

Value Added Industry: New Initiatives in Resource Development

Alaska Seafood Industry

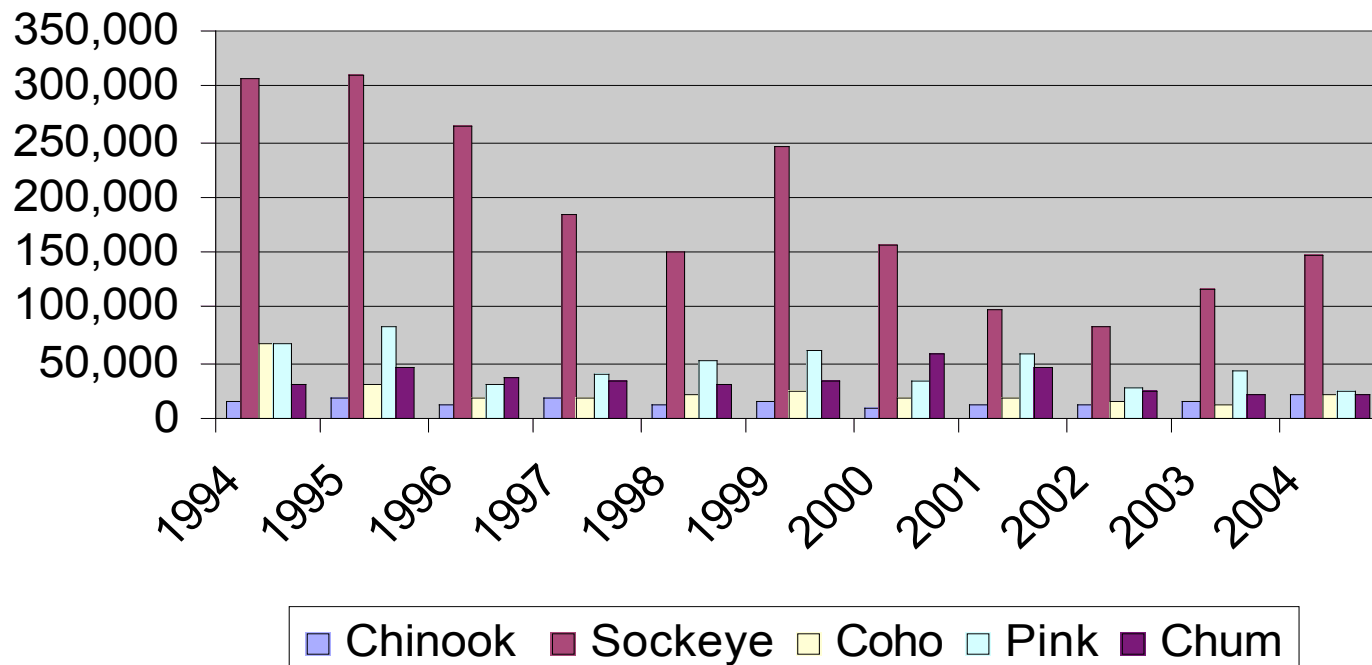
Senator Ben Stevens



**Net Gain of \$31 Million in
2004 for Salmon Fishermen**

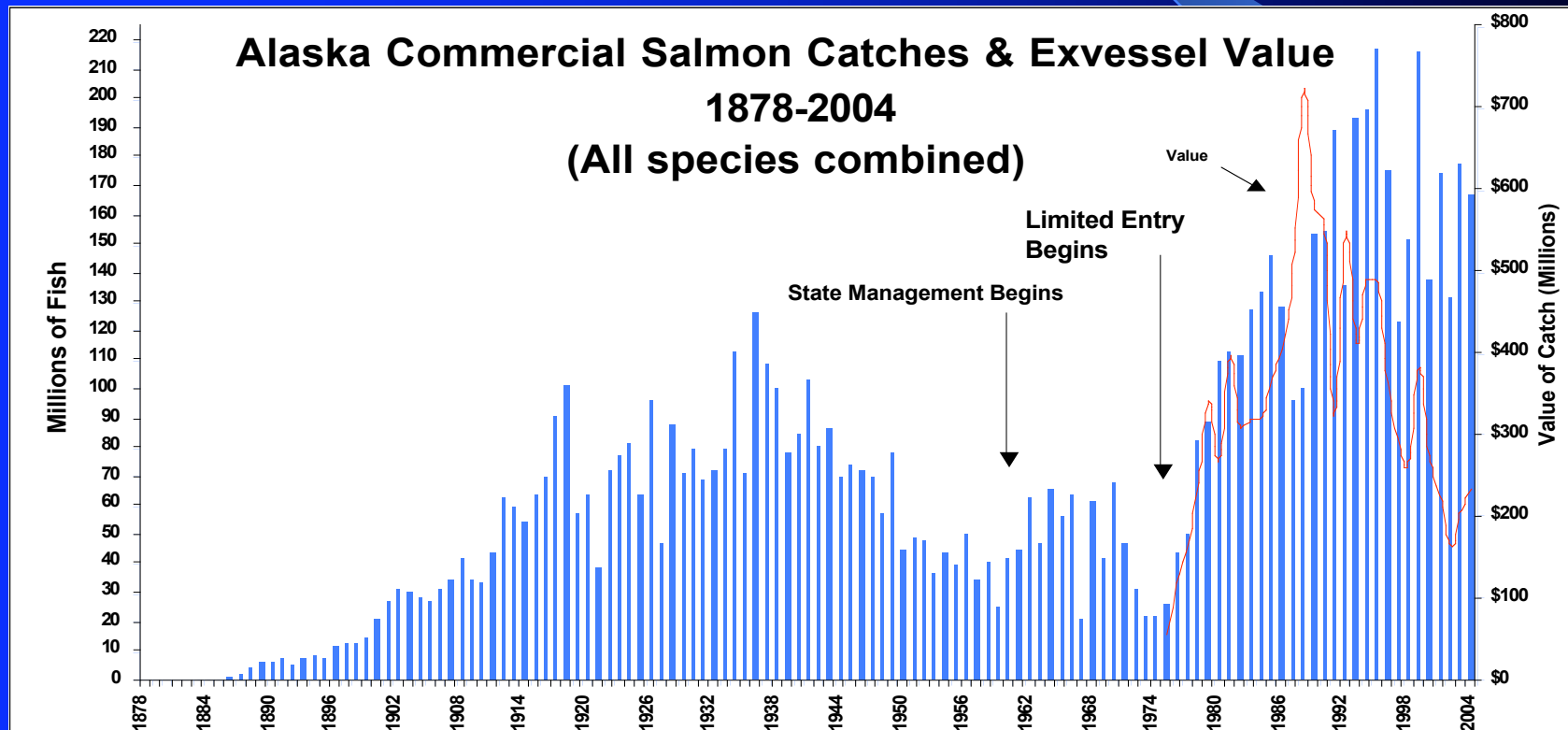
Salmon Harvest Values

1994 - 2004

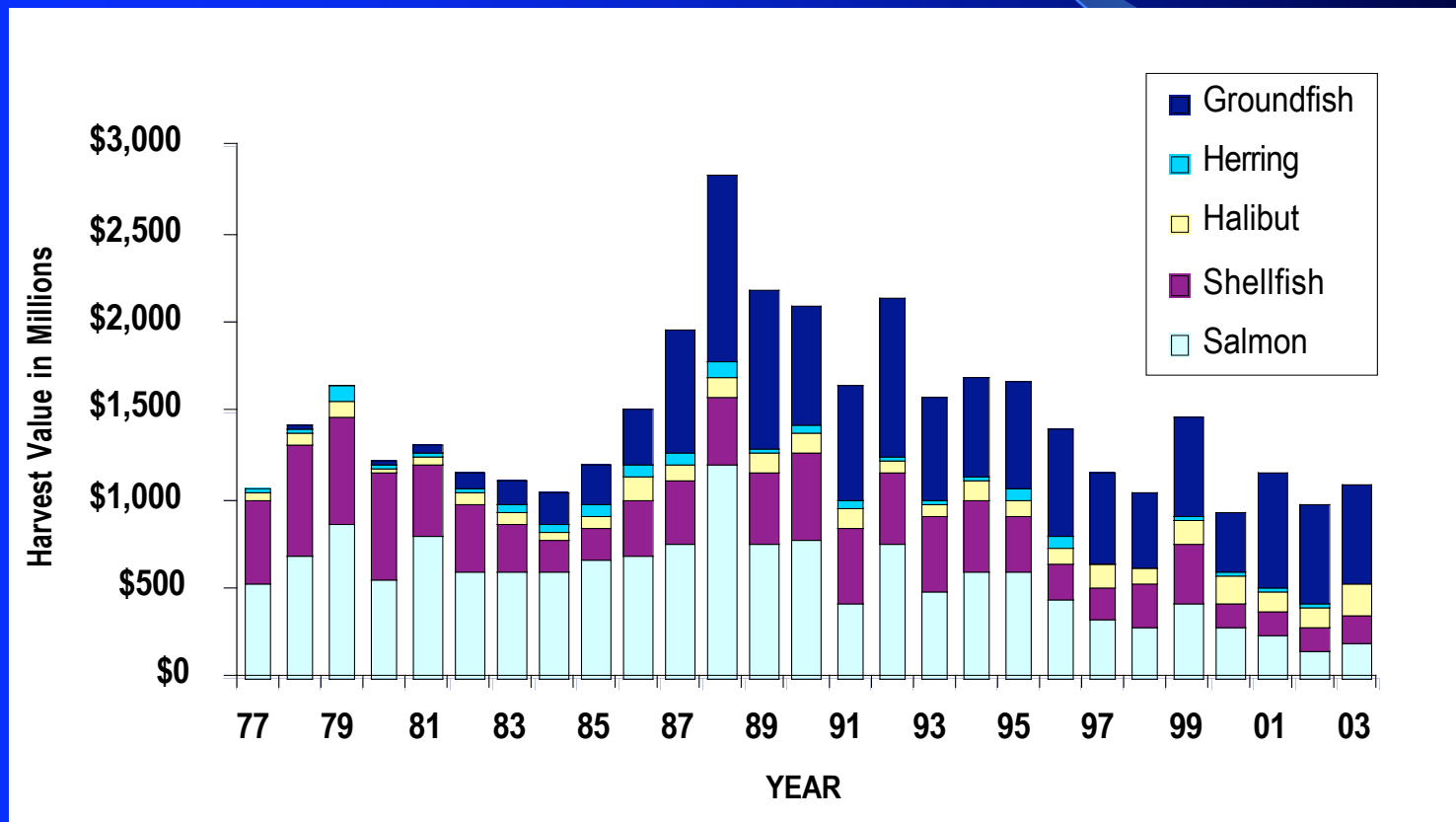


Value of Harvest	
Year	In Millions
1994	489,130
1995	486,950
1996	365,960
1997	296,720
1998	262,720
1999	383,330
2000	275,110
2001	229,180
2002	162,552
2003	209,698
2004	235,859

Historic Commercial Salmon Harvest Value & Sustainable Fishery



Historic Harvest Value: All Species



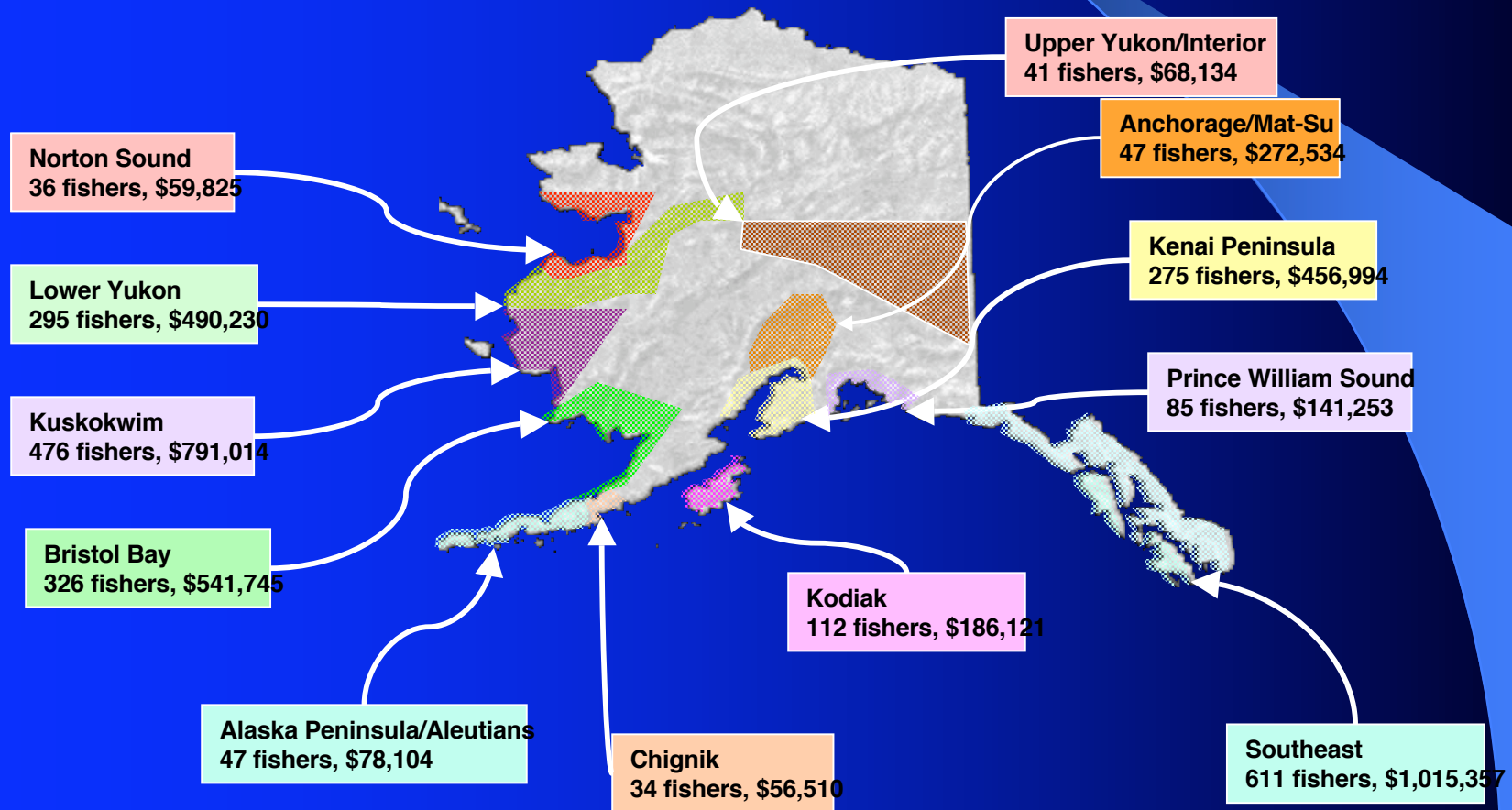
Alaska Fisheries Marketing Board

- Grants Totaling \$8.6 Million in 2004
 - \$5.7 Million to Individual Processors and Fishermen
 - \$1.2 Million to Alaska Seafood Marketing Institute (ASMI)
 - \$1 Million to Genuine Alaska Pollock Producers Association
 - \$490,000 to Regional Marketing
 - \$250,000 to Market Herring Roe
 - BBEC and Norton Sound Development Corporation

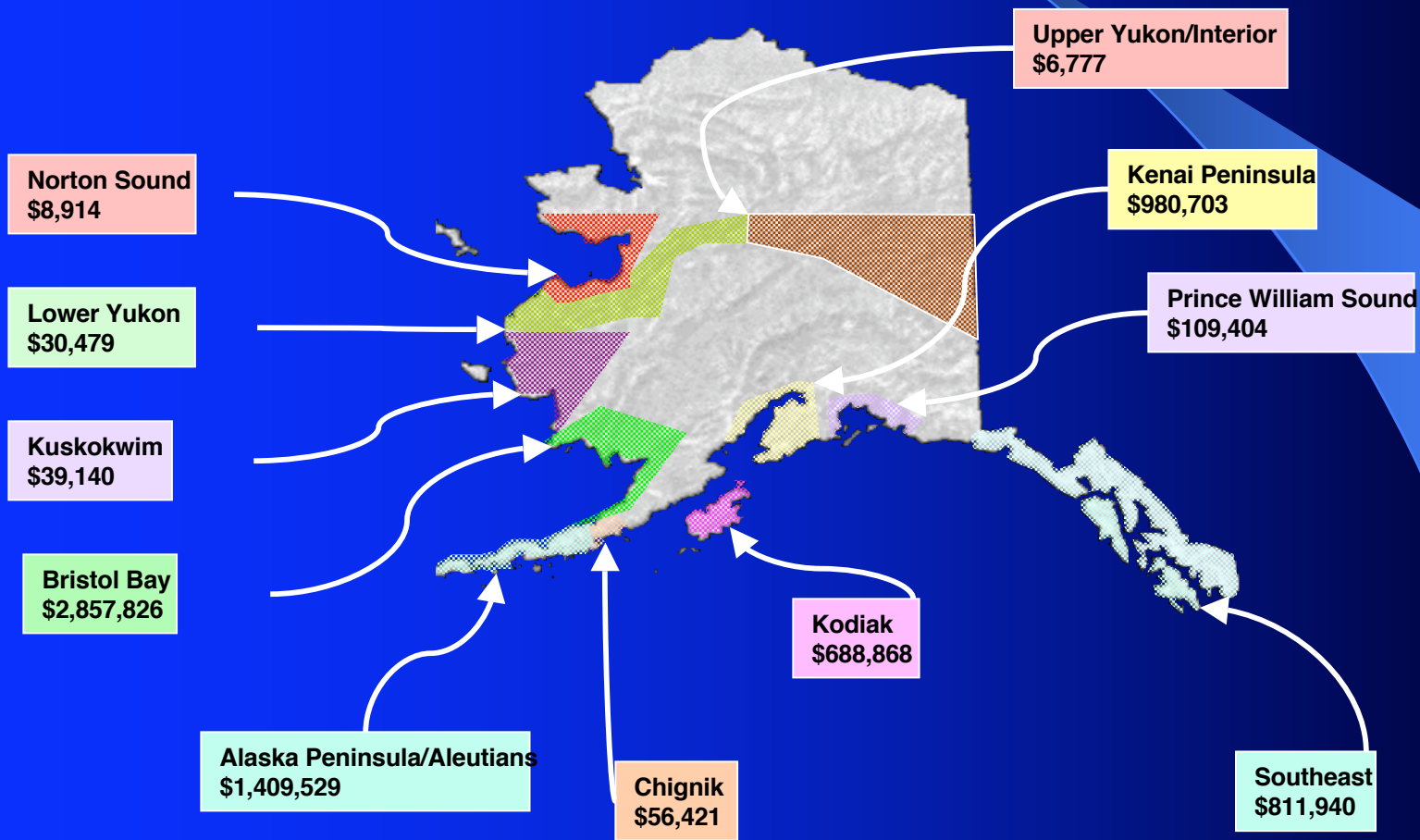
Fisheries Revitalization Strategy

Total Funds Expended \$50 million

\$4.5 Million - Direct Aid to Impacted Individuals



\$7 Million - Direct Aid to Impacted Communities



\$16 Million - Fisheries Economic Development Programs



\$4.5 Million – Generic Marketing: ASMI

The Alaska Seafood Marketing Institute has received \$4.5 million for generic marketing programs.

The first program to receive funding was the “Cook It Frozen” campaign which will be followed by a canned salmon promotion.

\$10.6 Million - Alaska Salmon Marketing Grant Program

- Macro Recipients
 - Icicle, NorQuest, Ocean Beauty, Trident, Peter Pan, Leader Creek
- Mini Recipients
 - Deep Creek Custom Packing, Indian Valley, etc.
- Micro Recipients
 - Copper River Catcher, Old Harbor's Finest, etc.

\$1.5 Million - Rural Development Initiative Fund

- The Fund Provides Financing for:
 - Working Capital
 - Equipment
 - Construction
 - Other Commercial Purposes

\$3 Million – Targeted Fisheries Assistance

- \$1.2 Million for Southeast
- \$1.8 Million for Remainder of the State
Example: Ice Production Project – Cook Inlet

Other Grant Programs

- \$500,000 for Small Business Technical Assistance
- \$1 Million for Research and Development
- \$600,000 for Fisheries Business Plan

Industry Innovations

- Structural

- ASMI Board Restructuring
- Regional Seafood Marketing Associations
- Direct Marketing to Restaurants
- Improved Quality Control

- Products

- Sockeye Fillets to Europe
- Pink Salmon in a Pouch
- “Wild” Labeling
- Regional Branding



Questions?