
5. To educate retail store and supermarket operators to the profit potential of properly merchandised Alaskan Seafood products.
6. To educate the consumer to new and easy ways to prepare Alaskan Seafood at home and stimulate greater home consumption.

As to general strategy statement our short term objectives will be directed to the domestic market with major emphasis on foodservice. Our secondary strategies will be toward the European and Japanese markets while at the same time directing our efforts toward the U.S. Retail Market.

RECOMMENDATIONS

Our recommendations for the plan have been divided into a portion that should be implemented in the first year within the advised budget of \$3 million.

These plans are designed to create as big an impact as possible, as fast as we can with little risk. Therefore we are strongly positioning the Alaska Seafood "umbrella" program aimed at the U.S. foodservice market. We believe our recommendations which are detailed in the plan and include heavy advertising in terms of pages and supplements in the key foodservice publications combined with promotion efforts and publicity campaigns will result in almost immediate recognition and sales.

We have budgeted \$1,902,841 to the U.S. foodservice effort.

Foodservice

A.S.M.' Spokesperson	80,000
Home Economist	60,000
Alaska Seafood Handbook	45,000
Recipe Development	40,000
Media Tour	50,000
Speakers Bureau Booklet	25,000
Special Events	30,000
Release Mailings	20,000
Editorial Features	8,000
Special Marketing Supplement	261,041
Magazine Advertising	515,800
Market Research	50,000
"Bounce-Back" Post Cards	23,000
Advertising Testing	20,000
Cooperative Advertising Plan	150,000
Audio Visual Training Program	40,000
Merchandising Kit	250,000
Direct Mail Campaign	50,000
Trade Show Booth and Participation	100,000
"800" Number	35,000
Foodservice Contingency	<u>50,000</u>
Total foodservice	1,902,841

Our U.S. Retail Efforts are designed to position the trade in the first year of the plan to be expecting heavy advertising support for the future. At the same time we will be conducting Market Research Studies and Testing of Radio Campaigns for both the "Umbrella" concept as well as canned salmon. We have \$666,642 for the 1st year retail budget.

RETAIL

Spokesperson	No charge
Home Economist	No charge
Recipe Development	15,000
Publicity Releases	15,000
Trade Publicity Releases	10,000
Press Functions	15,000
Retail Contingency Fund	35,000
Market Research	65,000
Trade Advertising	78,642
Radio Advertising	423,000
Pre-Post Awareness Studies	<u>10,000</u>
Total Retail	576,642

The balance of the first recommendations deal with some small market research studies as well as a small trade advertising campaign on behalf of the A.S.M.I. in Europe and Japan. The Alaska plan calls for: 1) A program to promote to the Alaska people. 2) A new product development plan, 3) A quality assurance program and 4) Administration support. The total of these is \$430,517.

EUROPEAN PLAN

1. Market Research	35,000
2. Trade Advertising	<u>75,000</u>
	100,000

JAPANESE PLAN

1. Market Research	25,000
2. Trade Advertising	<u>40,000</u>
	\$65,000

ALASKAN PLAN

1. Promotion to Alaska people	25,000
2. New products	40,000
3. Quality Assurance	40,000
4. Administration	<u>150,517</u>
	255,517

LONG RANGE RECOMMENDATIONS

The long range recommendations include hard hitting advertising and promotional programs for each of the sources. At this point the "Alaska Seafood" will be meaningful and the image of superior quality from Alaska will be full development at the foodservice operator and distributor levels as well as retail customers.

It is essential that Mandabach and Simms calls attention to the fact that while it has the utmost confidence in the recommendations that are part of this report, those recommendations are made in light of conditions that exist today May, 1981. For A.S.M.I. to spend its dollars most carefully and most effectively, we have proved complete flexibility to enable adaption of the plan to fit changing conditions of supply and demand in the market place.

In summary, Mandabach and Simms sees and extremely bright future for Alaska Seafood which can only be accelerated and, maximized by well-defined and executed marketing efforts.

THE ALASKA SEAFOOD MARKETING INSTITUTE - A BRIEFING PAPER

What is the Institute?

The Alaska Seafood Marketing Institute (ASMI) is a private non-profit corporation of seafood processors and fishermen formed last year as a result of the disastrous market disruptions that hit the Alaska seafood industry. Legislation and funding for ASMI passed the legislature in 1980, but the legislation was vetoed due to constitutional problems. Despite the veto, the governor supported the concept, and provided \$1.2 million to continue to develop the idea through the Alaska Renewable Resources Corporation (ARRC).

ASMI is directed by a 22-member board; 18 voting members represent Alaska fishermen and large and small processors, and four non-voting members represent the legislature, the Administration, and ARRC. Dues-paying members currently account for a large percentage of the seafood processed in Alaska.

The overall goal of ASMI is to promote consumption and stabilize market demand for Alaska seafood products through generic promotion and advertising, directed to national and international consumers. ASMI is also developing quality assurance guidelines for its members to ensure Alaska's reputation as a producer of excellent quality seafood products.

Why should the State of Alaska assist in the funding of ASMI?

Fisheries are the state's largest private employer. Fishing has been and will continue to be the backbone of many communities in the state. The industry has been supporting a number of species promotion groups - combined industry contributions equaled \$807,000 in 1980. But, the economic crisis currently affecting the industry makes it impossible to do even the long-term market development work necessary to support the marketing of species with existing promotional efforts - let alone to do the work needed to develop markets for the bottomfish resources of Alaska. A partnership between the state and the industry will allow for planned and proven real growth in the fishing industry that will stabilize the income for all Alaskans involved in or associated with it.

Strong evidence of the need for a partially state-supported marketing group is the fact that while 1980 saw the 4th largest year in history for the salmon industry, the highest king crab harvest level, and record herring harvests, the value of Alaska's fisheries products to its fishermen declined --from an estimated \$650 million in 1979 to about \$550 million in 1980. Because of the collapse of Alaska's primary market, Japan, the price paid for nearly every species harvested in the state's waters dropped, during a period of high inflation. Estimates of the total

ASMI BRIEFING PAPER

wholesale value of Alaska's fish reflect the same dismal picture, dropping nearly \$100 million (to just over \$1 billion) in 1980 despite an increase of at least 30 million pounds of production.

Generic marketing is not a new concept. The state currently supports the \$280 million tourism industry with approximately \$3 million in public monies annually. The Florida Citrus Growers annual budget is \$50 million, California Avocado Growers spend \$5 million, Washington spends about \$3 million annually promoting apples, and the California Dairy Association spends about \$14 million in California alone promoting milk. Many coastal states have developed and supported seafood marketing groups.

What has ASMI do with the \$1.2 million grant for this fiscal year?

Almost the entire budget is going directly to advertising and promotional efforts. \$730,500 is going to support existing promotional groups--\$481,000 for canned and frozen salmon, \$215,500 to king and snow crab, and \$34,000 for halibut. This money is being used to match sums already committed by the industry. Among the results is a national radio advertising campaign with supporting recipes and promotional materials urging people to "Buy Salmon" in 21 major cities across the country, beginning February 2, 1981.

One of the most important projects is the development of a strategic marketing plan. A \$50,000 contract has been let to the nation's largest food service advertising firm to develop that plan. It will provide market research and strategy development regarding consumers, or potential consumers of Alaska seafood. With a solid base of marketing information built, ASMI will be able to target promotional efforts so marketing dollars can provide the greatest return. The plan will also provide a baseline to measure the success or failure of ASMI with respect to its goals. The marketing strategy will include budget levels that should result in greater returns on promotional investment than costs of the program, to ensure that the state and the industry are using their money wisely.

\$20,000 is being used to develop bottomfish strategy and basic marketing materials. The goal of ASMI is to help the greatest number of participants in the industry to the maximum extent possible, which means that we won't be spending a lot of money promoting bottomfish until there are a lot of Americans harvesting and processing bottomfish. Outside of administrative expenses and appropriations for development of quality guidelines, the balance of the 1980 fiscal year budget for ASMI is currently unallocated.

Why target on high-value species like salmon & crab rather than bottomfish?

As mentioned above, the goal is to help create a healthy industry - that means working to increase the market demand for existing species. Unless the industry is making money on their primary products there is

no incentive to move into the riskier bottomfish fisheries. Products like frozen salmon and blackcod (sablefish) represent an area of great potential for the industry - and marketing efforts will follow the growth of the products.

Why should the state support a group that includes non-Alaskan companies?

The reality of the Alaskan fishing industry is that much of the ownership is "outside". However, it is a labor intensive industry, and much of the economy generated from the industry remains in Alaska. The goal of an industry-wide promotional group is to promote a healthier market for the entire industry, which means working in close concert with the strength of the industry regardless of location of ownership.

Is ASMI organized to help "big guys" or "little guys"? What is ASMI doing to help the fishermen?

The efforts of ASMI are designed to help everyone. Fishermen, and large and small processors sit on the board, and all will benefit from the programs. As "target areas" are defined, the marketing efforts of all the companies will be directed to take advantage of the promotion. Smaller companies will be able to utilize promotional material developed by ASMI, and also target their marketing plans to follow the trail-breaking efforts of ASMI. The Institute does not provide actual marketing services for any company - just promotional and advertising efforts for the industry as a whole. The fishermen, by sitting on the board and participating in the committees, will gain and maintain a greater understanding of all aspects of the marketing of the products, and be in a better position to negotiate for their fair share of the results.

What about Japanese ownership?

More important than foreign ownership is the issue of market control. One of the primary reasons for the creation of ASMI is to broaden the market base so that a collapse of one market won't throw the entire industry into a tailspin as it did late in 1979. The most graphic result was the waste of at least 100 million pounds of harvestable sockeye salmon in Bristol Bay in 1980, while fishermen struck as prices offered were about half of 1979 prices paid. The bankruptcy of many involved in the seafood industry, including one of Alaska's largest processors, is also attributable to the market collapse in Japan.

Assuming that the state wishes to address the issue of greater Alaskan ownership of the fisheries industry, an oft-heard cry from many Alaskans, the efforts of ASMI should be valuable. Clearly a stable and prosperous industry will attract greater interest in terms of its investment potential, and this in itself can be expected to encourage more Alaskans to enter into the fisheries business field, by creation of new companies, purchase of interest in existing companies, or in industry support services. Given the historical background of the industry,

ASMI BRIEFING PAPER

it is highly unrealistic to expect a dramatic turnaround in the basic ownership character overnight, or even in the 2-3 years since this has become an issue.

What about quality control?

The industry recognizes that quality is the most important factor in marketing the product. ASMI is developing quality guidelines for the members, through a contract with the National Food Processors Association. These guidelines will play an important role in the marketing strategy of ASMI. If the industry can deal effectively with the quality issue, it should be unnecessary for the state to get involved in quality control, circumventing the enlargement of the bureaucracy in this connection.

Summary

The Alaska Seafood Marketing Institute is an organization set up to help identify and solve the problems which have caused an economic crisis in the Alaska seafood industry. The virtually unprecedented cooperation of fishing organizations and processing companies in this endeavor, and the combination of industry and State of Alaska financial contributions gives a favorable outlook for the achievement of ASMI's stated goals of increasing the quality, marketability and consumption of Alaska seafood products. This effort is particularly important due to the need of the State of Alaska to develop stable renewable resource based industries to provide continued economic growth.

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MAY 17 1982

BUDGET/AUDIT
COMMITTEE

ALASKA SEAFOOD MARKETING INSTITUTE

ALASKA SALMON 1982 RECOVERY PROGRAM



*Alaska
Seafood*

EXPECTED RESULTS OF A \$5 MILLION PROMOTION OF

ALASKA SALMON

- An aggressive personal contact and direct mail communication with the U.S. and select export market grocery trade that will help achieve more product shelf space and positive support by this critically important group.
- Dollar stretching approaches to reaching out to the consumer in a way that significantly motivates product purchase: Co-op advertising with such prestigious partners as Sunkist Growers, Blue Diamond Almonds, California Avocados and others would keep Alaska canned salmon in popular consumer magazines for twelve consecutive months.
- Alaska canned salmon would be promoted on television and radio in a grand scale U.S. sweepstakes promotion that offers trips to Alaska as first prizes. This promotional approach fully capitalizes on the significant investment made by the State of Alaska in promoting tourism.
- Additional dollars allows consumer and foodservice (restaurants, hospitals, and other public institutions) promotion of Alaska fresh/frozen salmon on a national basis. Like canned salmon, fresh/frozen could join co-op partners in aggressive consumer magazine advertising.
- With over 60 percent of Alaska canned salmon red being previously sold in Great Britain, a budget of over \$1 million would allow the significant beginning of a mandatory recovery effort in European markets.

PROPOSED EMERGENCY BUDGET - CANNED SALMON

	<u>U.S.</u>	<u>EXPORT</u>
1. Research	\$ 75,000	\$ 25,000
2. TV (Regional and Local Markets - U. S. Only)	1,210,000	
3. Radio (Regional and Local Markets - U. S. Only)	670,000	
4. Newspaper (and Magazines)	520,000	775,000
5. Consumer PR	175,000	50,000
6. Trade PR/Merchandising	300,000	100,000
7. Trade Advertising	375,000	125,000
8. Merchandising Materials	100,000	25,000
9. Direct Mail	50,000	25,000
10. Production/Fees	<u>275,000</u>	<u>125,000</u>
	\$ 3,750,000	\$ 1,250,000
 TOTAL U.S. AND EXPORT:	 \$ <u>5,000,000</u>	

ALASKA SEAFOOD MARKETING INSTITUTE

Alaska Salmon 1982 Recovery Program

PHASE ONE: The Dilemma

Separate facts from rumor in U.S. and Europe via timely consumer research and trade contact.

Establish primary source of coordinating reception of facts and preparation of issue-oriented materials.

Isolate problem area(s).

Work closely with qualified government representatives.

Establish a single "voice" to act as a clearinghouse for information.

Develop and issue a "position paper" giving information on the problem and outlining what positive steps have been taken to be included in a "fact kit."

PHASE TWO: The Recovery

Launch aggressive trade and consumer publicity program.

- \$5 million campaign in U.S. with 25 percent of budget going to export promotion. Promotion emphasizes product attributes and sweepstakes contest NOT botulism issue.
- Launch U.S. consumer and trade canned salmon sweepstakes promotion.
- Develop aggressive fresh/frozen salmon promotion.
- Public relations program which will include personal contact with nation's top national food store chains: Personally visit leading food editors; select key canned salmon markets for consumer food store taste testing; expand marketing publicity on product attributes via TV, radio, newspaper and magazine interviews.

ALASKA SALMON RECOVERY: Research Projects

PROJECTS

The salmon botulism crisis occurred at the same time the Alaska Seafood Marketing Institute was conducting baseline quantitative research in five key national canned salmon markets. This quantitative research has assisted in developing a clear focus as to our existing and potential canned salmon consumer. The demographic and psychographic information derived from this research effort is being incorporated into all media and promotional planning for canned salmon.

It has been recommended that \$100,000 be earmarked for additional consumer attitudinal research relating to the botulism problem through 1982 in major U.S. and European markets.

Rationale:

A "fast facts" three-minute telephone questioning approach would contribute to an ongoing measurement of the consumer awareness and concern over the problem as well as the effectiveness of the campaign.

Recent FDA public announcements on network and local television, as well as extensive newspaper wireservice and local coverage, necessitate a measurement of consumer awareness in no less than thirty of the most important canned salmon consumption markets. This size sample will provide a 97 percent reliability factor. These key markets include:

Atlanta	Los Angeles
Baltimore	Louisville
Birmingham	Memphis
Boston	Miami
Buffalo	Milwaukee
Charlotte	Minneapolis
Chicago	New Orleans
Cleveland	New York
Dallas	Oklahoma City
Dayton	Philadelphia
Detroit	Phoenix
Grand Rapids	Raleigh
Greenville, S.C.	San Antonio
Hartford	San Francisco
Houston	Seattle
Indianapolis	St. Louis

Our promotional efforts will be subject to a system of total accountability as consumer awareness, usage, attitudinal and buying behavior is determined in the above markets immediately following the completion of television, radio, newspaper and magazine advertising.

ALASKA SALMON RECOVERY: U. S. Consumer Media Plan

OBJECTIVES:

Target audience information will be obtained from a recent quantitative research study conducted for the Alaska Seafood Marketing Institute.

1. To alleviate the negative consumer reaction caused by recent crisis in the canned salmon industry.
2. To build maximum awareness of canned salmon among prime potential customers.
3. To stimulate product trial.

STRATEGY:

1. Television is recommended as a major media vehicle in select markets at a frequency that would motivate purchase. Television expands our target audience of women 25-54 to all members of the household.
2. Radio is recommended to provide additional frequency against the target audience.
3. Newspaper ads will provide additional coverage and frequency in key markets where research shows sales potential and/or consumer awareness of problem is greatest.

CO-OP ADVERTISING:

Co-op advertising with the six co-op partners allowing full-color consumer magazine advertising for a twelve-month period would cost \$750,000 but provides multi-million dollar exposure. This budget-stretching approach would be accomplished by dedicating monies from our annual ASMI budget. It has not been addressed as part of the salmon recovery media program.

CONSUMER MEDIA - Six Month Program

1. Twelve weeks of spot television in approximately 15 key markets. (See market example, Atlanta.)
2. Twelve weeks of spot radio in approximately 21 key markets. (See market example, Atlanta.)
3. Five newspaper ads in each of the 32 key markets. (See market example, Atlanta.)

DEFINITIONS:

Rating: An estimate of the size of a station's audience over a specified period of time expressed as a percent of the total group sampled.

Gross Rating Points: The total number of rating points delivered by an advertiser's television schedule. Example: ten announcements each with a 10 rating would yield a total of 100 GRP's.

Target Rating Points: Total number of rating points delivered by an advertiser's radio schedule.

Daypart: Specific segments of a broadcast day.

MARKET EXAMPLE - ATLANTA

SPOT TELEVISION:

Phase 1: Introduction

1. 4 weeks
2. 30-second announcements
3. 200 household GRP's per week
4. Daypart distribution:
 - Daytime (7 am - 3 pm) 35% of GRP weight
 - Early fringe (3 pm - 5 pm) 35% of GRP weight
 - Prime access (7 - 8 pm) 15% of GRP weight
 - Late news (10-10:30 pm or 11-11:30 pm) 15% of GRP weight

Phase 2: Post Introduction

1. 4 weeks
2. 30-second announcements
3. 150 household GRP's per week
4. Daypart distribution same as Introduction

Phase 3: Sustaining

1. 4 weeks
2. 30-second announcements
3. 100 household GRP's per week
4. Daypart distribution same as Introduction

SPOT RADIO:

Phase 1: Introduction

1. 4 weeks
2. 60-second announcements
3. 100 women 25-54 target points per week
4. Minimum 3 radio stations
5. 12 spots per station per week
6. Daypart distribution:
 - AM Drive - 40% of target weight
 - Midday - 40% of target weight
 - PM Drive - 20% of target weight

Phase 2: Post-Introduction

1. 4 weeks
2. 60-second announcements
3. 100 women 25-54 target points per week
4. Minimum 3 radio stations
5. 12 spots per station per week
6. Daypart distribution same as Introduction

Phase 3: Sustaining

1. 4 weeks
2. 60-second announcements
3. 100 women 25-54 target points per week
4. Minimum of 3 radio stations
5. 12 spots per week
6. Daypart distribution same as Introduction

NEWSPAPER:

Phase 1: Introduction

1. Runs once
2. 4 column x 11 inch ad size
3. To run on best food day in food section of paper

Phase 2: Post Introduction

1. Runs twice
2. 4 column x 11 inch ad size
3. To run on best food day in food section of paper

Phase 3: Sustaining

1. Runs twice
2. 4 column x 11 inch ad size
3. To run on best food day in food section of paper.

ESTIMATED COST FOR 6-MONTH PROGRAM IN ATLANTA:

	<u>SPOT TV</u>	<u>SPOT RADIO</u>	<u>NEWS- PAPER</u>	<u>TOTAL</u>	<u>PERCENT ALLOCATION BY PHASE</u>
PHASE 1: Introduction	\$ 38,000	21,600	2,618	62,218	37.3
PHASE 2: Post-Introduction	28,380	21,600	5,236	55,216	33.0
PHASE 3: Sustaining	<u>22,720</u>	<u>21,600</u>	<u>5,236</u>	<u>49,556</u>	29.7
	\$ <u>89,100</u>	<u>64,800</u>	<u>13,090</u>	<u>166,990</u>	
% Allocation by Media:	53%	39%	8%	100%	

ALASKA SALMON RECOVERY: Consumer Publicity

The objectives for the proposed consumer emergency program are:

1. To reestablish positive consumer awareness of canned salmon from Alaska.
2. To restore consumer confidence in canned salmon from Alaska.
3. To emphasize to consumers the benefits of Alaska canned salmon: quality, flavor, nutrition and convenience.
4. To increase consumer purchase of Alaska canned salmon.
5. To promote consumer confidence, awareness and use of Alaska fresh/frozen salmon.
6. To support and supplement direct advertising and consumer promotion programs.
7. To target demographic and market areas not covered by consumer advertising.

The strategies for the proposed consumer emergency program are:

1. To use a variety of consumer media channels to reach various consumer segments.
2. To stimulate consumers to purchase and use canned and fresh/frozen salmon from Alaska through consumer recipe and nutrition materials.

ALASKA SALMON RECOVERY: Special Projects

DIRECT MEDIA CONTACTS

Direct media contacts under trade promotion will be expanded to include major markets. An Alaska seafood industry spokesperson will meet the local newspaper, radio and television contacts to promote both canned and fresh/frozen salmon.

Rationale:

These media contacts in each city will give additional consumer exposure to both canned and fresh/frozen salmon.

IN-STORE TASTINGS

In-store canned salmon taste tests in selected key markets.

Rationale:

To expose the consumer to the excellent quality, goodness and versatility of canned salmon.

EDUCATIONAL MAILING

Education kit will be sent to the home economics teachers of junior and senior high schools as well as colleges and universities for inclusion in their home economics programs targeted to teenagers. These comprehensive kits would include the new canned and fresh/frozen fact book, Alaska seafood poster, teacher's guide with lesson plans and activities and spirit masters. These can be used with chain store and extension home economists.

Rationale:

To acquaint market segments with the benefits of canned salmon through the educational system.

ALASKA SALMON RECOVERY: Trade Advertising (U.S. Promotion)

SWEEPSTAKES

Using all-expense paid trips to fishing resorts in Alaska as an incentive, an aggressive print advertising program would be conducted in select food chain store publications. This promotional effort would be supported by market representative personal contact work and direct mail. (See Appendix A.)

ASMI and canned salmon industry representatives will personally visit seafood buyers in many of the nation's top 50 grocery chain headquarters.

Rationale:

Reassure the grocery trade that canned salmon is still high in consumer demand and will soon be even more so as the Alaska seafood industry launches the most aggressive consumer promotional campaign in the history of this product.

ALASKA SALMON RECOVERY: Trade Publicity

REGIONAL SEMINARS

Regional educational and demonstration seminars for seafood proprietors, supermarkets and seafood buyers/managers by an internationally renowned food expert in key markets. Care, handling and preparation of Alaska salmon will be stressed. This spokesperson will also meet with electronic and print media in each city and will focus on both canned and fresh/frozen salmon.

Rationale:

These educational seminars will result in better understanding and appreciation of Alaska salmon, thereby increasing sales. These media contacts in each city will give additional consumer exposure to both canned and fresh/frozen salmon.

TRADE ROADSHOW

Representatives for the Alaska seafood industry will make personal contact with major headquarters. These contacts will launch the aggressive multi-million dollar consumer sweepstakes promotion to key buyers nationwide. A further incentive will be an Alaska fishing vacation contest for the grocery trade. Both canned salmon and fresh/frozen salmon from Alaska will be promoted in this program element.

Point-of-sale materials for canned and fresh/frozen salmon will be introduced to the trade at these meetings. Point-of-sale materials will include tear-off recipe pads, banners and posters.

Chain store buyers not contacted by personal method will be sent materials and further program exposure will be done through trade magazine advertising.

Rationale:

To regain the confidence of supermarket trade in canned salmon and increase purchase and shelf space of canned salmon and expand the consumer market for fresh/frozen salmon.

ALASKA SALMON RECOVERY: Export Market Promotion

Due to the total embargo of one-half pound American canned salmon in Great Britain as well as the negative repercussion in surrounding European markets, our international marketing effort is one of the most serious and challenging aspects of the recovery program.

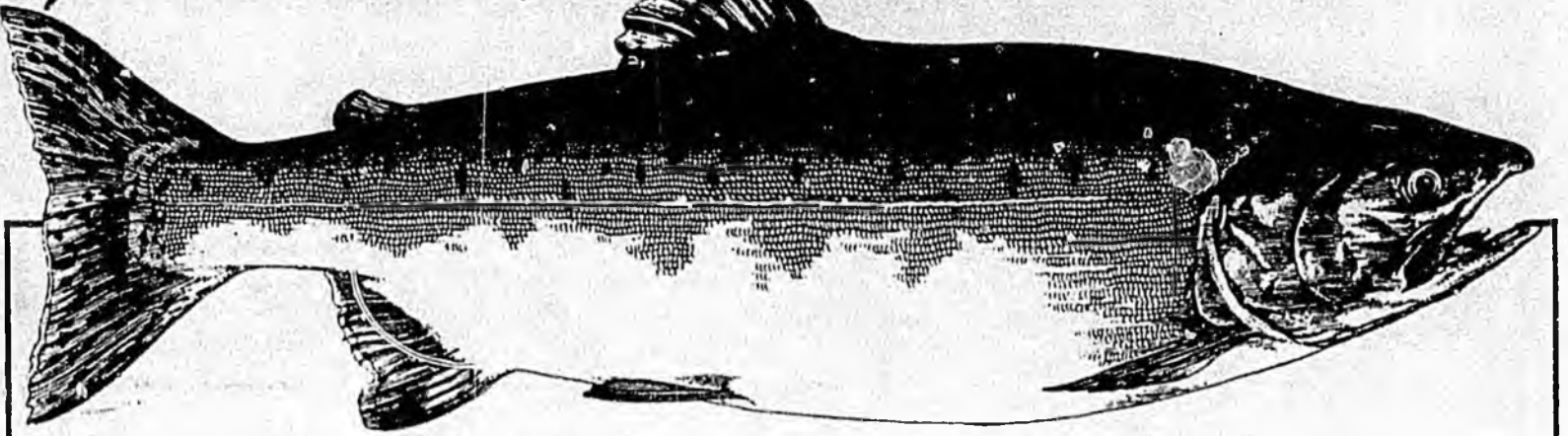
Preliminary research has revealed that the problem in the United Kingdom can be interpreted as presently being serious, with a high consumer awareness level. The Alaska seafood industry to date has gathered a large number of front page stories which herald the Belgian botulism death and warn consumers not to eat American canned salmon.

While further investigation is required as to the cost of research as well as a consumer and trade recovery promotional effort, it is recommended that 25 percent of the \$5 million be dedicated to an international canned salmon recovery program.

APPENDICES

- A. New Canned Salmon Consumer Brochure
- B. Grocery Trade Sweepstakes 4-Page Brochure Layout
- C. Sample Consumer Publicity Black-and-White Newspaper Releases
- D. Full-Color Run of Press Newspaper Food Page

Alaska Canned Salmon



The majority of convenient canned salmon found on your grocer's shelf today was caught in the cold, clear waters of Alaska. Alaska fishermen brave the elements and work around the clock to catch salmon as they start their "run" back to their native spawning grounds. This is when salmon are in prime condition, and enormous quantities are caught in only a few short weeks or even days. No matter which fishing method is used—gillnetting, purse seining or trolling—the fisherman must have great skill along with some luck to make a successful catch. To ensure freshness, the salmon are rushed to canneries by the fishing boat itself, or by a "tender" vessel with refrigerated holds.

Thanks to the combined efforts and skills of the fishermen and the canning industry, delicious canned salmon is in plentiful supply throughout the year.

Versatility, Convenience and Great Flavor

Alaska canned salmon's delicious flavor, versatility and convenience are three good reasons for serving it often. It can be enjoyed right from the can, or quickly turned into various entrees, salads, appetizers, soups and sandwiches.

For the convenience of the consumer, canned salmon is available in several can sizes. This choice seafood is available in the familiar 15½-ounce tall can containing about two cups, the 7¾-ounce flat can containing one cup, and the small 3¾-ounce can which holds about ½ cup and is perfect for an individual serving. There is no waste in canned salmon as the liquid, skin and tiny bones add flavor and nutrients to the dish being prepared.

Varieties

Though all are equally nutritious, the five species of Alaska salmon which are canned vary in color, texture and cost. Red (Sockeye) salmon has firm-textured flesh and is deep salmon-colored in color. It's the preferred variety for eating right from the can and for use in salads and appetizers where color is

important. When you combine salmon with other ingredients in casseroles, soup and sandwiches, the less expensive Pink is your best buy. The Coho (Silver) is equally good served right from the can or cooked in a variety of dishes. King (Chinook) is the largest salmon, with a softer flesh that ranges from deep red to almost white. It's rich in oil, especially good for salads. Chum (Keta) has a coarse texture and the palest color. It is less expensive than other varieties, so it's an economical choice for casseroles and other cooked dishes.

Packed With Nourishment

Canned salmon is packed with good nutrition. It's an excellent source of high-quality protein, containing all the essential amino acids. It also contains vitamins A and D as well as niacin and riboflavin from the B-complex group. Appreciable amounts of calcium and iron, as well as zinc, magnesium and phosphorus are also contained in this choice seafood from Alaskan waters. The fats in salmon are predominantly unsaturated. There is evidence to indicate that unsaturated fats help prevent development of arterial disease.



Canned Salmon Nutritional Information

Analysis performed on the total contents, solids and liquids. Figures are based on 100 grams (about 1/4 pound) total content.

	King	Red	Coho	Pink	Chum
Calories	188	161	150	130	133
Protein, grams	20	20	21	20	22
Carbohydrate, grams	0	0	0	0	0
Fat, grams	12	9	7	6	5

Data Source: Nutritive Value of American Foods in Common Units, Agricultural Handbook No. 456, U.S. Government Printing Office, Washington, D.C. 1975.

Chemical Characteristics of Fish Caught in Northeast Pacific Ocean, Stansby, Maurice E., MFR Paper No. 1198, NMFS, NOAA, 1976.

SMOKY SALMON SPREAD

- 1 can (15½ oz.) salmon
- 1 package (8 oz.) cream cheese, softened
- 1 tablespoon lemon juice
- 2 teaspoons *each* grated onion and prepared horseradish
- ¼ teaspoon liquid smoke
- ⅛ teaspoon salt
- 3 drops bottled hot pepper sauce
- ⅓ cup chopped pecans
- Assorted crackers

Drain and flake salmon. Combine salmon, cream cheese, lemon juice, onion, horseradish, liquid smoke, salt and hot pepper sauce. Blend together thoroughly. Chill several hours. Shape salmon mixture into a ball. Roll in nuts. Chill. Serve as a spread with crisp crackers. Makes about 2½ cups.

SALMON POCKET SANDWICHES

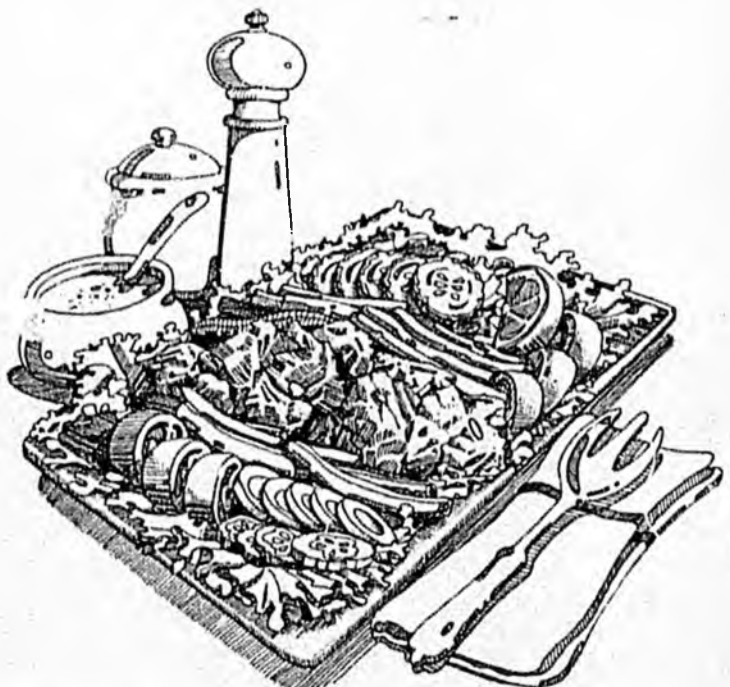
- 1 can (7¾ oz.) salmon
- ¼ cup chopped celery
- 2 tablespoons mayonnaise
- ½ teaspoon seasoned salt
- 2 pocket bread loaves
- Bottled Thousand Island dressing
- Sliced tomatoes
- Shredded lettuce
- Canned French-fried onions (optional)

Drain and flake salmon. Combine with celery, mayonnaise and seasoned salt. Cut pocket bread in half; spread insides with dressing. Fill with salmon mixture, tomatoes, lettuce and onions. Makes 4 sandwiches.

SALMON PLATTER SALAD

- 1 can (15½ oz.) salmon
- 1 can (16 oz.) whole green beans, drained
- ¼ cup bottled Italian dressing
- Lettuce
- 2 tomatoes, cut in wedges
- 2 hard-cooked eggs, sliced
- Cucumber slices
- Lemon wedges
- ½ cup dairy sour cream
- ½ teaspoon dried dill weed (optional)
- Salt
- Freshly ground pepper

Chill salmon. Marinate beans in dressing at least 1 hour. Drain; reserve marinade. Drain salmon and break into large chunks. Place salmon and beans on lettuce-lined platter. Garnish with tomatoes, eggs, cucumber and lemon. Combine reserved marinade with sour cream; blend in dill weed. Season to taste with salt and pepper; pass with salad. Makes 4 to 6 servings.





SALMON SUPPER SANDWICHES

- 1 can (7 $\frac{3}{4}$ oz.) salmon
- $\frac{1}{3}$ cup chopped celery
- $\frac{1}{4}$ cup chopped ripe olives
- 2 hard-cooked eggs, diced
- 2 tablespoons pickle relish
- 1 tablespoon grated onion
- 1- $\frac{1}{2}$ cups shredded Swiss cheese, divided
- $\frac{1}{2}$ cup mayonnaise
- $\frac{1}{4}$ teaspoon seasoned salt
- $\frac{1}{3}$ teaspoon pepper
- 1 loaf French bread, about 15 inches long, split lengthwise and buttered
- 2 tomatoes, sliced

Drain and flake salmon. Combine salmon, celery, olives, eggs, pickle relish, onion, 1 cup shredded cheese, mayonnaise and seasonings. Spread over buttered French bread halves. Arrange tomato slices over filling. Top with remaining cheese. Place under broiler until piping hot and cheese has melted. Makes 6 to 8 servings.

BASIC SALMON LOAF

- 1 can (15 $\frac{1}{2}$ oz.) salmon
- 2 cups soft bread crumbs
- $\frac{1}{3}$ cup finely minced onion
- $\frac{1}{4}$ cup milk
- 2 eggs
- 2 tablespoons minced parsley
- 1 tablespoon lemon juice
- $\frac{1}{4}$ teaspoon each salt and dill weed
- Dash pepper

Drain salmon, reserving 2 tablespoons liquid; flake. Combine all ingredients. Place in well-greased 8 $\frac{1}{2}$ x4 $\frac{1}{2}$ x2 $\frac{1}{2}$ -inch loaf pan or shape into loaf on greased baking sheet. Bake at 350° F. 45 minutes. Makes 4 to 6 servings.

Salmon Patties: Prepare salmon mixture as above. Shape into 8 1-inch thick patties. Pan-fry on both sides in 2 tablespoons oil or butter until golden brown.

SALMON CORN CHOWDER

- 1 can (15 $\frac{1}{2}$ oz.) salmon
- 1 medium onion, chopped
- $\frac{2}{3}$ cup chopped celery
- 2 tablespoons butter or margarine
- 2 cans (10 $\frac{3}{4}$ oz. each) condensed cream of celery soup
- 2- $\frac{1}{2}$ cups milk
- 1 can (16 $\frac{1}{2}$ oz.) cream style corn
- 1 can (12 oz.) whole kernel corn
- Paprika

Drain salmon, reserving liquid; break into large chunks. In saucepan, saute onion and celery in butter until tender. Add condensed soup, milk and salmon liquid. Cook and stir until smooth. Add salmon and corn. Heat thoroughly. Sprinkle with paprika before serving. Makes 6 servings.

SALMON DIVAN (for 1)

- 1 can (3 $\frac{3}{4}$ oz.) salmon
- 1 tablespoon butter or margarine
- 1 tablespoon flour
- $\frac{1}{2}$ teaspoon chicken bouillon granules
- $\frac{1}{2}$ cup milk
- Dash salt and pepper
- 1 tablespoon grated Parmesan cheese
- 2 teaspoons sherry
- Cooked asparagus spears
- Toast points

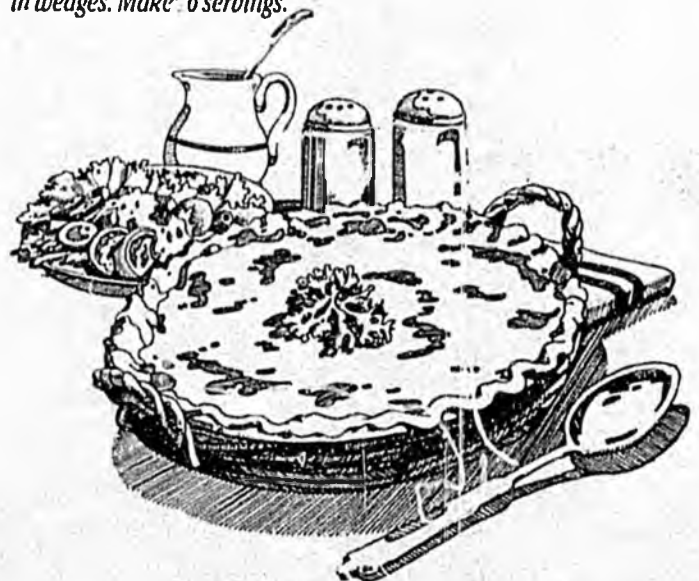
Drain salmon, reserving liquid; break into chunks. Melt butter; blend in flour and chicken bouillon granules. Add reserved salmon liquid, milk, salt and pepper. Cook and stir until thickened and smooth. Blend in Parmesan cheese and sherry. Arrange asparagus in small shallow baking dish. Top with salmon and cream sauce. Bake at 350° F. 15 minutes. Serve with toast points. Makes 1 serving.

NOTE: Cooked broccoli spears may be substituted for asparagus.

SALMON SALAD PIE

- 1 can (7 $\frac{3}{4}$ oz.) salmon
- 1 package (10 oz.) frozen broccoli spears
- Unbaked 9-inch pie shell
- $\frac{1}{3}$ cup diced celery
- $\frac{1}{4}$ cup sliced green onion
- 3 hard-cooked eggs, diced
- $\frac{1}{2}$ teaspoon dill weed
- $\frac{1}{8}$ teaspoon pepper
- 1 cup shredded Swiss cheese
- 1 cup mayonnaise

Drain and flake salmon. Cook broccoli according to package directions. Arrange in pie shell. Fold salmon, celery, green onion, eggs, seasonings and cheese into mayonnaise. Spoon salmon mixture over broccoli. Bake at 375° F. 30 minutes. Serve warm or chilled, cut in wedges. Make 6 servings.





BUFFET SALMON SUPREME

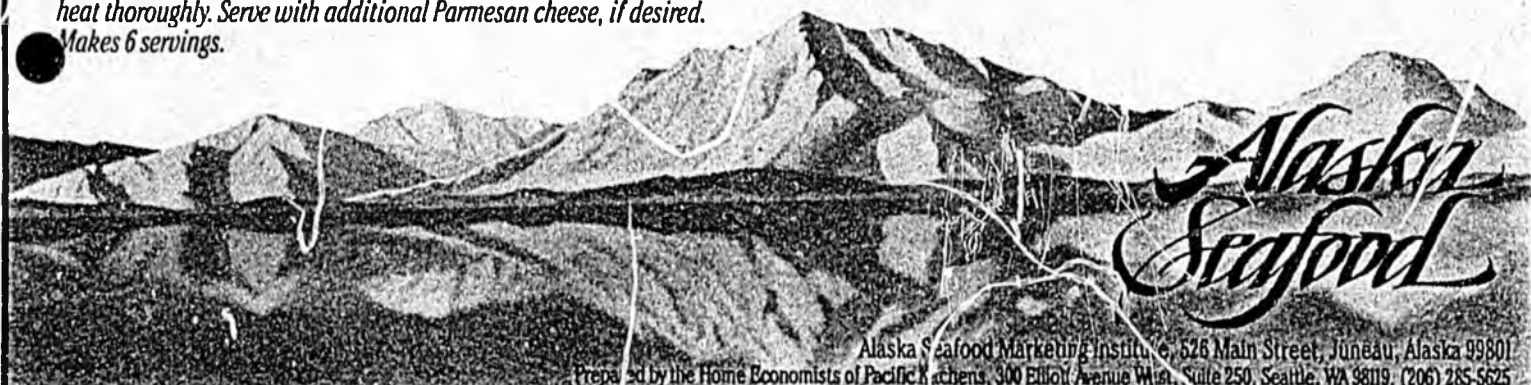
- 1 can (15½ oz.) salmon
- 1/2 pound fresh mushrooms, sliced
- 1/4 cup butter or margarine, divided
- 1/2 cup chopped green onion
- 2 medium cloves garlic, minced
- 1/4 cup flour
- 1 cup each chicken broth and half-and-half
- 1/2 teaspoon salt (optional)
- 1/8 teaspoon pepper
- 8 ounces spaghetti, cooked and drained
- Grated Parmesan cheese
- 1 package (10 oz.) frozen broccoli, cooked and cut in bite-size pieces

Drain salmon, reserving liquid; break into chunks. In large saucepan, sauté mushrooms until just tender in 2 tablespoons butter; remove. In remaining butter sauté green onion and garlic. Blend in flour. Gradually stir in chicken broth, half-and-half, reserved salmon liquid, salt and pepper. Cook and stir over medium heat until thickened. Add cooked spaghetti and ¼ cup Parmesan cheese; heat thoroughly. Gently stir in mushrooms, broccoli and salmon; heat thoroughly. Serve with additional Parmesan cheese, if desired. Makes 6 servings.

SALMON KEDGEREE

- 1 can (15½ oz.) salmon
- Water
- 1 teaspoon salt
- 1 cup rice
- 3/4 cup chopped onion
- 2 cloves garlic, minced
- 3 tablespoons butter or margarine
- 1/2 teaspoon curry powder
- 1/8 teaspoon crushed red pepper
- 2 hard-cooked eggs, sliced
- 1 tablespoon minced parsley

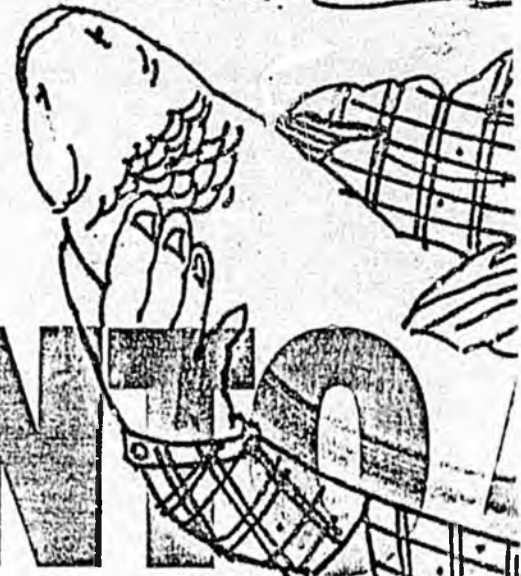
Drain salmon, reserving liquid; break into chunks. Add water to reserved salmon liquid to make 2 cups; bring to boil. Add salt and rice. Bring to boil. Reduce heat; simmer, covered, 20 to 25 minutes. Meanwhile, sauté onion and garlic in butter. Add salmon, rice, curry powder and crushed red pepper. Reserve several egg slices for garnish; add remaining eggs. Heat thoroughly. Place in heated serving dish and garnish with reserved egg slices and minced parsley. Makes 4 to 6 servings.



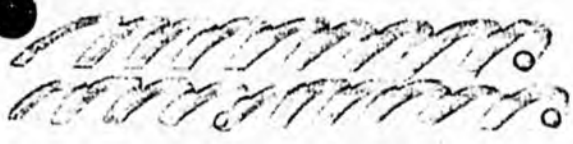
Alaska Seafood Marketing Institute, 526 Main Street, Juneau, Alaska 99801
 Prepared by the Home Economists of Pacific Kitchens, 300 Elliott Avenue West, Suite 250, Seattle, WA 98119, (206) 285-5625



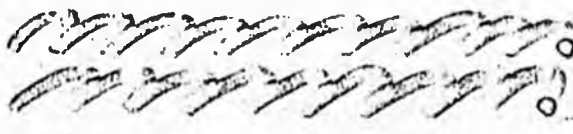
**ENTER THE
GREAT ALASKA
CANNED
SALMON
SWEEPSTAKES**



TIE INTO



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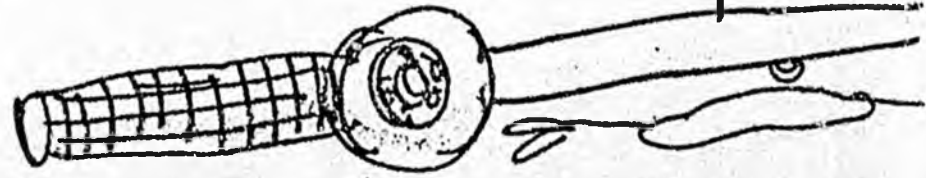


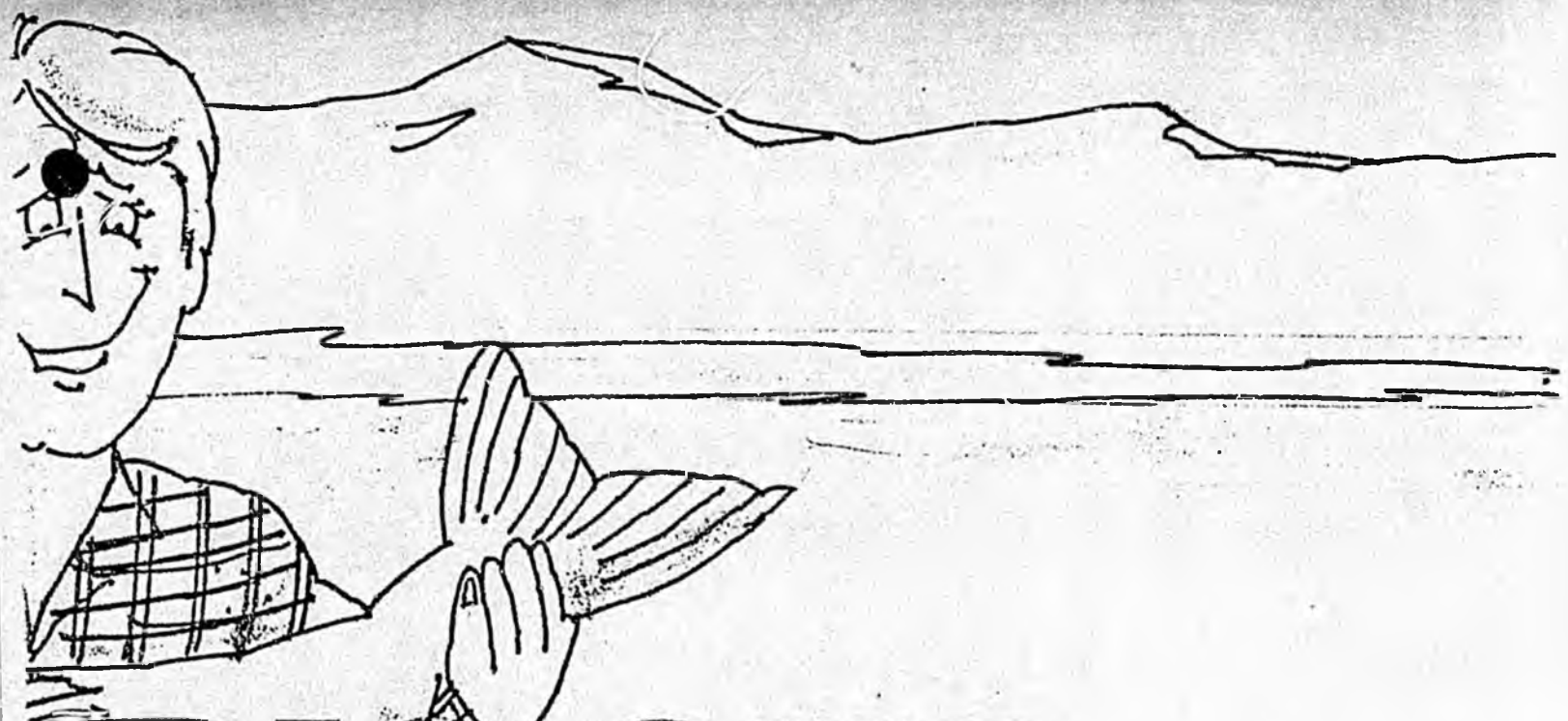
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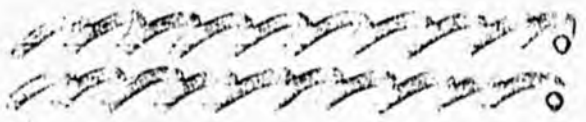
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*Alaska
Seafood*



**CANNED
SALMON**



Salmon Institute

FOOD
NEWS

December Photo Feature
Photo No. WP 9314 SI 1281RE-A

Exclusive to you in your
city until January 1983

JIFFY SALMON PATTIES ARE EASY SUPPER DISH

Savory Salmon Patties made with delicious canned salmon are an easy supper idea, one that even the youngsters can prepare. The patties are served with a delicate creamed pea sauce spooned over them.

The canned salmon is flaked and combined with chopped green onions, parsley and bread crumbs. Beaten eggs and a portion of the salmon liquid are stirred in, along with prepared mustard and lemon juice, to give perky flavor to this all-time favorite.

Jiffy Salmon Patties are fried to a golden brown and served piping hot with the Tarragon Creamed Peas, which is simply a creamy white sauce with the addition of cooked peas and dried tarragon.

Canned salmon is a convenient, ready-to-use food item that enables you to prepare delicious meals in a minimum of time. The ways to serve this popular fish are numerous, ranging from soup or salad menus to hearty sandwiches and casseroles.

Five species of Pacific salmon are commercially canned, differing mainly in color and texture. All are nutritious and flavorful, so choose any of the five for these special Salmon Patties. Three can sizes are available, too, for your convenience.

Cutline for Photo No. WP 9314 SI 1281RE-A: Salmon Patties, so simple to make that youngsters can prepare them, are served with a delicately flavored cream pea sauce.

-more-

JIFFY SALMON PATTIES
WITH TARRAGON CREAMED PEAS

- 1 can (15-1/2 oz.) salmon
 - 1 cup fine dry bread crumbs
 - 1/2 cup chopped green onions
 - 1/4 cup chopped parsley
 - 2 eggs, beaten
 - 2 tablespoons lemon juice
 - 1 teaspoon prepared mustard
 - 2 tablespoons oil
- Tarragon Creamed Peas

Drain and flake salmon; reserve 1/3 cup liquid. Combine salmon with bread crumbs, green onions and parsley. Add eggs, lemon juice, mustard and reserved salmon liquid. Shape into patties. Fry salmon patties in oil over medium heat until lightly browned on both sides. Serve hot with Tarragon Creamed Peas. Makes 6 servings.

Tarragon Creamed Peas

- 1 package (10 oz.) frozen peas
- 2 tablespoons butter or margarine
- 2 tablespoons flour
- 1 teaspoon salt
- 1/4 teaspoon dried tarragon
- Das: white pepper
- 1-1/2 cups milk

Cook peas according to package directions. In another saucepan melt butter. Blend in flour, salt, tarragon and pepper. Gradually add milk; cook and stir over low heat until thickened. Add cooked peas; heat thoroughly. Serve hot over Jiffy Salmon Patties.

Note: Dill weed, chives or parsley may be substituted for tarragon, if desired.

#

LETTER OF INTENT
TO ACCOMPANY
SCS FOR CSHB 198 (FINANCE) AND HB 453

In passing these bills, it is the intention of the Legislature that during FY '82 and prior to the submission of ASMI's budget request for FY '83, ASMI develop a methodology and program for evaluating the success of their efforts.

Prior to future funding of ASMI, the Legislature should have sufficient information on which to judge the cost effectiveness of the program by having information available on the results of the various activities undertaken by the ASMI.

Specifically, the ASMI shall develop a baseline and program for measuring the degree of its success at achieving the development of the seafood industry in Alaska, the achievement of quality control within the industry and the expansion of national, state and international markets for each type of seafood dealt with by the Institute.

/s/ Don Bennett
Don Bennett
Co-Chairman
Senate Finance Committee

February 18, 1981

The Honorable Jim Duncan
Speaker of the House
Alaska State Legislature
Pouch V
Juneau, AK 99811

Dear Mr. Speaker:

Under the authority of art. III, sec. 18, of the Alaska Constitution, I am transmitting a bill which would establish the Alaska Seafood Marketing Institute. This bill would also provide a tax credit to seafood processors who contribute money to the institute.

The intent of this bill is to establish one policy-making group with enough authority and financing to promote seafood harvested in Alaska waters. The Alaska Seafood Marketing Institute would be charged with the task of making consumers aware of Alaska seafood products. Equally important would be the duty of the institute to recommend quality control programs and product quality standards for adoption by fishermen and seafood processors in the state.

Proposed sec. 16.51.030 would provide, basically, a statement of intent that the legislature would appropriate money for the operation of the institute according to the amount contributed to the institute by seafood processors. While this section does not prevent a later legislature from appropriating more or less money to the institute, my philosophy that those who receive must also pay is clearly implied. However, seafood processors are given a substantial financial benefit in sec. 4 of the bill. This section would provide a tax credit to a processor who contributes money to the institute. The intent of this section is to encourage and reward those processors who are concerned enough to invest in the program and the future of the seafood industry in the state.

Sincerely,

S/JSH

Jay S. Hammond
Governor



Alaska State Legislature

Senate

RESOURCES SUBCOMMITTEE ON FISHERIES

JUNEAU, ALASKA

TO: Senator Bettye Fahrenkamp, Chairman
Senate Resources Committee

FROM: Senate Resources Subcommittee on Fisheries

SUBJ: HB 198 "An Act relating to the promotion of the marketing of seafood."

The subcommittee has taken testimony and replaced HB 198 with Senate CS for CS for HB 198 and reports SCS for CS for HB 198 back to the committee as a whole with the following recommendations.

Members	Recommendation
Senator Mulcahy	<u>Bob Mulcahy Do Pass w/ Am.</u>
Senator Eliason	<u></u>
Senator Gilman	<u>Alan Gilman Do Pass w/ Am.</u>



Alaska State Legislature

Senate

JUNEAU, ALASKA

RESOURCES SUBCOMMITTEE ON FISHERIES

May 8, 1981

Senate Resources Subcommittee on Fisheries Meeting

The meeting was called to order by Chairman Mulcahy at 3:07 PM. Senator Gilman was present. Senator Eliason was tied up in a Senate Finance Committee meeting.

First on the agenda was HB 198 "An Act relating to the promotion of marketing of seafood".

Representative Joe Chuckwuk testified first on HB 198. He said he felt that the concept was good, but that he didn't agree with the composition of the board of directors as it is now organized.

John Martin, Vice President of Alaska Food Company and a member of the Alaska Seafood Marketing Institute Board of Directors, testified next on HB 198. He said he supported the bill.

Hank Ostroskey, a commercial fisherman from Naknek, testified next on HB 198.

Roger Painter, Executive Director of United Fishermen of Alaska, testified next on HB 198. He expressed support for the bill. He offered an amendment to the bill dealing with quality control.

Rick Lauber, representing the Pacific Seafood Processors Association testified next on HB 198. He expressed support for the bill.

Larry Cotter, President of the International Longshoremen and Warehousemen's Union, testified next on the bill. He stated that while the board composition wasn't precisely what they wanted, the need for the Institute is so great, they supported the bill.

Eric Eckholme, Executive Director of the Alaska Seafood Marketing Institute, gave a short picture presentation and spoke briefly on the bill. He also offered an amendment to establish quality control guidelines.

Archie Gottschalk testified next on HB 198. He stated that he is totally opposed to the present composition of the Board of Directors because of the high percentage of processors and the low percentage of fishermen.

Senator Gilman recommended adoption of the proposed committee substitute and to take up the amendments in the Resources Committee.

HB 198 and 453 were moved with individual recommendations.

Next on the agenda was SB 523 "An Act amending the fisheries business tax; and providing for an effective date".

Rick Lauber testified on SB 523. He briefly explained the problem the bill was to alleviate.

Hank Ostroskey commented briefly on SB 523.

SB 523 was moved with individual recommendations.

The meeting was adjourned by Chairman Mulcahy at 4:36 PM.

Sectional Analysis
SCS CS HB 198 (Res)

Section 1: Findings.

This section details the public purpose of the legislation, and expresses the intent that it be funded jointly by the industry and the state.

Section 2: Purpose.

The purpose of the A.S.M.I. is to provide broader markets for all Alaska seafood products through generic advertising and promotion, and to develop quality guidelines for the industry.

Section 3:

16.51.010. This section sets up the institute as a public corporation of the state. A.S.M.I. is currently a private non-profit, but in order to develop the long range programs needed, and have the ability to generate an assessment from the industry, it must become a public corporation.

16.51.020. Board of Directors.

The board of directors is chosen by the Governor from the seafood ~~processing~~ industry. Thirteen members are processors, 5 members are fishermen. It is patterned after other commodity commissions in America. The board members receive no special benefit from sitting on the board. Experience has proven that these commissions work only if they have the broad support of the industry. Processors also pay an assessment based on the value of their pack, with large processors paying the most money.

16.51.030-16.51.080. Elaborate board functions.

16.51.090. Powers

The powers of the institute allow it to develop advertising, publicity, and market research projects and to function as a public corporation.

16.51.100. Duties.

The duties of the institute mandate that it promote all species of seafood harvested in Alaska, develop quality guidelines, and prepare market research and product development plans.

16.51.110. Prohibited promotions.

The institute is prohibited from promoting anything that would benefit one particular area of the state or any single processor

or fisherman.

16.51.120. Assessment.

The following sections provide for a mandatory assessment on the part of the processing industry, if it is approved by a majority of value of the industry. The board may choose between several assessment levels, each level (.1%, .2%, .3%, or .4%) would generate about \$500,000 based on 1980 harvest values. The industry or the board may terminate the assessment if 2/3 of the board or a majority of the industry vote to do so.

16.51.140. Details the procedure for the elections.

16.51.160. Collection.

The money, whether raised by assessment or added from the general fund must pass through the general fund and be appropriated by the legislature. This provides for constant monitoring of the efforts of the A.S.M.I. on the part of the state.

16.51.180. Definitions, provided for key phrases.

Section 4.

This section puts employees of the institute in exempt class for employees of the state.

Section 5:

This section subjects the institute to the conflict of interest law.

Section 6:

This section repeals the King Crab Marketing and Quality Control Act.

Section 7:

This section states that the clause subjecting the institute to the Executive Budget Act, applies to all fiscal years after June 30, 1982.

Section 8:

This section details the staggering of terms of the board of directors.

Guthrie

Original sponsor: Rules/Governor

1 IN THE HOUSE

BY THE RESOURCES COMMITTEE

2

SENATE CS FOR CS FOR HOUSE BILL NO. 198 (Resources)

3

IN THE LEGISLATURE OF THE STATE OF ALASKA

4

TWELFTH LEGISLATURE - FIRST SESSION

5

A BILL

6

For an Act entitled: "An Act relating to the promotion of the marketing of

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seafood."

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BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:

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* Section 1. FINDINGS. The legislature finds that a cooperative effort

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by the state and private industry to stabilize and develop the seafood

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industry of Alaska, promote quality control within the industry, and foster

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expansion of the market for Alaska seafoods throughout the state, nation,

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and world is in the public interest and is a valid public purpose. The

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legislature further finds that such a cooperative effort would inure to the

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benefit of the seafood industry in Alaska, and that some of the costs of

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maintaining such an effort should be borne by the industry. The legislature

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further recognizes that assessments which seafood processors levy upon them-

elves under this Act are levied to reimburse the state for the industry's

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rightful share of the seafood marketing effort, while reserving its right

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under the state constitution to spend the money so collected for any

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purpose. The legislature finds that public financing of this program in

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excess of the amounts realized from the assessment during the development

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phases of the program is appropriate.

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* Sec. 2. PURPOSE. The purposes of this Act are to

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(1) encourage the seafood industry in the state to make greater

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use of the seafood resources in the coastal and freshwater areas of the

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state;

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(2) expand the range of species of seafood harvested by the

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seafood industry in the state;

1 (3) enable the seafood industry to maintain and enhance the
2 quality and purity of seafood harvested and processed by fishermen and
3 processors in the state;

4 (4) enable the seafood industry in the state to stimulate consumer
5 identification of Alaska seafood to increase the use and consumption of
6 seafood harvested and processed in the state;

7 (5) stabilize and diversify the distribution of seafood products
8 processed and harvested in the state by encouraging consumers to purchase
9 Alaska seafood;

10 (6) provide for the reimbursement to the state, through assess-
11 ments made on seafood processors, a part of the financial assistance provided
12 by the state to maintain the seafood marketing effort provided for under
13 this Act;

14 (7) create an effort which will be financed jointly by the state
15 and by seafood processors.

16 * Sec. 3. AS 16 is amended by adding a new chapter to read:

17 CHAPTER 51. ALASKA SEAFOOD MARKETING INSTITUTE.

18 Sec. 16.51.010. ALASKA SEAFOOD MARKETING INSTITUTE ESTABLISHED.

19 There is established the Alaska Seafood Marketing Institute. The
20 institute is a public corporation of the state. It is an instrumentality
21 of the state in the Department of Commerce and Economic Development,
22 but has a legal existence independent of and separate from the state.
23 Exercise by the institute of the powers conferred by this chapter is an
24 essential governmental function of the state.

25 Sec. 16.51.020. BOARD OF DIRECTORS. (a) The governing body of
26 the institute is a board of directors. The board consists of 18 voting
27 members appointed by the governor. In making appointments to the board
28 the governor shall consider, but need not appoint, nominees presented
29 by persons engaged in fish processing, the financing of fish processing,

1 or commercial fishing.

2 (b) Thirteen members of the board shall be seafood processors:
3 nine of the seafood processors must have an annual payroll in the state
4 of \$1,000,000 or more; four of the seafood processors must have an
5 annual payroll in the state of \$50,000 - \$1,000,000. Five members of
6 the board must be engaged in commercial fishing.

7 (c) The board shall annually elect a chairman and other necessary
8 officers from among its members.

9 Sec. 16.51.030. TERM OF OFFICE. The members of the board ap-
10 pointed by the governor under AS 16.51.020 serve three-year terms and
11 may be reappointed. Terms shall be staggered. An appointee to fill a
12 vacancy shall hold office for the balance of the term for which his
13 predecessor on the board was appointed.

14 Sec. 16.51.040. REMOVAL AND VACANCIES. The members of the board
15 appointed by the governor under AS 16.51.020 serve at his pleasure. A
16 vacancy on the board occurring other than by expiration of term shall
17 be filled in the same manner as the original appointment but for the
18 unexpired term only.

19 Sec. 16.51.050. QUORUM. Nine members of the board appointed
20 under AS 16.51.020 constitute a quorum for the transaction of business
21 and the exercise of the powers and duties of the board.

22 Sec. 16.51.060. COMPENSATION OF BOARD MEMBERS. Board members
23 receive no salary, but are entitled to per diem and travel expenses
24 authorized by law for other state boards and commissions under AS 39.-
25 20.180.

26 Sec. 16.51.070. MEETINGS. The board shall meet at least once a
27 year. A meeting of the board shall occur at the call of the chairman,
28 or upon the written request of two members of the board.

29 Sec. 16.51.080. EMPLOYMENT OF PERSONNEL. The board may employ

Personal Act Interest

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and determine the salary of an executive director. The executive director may, with the approval of the board, select and employ additional staff as necessary. The executive director and all employees of the board are in the exempt service under AS 39.25.

Sec. 16.51.090. POWERS. In carrying out the powers of the institute, the board may

- (1) adopt, alter, and use a corporate seal;
- (2) prescribe, adopt, amend, and repeal bylaws;
- (3) sue and be sued in the name of the institute;
- (4) enter into any agreements necessary to the exercise of its powers and functions;
- (5) cooperate with a public or private board, organization, or agency engaged in work or activities similar to the work or activities of the institute, including entering into contracts for joint programs of consumer education, sales promotion, quality control, advertising and research in the production, processing, or distribution of seafood;
- (6) conduct, or contract for, scientific research to develop and discover health, dietetic, or other uses of seafood harvested and processed in the state;
- (7) receive contributions of money from persons;
- (8) establish offices in the state and otherwise incur expenses incidental to the performance of its duties;
- (9) appear on behalf of the institute before boards, commissions, departments, or other agencies of municipal, state, or federal government;
- (10) acquire, hold, lease, sell, or otherwise dispose of property of any kind, real, personal, or mixed, or an interest in it;
- (11) establish and maintain one or more bank accounts for the

Scientific research to develop

No

Subject to the Exec. Budget Act, why do they need this?

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transaction of the institute's business;

(12) prepare market research and product development plans for the promotion of any species of seafood and their by-products which may be harvested in the state and processed for sale;

(13) do everything necessary or desirable to carry out the purposes of the institute.

Sec. 16.51.095. EXECUTIVE BUDGET ACT. The operating budget of the institute shall be prepared and submitted in accordance with the Executive Budget Act (AS 37.07).

Sec. 16.51.100. DUTIES. The board shall

(1) conduct programs of education, research, advertising, or sales promotion designed to accomplish the purposes of this chapter;

(2) promote all species of seafood and their by-products which are harvested in the state and processed for sale;

(3) develop standards of quality for seafood processed in the state;

(4) prepare market research and product development plans for the promotion of all species of seafood and their by-products which are harvested in the state and processed for sale; and

(5) submit an annual report to the governor and the legislature describing the activities of the institute.

Sec. 16.51.110. PROHIBITED PROMOTIONS. The board may not promote or make a contact which promotes seafood by

(1) geographic origin other than from the state generally;

(2) geographic region of the state; or

(3) specific brand name.

Sec. 16.51.120. SEAFOOD MARKETING ASSESSMENT. (a) A seafood marketing assessment shall be levied on seafood products purchased in Alaska as provided in (b), (c), (d), or (e) of this section if an

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1 election is held in accordance with AS 16.51.140 in which the assessment
2 is approved by eligible processors who together purchase at least 51
3 percent of the value of seafood purchased in Alaska in the calendar
4 year.

5 (b) Each processor who purchases at least \$50,000 or more of
6 seafood products in Alaska shall pay a seafood marketing assessment of
7 .1 percent of the value paid by the processor.

8 (c) Each processor who purchases at least \$50,000 or more of
9 seafood products in Alaska shall pay a seafood marketing assessment of
10 .2 percent of the value paid by the processor.

11 (d) Each processor who purchases at least \$50,000 or more of
12 seafood products in Alaska shall pay a seafood marketing assessment of
13 .3 percent of the value paid by the processor.

14 (e) Each processor who purchases at least \$50,000 or more of
15 seafood products in Alaska shall pay a seafood marketing assessment of
16 .4 percent of the value paid by the processor.

17 (f) An election under (a) of this section shall be held if the
18 proposed election for the levying of an assessment under AS 16.51.120-
19 (b), (c), (d), or (e) is approved by a majority of the whole membership
20 of the board at a regularly scheduled meeting.

21 Sec. 16.51.130. TERMINATION OF THE SEAFOOD MARKETING ASSESSMENT.

22 (a) A seafood marketing assessment levied under AS 16.51.120(b), (c),
23 (d), or (e) shall be terminated by the commissioner if

24 (1) an election is held in accordance with AS 16.51.140 in
25 which the termination is approved by eligible processors who together
26 purchase at least 51 percent of the total value of seafood products
27 purchased in Alaska during the calendar year; or

28 (2) the board, at a regularly scheduled meeting, adopts a
29 resolution approved by two-thirds of the voting membership of the board.

1 requesting the commissioner of revenue to terminate the assessment.

2 (b) An election under (a)(1) of this section shall be held if

3 (1) the proposed election for the termination of the assess-
4 ment is approved by a majority of the whole membership of the board at
5 a regularly scheduled meeting; or

6 (2) a petition is presented to the director of the division
7 of elections requesting termination of the seafood marketing assessment
8 by eligible processors who together purchase at least 25 percent of the
9 total value of seafood products purchased in Alaska during the calendar
10 year.

11 (c) The institute shall provide notice of an election in accor-
12 dance with AS 16.51.140 within 60 days after receiving notice from the
13 director of the division of elections that a valid petition under
14 (b)(2) of this section has been received.

15 (d) The seafood marketing assessment is terminated under AS 16.-
16 51.120 on the effective date stated on the ballot.

17 Sec. 16.51.140. PROCEDURES FOR AN ELECTION TO APPROVE OR TERMINATE
18 A SEAFOOD MARKETING ASSESSMENT. (a) The institute may conduct an
19 election under this section after the director of the division of
20 elections approves

21 (1) the notice to be published by the institute;

22 (2) the ballot to be used in the election; and

23 (3) the registration and voting procedures for the approval
24 or termination of the seafood marketing assessment.

25 (b) In conducting the election under this section, the institute
26 shall adopt the following procedures:

27 (1) The proposed levy or termination of the assessment shall
28 be adopted at a regularly scheduled meeting of the board held not less
29 than 60 days before the date on which the ballots must be postmarked to

1 be counted unless the election is for termination of the assessment and
2 has been initiated by a petition under AS 16.51.130(b)(2).

3 (2) The institute shall hold at least one meeting, not less
4 than 30 days before the date on which ballots must be postmarked to be
5 counted, to explain the reason for the proposed seafood marketing
6 assessment or termination of the assessment; and to explain the voting
7 procedure to be used in the election. The institute shall provide
8 notice of the meeting by

9 (A) mailing the notice to each eligible processor; and

10 (B) publishing the notice in at least one newspaper of
11 general circulation in each region of the state at least two weeks
12 before the meeting.

13 (3) The institute shall mail ballots to each eligible proces-
14 sor not more than 45 days before the date specified as the date ballots
15 must be postmarked.

16 (4) The ballot shall

17 (A) indicate whether the assessment is to be levied
18 under AS 16.51.120(b), (c), (d), or (e) and shall state the per-
19 centage of the assessment;

20 (B) indicate the effective date of the levy of the
21 assessment or termination of the assessment;

22 (C) ask whether the assessment shall be levied or, if
23 the election is to terminate the assessment, whether the assess-
24 ment shall be terminated.

25 (5) The ballots shall be returned by mail and shall be
26 counted by the director of the division of elections or his representa-
27 tive.

28 (c) The director of the division of elections shall certify the
29 results of an election under this section if the director determines

1 that the requirements of (a) and (b) of this section have been satis-
2 fied.

3 (d) For the purposes of this section a ballot submitted by a
4 corporation is presumed valid if the ballot is signed by an individual
5 who is indicated to be an officer of the corporation and the ballot is
6 imprinted with the corporate seal.

7 Sec. 16.51.150. DETERMINATION OF VALUE. Upon request from the
8 director of the division of elections, the commissioner of revenue
9 shall determine

10 (1) the total value of seafood products purchased in Alaska
11 during any calendar year;

12 (2) whether the eligible processors approving the levy or
13 termination of a seafood marketing assessment together purchased at
14 least 51 percent of the total value of seafood products purchased in
15 Alaska during the calendar year; or

16 (3) whether the eligible processors petitioning for an
17 election under AS 16.51.130(b)(2) together purchased at least 25 percent
18 of the total value of seafood purchased in Alaska during the calendar
19 year.

20 Sec. 16.51.160. COLLECTION OF ASSESSMENTS AND DISPOSITION OF
21 PROCEEDS. (a) Processors shall remit to the Department of Revenue by
22 April 15 of each year the total amount of the assessment owed on the
23 value paid for seafood products by the processor in the previous cal-
24 endar year.

25 (b) The seafood marketing assessment collected under this chapter
26 shall be deposited in the general fund. The legislature may make
27 appropriations to the Department of Commerce and Economic Development
28 for the purpose of providing financing to the institute based on collec-
29 tions of the seafood marketing assessment, and may appropriate addi-

1 tional money beyond the assessment collected under AS 16.51.120 as need
2 is demonstrated by the institute.

3 Sec. 16.51.170. ENFORCEMENT OF ASSESSMENTS. The provisions of
4 AS 43.10 apply for the enforcement and collection of the seafood market
5 ing assessment.

6 Sec. 16.51.180. DEFINITIONS. In this chapter,

7 (1) "board" means the Board of Directors of the Alaska
8 Seafood Marketing Institute;

9 (2) "institute" means the Alaska Seafood Marketing Insti-
10 tute;

11 (3) "processor" means a person who engages in processing
12 seafood for sale by freezing, cooking, salting, or other method and
13 includes but is not limited to canneries, cold storages, freezer ships,
14 and processing plants;

15 (4) "promote or make a contract which promotes seafood"
16 means to advertise or publicize, or make a contract for advertising or
17 publicizing, the use, value, attractiveness, or quality of seafood;

18 (5) "seafood" means fin fish, shellfish, and fish by-
19 products, including but not limited to salmon, halibut, herring,
20 flounder, crab, clam, cod, shrimp, and pollock;

21 (6) "value" means the compensation actually received by a
22 person taking seafood from an eligible processor or other person pur-
23 chasing the seafood, including indirect consideration such as fuel,
24 supplies, or gear, whether paid at the time of purchase of the seafood
25 or tendered as a deferred or delayed payment, except that "value" means
26 the market value of the seafood if the taking of the seafood is under-
27 taken in company-owned or company-subsidized boats operated by employees
28 of the eligible processor or in boats which are operated under lease
29 or other arrangement.

1 * Sec. 4. AS 39.25.110 is amended by adding a new paragraph to read:
2 (26) employees of the Alaska Seafood Marketing Institute.

3 * Sec. 5. AS 39.50.200(b) is amended by adding a new paragraph to read:
4 (44) Alaska Seafood Marketing Institute (AS 16.51.010).

5 * Sec. 6. AS 18.90 is repealed.

6 * Sec. 7. AS 16.51.095 added by sec. 3 of this Act applies to operating
7 budgets of the Alaska Seafood Marketing Institute for fiscal years beginning
8 after June 30, 1982.

9 * Sec. 8. Initial appointments to the Board of Directors of the Alaska
10 Seafood Marketing Institute under AS 16.51.020 enacted in sec. 3 of this Act
11 shall be made for the following terms:

- 12 (1) six members shall serve for one year;
13 (2) six members shall serve for two years;
14 (3) six members shall serve for three years.

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STATE OF ALASKA

JAY S. HAMMOND, GOVERNOR

DEPARTMENT OF REVENUE

OFFICE OF THE COMMISSIONER

POUCHES
JUNEAU, ALASKA 99811
PHONE: (907) 465-2300

April 28, 1981

The Honorable Bettye Fahrenkamp
Chairperson
Senate Resources Committee
Room 211 - Capitol Building
Juneau, Alaska

Dear Senator Fahrenkamp:

Re: CS for House Bill No. 198 (Finance) am

CS for House Bill No. 198 (Finance) am, an Act relating to the promotion of the marketing of seafood, was read for the first time in the Senate on April 22, 1981 and was referred to the Senate Resources and Finance Committees.

For the consideration of the Senate Resources Committee, I am enclosing copies of Fiscal Notes prepared by Mr. Gary L. Jenkins, Director, Audit Division and Mr. Robert W. Elliott, Research Section of the Department of Revenue concerning the proposed legislation.

Sincerely,



R. D. Stevenson
Special Assistant

RDS/rdh

cc: The Honorable Don Bennett
The Honorable M. F. Dankworth
Co-Chairmen
Senate Finance Committee

Gary L. Jenkins, Director
Audit Division
Department of Revenue

Joseph K. Donohue
Deputy Commissioner
Department of Revenue

Robert W. Elliott
Research Section
Department of Revenue

THE LEGISLATURE OF THE STATE OF ALASKA
TWELFTH LEGISLATURE

FISCAL NOTE

I. REQUEST

Bill/Resolution No. CSHB 198 (Finance) am
 Title An Act relating to the promotion of the marketing of seafood.
 Requested by Senate Resources Committee Date April 23, 1981

II. FISCAL DETAIL

Agency Affected Department of Revenue
 Program Category Affected Revenue Collection and Management
 BRU, Program, or Subprogram(s) Affected Audit Division
 (Note: If more than one budget component is affected, separate line-item amounts and funding for each component in the analysis section.)
EXPENDITURES (Thousands of Dollars) NONE

	FY 81	FY 82	FY 83	FY 84	FY 85	FY 86
100 PERSONAL SERVICES						
200 TRAVEL						
300 CONTRACTUAL						
400 COMMODITIES						
500 EQUIPMENT						
600 LAND & STRUCTURES						
700 GRANTS, CLAIMS, ETC						
TOTAL						

FUNDING (Thousands of Dollars) NONE

	FY 81	FY 82	FY 83	FY 84	FY 85	FY 86
GENERAL FUND						
FEDERAL FUNDS						
OTHER (Specify Fund Source)						

POSITIONS NONE

	FY 81	FY 82	FY 83	FY 84	FY 85	FY 86
FULL TIME						
PART TIME						
TEMPORARY						

III. ANALYSIS (See Fiscal Note Preparation Instructions, Section III)

See the attached memorandum to R. D. Stevenson dated April 24, 1981.

IV. DATE April 24, 1981

PREPARED BY Gary J. Jensen
 AGENCY Audit Division
 PHONE 465-2320

Original: Legislative Finance
 cc: Budget and Management
 Prime Sponsor (First Legislator Named)

MEMORANDUM

State of Alaska

TO R. D. Stevenson
Legislative Assistant

DATE: April 24, 1981

FILE NO:

TELEPHONE NO:

FROM Gary L. Jenkins
Director
Audit Division

SUBJECT: CSHB 198 (Finance) am

The amendments which have been made to this bill are very significant in relation to the source of funds for the operation of the Seafood Marketing Institute. The provision for a credit against the Fisheries Business Tax has been removed and replaced by a separate assessment which the processors will levy on themselves by majority vote. This will result in all processors being required to report and pay the seafood marketing assessment on an annual basis. In the proposed AS 16.51.160(a) the due date for paying the assessment is April 15 of each year. It is recommended that the date be changed to April 1 to coincide with the Fisheries Business Tax return due date in order that we could provide for a processor to report both liabilities on the same form. Failure to change the date will result in higher administrative costs for the state and for all the processors because of all the additional paperwork which will have to be prepared by the processors and handled by our staff. A fiscal note showing these costs has not been prepared at this time, since I am assuming the date can and will be changed. X

The proposed AS 16.51.170 on page 10 of the bill provides for limited collection authority as provided in AS 43.10 to be applicable to the collection of the assessments. However, that limited cross reference to Title 43 would not give us the authority to audit the information reported, assess any interest or penalties for failure to file or pay the assessment, bill a processor for the assessment if he refuses to file and report the amount due, or impose any criminal penalties for evasion of the assessment. If the legislature intends for us to have that authority, the section should be rewritten to read as follows:

Sec. 16.51.170. ENFORCEMENT OF ASSESSMENTS. The provisions of AS 43.05 and AS 43.10 shall apply to the requirement imposed by this chapter to report and pay the seafood marketing assessment.

Several places in the proposed bill the term "Eligible Processor" is used, yet it is not defined. I think I can guess what is meant, however, it would aid administration of the act greatly if the term were defined in the law. Further, the definition of

"value" on page 11 of the bill includes the term "eligible processor" as part of the definition. Since it appears that value will be used to determine who is an "eligible processor" it is inconsistent to use the term in the definition of value.

There are several places in the bill which include the phrase "value paid by the processor". Since value will not be determined in all cases on the basis of a purchase, it would appear to be clearer if the phrase "value of the seafood products acquired by the processor" were used in place of the current phrase. I recommend that the proposed language be substituted on page 6, lines 22, 25 and 28; and on page 10, line 6. Finally, on page 9, line 22 consideration should be given to substituting the word "acquired" in place of "purchased" to be consistent with the above language.

FISCAL NOTE

I. REQUEST

Bill/Resolution No. CSHB 198 (Finance) am
 Title Relating to the promotion of the marketing of seafood
 Requested by Senate Resources Committee Date 4/27/81

II. FISCAL DETAIL

Agency Affected Department of Revenue
 Program Category Affected _____
 BRU, Program, or Subprogram(s) Affected _____

(Note: If more than one budget component is affected, separate line-item amounts and funding for each component in the analysis section.)

EXPENDITURES (Thousands of Dollars)

	FY 81	FY 82	FY 83	FY 84	FY 85	FY 86
100 PERSONAL SERVICES						
200 TRAVEL						
300 CONTRACTUAL						
400 COMMODITIES						
500 EQUIPMENT						
600 LAND & STRUCTURES						
700 GRANTS, CLAIMS, ETC.						

TOTAL

	<u>FUNDING</u> (Thousands of Dollars)					
	a)	b)	c)			
GENERAL FUND	943	1886	2829	1037	1141	1255
FEDERAL FUNDS				2075	2282	2510
OTHER (Specify Fund Source)				3112	3423	3755
						4142

POSITIONS

FULL TIME						
PART TIME						
TEMPORARY						

III. ANALYSIS (See Fiscal Note Preparation Instructions, Section III)

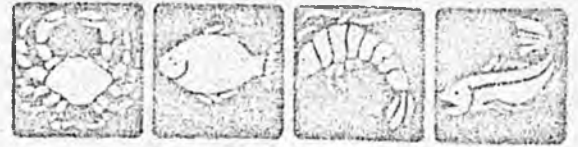
The figures represent the anticipated revenues collected and available for legislative appropriation, if eligible processors elect a seafood market assessment. The possible assessment rate scenarios are presented as follow:

- a) .2 percent of value
- b) .4 percent of value
- c) .6 percent of value

Value was determined by using Department of Fish and Game catch and price projections for FY 1982, with a 10% inflation rate adjustment for subsequent years.

IV. DATE 4/22/81 PREPARED BY Robert W. Elliott
 AGENCY Revenue
 PHONE 465-2309

Original: Legislative Finance
 cc: Budget and Management
 Prime Sponsor (First Legislator Named)



"Promoting Alaska's Finest Resource"

DRAFT MARKETING PLAN
PROPOSED FY 82 BUDGET

EXECUTIVE OVERVIEW

This executive overview is intended as a synopsis of the complete marketing plan for Alaska Seafood. Greater detail of the analysis and rationales used throughout the plan are included in each of its sections. The research, compilation of existing data, evaluations and recommendations by Mandabach and Simms/ Pacific, Inc. comprise a comprehensive and most detailed report on Alaska Seafood.

BACKGROUND SECTION

The Background Section which is based on through studies and evaluations of Government Data, Industry Reports, and Trade Articles from countless sources, is briefly recapped by major species as follows:

Canned Salmon - is directly affected by competition from tuna and chicken, as well as by price. Following a peak in consumption during the early 1970's, consumption has been trending downward slowly but steadily.

Salmon Steaks - still virtually unexploited, they represent strong market potential. Improved technology and marketing techniques will have strong impact in all markets.

King Crab - is, perhaps, the best known Alaska seafood. With a reputation for quality and taste, it - generally - commands good market price. Marketing efforts should be directed toward establishing even further its premium value and consequent price.

Snow Crab - is still relatively unknown. Due to its availability, it can easily "ride the coattails" of Alaskan King Crab. It fills a definite and easily identified void in the marketplace.

Halibut - is one of the truly outstanding species, and should command a leadership position in the seafood marketplace as supply is available. Clearly, it can challenge beef and poultry in the marketplace. In order to do this, however, it must have marketing attention and support.

Whitefish - is an emerging product line that can fill many needs in the marketplace. Its excellent nutritional qualities and good price/ value relationship presage strong market demand.

OBJECTIVES AND STRATEGIES

Objectives and strategies were developed based on the background information along with numerous personal interviews in the U.S. and Europe with all types of customers, buyers, executives, and, consumers, in the foodservice and retail areas of the business. Also four separate outside research firms were employed to support and confirm Mandabach and Simms conclusions, and to study separate areas of the total seafood business. These firms of areas studied are:

-Technomics Consultants Co. - Foodservice operators in both the commercial and non-commercial markets.

-Elrick and Lavidge - The retail markets including super-market chains and distributors.

-National Family Opinion Inc. - The american consumer.

-Restaurants and Institutions Magazine - Foodservice distributors and operators.

This research confirmed our studies that show that with the exception of Alaska King Crab, which has some recognition, there is little awareness of seafood products that come from Alaska. However it is encouraging to find that in all areas studied, consumers as well as customers perceive Alaska Seafood products to be of high quality, nutritious, with good taste and texture. They also share a perception that Alaska Seafood products are expensive. This enables us to build a plan to assure a price stable market in future years.

Our objectives and strategies are best summarized as:

1. To build an image of Alaska Seafood products as products of superior quality, nutritious, with good taste and texture. Based on the icy cold waters and general "Romance of Alaska".
2. To increase the Consumption of Alaska Seafood, particularly in the U.S. market.
3. To establish Alaska Seafood products as a premium product sold at premium prices. And a better value than other alternative foods.
4. To encourage foodservice operators to increase the variety of Alaska Seafood products on their menus and at the same time feature the words "Alaska Seafood", (particular species to be named).
5. To educate retail store and supermarket operators to the profit potential of properly merchandised Alaskan Seafood products.
6. To educate the consumer to new and easy ways to prepare Alaskan Seafood at home and stimulate greater home consumption.

As to general strategy statement our short term objectives will be directed to the domestic market with major emphasis on foodservice. Our secondary strategies will be toward the European and Japanese markets while at the same time directing our efforts toward the U.S. Retail Market.

RECOMMENDATIONS

Our recommendations for the plan have been divided into a portion that should be implemented in the first year within the advised budget of \$3 million.

These plans are designed to create as big an impact as possible, as fast as we can with little risk. Therefore we are strongly positioning the Alaska Seafood "umbrella" program aimed at the U.S. foodservice market. We believe our recommendations which are detailed in the plan and include heavy advertising in terms of pages and supplements in the key foodservice publications combined with promotion efforts and publicity campaigns will result in almost immediate recognition and sales.

We have budgeted \$1,902,841 to the U.S. food service effort.

Foodservice

A.S.M.I. Spokesperson	80,000
Home Economist	60,000
Alaska Seafood Handbook	45,000
Recipe Development	40,000
Media Tour	50,000
Speakers Bureau Booklet	25,000
Special Events	30,000
Release Mailings	20,000
Editorial Features	8,000
Special Marketing Supplement	261,041
Magazine Advertising	515,800
Market Research	50,000
"Bounce-Back" Post Cards	23,000
Advertising Testing	20,000
Cooperative Advertising Plan	150,000
Audio Visual Training Program	40,000
Merchandising Kit	250,000
Direct Mail Campaign	50,000
Trade Show Booth and Participation	100,000
"800" Number	35,000
Foodservice Contingency	50,000
Total foodservice	1,902,841

Our U.S. Retail Efforts are designed to position the trade in the first year of the plan to be expecting heavy advertising support for the future. At the same time we will be conducting Market Research Studies and Testing of Radio Campaigns for both the "Umbrella" concept as well as canned salmon. We have 566,642 for the 1st year retail budget.

RETAIL

Spokesperson	No charge
Home Economist	No charge
Recipe Development	15,000
Publicity Releases	15,000
Trade Publicity Releases	10,000
Press Functions	15,000
Retail Contingency Fund	35,000
Market Research	65,000
Trade Advertising	78,642
Radio Advertising	423,000
Pre-Post Awareness Studies	<u>10,000</u>
Total Retail	576,642 666,642

The balance of the first recommendations deal with some small market research studies as well as a small trade advertising campaign on behalf of the A.S.M.I. in Europe and Japan. The Alaska plan calls for: 1) A program to promote to the Alaska people. 2) A new product development plan, 3) A quality assurance program and 4) Administration support. The total of these is \$430,517.

EUROPEAN PLAN

1. Market Research	35,000
2. Trade Advertising	<u>75,000</u>
	100,000

JAPANESE PLAN

1. Market Research	25,000
2. Trade Advertising	<u>40,000</u>
	\$65,000

ALASKAN PLAN

1. Promotion to Alaska people	25,000
2. New products	40,000
3. Quality Assurance	40,000
4. Administration	<u>150,517</u>
	255,517

LONG RANGE RECOMMENDATIONS

The long range recommendations include hard hitting advertising and promotional programs for each of the sources. At this point the "Alaska Seafood" will be meaningful and the image of superior quality from Alaska will be full development at the foodservice operator and distributor levels as well as retail customers.

It is essential that Mandabach and Simms call attention to the fact that while it has the utmost confidence in the recommendations that are part of this report, those recommendations are made in light of conditions that exist today May, 1981. For A.S.M.I. to spend its dollars most carefully and most effectively, we have proved complete flexibility to enable adaption of the plan to fit changing conditions of supply and demand in the market place.

In summary, Mandabach and Simms sees and extremely bright future for Alaska Seafood which can only be accelerated and, maximized by well-defined and executive marketing efforts.

WHAT HAS THE A.S.M.I. DONE WITH THE \$1.2 MILLION FOR FY 81?

A most the entire budget is going directly to advertising and promotional efforts. \$730,500 is going to support existing promotional groups-\$481,000 for canned and frozen salmon, \$215,500 to King and Snow Crab, and \$34,000 for Halibut. This money is being used to match what the industry is already devoting. Among the results is a national radio advertising campaign with supporting recipes and promotional materials urging people to "Buy Salmon" in 21 major cities across the country, beginning Feb. 2, 1981.

Results?

One of the most important projects is a \$50,000 marketing plan. This plan will provide market research and strategy development regarding consumers, or potential consumers of Alaska seafood. With a solid base of marketing information built, the A.S.M.I. will be able to target our efforts so that marketing dollars will provide the greatest return. The plan will also provide a baseline to measure the success or failure of the A.S.M.I. The marketing strategy will indicate budget levels that are based on a greater return on investment than the cost of the program, to insure that the state and the industry are using their money wisely.

\$20,000 is being used to develop bottomfish strategy and basic marketing materials. The goal of S.S.M.I. is to help the most people in the industry to the greatest degree possible, which means that we won't be spending a lot of money promoting bottomfish until there are a lot of Americans harvesting and processing bottomfish. Outside of administrative expenses the balance of the 1980 A.S.M.I. budget is unallocated.

*If they can't
spend \$1.2M
why \$4M?*

*Total \$800,000
What of the other
\$400,000?*

Alaska State Legislature

BETTYE FAHRENKAMP, CHAIRMAN
VIC FISCHER, VICE-CHAIRMAN
BRAD BRADLEY
DICK ELIASON
DON GILMAN
BOB MULCAHY
ARLIES STURGULEWSKI



POUCH V
STATE CAPITOL
JUNEAU, ALASKA 99811
(907) 465-3834
(907) 465-3835

Senate

Committee on Resources

June 1, 1981
1:30 p.m.

Beltz Room
211 - Capitol

MEMBERS PRESENT

Senator Fahrenkamp
Senator Fischer
Senator Bradley
Senator Eliason
Senator Mulcahy
Senator Sturgulewski

HEARING:

- HB 198 An Act relating to the promotion of the marketing of seafood.
- HB 453 An Act making a special appropriation for the Alaska Seafood Marketing Institute.

Senator Mulcahy reviewed HB 198 and HB 453 with the Committee.

Senator Mulcahy put forth the motion to move Senate Committee Substitute for CS HB 198 with individual recommendations.

Senator Mulcahy put forth the motion to move HB 453 with individual recommendations.

The Committee adjourned at 2:05 p.m.



Alaska State Legislature

Senate

JUNEAU, ALASKA

RESOURCES SUBCOMMITTEE ON FISHERIES

May 8, 1981

Senate Resources Subcommittee on Fisheries Meeting

The meeting was called to order by Chairman Mulcahy at 3:07 PM. Senator Gilman was present. Senator Eliason was tied up in a Senate Finance Committee meeting.

First on the agenda was HB 198 "An Act relating to the promotion of marketing of seafood".

Representative Joe Chuckwuk testified first on HB 198. He said he felt that the concept was good, but that he didn't agree with the composition of the board of directors as it is now organized.

John Martin, Vice President of Alaska Food Company and a member of the Alaska Seafood Marketing Institute Board of Directors, testified next on HB 198. He said he supported the bill.

Hank Ostroskey, a commercial fisherman from Naknek, testified next on HB 198.

Roger Painter, Executive Director of United Fishermen of Alaska, testified next on HB 198. He expressed support for the bill. He offered an amendment to the bill dealing with quality control.

Rick Lauber, representing the Pacific Seafood Processors Association testified next on HB 198. He expressed support for the bill.

Larry Cotter, President of the International Longshoremen and Warehousemen's Union, testified next on the bill. He stated that while the board composition wasn't precisely what they wanted, the need for the Institute is so great, they supported the bill.

Eric Eckholme, Executive Director of the Alaska Seafood Marketing Institute, gave a short picture presentation and spoke briefly on the bill. He also offered an amendment to establish quality control guidelines.

Archie Gottschalk testified next on HB 198. He stated that he is totally opposed to the present composition of the Board of Directors because of the high percentage of processors and the low percentage of fishermen.