

ALASKA SEAFOOD MARKETING INSTITUTE OVERVIEW & PROPOSED FY18 SUSTAINABILITY BUDGET

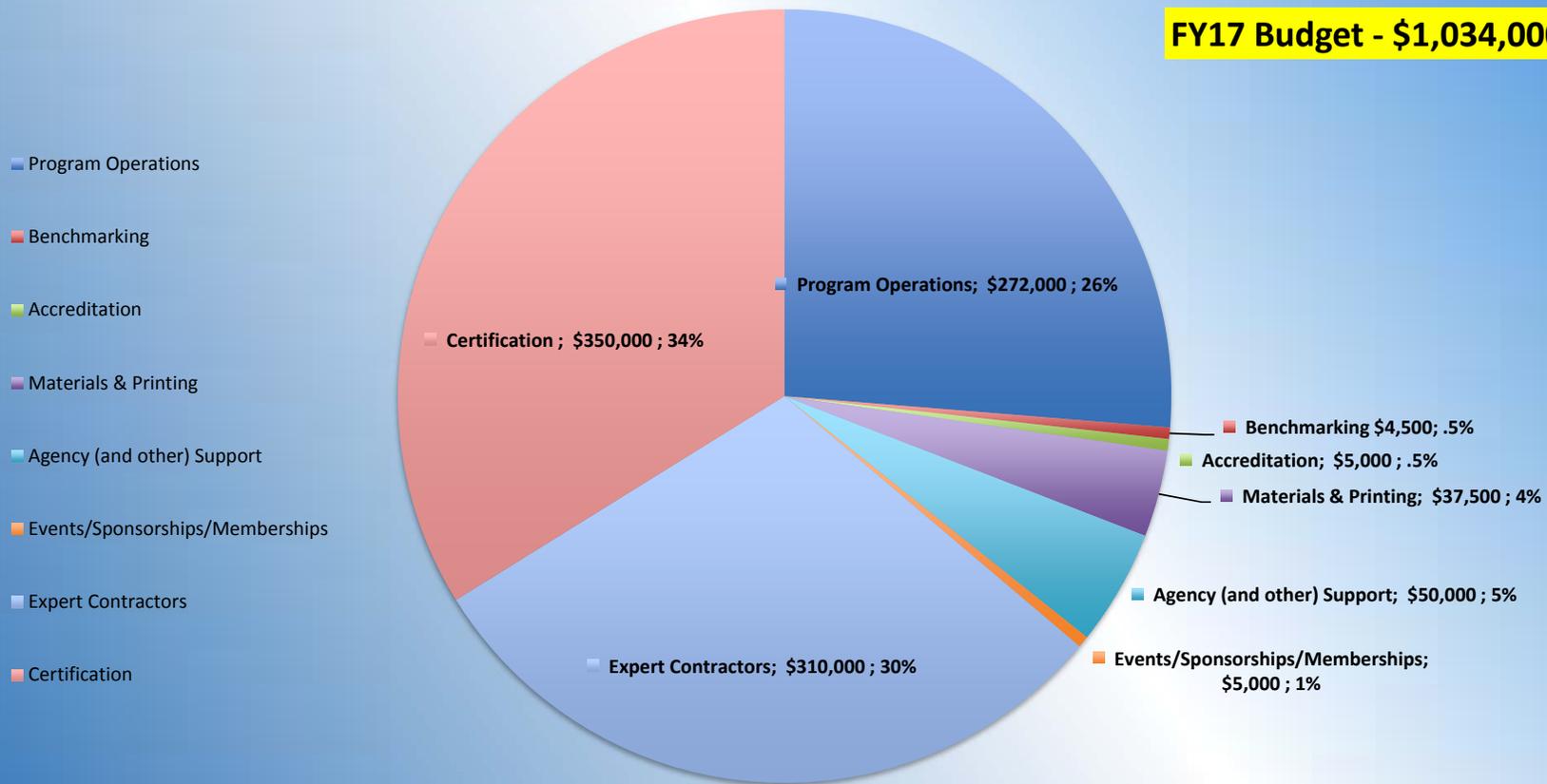
Susan Marks
Sustainability Director
May 8, 2017

Sustainability Program Budget Overview

RFM Program	FY17 Budget	FY18 Proposed
Program Operations		
Personal Services	\$210,000	\$150,000
Travel Staff	\$40,000	\$40,000
Travel/RFM Committee	\$10,000	\$10,000
Travel/FSC Committee	\$12,000	\$00
	\$272,000	\$200,000
Benchmarking	\$4,500	\$4,500
Accreditation	\$5,000	\$5,000
Materials & Printing	\$37,500	\$37,500
Agency (<i>PR, Communications, Messaging</i>)	\$50,000	\$50,000
Events/Sponsorships/Memberships	\$5,000	\$20,000
Expert Contractors	\$310,000	\$367,000
Certification	\$350,000	\$350,000
TOTALS	\$1,034,000	\$1,034,000

Sustainability Program Budget Overview

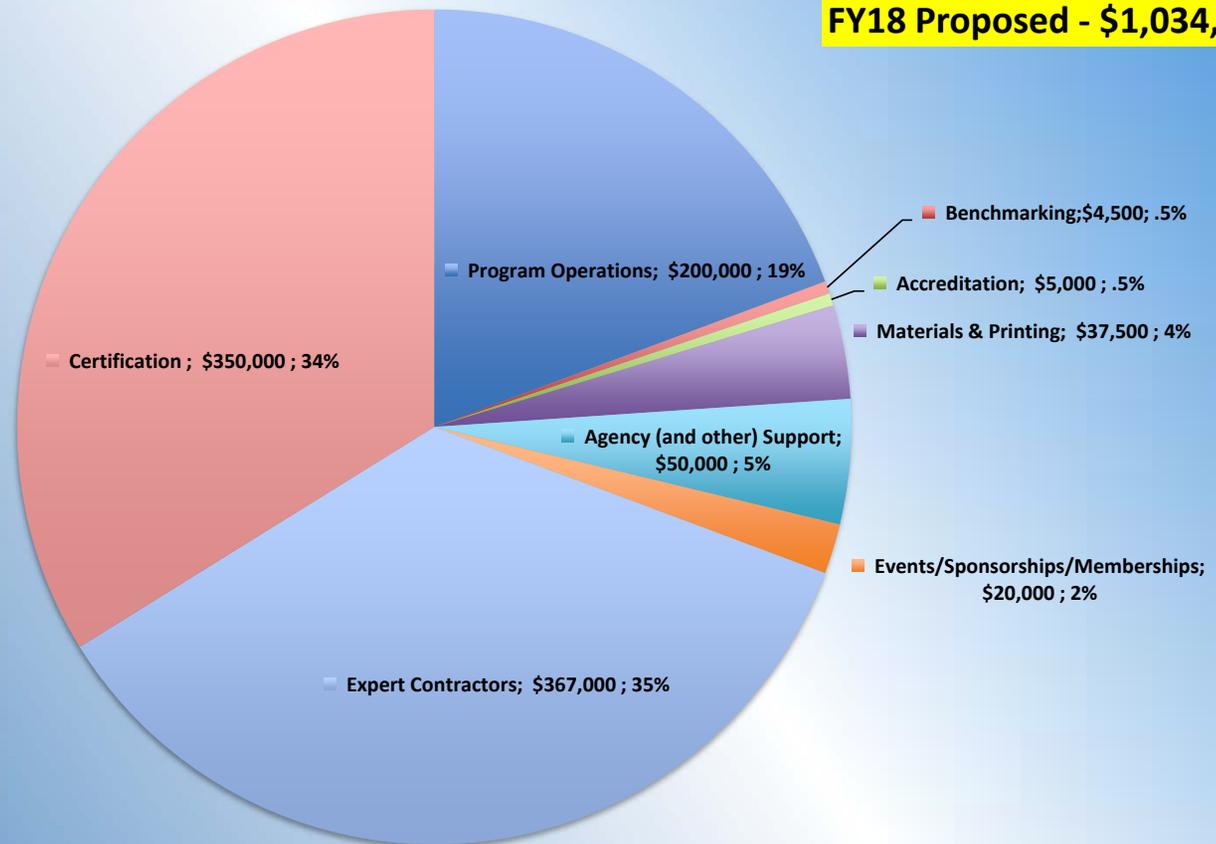
FY17 Budget - \$1,034,000



Sustainability Program Budget Overview

FY18 Proposed - \$1,034,000

- Program Operations
- Benchmarking
- Accreditation
- Materials & Printing
- Agency (and other) Support
- Events/Sponsorships/Memberships
- Expert Contractors
- Certification



A scenic landscape featuring a range of snow-capped mountains in the background. A dense forest of evergreen trees lines the shore in the middle ground. The foreground is dominated by a vast, calm body of blue water. A small white boat with a mast is visible on the right side of the water, leaving a slight wake. The sky is a clear, pale blue.

BUDGET CHANGES

Reductions / Program Operations

	FY 17 Budget	FY18 Proposed
Personal Services	\$210,000	\$150,000
Travel – Staff	\$40,000	\$40,000
Travel – RFM Committee	\$10,000	\$10,000
Travel – FSC	\$12,000	\$00
TOTAL	\$272,000	\$200,000

Increase to Events/Sponsorships/Memberships

FY 17 Budget	FY18 Proposed
\$5,000	\$20,000

Increase to Expert Contractors

FY 17 Budget	FY18 Proposed
\$310,000	\$367,000

An underwater photograph showing sunlight filtering through the water surface, creating a shimmering effect. The water is a deep blue color, and the light rays are visible as bright, wavy patterns. The overall scene is serene and natural.

SUSTAINABILITY PROGRAM HIGHLIGHTS & OUTLOOK

Efficiencies & Collaborations / RFM

New template to gather stakeholder input during Public Comment

REQUEST FOR STAKEHOLDER COMMENTS
Alaska Responsible Fisheries Management (RFM) Certification
Fisheries Standard Version 2.0 AND Scoring Guidance
 Public Consultation Period: **INSERT DATES**



The Alaska Seafood Marketing Institute (ASMI) is taking stakeholder comments on Alaska RFM Fisheries Standard Version 2.0 and the Scoring Guidance for Version 2.0.

[Click here to access Standard V 2.0 and Scoring Guidance for V 2.0](#)

In addition to completing the contact information below, at the bottom of this document, stakeholders will find a Foreword tab providing background on V 2.0, as well as three tabs for providing stakeholder comments specific to:

1. Fisheries Standard V 2.0
2. Scoring Guidance for V 2.0
3. Other Stakeholder Comments

Please Complete the Following Required Contact Information When Submitting Comments:

Contact Name:	
Title:	
Company/ Organization Name:	
Address:	
Phone:	
Email:	
Date of Submission:	

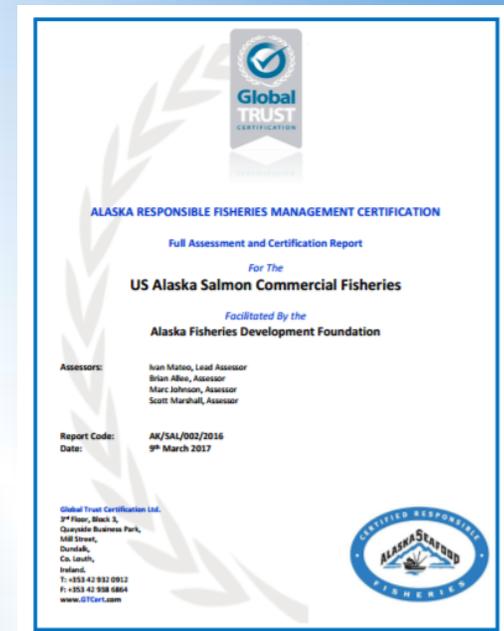
Email rfm@alaskaseafood.org or go to <http://certification.alaskaseafood.org/fao-based#> for more information.



ALASKA RFM SCORING GUIDANCE FOR VERSION 2.0						
CLAUSE #	APPENDIX #	PAGE #	STAKEHOLDER COMMENTS	STAKEHOLDER SUGGESTED PROPOSAL	RFM TEAM RESPONSE	FSC RESPONSE
Please input either the clause # or appendix # AND page # per comment						
6.3		58	Guidance suggests that being above or at a TRP, or, at a minimum, above the midway point between LRP and TRP is "ideal" but this is not specified as a requirement for "full conformance". Therefore it is not clear how this is meant to be considered in scoring.	We suggest making abundance at, fluctuating around or above a TRP that is consistent with MSY as an explicit requirement for "full conformance". At a minimum it should be an explicit requirement that abundance be above the midpoint between LRP and TRP. Lacking this could be ok for a "minor nonconformance" but a stock that is just above the overfished threshold should not be considered as reaching the "full		
12.2.1		96	The addition of cumulative impacts is a huge improvement and makes the standard a leader in the field. We commend this inclusion.	I recommend making the guidance to consider the overall effects of fishing from all fisheries in the area more explicit in factors 12.2.1, 12.2.2, 12.2.3, 12.2.4, and 12.2.5 themselves, rather than separating this guidance at the end of the standard. Recommend very clearly stating that fishing mortality from all sources is at or below a sustainable level, equivalent to Fmsy or lower if that is appropriate given the species' ecological role or if rebuilding is needed, for a		
12.2.2		97	The addition of cumulative impacts is a huge improvement and makes the standard a leader in the field. We commend this inclusion.	I recommend making the guidance to consider the overall effects of fishing from all fisheries in the area more explicit in factors 12.2.1, 12.2.2, 12.2.3, 12.2.4, and 12.2.5 themselves, rather than separating this guidance at the end of the standard. Recommend very clearly stating that fishing mortality from all sources is at or below a sustainable level, equivalent to Fmsy or lower if that is appropriate given the species' ecological role or if rebuilding is needed, for a		

Efficiencies & Collaborations / RFM

Addition of new Fisheries CB results in decreased pricing from current CB



Efficiencies & Collaborations / RFM

Accreditation Board management & other functions coming in-house



- Training sessions completed for ANSI & DNV
- Meetings in Boston & Brussels



- Meetings in Boston & Brussels
- Call scheduled with CB & AB on May 12th

Efficiencies & Collaborations / Sustainability

Platinum sponsorship will hi-light 4 pillars of Alaska Sustainability



ALASKA SEAFOOD
Wild, Natural & Sustainable

> FAMILIES AND COMMUNITIES > FISHERIES MANAGEMENT > FULL UTILIZATION > RFM CERTIFICATION

SUSTAINABILITY is in our genes

ALASKA

Partners in global food security and a resilient planet



Program Opportunities

- Momentum of GSSI as they increase funding partners and retailers continue modifying their sourcing policies
- Continue to work with other FAO based programs on common goals - brand recognition, public awareness of the robustness of FAO standards



Program Challenges

- Transition & Funding
- Greater acceptance by Alaska Industry
- Generate a strong enough value proposition!
- Gain back companies that have dropped CoC & continue to increase
- Balance between RFM & Sustainability Program needs

CREDIBLE

ROBUST / TRANSPARENT

RESPECTED GLOBALLY ACCEPTED



RECOGNIZED

FUNDING

?

CHAIN OF
CUSTODY

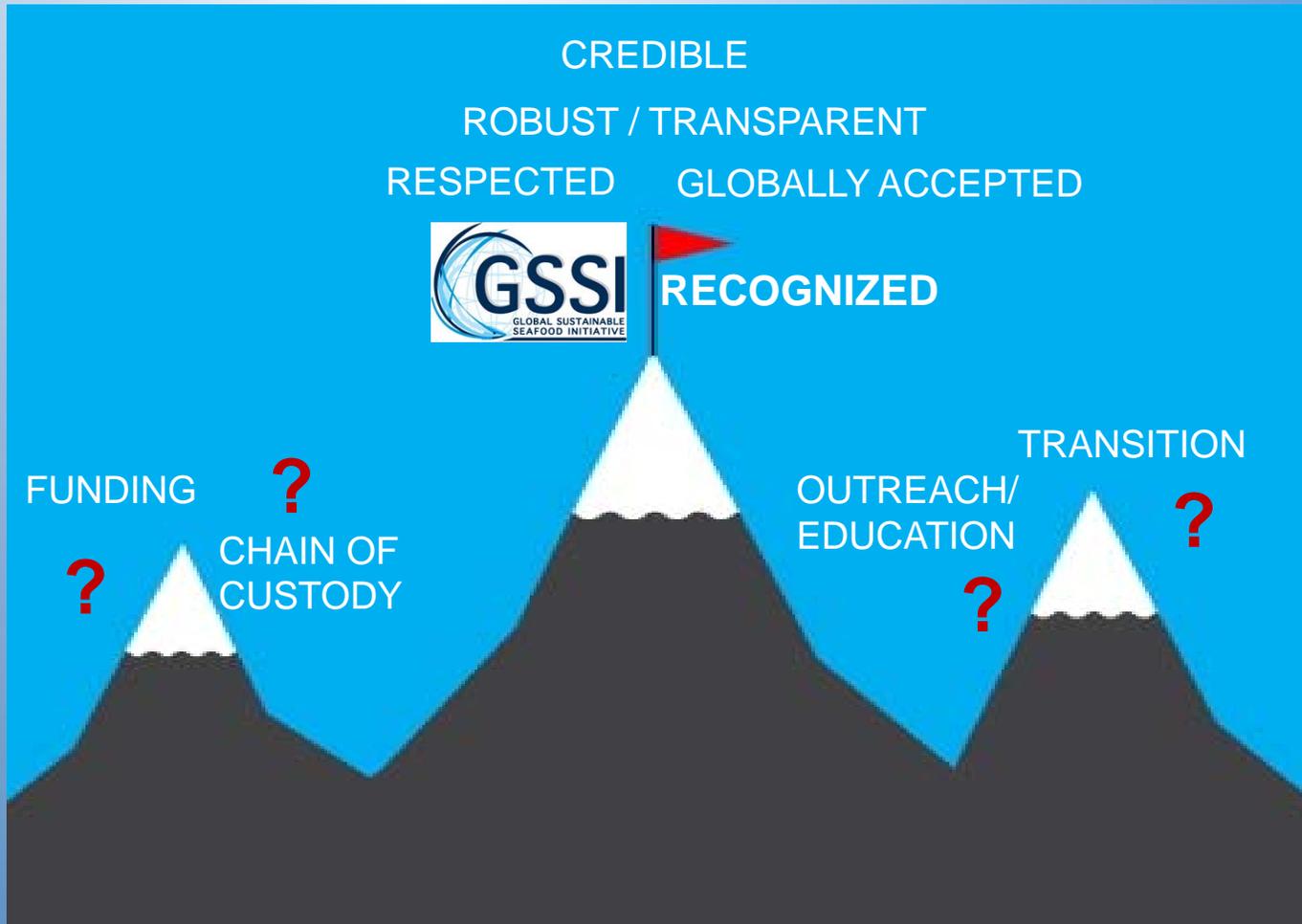
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OUTREACH/
EDUCATION

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TRANSITION

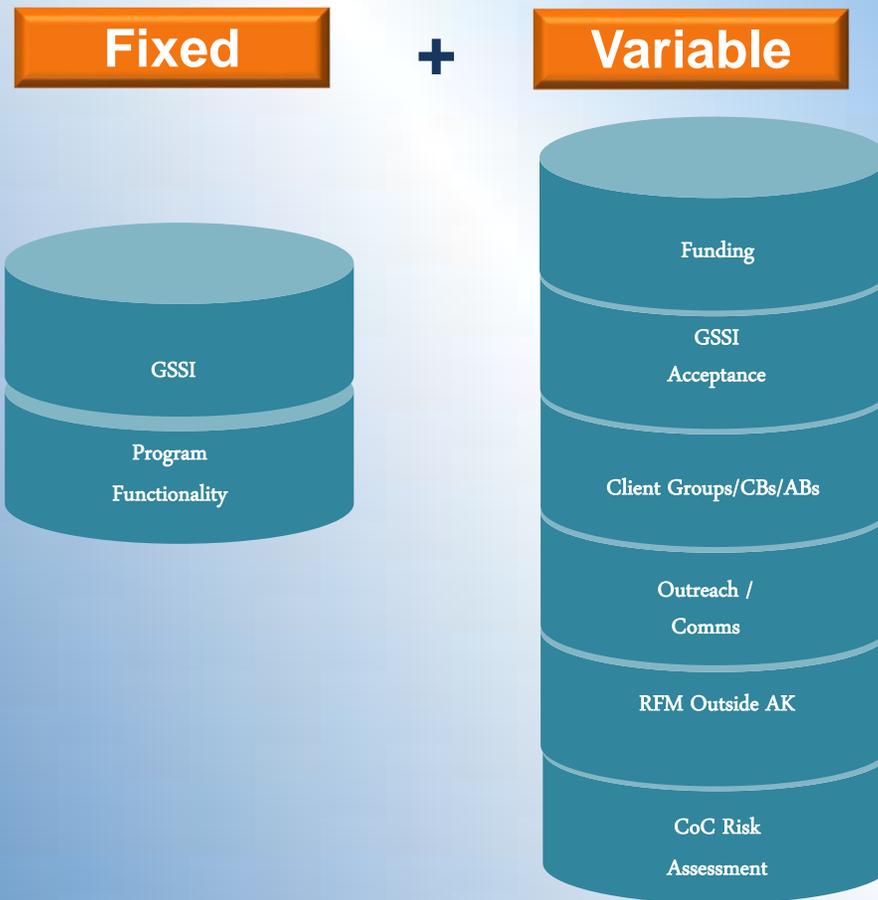
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A wide-angle photograph of a calm, deep blue sea stretching to the horizon. In the distance, a range of low mountains or hills is visible under a clear, light blue sky. A few wispy clouds are scattered near the horizon line. The overall mood is peaceful and expansive.

THANK YOU

RFM Program: Challenges today



- 01 **GSSI**
Requirements for Standards, Governance & Operations are set
- 02 **Program Functionality**
What it takes to maintain GSSI

- 01 **Funding**
ASMI cannot continue to 100% fund RFM in the future. Funding models need to be explored.
- 02 **GSSI Acceptance**
Yet to be seen if GSSI will be accepted and how it may be implemented in the marketplace
- 03 **Client Groups/CBs/ABs**
Could drop or change
- 04 **Outreach/Communications**
This must exist for the program to be relevant and accepted
- 05 **RFM Outside AK**
Would change program significantly
- 06 **CoC Risk Assessment**
Implementation & maintenance will have impact in several areas

Projected RFM Program Budget

APPENDIX C		Phase 1/Ver 2.0	Phase 1/Transition	Phase 2	Phase 2	Phase 2
FY16 - FY21 RFM Budget						
Budget Category	FY16 Budget	FY 17 Budget	FY18 Budget	FY19 Budget	FY20 Budget	FY21 Budget
PROGRAM OPERATIONS						
Personal Services - Susan Marks (Sustainability Director) plus 1/2 of admin position (24 days/month)	\$ 210,000.00	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000	\$ 210,000
Travel - Staff	\$ 40,000.00	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
Travel - RFM Committee FY17 Version 2.0 finalization, FY 18 Transition year	\$ 65,000.00	\$ 10,000	\$ 10,000	\$ 5,000	\$ 5,000	\$ 5,000
Travel - CC Committee FY 17 Version 2.0 finalization	\$ 65,000.00	\$ 12,000	\$ 12,000	\$ 5,000	\$ 5,000	\$ 5,000
Total	\$ 380,000.00	\$ 272,000.00	\$ 272,000.00	\$ 260,000.00	\$ 260,000.00	\$ 260,000.00
BENCHMARKING						
GSSI is a 3 year cycle (FY19 required review)	\$ 17,000.00	\$ 5,000.00	\$ 5,000.00	\$ 15,000.00	\$ 5,000.00	\$ 5,000.00
ACCREDITATION/TRAINING OF CB/AB's						
	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
OUTREACH, MATERIALS & PRINTING						
	\$ 75,000.00	\$ 37,500.00	\$ 37,500.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
AGENCY SUPPORT/ADVERTISING AGENCY						
	\$ 100,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00
EVENTS/SPONSORSHIPS/MEMBERSHIPS						
	\$ 10,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
EXPERT CONTRACTORS - Fishery, Governance, Technical						
FY 16 - RS Standards \$290K, JR \$115K (Oct 15-June 30)	\$ 405,000.00					
FY 17 - Fish/Tech Consultant \$135K (12 days/month+travel), Gov/Tech Consultant \$139K (9 days/month+travel), Tricia \$36K, Version 2.0 Finalization		\$ 310,000.00				
FY18 - Fish/Tech Consultant \$135K (12 days/month+travel), Tricia \$36K, Gov/Tech Consultant \$139K (9 days/month+travel), Transition year			\$ 310,000.00			
FY 19-FY21 - Fish/Tech Consultant \$85K (8 days/month+travel), Tricia \$36, Gov/Tech Consultant \$75K(6 days/month+travel)				\$ 196,000.00	\$ 196,000.00	\$ 196,000.00
SUBTOTAL - Cost of the RFM program (less the cost of Fishery Certification)	\$ 992,000.00	\$ 684,500.00	\$ 684,500.00	\$ 556,000.00	\$ 546,000.00	\$ 546,000.00
CERTIFICATION (FY16 estimates are a combination of invoices paid/outstanding charges)						
Sablefish	\$ 90,000.00					
Pollock	\$ 65,000.00					
Salmon	\$ 77,000.00					
Halibut Audit FY16 combined with Sablefish	\$ -					
Pacific Cod	\$ 30,000.00					
Crab	\$ 30,000.00					
Flatfish	\$ 40,000.00					
FY17-21 Certification cost will average \$350,000 annually (see Est Cert. Cost spreadsheet)	TOTAL \$ 332,000.00	\$ 350,000.00	\$ 350,000.00	\$ 350,000.00	\$ 350,000.00	\$ 350,000.00
Total	\$ 1,324,000.00	\$ 1,034,500.00	\$ 1,034,500.00	\$ 906,000.00	\$ 896,000.00	\$ 896,000.00