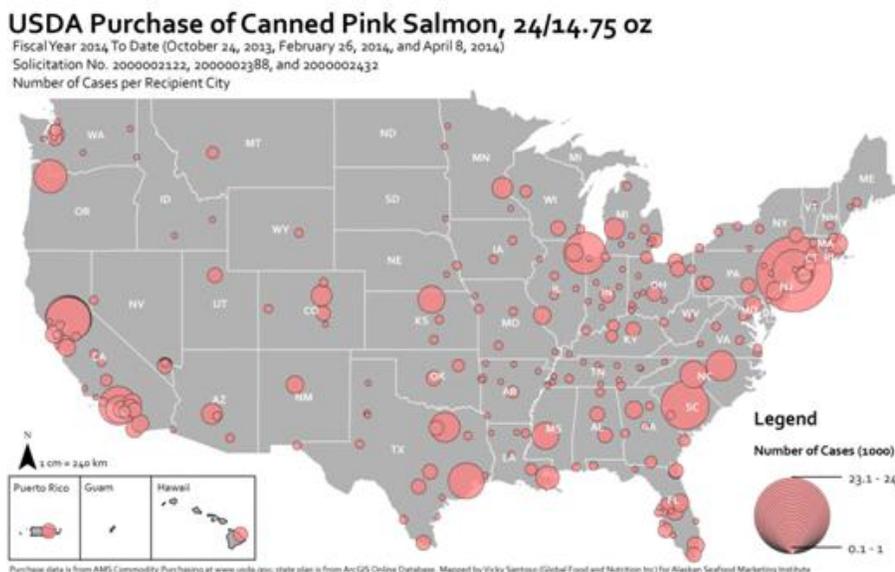




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### THE ASMI ALASKA GLOBAL FOOD AID PROGRAM (AGFAP) UPDATE:

**AGFAP** has gone from 10,000 cases of Canned Pink Salmon sold in 2004, to grant requests of over two million cases and actual sales of \$20+ million in 2014 in Government purchases of shelf stable fish products for international and domestic food and nutrition programs. The map shows the distribution of Canned Pink Salmon purchases for domestic food and nutrition programs for this fiscal year through April. In May, another 104,000 cases were purchased, of which 13,000 were the first specifically Kosher purchase, for a total of 667,000 cases for the first nine months of this fiscal year (Government fiscal year is October 1-September 30).



In response to increasing demand and a shortage of shelf stable protein products, AGFAP has been working with the fishing industry on new alternatives with commercial potential that would meet a large consumer demand for cost-efficient, highly nutritious marine products. These products include Canned Herring, which is commonly on the shelves all over the world, and a seafood protein powder. At the request of the United States Department of Agriculture (USDA) and other institutional partners, we have been testing prototypes of these new products over the last several years with consistently high consumer ratings and broad appeal in countries as diverse as Congo, Ghana, Guatemala, Liberia, Mozambique, Nigeria, South Africa, Uganda, and the United States.

AGFAP is positioned to create jobs and new economic opportunities in Alaska, developing underutilized biomass (Canned Herring, Seafood Protein Powder and other Alaska marine resources), reactivating canneries, and developing new facilities. We are continuing our approach of identifying promising new products, laying the groundwork with agencies and potential markets, finding partners to work with and opportunities for research and development (R&D) that promote Alaskan resources.



## MARKETING PROGRAM:

The AGFAP concluded a very successful program year for FY2014. Our FY2015 program continues our proven marketing, promotion, and education strategy with food-aid and nutrition decision-makers, both domestically and internationally. Such events and activities pave the way for the introduction of these, and other new Alaska seafood products, in food-aid and commercial markets. Our signature Wild taste of Food Aid events support our regular and continuous interactions with key food and nutrition staff at USDA, USAID, National Institutes of Health (NIH) and Medicine (IOM), and other agencies. Our consultant's research, academic network, and expanded field work at Tufts University continue to strengthen the evidence base for Canned Wild Alaska Herring and Wild Alaska Salmon Protein Powder. The following describes specific activities in more detail.

1. **PROGRAM OPERATIONS & MARKETING ACTIVITIES:** Continued marketing activities with private voluntary organizations (PVO), USDA and the food aid and nutrition community.
  - a. **INCREASING USE OF ALASKA SEAFOOD PRODUCTS IN FOOD AID PROGRAMS:** We continue to identify opportunities and work with the PVOs and USDA in both domestic and export food aid and nutrition programs to include Canned Salmon and other products the Alaska Seafood Industry makes available.
  - b. **MONITORING USDA AND USAID DEVELOPMENTS AND NEW INITIATIVES:** AGFAP monitors the developments and new initiatives in USAID and USDA Food and Nutrition Programs.
  - c. **INPUT & EDUCATIONAL OPPORTUNITIES ON BEHALF OF THE ALASKA SEAFOOD INDUSTRY:** We continue to seek out opportunities to provide significant input on nutrition and food aid as relevant to the Alaska Seafood industry and to provide testimony and comments at listening sessions and other venues in Washington DC and elsewhere. The following are some areas we continue to follow:
    - The USDA Women Infants and Children (WIC) and Child Nutrition programs- we continue to push for the inclusion of marine sources in nutritious food-aid products and for the inclusion of Canned Salmon and other seafood products in all WIC baskets
    - Development of the 2015 Dietary Guidelines – we continue to support inclusion seafood consumption guidance for Americans (at least 2 x a week).
    - US Government changes in international food assistance and global food security initiatives, such as the Global Health and Feed the Future Initiatives
    - USDA procurement of only U.S. sourced and processed seafood for all food and nutrition programs



- New product and quality enhancement initiatives, research, and development.

**d. WORKING WITH THE ALASKA DELEGATION AND MEETING WITH THE LEGISLATURE IN JUNEAU:**

We will continue our close work with the Alaska Delegation in support of expanding the market for Alaska seafood products in US Government domestic and international programs.

2. **PROMOTION, TRADE SHOWS, CONFERENCES AND CONSUMER EDUCATION (INTERNATIONAL AND DOMESTIC):** AGFAP will engage in repeated communication and marketing visits to PVOs, WFP, USDA and USAID, and will participate in key food aid meetings in Washington DC, the U.S. and overseas to raise awareness and increase knowledge of and exposure to Alaska Seafood products in the food aid marketplace, such as:

- the Global Child Nutrition Foundation's (GCNF) School Feeding Forum
  - USAID and USDA global and regional food aid conferences
  - Conferences for School Lunch and WIC decision makers
  - Participate in the annual International Food Aid and Development Conference (IFADC) and Trade Show in Kansas City.
- a. **WILD TASTE OF FOOD AID EVENTS:** We developed and have executed a series of unique Wild Taste of Food Aid events starting in Tanzania, then Washington DC and Alaska House in New York, to introduce the ASMI AGFAP to potential food aid consumers and customers. The AGFAP will be conducting a series of Wild Taste of Food Aid events to reinforce Canned Salmon use and introduce new products and preparations as we did during FY 2014 for USAID, USDA, and the Capital Area Food Bank (CAFB) in Washington DC, to sample these products in a variety of recipes created by our Nutrition and Food Aid Consultant and her team.
- b. **INTERNATIONAL FOOD AID CONFERENCE AND TRADE SHOW IN KANSAS CITY (TENTATIVELY PLANNED FOR NOVEMBER 2013):** This is the largest conference and trade show in the international food aid industry bringing together about 900 stakeholders from the field and headquarters. This is where we meet our largest potential customer base and reinforce our relationship with them from year to year.
- c. **GLOBAL CHILD NUTRITION FORUM ("FORUM") AND MARKET PLACE (SEPTEMBER/OCTOBER 2014 IN SOUTH AFRICA):** AGFAP will participate in the 16th annual Global Child Nutrition Forum ("Forum") and Market Place, in which AGFAP will engage with global partners and learn from other countries' experiences to improve upon our current activities, network, and create new opportunities to expand the use of Alaskan Seafood in school feeding programs worldwide.
- d. **SCHOOL NUTRITION ASSOCIATION ANNUAL CONFERENCE:** We will begin to participate in this conference in FY15 as this should be an effective venue for us to expand our



outreach to the stakeholders and decision makers for new Alaska Pollock and Salmon products in the school lunch programs and the domestic markets.

- e. **OTHER PROMOTIONAL OPPORTUNITIES:** We will seek out cost-effective venues and extra opportunities to display, sample, and advocate for the expanded use of Alaska Seafood products. In addition, Dr. Schlossman often extends her trips for the Food Aid Quality Review Project and Nutrition conferences, and meetings, to promote AGFAP and its interests and when she travels overseas.

3. **PINK SALMON MARKETING INITIATIVE:** We will continue our work to grow markets and increase consumption of Pink Salmon, with a focus on the US Domestic Food Bank system and the National School Lunch Program. It is my intention to continue in the same vein of success with recent USDA purchases and the new federal policy changes for food procurements, including more Kosher Alaska seafood products (see map on page 1, above).

4. AGFAP has several development projects in play. At the request of USDA and the worldwide food aid community, we are seeking new Alaska Seafood products that will respond to the nutritional needs in global food aid. These products also hold significant commercial potential, will be of benefit to the Seafood Industry, and respond to USDA's need for new Kosher protein products.

- a. **ALASKA HERRING DEVELOPMENT PROJECT:** This project is a joint effort by the State of Alaska and the Alaska Seafood Industry, supported with time, staff, facilities, and raw product contributed/donated by:

- Ocean Beauty
- Trident Seafoods
- Icicle Seafoods
- Copper River Seafoods

The project is focused on a Canned Herring product produced with high and low oil-content. With the addition of a fillet machine, the project has also been able to support industry market research into the worldwide fillet market for retail and food service. FY15 is focused on marketing the canned product to USDA (domestic and export food aid).

- b. **ALASKA PROTEIN POWDER PROJECT – PILOT PROJECTS AND R&D:** For the last several years we have presented this product to the food aid community in Africa and Central America through focus groups and other travel opportunities and as an add-on to Herring and Salmon projects. The first demonstration project is just concluding in the Congo with approximately 2,000 pounds of salmon protein powder, feeding several thousand malnourished school-children and adults. We will begin another project in Haiti this year. The information and consumer



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feedback that we have received so far allowed us to make modifications to the product and expand to new production methods (including Herring powder). The food aid industry is watching this product line and our associated projects closely. These products continue to play a lead role in responding to international nutrition needs.

5. **PINK SALMON DONATION TO THE PHILIPPINES:** The ASMI team is currently in the Philippines documenting the use of 4 containers of Canned Pink Salmon donated by the State of Alaska as part of the response to Typhoon Haiyan. The team is documenting how the salmon is being used in this disaster and relief operation, to show how well the product works in emergency situations. It is super nutritious and rich in high quality marine protein, omega-3 fatty acids, and other nutrients often missing in disaster situations. It is fully cooked and needs no potable water to prepare. It is easy to store as its packaging is impervious to weather and infestations. Its 6-year shelf life makes it ideal for prepositioning in advance of future emergencies.

Bruce Schactler  
Global Food Aid Program – Director  
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