Alaska Global Food Aid Program
Expanding Consumers with Wild Alaska Seafood

All Hands Meeting 2020

Bruce Schactler
Director, Alaska Global Food Aid Program
EXPANDING CONSUMER EXPOSURE 63 million people of all ages

40,000,000+ CHILDREN

15,000,000 FAMILIES

91,000 INDIVIDUALS

7,500,000 WOMEN, CHILDREN & OLDER ADULTS
**NEW CONSUMERS ➔ NEW CUSTOMERS**

**EXPANDING OFFERINGS**
From kosher, to breaded and naked fillet portions – access to larger health conscious, consumer base, to super athletes, to growing children, to the elderly

**EXPANDING RETAIL DEMAND**
Consumers introduced to these new products through programs will look for them in their local markets

**EXPANDING PRODUCTS**
- Frozen Wild Alaska Whole Grain Breaded Pollock Fish Sticks
- Frozen Wild Alaska Frozen Pollock Portions
- Wild Alaska Kosher Canned Pink Salmon
- Wild Alaska Frozen Sockeye/Coho Salmon Fillets
- Wild Alaska Herring Fillets
- Wild Alaska Canned Herring

Started with Wild Alaska Canned Salmon
PRODUCT, PROGRAM & MARKET EXPANSION: 

NUGGETS - INTRODUCED IN 2020

- CSFP & McGovern Dole
- WIC
- FDPIR
- NSLP
- TEFAP

USDA Programs: Domestic & International

7 PRODUCT FORMS
5 PROGRAMS
3 SPECIES
Greetings from Alaska!

Where the fisheries are wild and icy, waters are home to an amazing diversity of clean, true, healthy, responsibly-managed seafood.

USDA is doing its part!
- Bringing a variety of delicious, nutritious seafood to participants in all Food and Nutrition programs
- Mothers and families, school children, families, and the elderly

UNDER SECRETARY IBACH
for a taste of

Wild, Natural & Sustainable

LUNCH BUFFET
A taste of the programs you support!

Do you know?

Wild Alaska seafood is a key player in:
- Raising the nutritional value of USDA school and family meals.
- Helping food insecure people across the country eat two or more weekly seafood servings as recommended for all Americans.

Wild Alaska Pollock, Salmon and Swimi are in USDA’s programs:
- CCFP - Commodity Supplemental Food Program for seniors
- FDPIR - Food Distribution on Indian Reservations for tribal families
- NSLP - National School Lunch Program
- FPPE - Special Supplemental Nutrition Program for Women, Infants, and Children

UNIVERSITY OF ALASKA ANCHORAGE BROOKS CENTER
Food & Nutrition Services
Thank You

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