



Original
2006-009 FOIA
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October 18, 2004

Mr. Shawn Carey
National Marine Fisheries Service – AKR
709 W. 9th, Room 457
Juneau, AK 99802

Dear Shawn:

Enclosed is the final report for NOAA Award NA03NMF4520500 for the period October 1, 2003 through September 30, 2004. If you have any questions, please feel free to call me.

Thank you for your continued assistance.

Sincerely,

William P. Hines
Executive Director

Enclosure

MISSION STATEMENT

The Alaska Fisheries Marketing Board (the Board) will serve as the catalyst to market, develop and promote Alaska seafood and improve related technology and transportation.

BACKGROUND

Pursuant to Title II, Department of Commerce and Related Agencies, Section 209 of the Consolidated Appropriations Resolution of 2003 (Public Law 108-7), the Board was established to award grants to market, develop, and promote Alaska seafood.

GOALS AND OBJECTIVES

Generate increased demand, product usage and awareness of Alaska seafood products. The Board will solicit grant proposals for marketing of Alaska seafood from the public, review them, and fund those projects that will help expand and reinvigorate struggling sectors of the Alaska seafood industry. These proposals can promote region-specific or species-specific marketing programs that do not undermine existing statewide Alaska seafood marketing efforts. The Board may choose to promote the development of new processing technologies to insure the commercial viability of Alaska seafood and improve related transportation costs in delivering these products to market and will work to improve the overall marketability of Alaska seafood.

EVALUATIONS OF PROJECT OUTCOMES

Measures include feedback from the Alaska seafood industry and the public; performance measures such as increased sales and distribution; and continued support from Congress.

ALASKA FISHERIES MARKETING BOARD MEMBERS

Al Burch, Alaska Draggers Association, Kodiak, Alaska
Paul Dale, Snug Harbor Seafoods, Kenai, Alaska
Duncan Fields, Kodiak Salmon Packers, Kodiak, Alaska
Joe Gulley, Safeway, Anchorage, Alaska
Jim Jansen, Lynden Transportation Company, Anchorage, Alaska
Trevor McCabe, Law Office of Trevor McCabe, Anchorage, Alaska
Ray Riutta, Alaska Seafood Marketing Institute, Juneau, Alaska
Bruce Schactler, State of Alaska, Kodiak, Alaska
Ben Stevens, Alaska State Senator, Anchorage, Alaska
Robert Thorstenson Jr, Purse Seine Owners Association, Juneau, Alaska
Mark Tupper, Orca Bay Foods, Inc., Seattle, Washington

DISCUSSION

The Alaska Fisheries Marketing Board made grants totaling \$8.6 million dollars during 2004:

\$250k to Norton Sound Development Corporation and Bristol Bay Economic Corporation to market Herring roe in Japan. This marks the first time an exclusive herring roe marketing strategy has been funded.

\$1 million to the Genuine Alaska Pollock Producers (GAPP) Association to market, promote, and educate consumers about Alaska pollock in domestic and international markets. The GAPP represents all major and minor pollock producers and marks the first time an exclusive, proactive program for Alaska pollock has been funded and implemented.

\$490k to Regional Marketing organizations to promote and market regional brands. Aleutian East Borough (\$40k), Bristol Bay (\$100k), Cordova District Fishermen's Union (\$40k), Coastal Villages Regional (\$60k), Kenai (\$90k), Kodiak (\$120k) and Wrangell (\$40k).

\$1.2 million to the Alaska Seafood Marketing Institute for canned salmon and "Cook it frozen" Alaska seafood promotions.

\$5.7 million to individual processors and fishermen to market, promote, as well as, develop Alaska seafood products. This marks the first time money was provided to individual companies on a comprehensive scale. The allocation was based upon the volume of fish purchased by each company during 2003. Together with the generic marketing campaign of the ASMI, and regional marketing efforts, this year marked a truly coordinated State-wide marketing campaign which has moved significant amounts of fish into the market place and increased prices to fishermen and communities in Alaska.

Feedback from recipients have very supportive of the program. Sales of Wild Alaska Seafood has been consistently high in the market place, with larger than expected demand for Alaska seafood. In fact, demand has exceeded supply for products such as fresh and frozen salmon filets and canned sockeye salmon. This year marks an unprecedented investment in Wild Alaska Seafood marketing and promotion by the Alaska Fisheries Marketing Board and the Office of the Governor of Alaska.

A final report is due from all recipients at the end of the calendar year detailing expenses, success, as well as failure of the programs funded by the Board.

Allocation of Grant Funds
Distributed by Alaska Fisheries Marketing Board

To easily identify how the Board of Directors of the Alaska Fisheries Marketing Board elected to distribute grant money for fiscal year 2003, please see the breakdown below:

<u>Firm</u>	<u>Amount</u>
<i>Ocean Beauty Seafoods</i>	\$1,048,908.46

REDACTION (b)(4)

<i>Genuine Alaska Pollock Producers</i>	1,000,000.00
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REDACTION (b)(4)

<i>Icicle Seafoods</i>	774,260.76
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REDACTION (b)(4)

<i>Peter Pan Seafoods, Inc.</i>	737,284.09
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REDACTION (b)(4)

<i>Trident Seafood Corporation</i>	577,210.61
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REDACTION (b)(4)

Alaska Seafood Marketing Institute

500,000.00

REDACTION (b) (4)

NorQuest Seafoods, Inc.

496,351.14

REDACTION (b) (4)

Bear & Wolf, LLC

471,761.37

REDACTION (b) (4)

North Pacific Processors, Inc.

346,228.51

REDACTION (b) (4)

Western Alaska Herring Roe Marketing **250,000.00**

REDACTION (b) (4)

Kanaway Seafoods, Inc. dba Alaska General Seafoods **232,202.94**

REDACTION (b) (4)

Yardarm Knot Fisheries, LLC **123,963.56**

REDACTION (b) (4)

Snopac Products, Inc. **102,682.58**

REDACTION (b) (4)

TKO Fisheries Limited dba Signature Seafoods, Inc. **102,096.00**

REDACTION (b) (4)

Great Pacific Seafoods, Inc. **96,043.75**

REDACTION (b) (4)

Kodiak Salmon Packers, Inc. **74,105.66**

REDACTION (b) (4)

Inlet Fish Producers, Inc. **65,834.84**

REDACTION (b) (4)

Copper River Fine Seafoods, Inc. **65,692.49**

REDACTION (b) (4)

E.C. Phillips & Son, Inc. **63,649.95**

REDACTION (b) (4)

Leader Creek Fisheries, LLC **54,648.00**

REDACTION (b) (4)

Western Alaska Fisheries, Inc. **48,889.51**

REDACTION (b) (4)

Seafood Producers Cooperative **48,024.36**

REDACTION (b) (4)

Nautilus Foods **44,628.00**

REDACTION (b) (4)

Snug Harbor Seafoods, Inc. **34,245.97**

REDACTION (b) (4)

Salamatof Seafoods, Inc. **25,514.75**

REDACTION (b) (4)

Baywatch Seafoods, LLC

REDACTION (b) (4)

Pacific Star Seafoods / Fishhawk Fisheries of Alaska, Inc. **19,686.84**

REDACTION (b) (4)

Icy Strait Seafoods, Inc. **18,674.70**

REDACTION (b) (4)

Alaska Peninsula Fishermans Coop

13,552.47

REDACTION (b)(4)

R&J Seafood

12,899.00

REDACTION (b)(4)

Deep Creek Custom Packing, Inc.

10,751.56

REDACTION (b)(4)

Fish for the Future Foundation

10,000.00

REDACTION (b)(4)

Alaska Salmon Purchasers, Inc.

9,773.00

REDACTION (b)(4)

AQE Fishermen's Market

7,328.50

REDACTION (b)(4)

Kwikpak Fisheries LLC **6,410.00**

REDACTION (b)(4)

Grand Hale Marine Products Company, Ltd. **4,480.41**

REDACTION (b)(4)

Wrangell Seafoods, Inc. **3,667.26**

REDACTION (b)(4)

Prime Select Seafoods **3,279.10**

REDACTION (b)(4)

Interior Alaska Fish Processors, Inc. **2,034.25**

REDACTION (b)(4)

Star Shadow Fisheries **1,528.00**

REDACTION (b)(4)

William Crump **980.00**

REDACTION (b)(4)

Maserculiq Fish Processors, Inc. **891.23**

REDACTION (b) (4)

Wind and Tide, Inc. **704.00**

REDACTION (b) (4)

Tim Berg's Alaskan Fishing Adventure **635.73**

REDACTION (b) (4)

Coastal Cold Storage, Inc. **519.00**

REDACTION (b) (4)

Wild By Nature LLC, dba Wild Salmon Maxcy Fishing Company **441.00**

REDACTION (b) (4)

F/V Ilona-B **381.00**

REDACTION (b) (4)

Thorne Fisheries Company **379.00**

REDACTION (b) (4)

Tonka Seafoods, Inc. **338.00**

REDACTION (b) (4)

F/V Willie Lee II **273.00**

REDACTION (b) (4)

F/V Kaleva **254.00**

REDACTION (b) (4)

F/V Sea Comber **228.00**

REDACTION (b) (4)

F/V Myriad / Myriad Ent. **190.00**

REDACTION (b) (4)

F/V Triad / Chris Chris Fisheries **181.00**

REDACTION (b) (4)

Horst's Seafood **170.00**

REDACTION (b) (4)

Smoky Bay Fisheries **152.00**

REDACTION (b) (4)

Alaska Flyin Fish Company **149.00**

REDACTION (b) (4)

Arctic Circle Seafood **76.00**

REDACTION (b) (4)

Alaska Wild Salmon Co/ F/V Dutch Master **71.00**

REDACTION (b) (4)

Seadance Seafoods **57.00**

REDACTION (b) (4)

Great Ruby Fish Company **55.00**

REDACTION (b) (4)

Pacman Fisheries / Bristol Gold Premium Sockeye Salmon **55.00**

REDACTION (b) (4)

Gateway Seafood and Smokehouse **43.00**

REDACTION (b) (4)

Bell's Seafood **38.00**

REDACTION (b)(4)

Lofoten Fish Company **36.00**

REDACTION (b)(4)

Pacific Pleasures **35.00**

REDACTION (b)(4)

Cross Sound Seafoods **35.00**

REDACTION (b)(4)

Wayne R Beeson **18.00**

REDACTION (b)(4)

A&J Fisheries **11.00**

REDACTION (b)(4)

ALASKA FISHERIES MARKETING BOARD
STATEMENT OF ACTIVITIES
 Ten Months Ended September 30, 2004
 Unaudited

	FY 03 Appropriation	FY 04 Appropriation	Total
Revenues			
Federal Appropriation	\$ 8,000,000	700,000	\$ 8,700,000
Expenses			
Program Grants	\$ 7,801,411	700,000	\$ 8,501,411
General & Administrative:			
Fiscal Services	137,250		137,250
Travel & Meeting Expenses	24,835		24,835
Legal Fees	8,371		8,371
Rental & Utilities	11,922		11,922
Furniture & Equipment	4,712		4,712
Memberships & Subscriptions	1,000		1,000
Postage	851		851
Phone	1,562		1,562
Office Supplies	8,007		8,007
Miscellaneous	81		81
Total General & Administrative	198,589		
Total Expenses	8,000,000	700,000	8,700,000
Net Income	\$ 0	\$ -	\$ 0
Remaining Appropriation	-	8,300,000	8,300,000
Program Funds	-	7,800,000	7,800,000
General & Administrative	-	500,000	500,000

ALASKA FISHERIES MARKETING BOARD
STATEMENT OF FINANCIAL POSITION
As of 9/30/2004
Unaudited

Assets

Current Assets:

Cash	<u>\$ 243,913</u>
Total Current Assets	243,913

Fixed Assets:

Furniture & Equipment	<u>8,181</u>
Total Fixed Assets	8,181
Total Assets	252,094

Liabilities and Net Assets

Liabilities:

Accounts Payable	721
Deferred Revenue	<u>251,373</u>
Total Liabilities	252,094

Net Assets

Total Liabilities and Net Assets	<u><u>\$ 252,094</u></u>
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**REDACTION OF
INDUSTRY LETTERS**

(b) (4)

ALASKA FISHERIES MARKETING BOARD

Inaugural Meeting

Anchorage Marriott Downtown
Skagway/Valdez Room

November 14, 2003

- | | |
|-------------|---|
| 0900 - 0910 | Introduction - Bill Hines, AFMB |
| 0915 - 0945 | Salmon Industry Overview - Chris McDowell,
Consultant for Alaska Seafood Marketing Institute |
| 1000 - 1030 | Alaska Seafood Markets: Changes and Challenges
Gunnar Knapp, Professor, University of Alaska Anchorage |
| 1045 - 1115 | Whitefish/Groundfish Market - Rick Muir, American Seafoods
Merle Knapp, Glacier Fish Company |
| 1130 - 1200 | Office of the Governor Fisheries Revitalization Strategy
Alan Austerman, Special Advisor to the Governor |
| 1200 - 1230 | Public interaction with AFMB Board Members |

Title II, Department of Commerce and Related Agencies

Section 209, Consolidated Appropriations Resolution of 2003

Public Law 108-7

SEC. 209. Of the amount available from the fund entitled 'Promote and Develop Fishery Products and Research Pertaining to American Fisheries', \$10,000,000 shall be provided to develop an Alaska seafood marketing program. Such amount shall be made available as a direct lump sum payment to the Alaska Fisheries Marketing Board (hereinafter 'Board') which is hereby established to award grants to market, develop, and promote Alaska seafood and improve related technology and transportation with emphasis on wild salmon, of which 20 percent shall be transferred to the Alaska Seafood Marketing Institute. The Board shall be appointed by the Secretary of Commerce and shall be administered by an Executive Director to be appointed by the Secretary. The Board shall submit an annual report to the Secretary detailing the expenditures of the board.