



ALASKA SEAFOOD MARKETING INSTITUTE

FY18 TECHNICAL BUDGET

Michael Kohan – Seafood Technical Director – May 8, 2017



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FY18 Technical Budget Overview

| Program | FY17 Budget | Adjustments | FY18 Proposed Budget |
|-------------------------------|-------------------|---------------|----------------------|
| Program Operations | | | |
| Personal Services | \$ 75,000 | +107% | \$ 155,000 |
| Travel | \$ 50,000 | -30% | \$ 35,000 |
| Total | \$125,000 | +52% | \$190,000 |
| Trade Education | | | |
| Industry Training | \$ 20,000 | -25% | \$ 15,000 |
| Resource Development | \$ 75,000 | -25% | \$ 56,250 |
| Total | \$ 95,000 | -25% | \$ 71,250 |
| Support Materials | | | |
| Content Development | \$ 25,000 | -20% | \$ 20,000 |
| Outreach and Education | \$ 25,000 | -25% | \$ 18,750 |
| Total | \$ 50,000 | -22.5% | \$ 38,750 |
| Applied Investigations | | | |
| Research and Development | \$ 120,000 | -25% | \$ 90,000 |
| Total | \$ 120,000 | -25% | \$ 90,000 |
| TOTAL | \$ 390,000 | | \$ 390,000 |

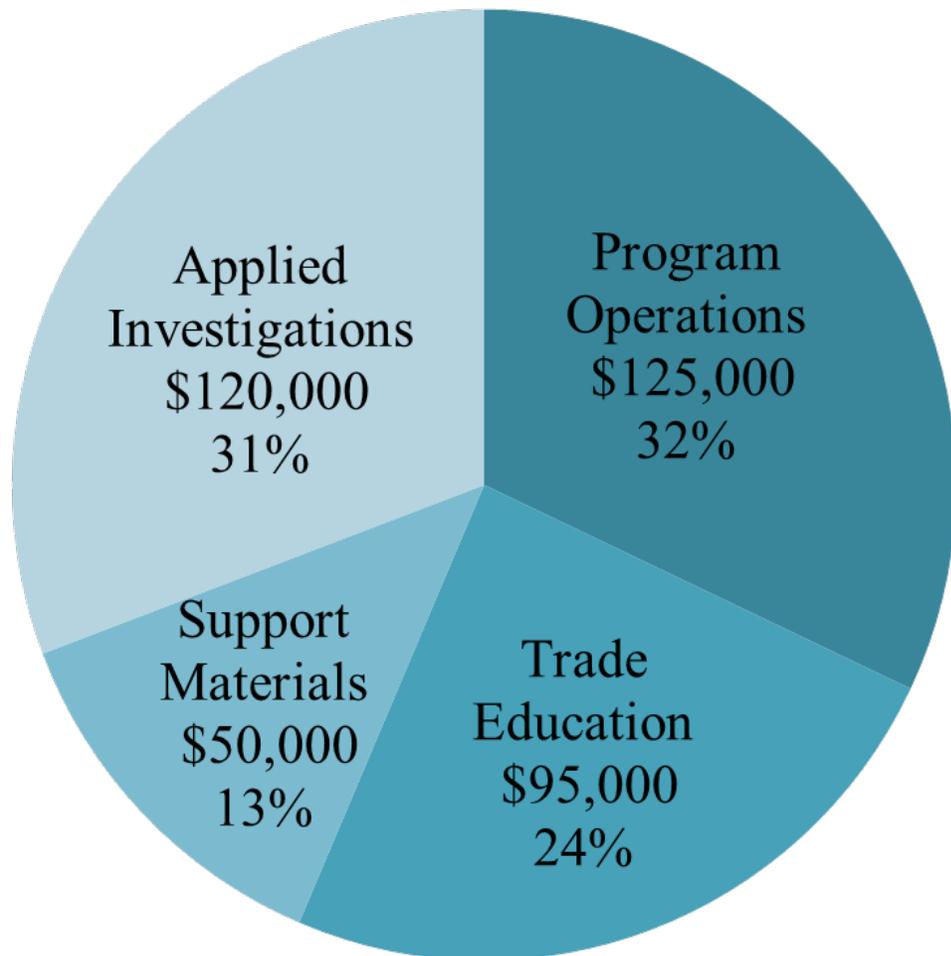




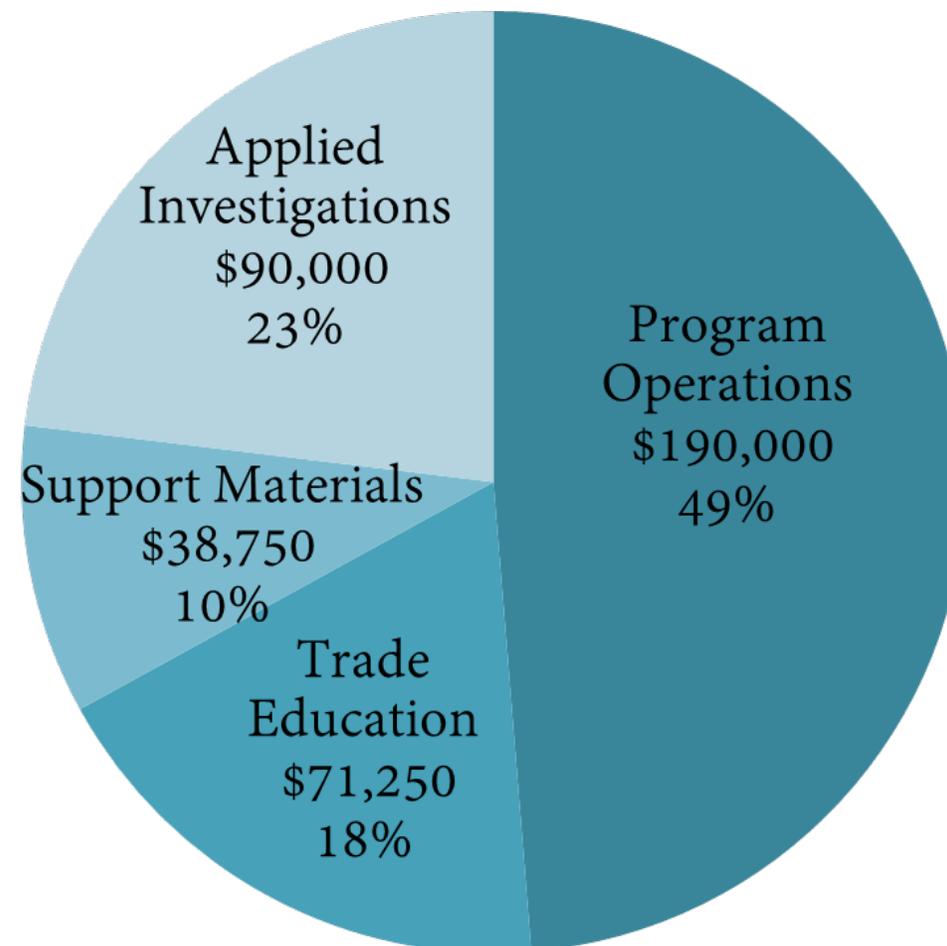
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FY18 TECHNICAL BUDGET HIGHLIGHTS

FY 2017
Budget Categories



FY 2018
Budget Categories



TECHNICAL

BUDGET EFFICIENCIES AND COLLABORATION



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FY17 TECHNICAL BUDGET OVERVIEW

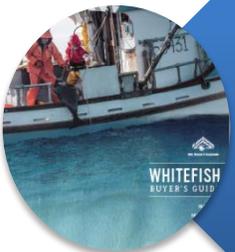
Applied Investigations



Research opportunities related to the quality and value of Alaska seafood

- PCCRC Grant: Pollock and Yellowfin Sole Study
- USDA QSP Project: Whitefish processing in Indonesia
- Specialty Products Project: Research on market expansion and full utilization opportunities
- Parasite Project: Further research on parasite viability
- Nutritional Analysis: Ongoing nutrient analysis for Alaska seafood

Supplied Materials



Outreach and educational material related to Alaska seafood

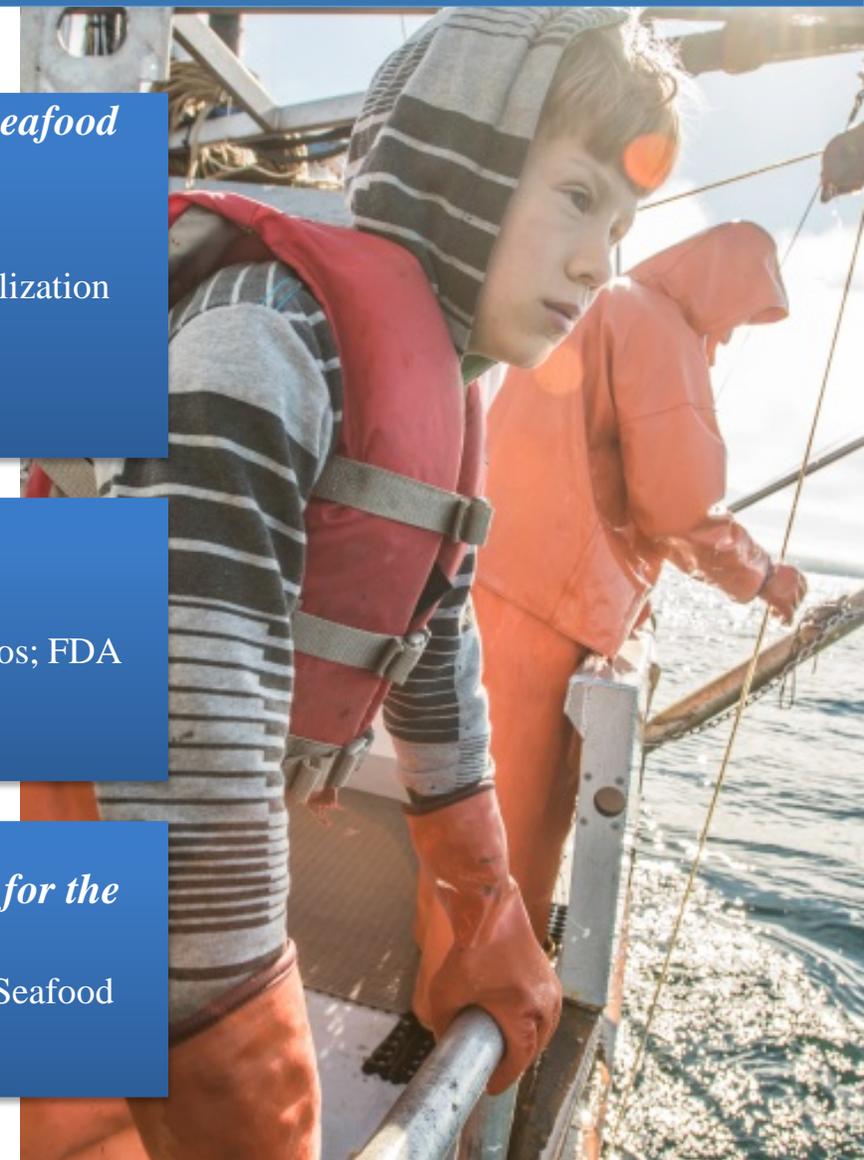
- Salmon Buyer's Guide; Shellfish Buyer's Guide (soon); Technical videos; FDA Nutrient Label update; Technical photos

Trade Education



Outreach and educational opportunities in seafood technical issues for the industry

- Trainings: HACCP, Smoked Seafood School, ASPLI, Roe Workshop, Seafood Processing Quality Control Training



FY18 TECHNICAL BUDGET HIGHLIGHTS



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Applied Investigations



Research opportunities related to the quality and value of Alaska seafood

- PCCRC Grant: Pollock and Yellowfin Sole Study (on-going)
- USDA QSP Project: Green roe, other options
- Parasite project: Further work on parasite viability/thresholds
- Nutrition & Contaminants: Nutrient and contaminant database

Supplied Materials



Outreach and educational material related to Alaska seafood

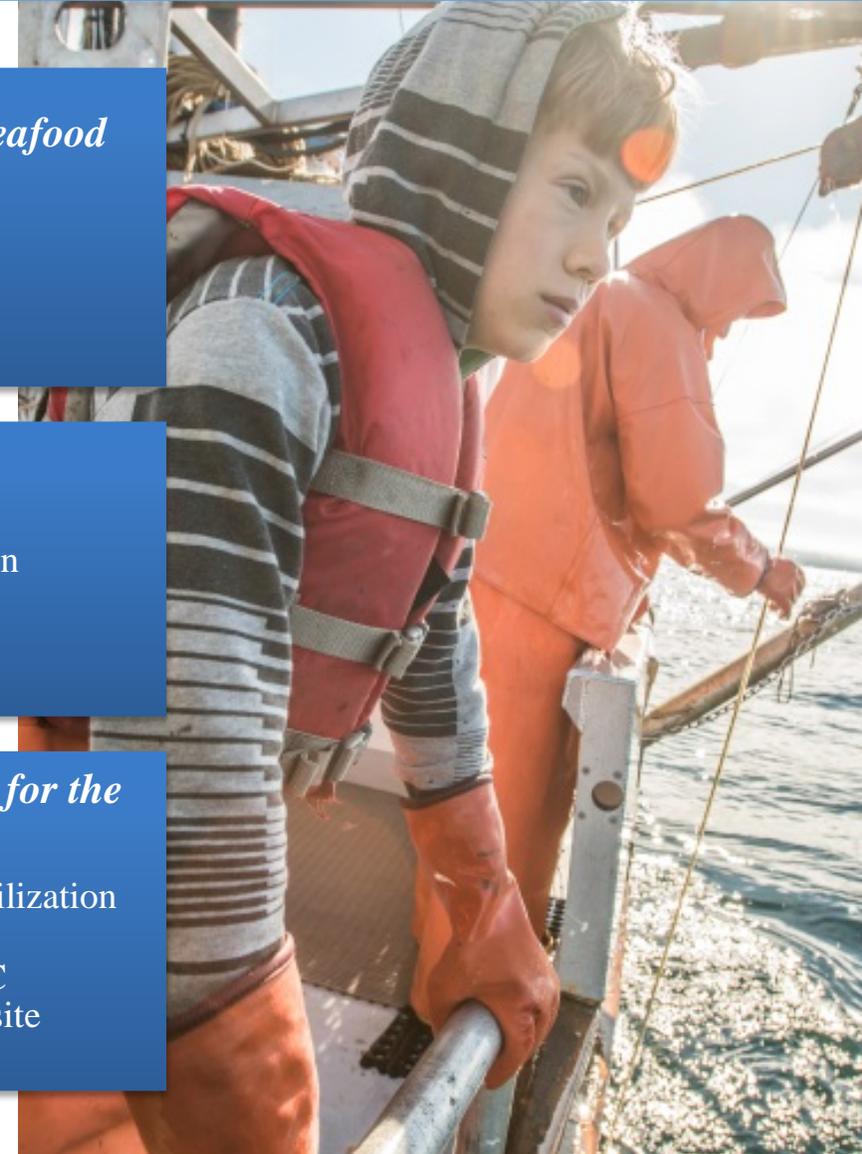
- Technical videos/publications for handling/quality, roe materials, Salmon skin/meat color digital art files, direct marketing material
- Messaging for technical topics: infographics, videos, web design

Trade Education



Outreach and educational opportunities in seafood technical issues for the industry

- Specialty Products Follow Up: IFFO, Pet Food, Nutraceuticals, Full-utilization
- KSMSC trainings: HACCP, Smoked Seafood School, ASPLI
- Work with Sustainability program on outreach and organization of CoC
- Collaborate with SPA on technical memo outreach through ASMI website



TECHNICAL

CHALLENGES AND OPPORTUNITIES



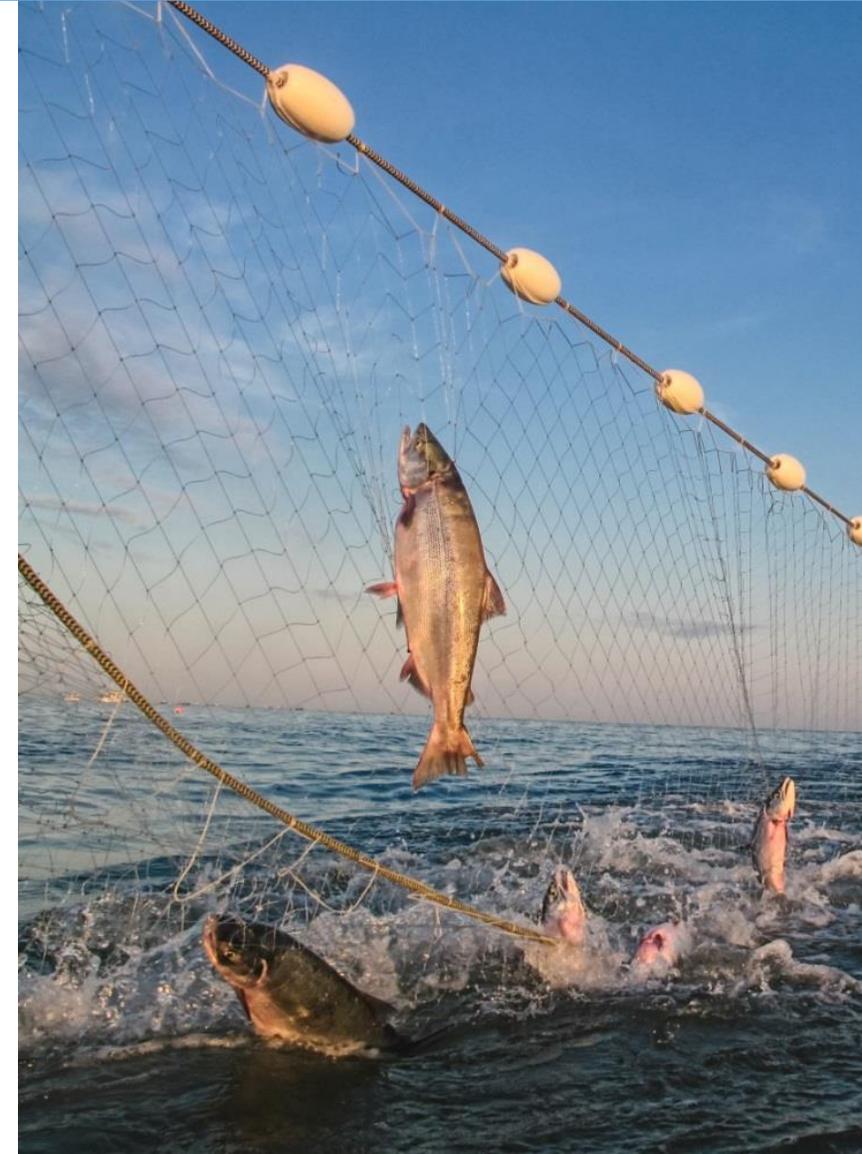
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Challenges = Opportunities

Promote an academic focus and encourage the next generation to study seafood science

Developing quality projects that apply to statewide objectives

Working with less resources



TECHNICAL UPCOMING EVENTS



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USDA QSP PROJECT
Indonesia, May 14-24 2017

SEAWEB SEAFOOD SUMMIT
Seattle, June 4-7 2017

ASMI ALL HANDS
Anchorage, November 27-29 2017

PACIFIC FISHERIES TECHNOLOGIST MEETING
Anchorage, February 5-7 2018



Thank you!



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