

To: ASMI Board of Directors

Date: May 5, 2015

From: Alexa Tonkovich, International Program Director

RE: Proposed FY 2016 International Program Budget

The following is a summary of the proposed FY 16 International Program Budget.

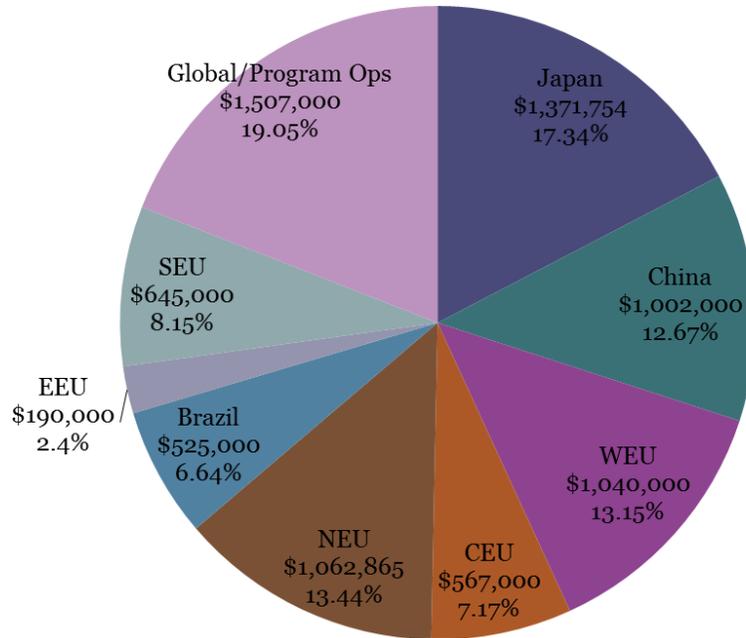
Key FY 16 Budget Changes

- MAP total stable at \$4,160,619 (~\$6,000 increase)
- MATCH total stable at \$3,750,000 (equal to FY15)
- Recommending similar allocations to FY15 with very slight increases to some European programs and Brazil.
- Recommending decrease to Eastern European program in light of Russian food ban.

Comparison of FY 15 and FY 16 International Program Budgets

FY15 Budget (July 1, 2014-June 30, 2015)			FY16 Budget (July 1, 2015-June 30, 2016)		
Program	FY15 Budget	%Budget	Program	FY16 Budget	%Budget
Japan	\$1,397,527	17.7%	Japan	\$1,371,754	17.3%
Program Operations	\$1,274,500	16.1%	Program Operations	\$1,277,000	16.1%
WEU	\$1,050,000	13.3%	NEU	\$1,062,865	13.4%
NEU	\$1,026,880	13.0%	WEU	\$1,040,000	13.2%
China	\$1,015,000	12.8%	China	\$1,002,000	12.7%
SEU	\$600,000	7.6%	SEU	\$645,000	8.2%
CEU	\$542,500	6.9%	CEU	\$567,000	7.2%
Brazil	\$500,000	6.3%	Brazil	\$525,000	6.6%
EEU	\$263,000	3.3%	EEU	\$190,000	2.4%
Evaluation	\$155,000	2.0%	Evaluation	\$155,000	2.0%
Global	\$80,000	1.0%	Global	\$75,000	0.9%
FY 15 Total	\$7,904,407	100	FY 16 Total	\$7,910,619	100

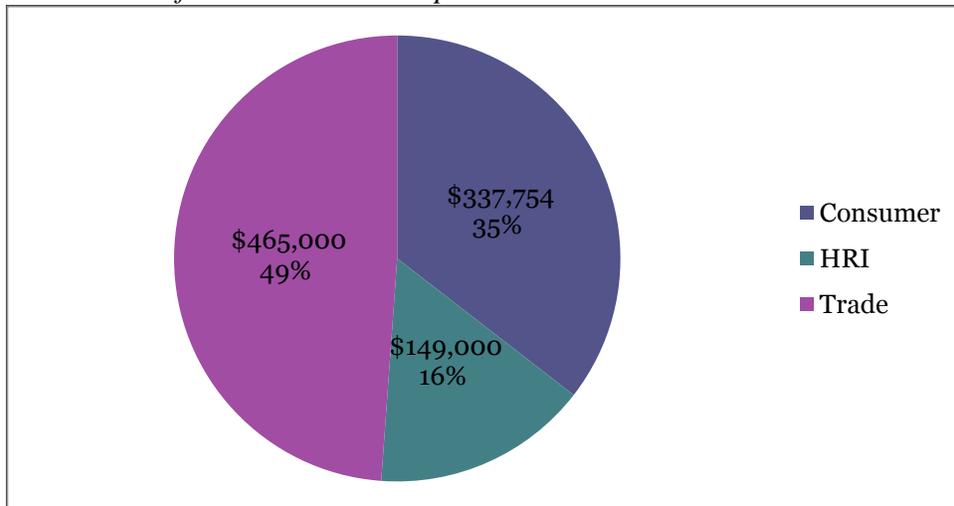
International Program Budget Summary and Activity Overview



Japan Budget Overview:

Total Budget = \$1,371,754, 17.3% of total budget (-1.8% from FY15)

* Contractor fees not included in pie chart



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 (Japan Seafood Show, Supermarket Trade Show)
- Website development and maintenance
- Seafood buyers' education program (includes sustainability outreach)

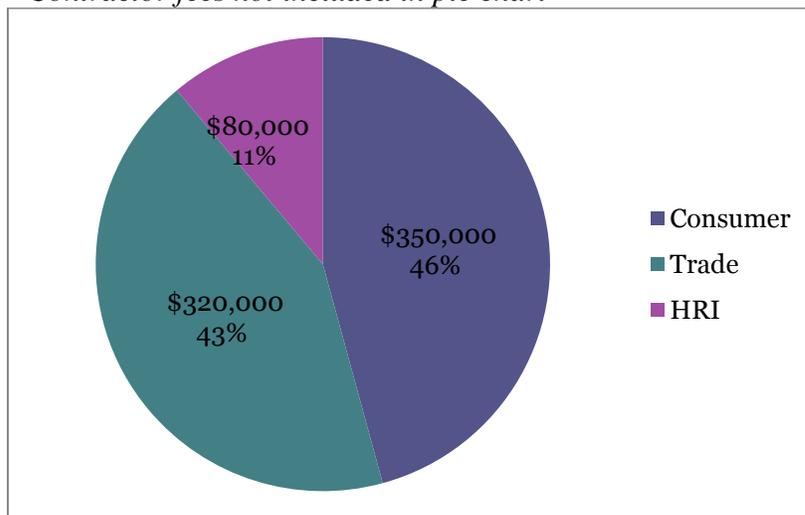
HRI

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

NEU Budget Overview:

Total Budget = \$1,062,865, 13.4% of total budget (+3.5% from FY15)

** Contractor fees not included in pie chart*



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: press releases, recipe and educational information
- Retail merchandising (in-store displays, consumer contests and consumer demonstrations)
- NEU website maintenance and development
- Active trade servicing program

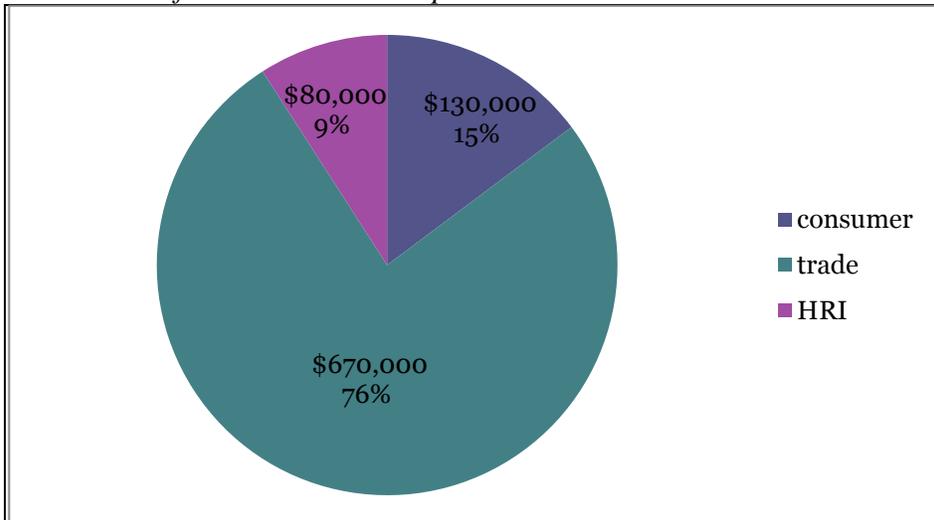
HRI

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

WEU Budget Overview:

Total Budget = \$1,040,000, 13.2% of total budget (-1% from FY15)

** Contractor fees not included in pie chart*



Key Activities:

Consumer

- Advertising in magazines (food, women's) and online
- Press kits, cooking seminars, educational workshops and luncheons
- Produce POS and educational material

Trade

- Meet with key trade organizations groups (to promote sustainability, etc.)
- Trade shows: SEG/Alaska Seafood Pavilion
- ASMI WEU trade newsletter
- Advertising in trade publications

- Retail merchandising/promotions
- Website maintenance and development

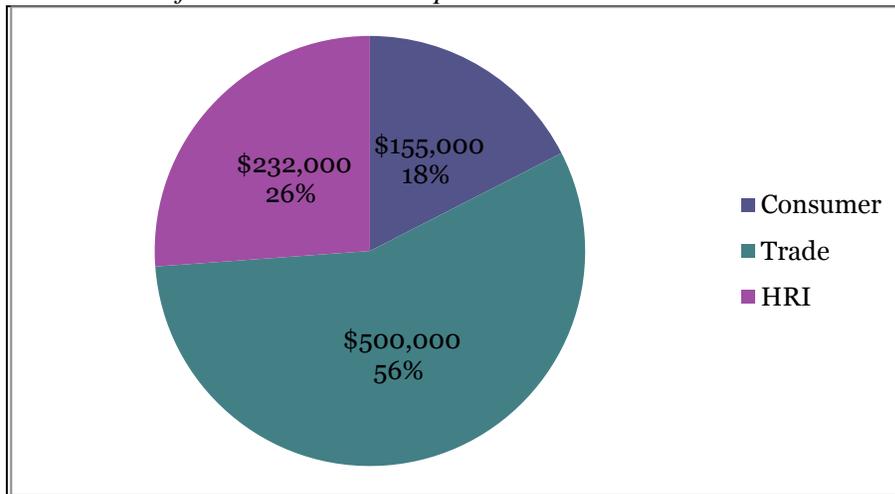
HRI

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

China Budget Overview:

Total Budget = \$1,002,000, 12.7% of total budget (-1.3% from FY15)

** Contractor fees not included in pie chart*



Key Activities:

Consumer

- Recipe development
- Media campaigns, including editorials, magazine advertisements/advertorials, billboards, TV, radio and social media (weibo)

Trade

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

HRI

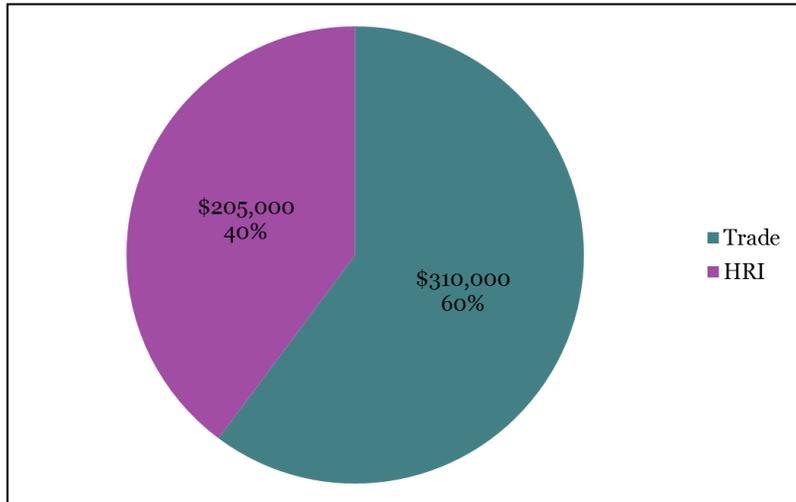
- Foodservice promotions (including fine dining, fast food, buffet, etc.)
- Chef seminars
- Culinary school training program

- Chef competition/recipe contest

SEU Budget Overview:

Total Budget = \$645,000, 8.2% of total budget (+7.5% from FY15)

** Contractor fees not included in pie chart*



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

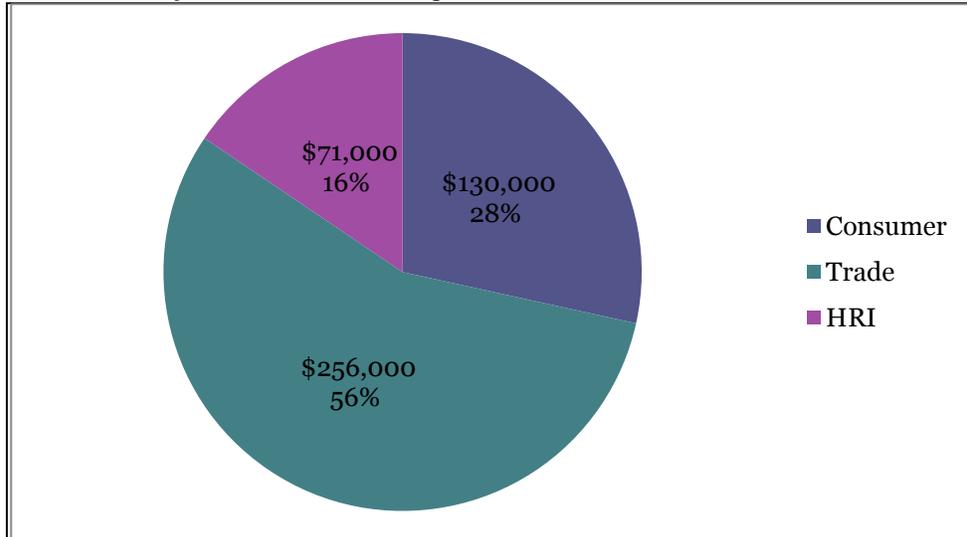
HRI

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

CEU Budget Overview:

Total Budget = \$567,000, 7.2% of total budget (+4.5% from FY15)

* Contractor fees not included in pie chart



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
- Production of 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

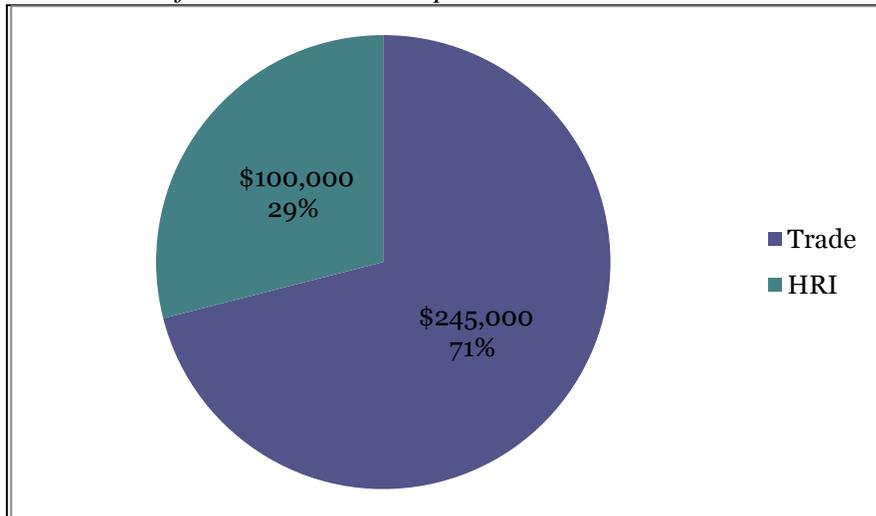
HRI

- 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 = \$525,000, 6.6% of total budget (+5% from FY15)

** Contractor fees not included in pie chart*



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

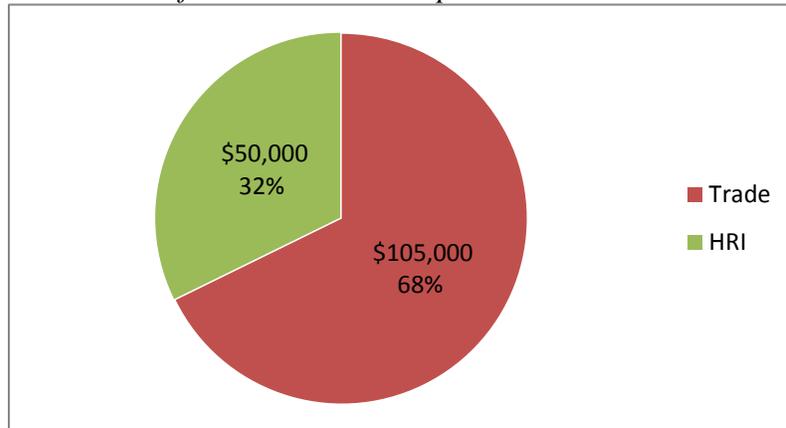
HRI

- Conduct HRI promotions with new promotional partners

EEU Budget Overview:

Total Budget = \$190,000, 2.4% of total budget (-27.8% from FY15)

** Contractor fees not included in pie chart*



Key Activities:

Trade

- Due to Russia's trade ban on goods from the U.S. limited or no promotional opportunities exist for this market. OMR will keep close contact with Alaska industry and ATO to monitor the situation.
- Conduct trade servicing with long-term partners in Russia and the Ukraine.
- Participate in select trade promotions in the Ukraine (primarily retail).
- Participate in select regional trade shows as appropriate.
- Conduct market exploration and trade servicing in other Eastern European markets as identified by ASMI's International Marketing Committee (IMC).
- Report to ASMI IMC mid-year to evaluate budget.

Global/Program Operations Budget Overview:

Program Operations Budget = \$1,277,000, 16.1% of budget (+ 0.2% from FY15)

Evaluation Budget = \$155,000, 2% of budget (same as FY15)

Global Tradeshow Budget = \$75,000, 0.9% of budget (-6.3 from FY15)

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. This creates a more strategic research plan as well as a cost savings.

Global/Tradeshow

- Global tradeshow as determined by ASMI IMC