DATE: April 20, 2022

TO: ASMI Board of Directors

FROM: Hannah Lindoff, Senior Director of Global Marketing & Strategy

RE: International Program Report

The international program received a Market Access Program (MAP) funding award of $4,907,594 for FY23. The FY 23 budget reflects $1,720,000 in Agricultural Trade Promotion Program (ATP) funds and $3,200,000 in matching funds, for a total budget of $9,828,504 to conduct marketing programs in nine regional programs.

Included in this budget are ATP funds specifically set aside to fund activities outlined in the RFM marketing MOU with the Certified Seafood Collaborative (CSC). This budget reflects the broad diversification strategy that ASMI international embarked upon with the advent of ATP funding in 2019. The budget also reflects a five-year spend plan for ATP.

The ASMI international program was pleased to welcome Susana Osorio Cardona to ASMI as the Marketing Coordinator for Europe. Susana, a Columbian national, earned her MA in Translation and speaks French, Spanish, English, Portuguese and some German. Susana joins Nicole Alba and Abi Spofford in coordinating Seafood Expo Global at the end of April. Alba continues to work with the EEU and S. America programs and lead grant compliance for both ATP and MAP and Abi works with the Asia program including efforts in Taiwan and Korea, where we do not have an OMR.

Alba and Spofford attended Seafood Expo North America on behalf of the international team and help arrange meetings for delegations from Dubai, Argentina and Saudi Arabia. Alba and Spofford recorded and distributed trade leads.

ASMI international continues to spend a great deal of time on trade issues, including both tariff and non-tariff trade barriers. The program is closely monitoring the situation in Eastern Europe and the global repercussions of Russia’s invasion of Ukraine. Lindoff and Ex. Dir. Woodrow continue to meet weekly with a group of seafood industry members to discuss trade and policy advocacy. Lindoff attended the NFI Global Seafood Conference in January and she and Marks recruited the Whole Foods seafood procurement team and the marketing team to come to Bristol Bay this summer for a familiarization tour. Rider leads the planning effort on this mission, scheduled for late June. Additionally, Lindoff collaborated on in-state efforts, presenting to UFA at their spring board meeting in March which resulted in a resolution from UFA to support a funding request for ASMI, working with Communications Dir. Heimbigner on a request for funding, and joining Heimbigner and Domestic Dir Rider in several visits to the Capitol.

Lindoff, Heimbigner and Rider have also collaborated on an effort to conduct marketing programs on cruise ships and have several projects underway with multiple cruise lines.

Lindoff continues to serve as the ex-officio board member for the CSC and, with Sustainability and Certification advisor Susan Marks, organized a panel at Seafood Expo Global in Barcelona. Lindoff also presented to the Northwest Fisheries Association on April 13th.
May 24-28, ASMI will host a booth at Thaifex in Bangkok, the first trade show in SE Asia since the pandemic. Alba and Spofford will attend on behalf of ASMI and several trade members are signed up to join. May 17-19 Osorio Cardona will join OMR Carolina Nascimento in Guadalajara, Mexico for the Antad and Alimentaria expo. Industry members are encouraged to join ASMI at both shows. ASMI international also plans to welcome in-bound missions from South America, Germany and the Netherlands this summer. The German group, led by OCAS will visit Seattle and Kodiak from August 8-12 and the South America group led by Alba, will visit Seattle, Juneau and Petersburg from July 11 - 15.

ASMI’s nine international marketing programs’ activities are outline in the quarterly activity reports found on the online portal. Please contact Heather if you would like a printed copy provided at the May 12 meeting.
To: ASMI Board of Directors  
Date: May 12, 2022  
From: Hannah Lindoff, Sr. Director of Global Marketing & Strategy  
Re: Proposed FY 23 International Program Budget

Key FY 23 Budget Highlights

- **Total Budget: $9,828,504**
- The ATP Total award was $7,497,900 and we were granted an extension to spend ATP through June 30, 2024. $3,724,953 has been spent, as of 4/13.
- **FY 23 ATP Spend: $1,720,000**
- MAP: 2023 award $4,907,504
- Match (SDPR) for MAP and ATP: $3,200,000
- European regions increased to fund Wild Alaska Seafood Month in Jan. 2023
- The Eastern Europe region was reduced 34% due to the instability in the region and war in Ukraine. Belarus was removed from the EEU region as FAS does not allow activities in this region.
- China program greatly reduced in past years coinciding with reduced exports, minor decrease this year
- SEU increased to fund SEG and CONXEMAR

<table>
<thead>
<tr>
<th>Program</th>
<th>FY 20</th>
<th>FY 21 (w/ rollover MAP, some of which remained unspent and rolled in FY 22)</th>
<th>FY 22 (w/ rollover &amp; ARPA)</th>
<th>FY 23</th>
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<tbody>
<tr>
<td>Program Op</td>
<td>$1,019,961</td>
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<td>$904,500</td>
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<td>China</td>
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<td>$900,461</td>
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<td>Japan</td>
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<td>$1,246,832</td>
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<td>NEU</td>
<td>$1,195,058</td>
<td>$1,108,730</td>
<td>$1,494,000</td>
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<td>WEU</td>
<td>$1,148,080</td>
<td>$801,202</td>
<td>$786,000</td>
<td>$791,000</td>
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<td>CEU</td>
<td>$749,876</td>
<td>$794,876</td>
<td>$880,876</td>
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<tr>
<td>SEU</td>
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<td>EEU</td>
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<td>S America</td>
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<td>$627,824</td>
<td>$707,324</td>
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<td>SE Asia</td>
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<td>Global</td>
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<td>Totals</td>
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<td>$9,211,635</td>
<td>$9,679,238</td>
<td>$9,828,504</td>
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The FY 23 International allocation takes into account plans for Wild Alaska Seafood Month in Europe and for the growing expenses associated with SEG. SEU, Japan and NEU appear in the chart above to be funded higher for FY 23 than FY22, but this is because the $450K in ARPA that funded WASM in NEU and SEU and an additional project in Japan, is not reflected within the international budget for 2022 due to accounting reasons. WASM funding for CEU and WEU was done through MAP rollover and, thus, is accounted for within the 2022 budget.

The China program is reduced and the EEU program is heavily reduced due to the war in Ukraine.

ASMI International has two and a quarter years, including FY 23, to spend the remaining ATP. In FY 25, ASMI International plans to fund emerging markets with other FAS grants such as QSP, EMP and GBIs.
ASMI Headquarters $1,017,252

ASMI HQ costs reflect a fully staffed program and fully funded travel line.

Global $417,500

The Global budget was increased to fully fund the revolving trade show line, which funds activity in regions where ASMI does not have a dedicated program. Trade shows in Korea or Dubai are under consideration.
China: $890,461

The China program was reduced greatly in FY 22, in response to lower imports. The program is slightly reduced again this year. OMR retainer not reflected in this pie chart.

Japan: $1,315,000

The Japan program is in the final stages of executing a significant promotion with a leading convenience chain. This budget plans for a repeat of this promotion in FY 23. OMR retainer not reflected in pie chart.
NEU: $1,340,933

This budget is 95% allocated to the UK and Netherlands and shows an increase to fund the continuation of Wild Alaska Seafood Month (WASM), including a national campaign. OMR retainer not reflected in pie chart.

WEU: $791,000

This budget allows for a new trade show in the WEU region and funding for WASM in January 2023. Retainer not reflected in pie chart.
CEU: $885,876

This budget is slightly increased to fund more programs in Poland and to fund WASM 2023. Retainer not reflected in pie chart.

SEU: $1,635,267

This budget shows additions to the trade show line to pay for increasing costs at CONXEMAR and SEG and funding for WASM 2023. Retainer not reflected in pie chart.
EEU: $264,780

This budget is significantly reduced in light of the current situation in Ukraine. However, we feel continuing the program in the region is important. Retainer not reflected in pie chart.

South America: $738,027

ATP funds cover the entire region, MAP funds cover Brazil only. ASMI will use ATP funds on several missions in the upcoming FY, as we need to spend this money in the next two years. Retainer not reflected in pie chart.
Southeast Asia: $532,410

The southeast Asia program is funding by ATP and match, without MAP funds. The program has been highly successful and the region will have several trade shows in the coming year. ASMI is increasing the budget and hopes to expand the geographical scope to include events in Malaysia and the Philippines. Retainer not reflected in pie chart.