

To: ASMI Board of Directors

Date: 24 April 2014

From: Alexa Tonkovich, International Program Director

RE: Proposed FY 2015 International Program Budget

The following is a summary of the proposed FY 15 International Program Budget.

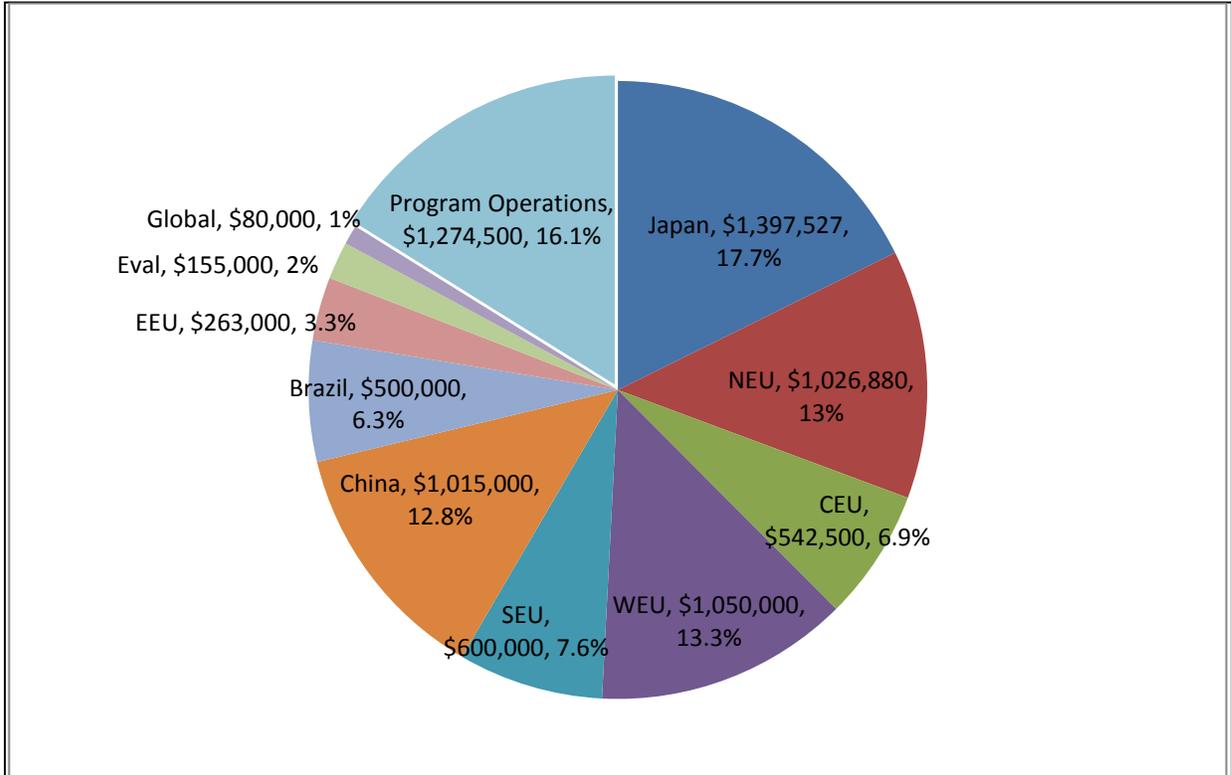
Key FY 15 Budget Changes

- MAP total increased slightly to \$4,154,407 (~\$17,000 increase)
- MATCH total increased slightly to \$3,750,000 (~\$115,900 increase)
- Slight increases recommended for China, SEU, Brazil
- Slight decreases for Japan, EEU
- Increase to Program Operations, Global Tradeshow

Comparison of FY 15 and FY 14 International Program Budgets

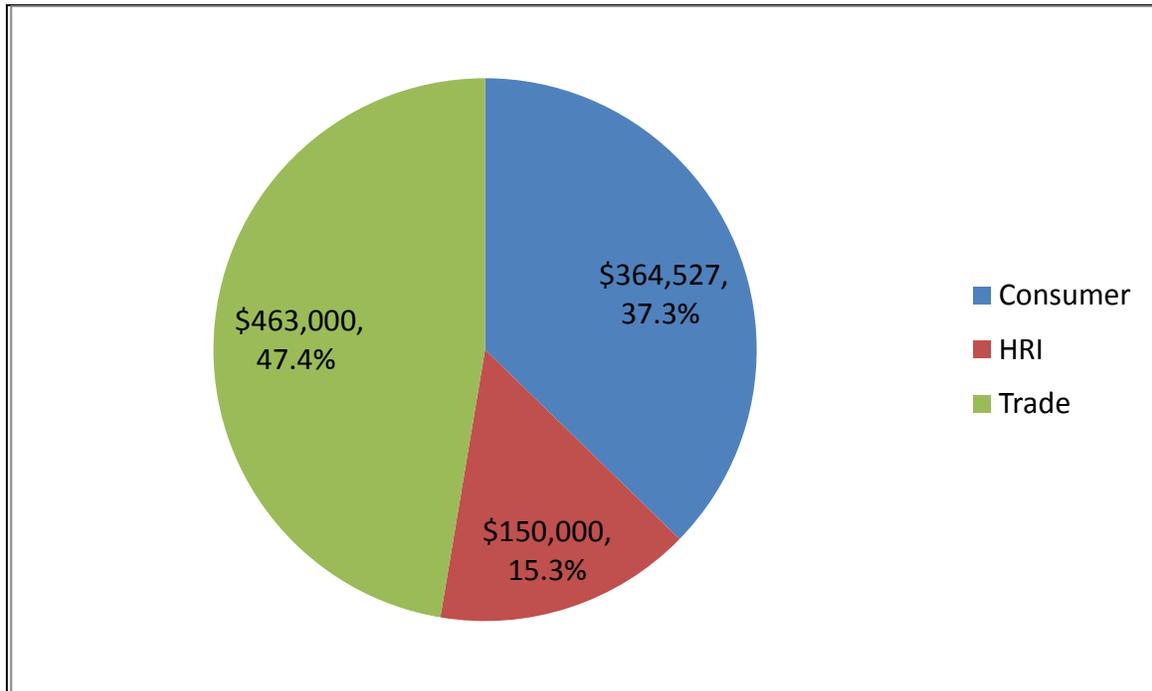
FY15 Budget (July 1, 2014-June 30, 2015)			FY14 Budget (July 1, 2013-June 30, 2014)		
Program	FY15 Budget	%Budget	Program	FY14 Budget	%Budget
Japan	\$1,397,527	17.7%	Japan	\$1,460,000	18.8%
Program Operations	\$1,274,500	16.1%	Program Operations	\$1,226,000	15.8%
WEU	\$1,050,000	13.3%	WEU	\$1,069,100	13.8%
NEU	\$1,026,880	13.0%	NEU	\$1,014,000	13.0%
China	\$1,015,000	12.8%	China	\$943,344	12.1%
SEU	\$600,000	7.6%	SEU	\$556,500	7.2%
CEU	\$542,500	6.9%	CEU	\$544,000	7.0%
Brazil	\$500,000	6.3%	Brazil	\$475,000	6.1%
EEU	\$263,000	3.3%	EEU	\$271,809	3.5%
Evaluation	\$155,000	2.0%	Evaluation	\$151,700	2.0%
Global	\$80,000	1.0%	Global	\$60,000	0.8%
FY 15 Total	\$7,904,407	100	FY 14 Total	\$7,771,453	100

International Program Budget Summary and Activity Overview



Japan Budget Overview:

Total Budget = \$1,397,527, 17.7% of total budget (-4% from FY14)



Key Activities:

Consumer

- Consumer PR includes activities like cooking demos and food nutrition education seminars
- Print, TV and electronic media campaigns
- Consumer promotions, samplings, etc.

Trade

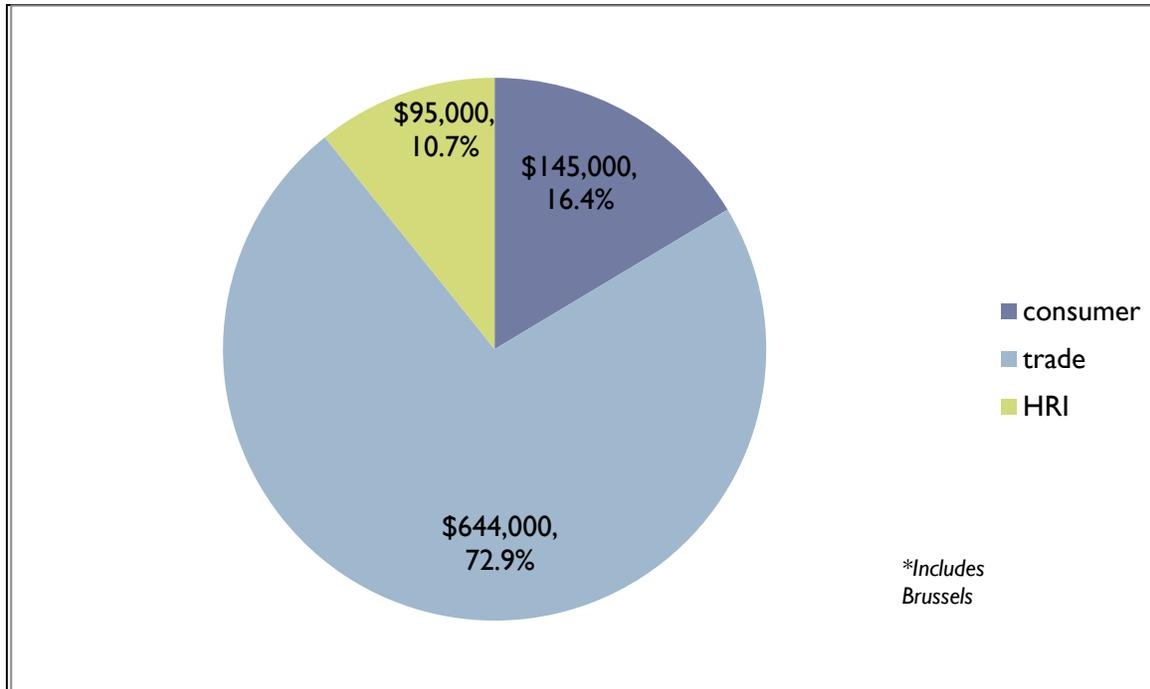
- Printing of POS materials and Alaska origin identifiers
- In-store retail promotions, cooking demos, trade partnerships, sales kits
- Annual trade and press conferences/gatherings
- Trade journal advertising
- Trade shows (JSS, supermarket shows)
- Website development and maintenance
- Seafood buyers' education program (includes sustainability outreach)

HRI

- Foodservice promotions, including bento box and convenience food
- Foodservice promotions organized by ATOs

WEU Budget Overview:

Total Budget = \$1,050,000, 13.3% of total budget (-1.4% from FY14)



Key Activities:

Consumer

- Advertising in magazines (food, women's), TV and online
- Press kits, cooking seminars, educational workshops (including "Cook it Frozen") and luncheons
- Produce POS and educational material

Trade

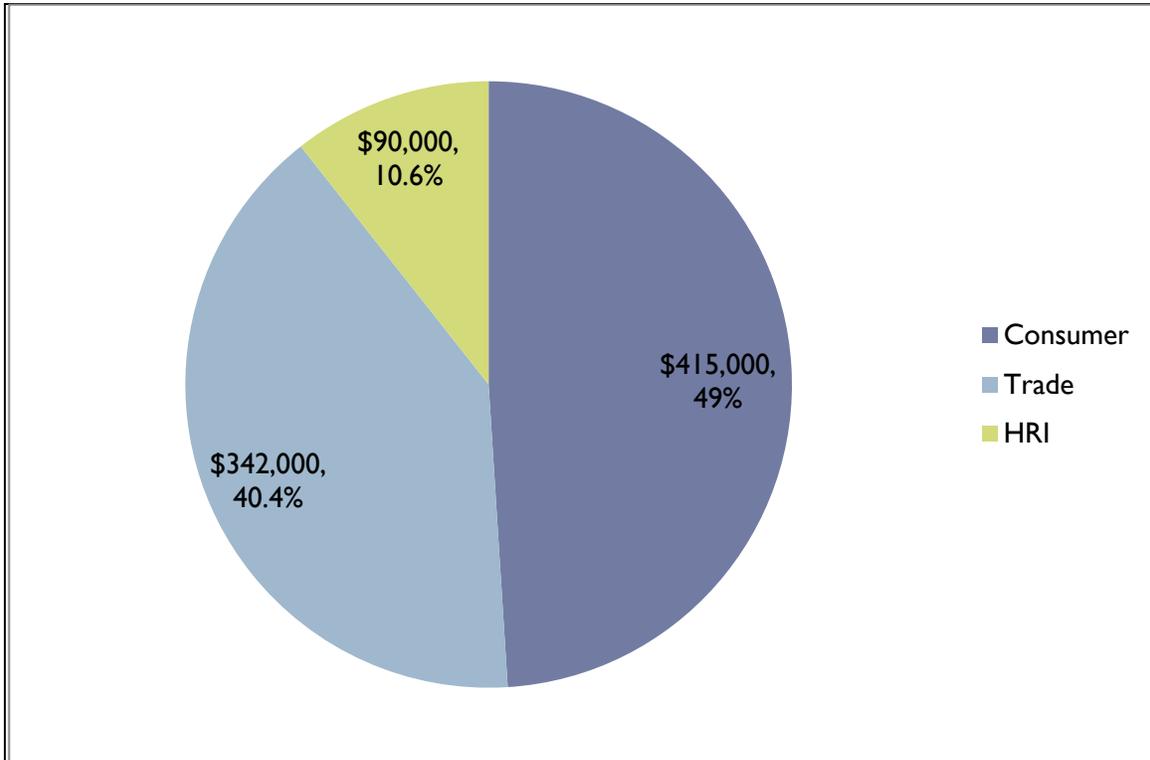
- Meet with key trade organizations groups (to promote sustainability, etc.)
- Trade shows: ESE/Alaska Seafood Pavilion
- ASMI WEU trade newsletter
- Advertising in trade publications
- Retail merchandising/promotions
- Website maintenance and development

HRI

- Conduct foodservice promotions with major national foodservice distributors and chain restaurants.
- Participate in regional trade shows
- Chef education seminars, generate free press

NEU Budget Overview:

Total Budget = \$1,026,880, 13.0% of total budget (+1% from FY14)



Key Activities:

Consumer

- Public relations and advertising
- Celebrity chef endorsements/activities
- Press and school informational packs
- Online advertisements/advertorials
- Recipe development

Trade

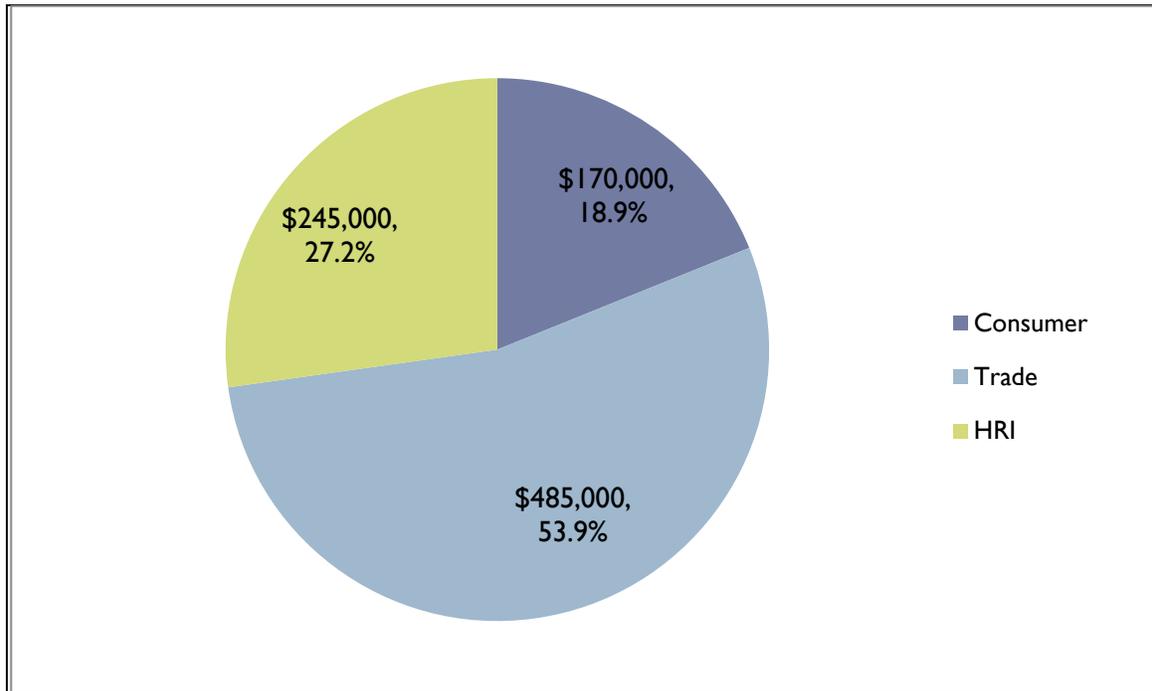
- PR activities, including: ASMI Newsletter, press releases, recipe and educational information
- Retail merchandising (in-store displays, consumer contests and consumer demonstrations)
- NEU website maintenance and development
- European trade show travel budget

HRI

- Foodservice promotions (in-outlet promotions, menu features, special Alaska/USA themed promotions)

China Budget Overview:

Total Budget = \$1,015,000, 12.8% of total budget (+7% from FY14)



Key Activities:

Consumer

- Recipe development for use in PR materials
- Media campaigns, including editorials, magazine advertisements/advertorials, billboards, TV, radio and ASMI Consumer Club activities

Trade

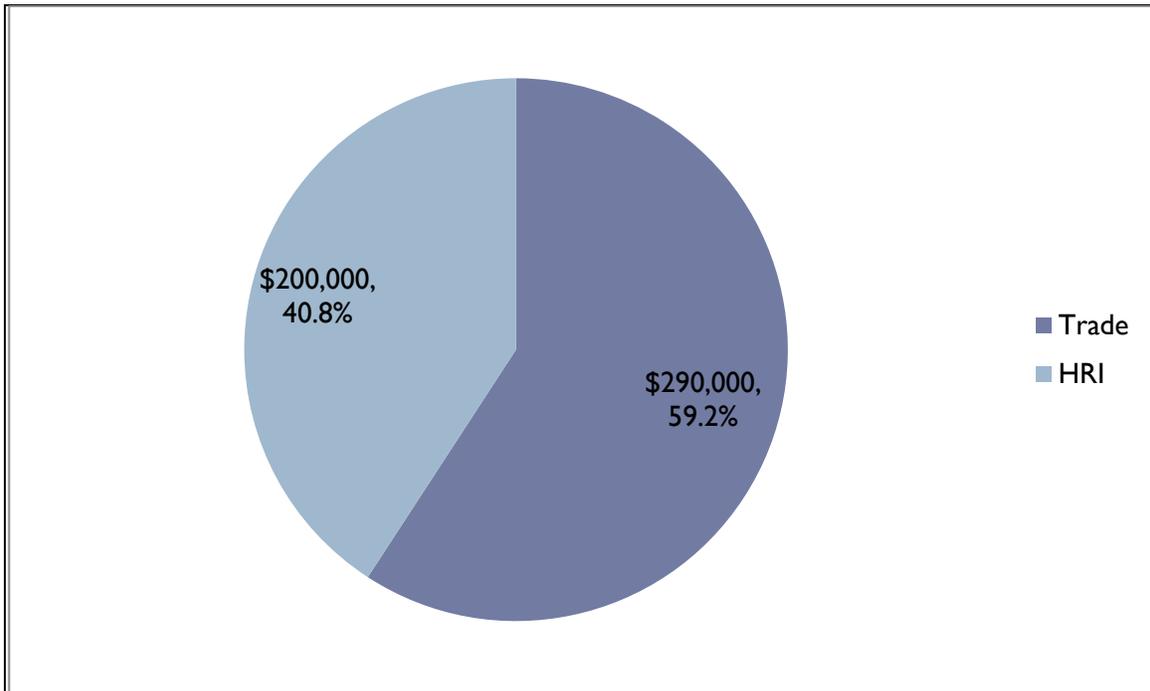
- Retail merchandising, sampling and promotional activities at key national retailers
- Production of origin identification materials
- Trade shows [China Seafood Expo, SIAL, HOFEX]
- Trade seminars/retailer education programs
- ASMI China Newsletter
- Website maintenance/development

HRI

- Foodservice promotions (including fine dining, fast food, buffet, etc.)
- Chef seminars
- Culinary school training program
- Chef competition/recipe contest

SEU Budget Overview:

Total Budget = \$600,000, 7.6% of total budget (+7.8% from FY14)



Key Activities:

Trade

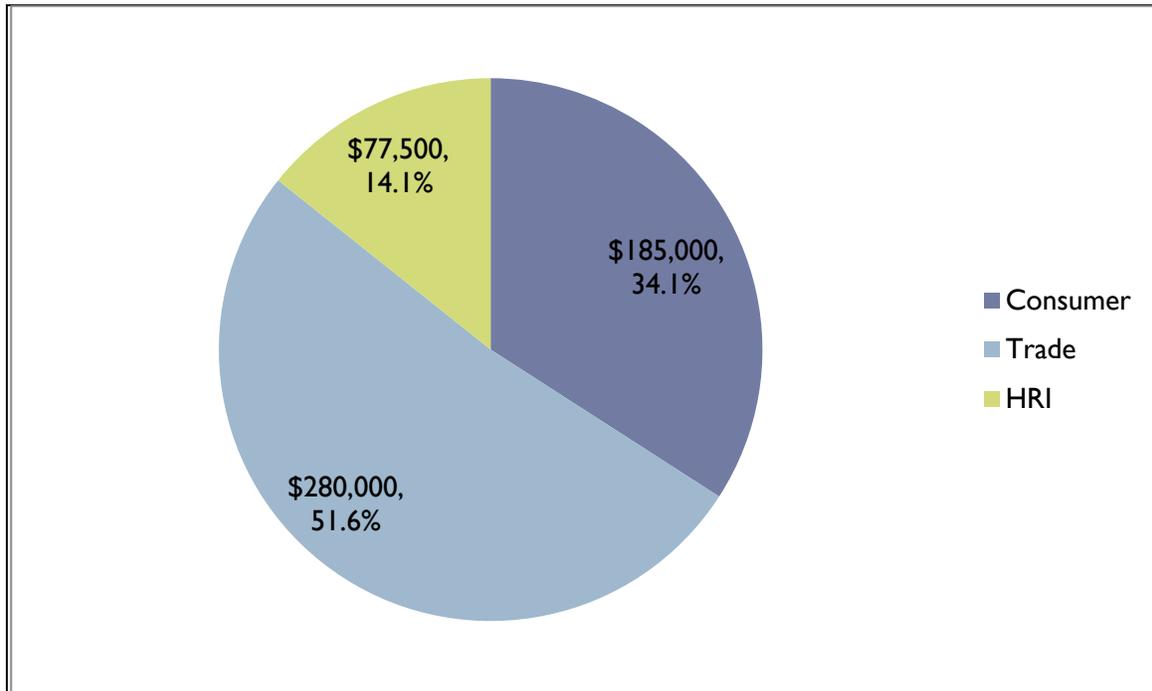
- Participation in trade shows (CONXEMAR)
- Advertising in trade journals in Spain, Portugal and Italy
- Retail merchandising promotions with major SEU retailers
- ASMI SEU Newsletter
- PR activities leading to published articles
- Website maintenance and development

HRI

- HRI trade shows [Salon de Gourmets (Madrid), Identita Golose (Milan)]
- Promotional support for foodservice distributors

CEU Budget Overview:

Total Budget = \$542,500, 6.9% of total budget (-0.3% from FY14)



Key Activities:

Consumer

- TV, radio and print advertising focusing on sustainability and wild attributes
- Production of press kits
- Cooking seminars/luncheons and special events designed to generate free press
- Generate and print POS materials

Trade

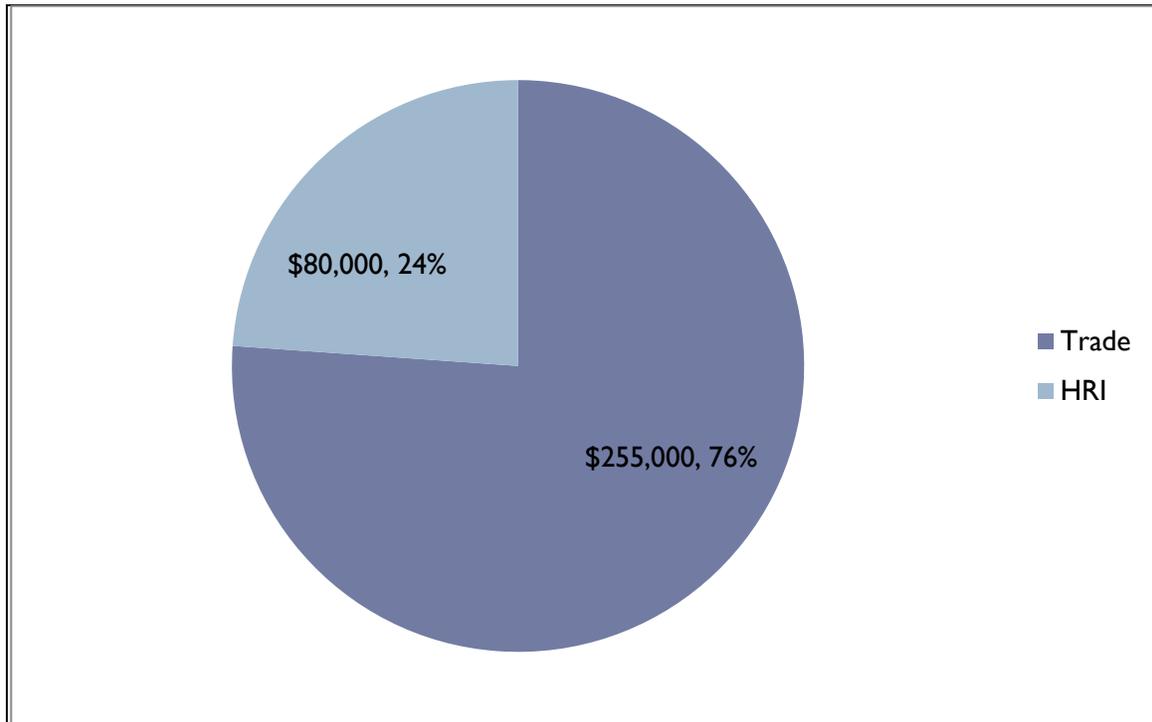
- Meet with key trade organizations groups (to promote sustainability, etc.)
- Attend trade shows
- Advertising in trade publications
- Retail merchandising/promotions
- Website maintenance and development

HRI

- Conduct foodservice promotions with major national foodservice distributors and chain restaurants.
- Participate in regional trade shows
- Chef education seminars, generate free press

Brazil Budget Overview:

Total Budget = \$500,000, 6.3% of total budget (+5.3% from FY14)



Key Activities:

Trade

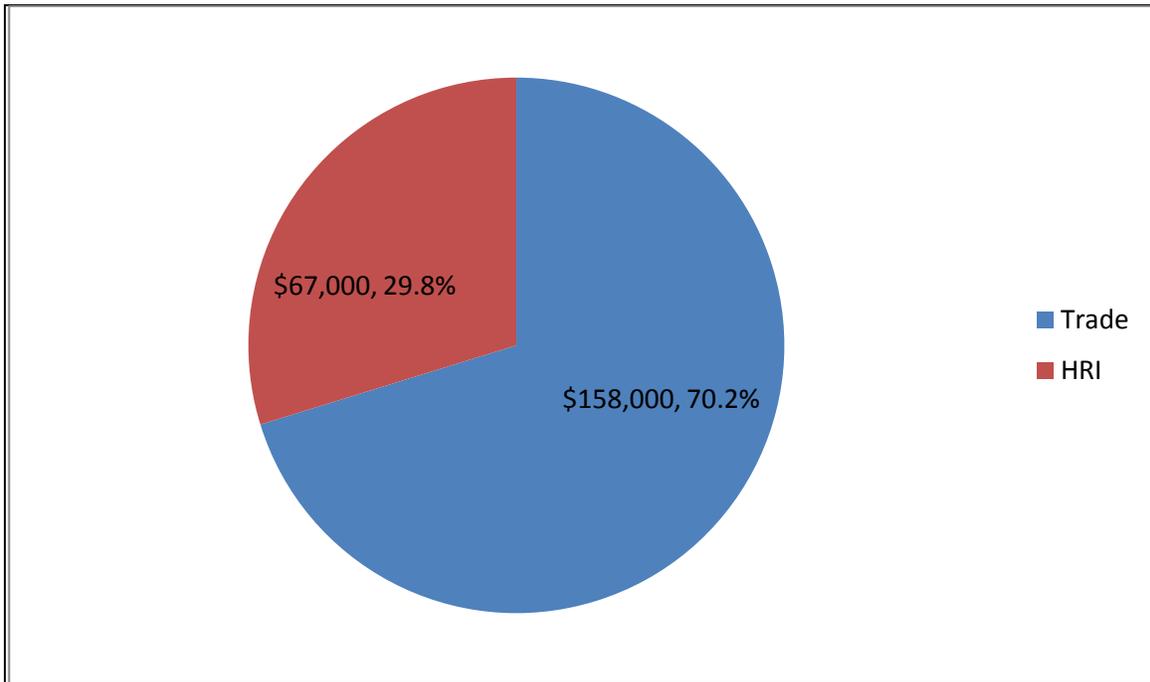
- Trade Missions from Brazil to Alaska for key importers and retailers
- Conduct promotions with targeted retail and foodservice groups
- Participation in trade shows (APAS, SIAL)
- Trade Education Seminars
- Development of Materials
- Web and Social Media Activities

HRI

- Conduct HRI promotions with new promotional partners

EEU Budget Overview:

Total Budget = \$263,000, 3.3% of total budget (-3.2% from FY14)



Key Activities:

Trade

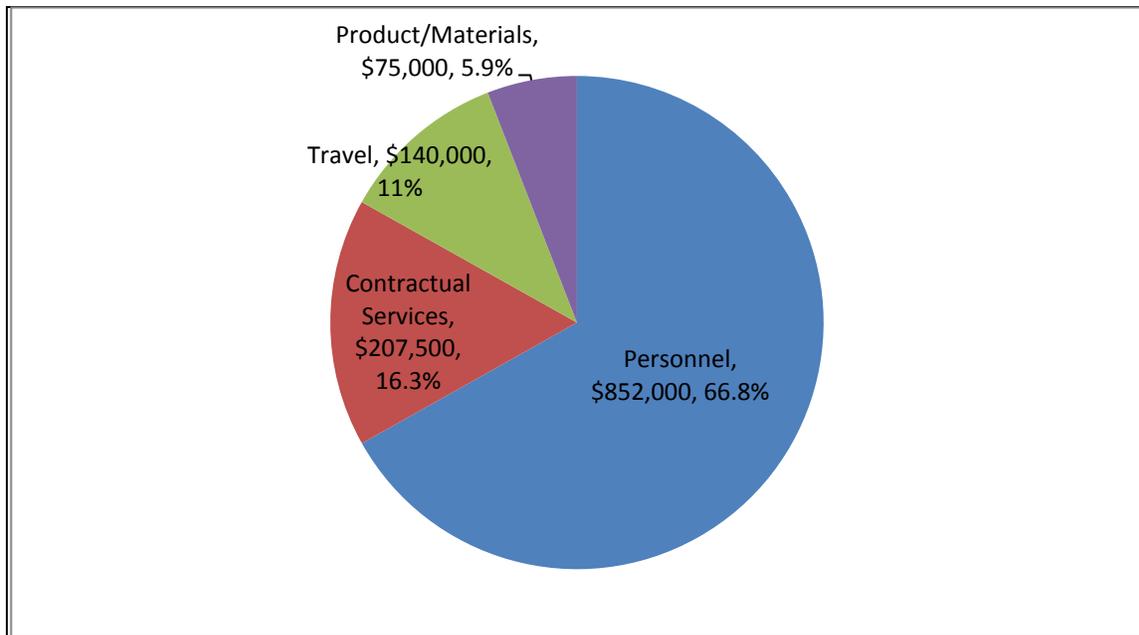
- Trade visits to both Russia and Ukraine to meet with key trade and increase awareness and availability of Alaska seafood
- Conduct promotions with targeted retail and foodservice groups
- Participation in trade shows [World Food Moscow, PIR]

HRI

- Conduct HRI promotions with targeted promotional partners

Global/Program Operations Budget Overview:

Program Operations Budget = \$1,274,500, 16.1% of budget (+3.9% from FY14)



Evaluation Budget = \$155,000, 2% of budget (+2.2% from FY14)

Global Tradeshow Budget = \$80,000, 1% of budget (+33% from FY14)

Key Activities

Program Operations

- Personnel
- All travel for International Staff
- Contractor Services (rent, shared bills, IT, legal/trademarks, special projects)
- Product and Materials for shows
- Equipment (computers, etc.)

Evaluation

- All program evaluations housed under one contract to unify collection of performance measures on a global basis

Global/Tradeshow

- Asia Food Expo, Manila, Philippines, September 11-14, 2014
- May possibly include another tradeshow as decided by IMC