Value Added Industry: New Initiatives in Resource Development

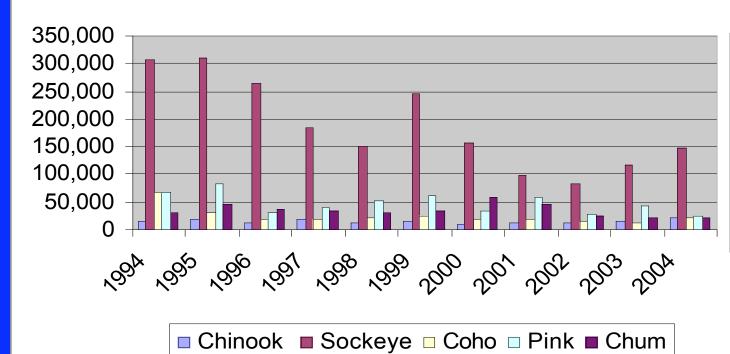
Alaska Seafood Industry

Senator Ben Stevens

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

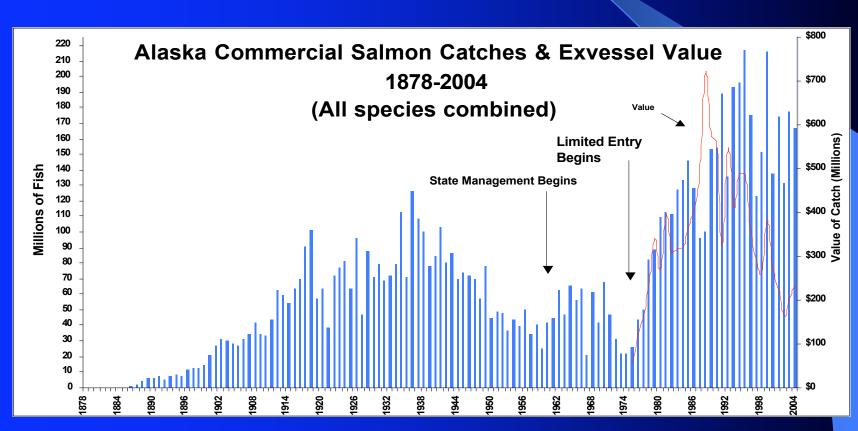
Salmon Harvest Values



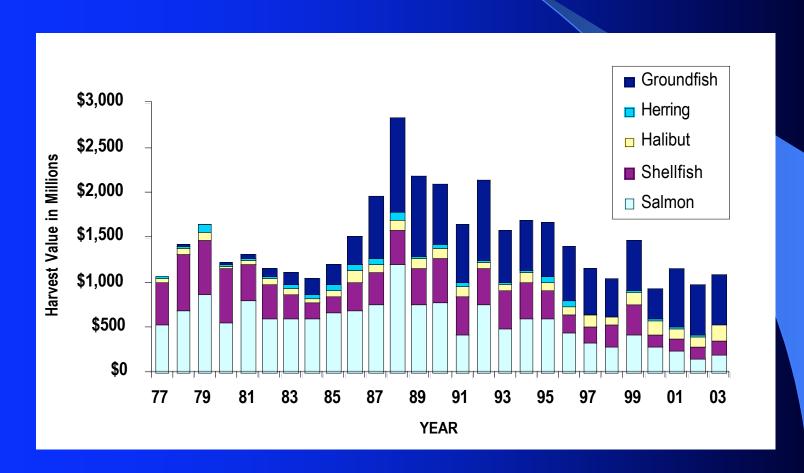


Value of Harvest	
Year	In Millions
1994	489,130
1995	486,950
1996	365,960
1997	296,720
1998	262,720
1999	383,330
2000	275,110
2001	229,180
2002	162,552
2003	209,698
2004	235,859

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

Norton Sound 36 fishers, \$59,825

Lower Yukon 295 fishers, \$490,230

Kuskokwim 476 fishers, \$791,014

Bristol Bay 326 fishers, \$541,745

> Alaska Peninsula/Aleutians 47 fishers, \$78,104

Upper Yukon/Interior 41 fishers, \$68,134

> Anchorage/Mat-Su 47 fishers, \$272,534

> > Kenai Peninsula 275 fishers, \$456,994

Prince William Sound 85 fishers, \$141,253

Kodiak 112 fishers, \$186,12

Chignik 34 fishers, \$56,510 Southeast 611 fishers, \$1,015,357

\$7 Million - Direct Aid to Impacted Communities



\$16 Million - Fisheries Economic Development Programs

Kotzebue 1 grant, \$462,000

Norton Sound none

Lower and Upper Yukon 3 grants, \$184,250

Kuskokwim 2 grants, \$25,500

Bristol Bay 7 grants, \$2,945,950

> Alaska Peninsula/Aleutians 2 grants, \$1,725,000

Cook Inlet/Kenai Peninsula 17 grants, \$1,468,970

Prince William Sound 10 grants, \$1,914,618

Kodiak 6 grants, \$887,057

Chignik 1 grant, \$158,445 Southeast 30 grants, \$5,767,10

\$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 BoardRestructuring
 - Regional SeafoodMarketing Associations
 - Direct Marketing to Restaurants
 - Improved QualityControl

- Products
 - Sockeye Fillets to Europe
 - Pink Salmon in a Pouch
 - "Wild" Labeling
 - Regional Branding

Questions?