



Wild, Natural & Sustainable®

# ALASKA GLOBAL FOOD AID PROGRAM

by  
Bruce Schactler

ASMI Board of Directors Meeting  
May 8<sup>th</sup> 2017

# REGULAR BUDGET

# COMPARISON: FY 2017-FY 2018

FY17 Budget (1 July 2016-30 June 2017)		FY18 Budget (1 July 2017-30 June 2018)	
Program Operations	Budget	Program Operations	Budget
Personnel & Travel –B. Schactler Subtotal	\$175,000	Personnel & Travel –B. Schactler Subtotal	\$180,000
<b>Marketing Operations/ Pilot Projects</b>			
GF&N Retainer Subtotal	\$78,000	GF&N Retainer Subtotal	\$78,000
<b>Promotions, Trade Shows, Conferences, Presentations &amp; Educational Events</b>			
“Taste of Food Aid” DC	\$5,000	“Taste of Food Aid” DC	\$5,000
All Hands Meeting	\$3,000	All Hands Meeting	\$3,000
USAEDC Meetings (2)	\$4,000	USAEDC Meetings (2)	\$4,000
USDA/USAID International Food Aid Convention (Kansas City)	\$18,000	USDA/USAID International Food Aid Convention (Des Moines, IA)	\$18,000
School & Child Nutrition -Domestic (School Lunch Conference; USDA/FDA programs; Dietary Guidelines)	\$10,000	School & Child Nutrition -Domestic (School Lunch Conference; USDA/FDA programs; Dietary Guidelines)	\$10,000
Global Child Nutrition - Forum (Armenia)	\$17,000	Global Child Nutrition Forum (Montreal)	\$17,000
ASMI/Legislature Presentation	\$3,000	ASMI/Legislature Presentation	\$3,000
USDA Global Based Initiative (Senegal): Capacity Building for Increased Exports of US Protein Food to Africa	\$23,000	USDA Global Based Initiative (Senegal): USDA sponsored protein/trade export expansion program	\$23,000
Promotional materials, publications, web, upgrade & development	\$14,000	Promotional materials, publications, web, upgrade & development	\$14,000
<b>Promo, Trade Shows, Conf, Presentation &amp; Ed Events Subtotal</b>	<b>\$97,000</b>	<b>Promo, Trade Shows, Conf, Presentation &amp; Ed Events Subtotal</b>	<b>\$97,000</b>
<b>TOTAL Program FY17</b>	<b>\$350,000</b>	<b>TOTAL Program FY18</b>	<b>\$355,000</b>

# EXTRABUDGETARY & SPECIAL ACTIVITIES BUDGET

## COMPARISON: FY 2017-FY 2018

FY17 (July 1,2016-June 30, 2017)		FY18 (July 1, 2017-June 30, 2018)	
Extra budgetary Activities & Special Projects		Extra budgetary Activities & Special Projects	
Special Canned Pink & Sockeye Salmon Marketing Project	\$40,000	USDA Market and Development Projects	\$40,000
Legislative Capital Grant (Herring & Protein Powder Projects)	\$110,000	Legislative Capital Grant (Herring & Protein Powder Projects)	\$120,000 or the balance as of June 30, 2017
<b>TOTAL</b>	<b>\$150,000</b>	<b>TOTAL</b>	<b>\$160,000</b>

# PROGRAM HIGHLIGHTS

- Reducing current inventory of Alaska Pollock block
  - Opening new channels, new products, new product forms with USG purchases
- Positioning Alaska Salmon, Alaska Pollock, other Alaska Seafood products to align with the priorities and trends in domestic and international food-aid, nutrition markets
- Pushing for all USG food/nutrition programs to include more seafood
  - Follow the Dietary Guidelines for Americans and Food and Drug Administration (FDA) guidance for people of all ages to eat seafood at least twice a week, including pregnant women.
- Providing testimony, writing comments and participating in hearings and meetings about all seafood related nutritional and use issues
- Continue building evidence based on requests from USG, WFP, USDA, food aid customers/stakeholders for Alaska Seafood Powder and Canned Herring (pilot programs)

# ALASKA SALMON

- Wild Alaska Sockeye/Coho Salmon Fillets: Introducing new forms for domestic distribution programs
  - New marketing campaign for FDPIR (Food Distribution Program on Indian Reservations)
  - Developed new materials and outreach to decision-makers
  - Expanding to other USG programs as feasible
  - Recipe development
- Canned Alaska Pink & Red Salmon:
  - Sustained yearly market sales - plan for approx. 300k cases in 2017 annual production set aside for this market
  - Continue marketing to international and domestic food aid
  - Special attention as warranted by fishery situation and industry needs (as in past years when needed)
  - Working to get shelf stable canned AK Seafood into emergency prepositioning for disaster preparedness

## WILD ALASKA SALMON FILLETS Traditional & Nutritional



### New Addition to USDA Food List

Wild Alaska Salmon Fillets (Sockeye or Coho) are now available in 1 lb. packages of 4 fillets each on the USDA commodity list (#110750). Salmon is a symbol of determination, prosperity, and rebirth. Wild Salmon migrations are celebrations of renewal and the continuation of life. Their vital role in the ecosystem has elevated Salmon beyond just a food item, to a symbol of tradition, tribal culture, health, and physical sustenance. This new addition to the USDA food basket will greatly increase the number of people with access to this nutritious product. Make sure it is on your next order request to the USDA, and be sure to contact us for more information and to answer any questions you may have.

### Add Value to Your Homemade Meals

#### Q: Why is Salmon considered a traditional food?

A: Preserving tribal food traditions and food items of the past is a way of sustaining land, community, and history. While Wild Alaska Salmon hasn't been a traditional staple food for all tribes, smoked salmon has long been a part of tribal interactions, trading, and relationships. The indigenous villages established on the coast of Alaska depend on Salmon for their livelihood and strongly believe in preserving and honoring this wild, natural resource.

#### Q: How is this tradition sustained?

A: The people of the Pacific Northwest have lived off Salmon harvested from traditional fishing grounds for thousands of years. The First Nations practiced sustainable fishing and conservation long before commercial fisheries understood the impact large-scale harvesting has on marine populations. The State of Alaska mandates responsible fishing management; it is written into Alaska's constitution.

*"The land is our identity and holds for us all the answers we need to be a healthy, vibrant, and thriving community. In our oral traditions, our creation story, we are taught that the land that provides the foods and medicines we need are a part of who we are. Without the elk, salmon, huckleberries, shellfish and cedar trees we are nobody... This is our medicine; remembering who we are and the lands we come from."* - Valerie Segrest  
Muckleshoot

### The First Fish for the First People

The lifespan of a salmon cannot be measured in the time it spends in the wild waters of Alaska. Salmon not only help preserve the pristine ocean, their harvesting offers donations that should be valued by all. Salmon is the lifeblood of rivers, forests, the wildlife that preys upon them, and the creatures whose plants are fertilized by the nutrients each Salmon leaves behind. The ecosystem as a whole is significantly impacted, for the better, by these fish. They are highly nutritious and provide marine protein and Omega-3 fatty acids, improving health at every age for everyone.



Fresh Wild Alaska Salmon caught in the Bering Sea

# ALASKA POLLOCK

- From zero to two new consumer products in 2017 with specifications and procurement requests
- Alaska Pollock Whole-Grain Breaded Fish Sticks
- Alaska Pollock individual Fillets
  - Taste of Food Aid demonstration with USDA and four options



## ALASKA POLLOCK FISH STICKS

Nutrition from the Bering Sea



### New Addition to USDA Food Basket

The Alaska Pollock Fish Sticks are a source of choice marine protein with a very mild flavor that is tasteful, appealing, and enjoyed by all. Alaska Pollock Whole Grain-Rich Breaded Fish Sticks (#110851) are low in saturated fats and calories, and high in Omega-3 fatty acids. This product is an inexpensive, high-quality alternative to meat and an opportunity to incorporate more seafood into school menus and children's meal patterns. Not only is it a way to help meet school district meal specifications for meat and meat alternatives, the breading also helps fulfill the requirements for whole grain. Alaska Pollock Fish Sticks are an excellent way to meet both specifications using one, delicious food item.

This product can now be purchased using Entitlement Funds and is locally sourced from sustainable fisheries off the coast of Alaska

### Add Value to Your School Lunch

*Every time you produce your menu, ask yourself:*

**Q: What is the difference between the frozen Alaska Pollock Block and the Alaska Pollock Fish Stick?**

**A:** Purchasing the Alaska Pollock block is more applicable to larger school districts with greater access to secondary processing. The finished Alaska Pollock Fish Stick product removes the need for extra processing and makes this healthy fish widely available to schools across the country.

**Q: What are the nutritional benefits of Alaska Pollock Fish Sticks?**

**A:** Pure and wholesome, the Alaska Pollock Fish Sticks are low in saturated fats and calories, and are high in Omega-3 fatty acids. Not only is it a way to help meet school district meal specifications for meat and meat alternatives, the breading also helps fulfill the requirements for whole grain.

- This new addition to the USDA food list will greatly increase the number of schools and children with access to this nutritious product, increasing the health benefits of current school feeding programs across the United States.
- Alaska Pollock is a cost-effective way to provide students with additional servings of high-quality fish protein as suggested by the Dietary Guidelines for Americans.



Alaska Seafood Marketing Institute - Global Food Aid Program - Bruce Schactler - Director - bschactler@ak.net  
www.AlaskaSeafood.org - info@AlaskaSeafood.org  
Nina Schlossman, PhD - ASMI Nutrition & Food Advisor - nina@gfandn.com

# ALASKA HERRING



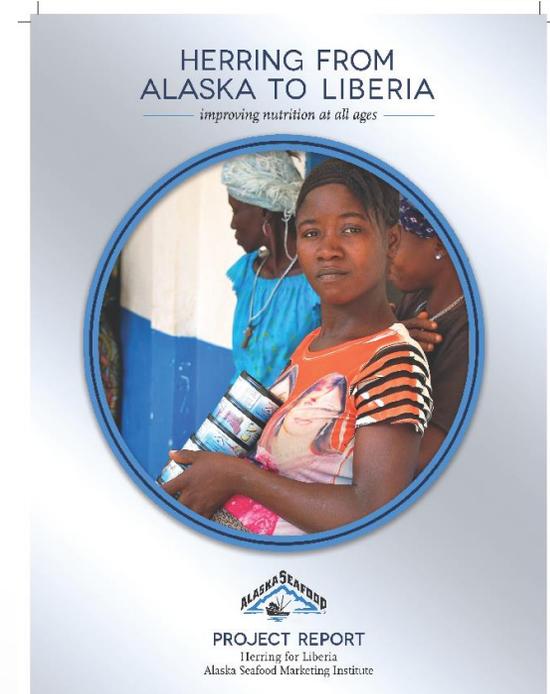
WILD  
ALASKA HERRING  
RECIPES

Producing Alaska  
Herring Fillets  
competitive for the  
world market

Commercial market  
established for IQF &  
block frozen fillets  
(males from Togiak fishery)

Herring Week in with 50+  
restaurants participating --  
up from 35 restaurants last  
year –Recipe Book (above)

Success with Canned  
Herring demonstrations for  
food aid customers:  
Liberia, Guinea-Bissau,  
Cambodia  
Suitable for emergency  
and disaster  
prepositioning



# ALASKA SEAFOOD PROTEIN POWDER

- R&D progress to develop human grade protein powder made from Alaska fish products
- Applied for grant for next level of development
  - Partnered with Alaska Fisheries Development Foundation (AFDF) in applying for a Saltonstall-Kennedy Program grant
- Approached by a national government in Africa that has great interest in this product for their National School Lunch program
  - Result of our presentation and interactions in the USDA Global Based Initiative (GBI) in Senegal in 2016
  - Moving to design a demonstration project in 2017/18 school year to demonstrate use and potential to the Food Aid community worldwide

# WHAT'S NEXT FOR 2018?

- Herring Week in with 50+ restaurants participating -- up from 35 restaurants last year
  - ASMI taking active role in marketing and expansion
- Developing school feeding project for Alaska Seafood Powder
  - McGovern-Dole Grant proposal submitted
  - Interest from an African national school lunch program for pilot
  - New pilot projects for food aid and commercial applications
- Continuing towards expansion of new products into USDA National School Lunch and other food distribution/nutrition programs
  - Alaska Pollock Whole Grain Breaded Fish Stick (frozen) product
  - Wild Alaska Sockeye/Coho Salmon Fillets
  - Introduce Alaska Pollock Fillet portions (individual)

# OPPORTUNITIES IN 2018

- **Purchases:** Working with industry for government purchases of Alaska Pollock based on fishery and market needs
- **Supply Chain:** Addressing barriers with USDA
  - Load weights, new and updated product specifications
  - Updating program lists, website information, and contacts
- **Alaska Seafood Value Chain Education:** USDA decision-makers and stakeholder
  - Visit to Alaska
- **Marketing to Food Aid Organizations:**
  - Canned Salmon, Herring, Seafood Powder
  - Providing testimony, comments, and evidence for seafood consumption guidance (both domestic and international)