

## Draft plan for increased government purchases of Canned Pink Salmon

This is a rough draft of what I will be doing to facilitate a very significant Section 32 Surplus Removal purchase of Alaska Canned Pink Salmon. This budget assumes that we may be working on this for the next 12 months. It is very possible for issues to arise that will need additional attention

I will be working very closely with Our DC Delegation, Governor's office, AMS USDA senior and economic staff and Alaska Canned Salmon Suppliers.

To do this in a very comprehensive manner, I am proposing to hire Bill Sessions (AMS Retired) as a consultant and to increase the duties of Nina Schlossman in DC.

Our package that we will be presenting to USDA will include not only the economic analysis needed to support a purchase of this size, but a plan for USDA to use this proposed large increase in Canned Salmon inventory to their benefit within the USA Food Bank and the US Nutritional Feeding systems. In addition, I will be working on new Government programs including Federal Disaster relief in the Philippines.

1) Hire Bill Sessions as an expert consultant to be certain that we are doing everything possible and strategically correct with USDA to facilitate as many and as large of purchases as possible.

His proposal and resume are included. **\$10,000**

2) Global Food and Nutrition (Nina) will as needed provide research and program support that is over and above their present contract duties.

Facilitate outreach to USDA, food banks, and others;  
Arrange, host and participate in meetings;  
Provide administrative support and office space for Bill Sessions and Myself (Bruce) when I am in DC;  
Research and develop regional recipes based on the experience of using the canned salmon, and  
Produce a cookbook featuring canned pink salmon for food pantries and other relevant food aid distribution programs across the USA (e.g. What's Cooking in America's Food Banks?)

Over 6 months:

Support for Bruce & Bill: research, program and administrative support, meeting facilitation, participate in meetings and outreach- 50 hours **\$ 5,000**

Over 12 months

Research consumer purchases and food preparation among food bank/pantry goers (questionnaires, interviews, writing copy about the participants)- 100 hours **\$10,000**

Travel to specific food banks **\$2,000**

Develop 20 Food Bank specific Recipes including photos **\$5,000**

Produce a "Food Bank" cookbook including, printing and publishing (1,000 copies)	\$5,000
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I am likely way off on the cost of printing and pictures for a "Food Bank" Cookbook or recipe collection so this number could increase dramatically if the USDA likes the idea and wants them in a large distribution.

3) Increased Travel for Bruce Schactler to Washington DC... 5 separate trips	\$20,000
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<u>Total</u>	<u>\$57,000</u>
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Bruce Schactler