

ALL HANDS ON DECK

Conference



ASMI Global Food Aid Program



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20 Years

Supporting Alaska's Seafood Industry
&

Reaching New Consumers

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Supporting Alaska's Seafood Industry for 20 Years

US Government Food Assistance Programs THEY ARE NOT A MARKETING PROGRAM

What Are They?

- > 15 domestic and 4 international Food and Nutrition safety net programs can use approved Alaska seafood products
 - ✓ Wild Alaska Pollock, Salmon and Pacific Rockfish
 - ✓ Seafood from other fisheries too
- USDA is the sole buyer for ALL domestic and international programs
 - ✓ including new initiatives with additional funding

How does the Global Food Aid Program Help?

When industry and the ASMI BOD ask for support, we go into action

- We assess the options for USG funding and tailor industry's request to that funding mechanism and its priorities
- We work with the Secretary of Ag, senior managers and key stakeholders
- We work with the Alaska Delegation to support the request
- We follow the request for as long as it takes

SO... How Can they Help Industry?

- When a seafood sector has a surplus, or markets are disrupted or challenged, and prices are down
- USDA can purchase additional volumes through Section 32 and new initiatives in domestic and international programs with special funding

In recent years it has been very much needed support

IT IS A WIN-WIN!

- ✓ **FOR INDUSTRY -- Gets the support when needed**
- ✓ **FOR USDA -- Food insecure clients get super nutritious sustainable wild Alaska seafood to support their families' health**



USDA Programs - NEW CUSTOMERS!



Every Year we introduce millions of people to wild Alaska seafood

- ✓ Started with 1 program, now in 8
- ✓ Started with 1 specie, expanded to 6
- ✓ Started with 1 product form, expanded to 14 consumer-ready Alaska seafood products

1 in 4 Americans served by USDA FNS programs

Large health-conscious consumer base of people of all ages

- More consumer-ready/oven ready product forms are key
- Consumers introduced to these new products through Government Food and Nutrition programs will look for them in their local markets when they have the means
- *Our QR code introduced on canned Pink Salmon in 2024 is shedding light on USDA customer tastes by location*

- Over 30 million kids ate school meals (FY22)
- Over 50 million people shop at Food Banks
- 6.6 million women and children get WIC food packages every month (FY23)
- Food distribution programs for elderly and families on tribal lands to millions more

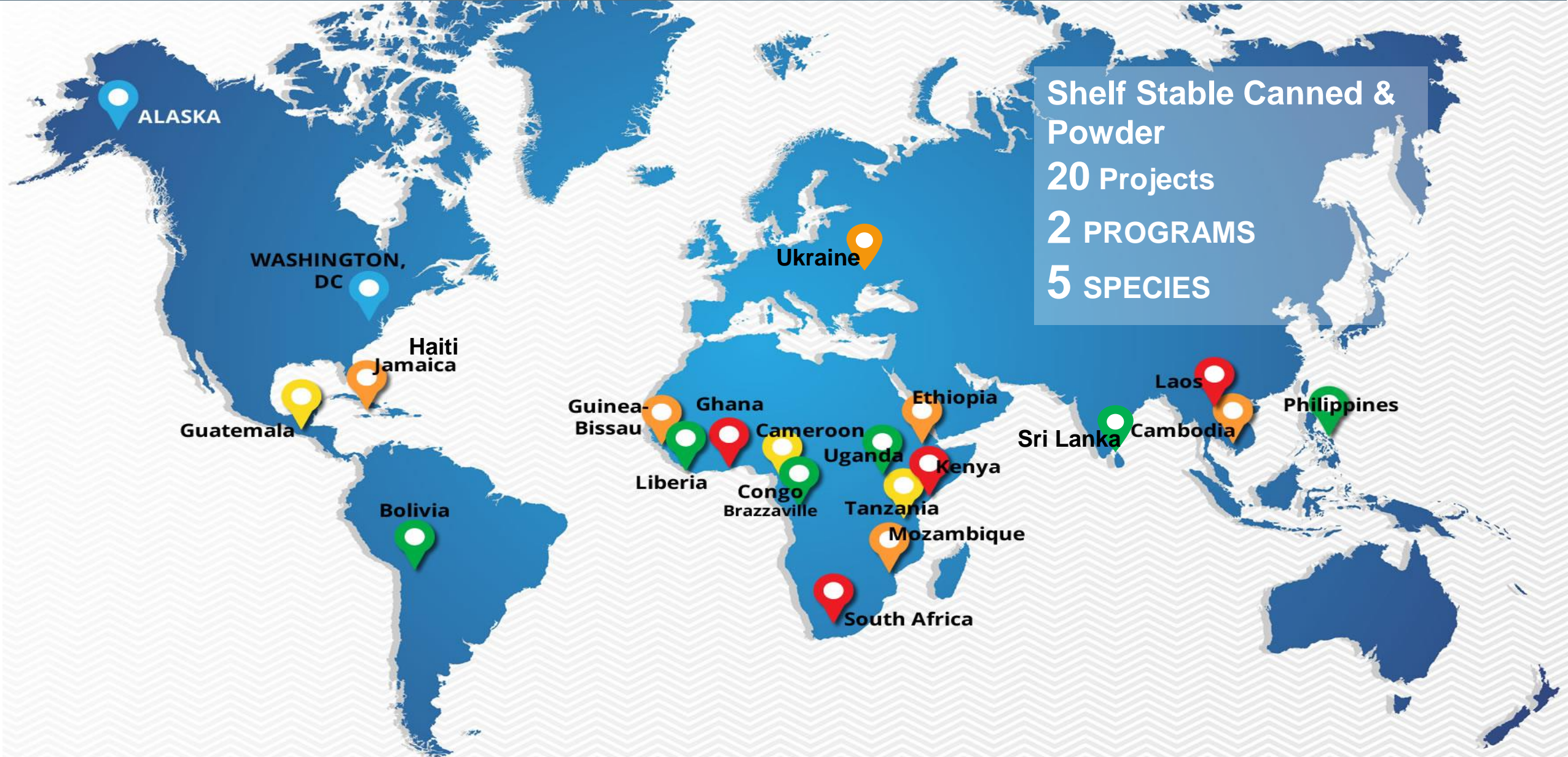


USDA Exposes Consumers to Alaska Seafood Products

- Canned Pink, Red/Sockeye and Keta Salmon
- Kosher Canned Pink, Red/Sockeye and Keta Salmon
- Wild Alaska Frozen Sockeye/Coho Salmon Fillets
- Wild Alaska Pollock, Block, Frozen
- Wild Alaska Pollock, Oven Ready (Breaded) Nuggets, Frozen
- Wild Alaska Whole Grain Breaded Pollock Fish Sticks, Frozen
- Wild Alaska Pollock Portions, Frozen
- Pacific Rockfish, Frozen Fillets
- Wild Alaska Canned Herring
- Wild Alaska Seafood Powder



GLOBAL: New Consumers in 20 Countries in 20 Years!



GLOBAL: Growing Consumer Exposure

How do we do it? Long term commitment

- Intense marketing with US and international Agencies and NGO partners to include canned salmon in their projects
- Pilot Projects and field trials to test out new products (canned wild Alaska Herring and Seafood Powder) and show nutrition benefits
- In Schools, maternal-child health centers, villages, homes, humanitarian food assistance and disaster settings
- Close work with in-country partners, staff, mothers, cooks, and school children to develop recipes with local ingredients
- Strong interagency and intra-government coordination, collaboration and harmonization
- All with support of the State of Alaska, Alaska Delegation, on behalf of the Alaska seafood industry



NGO Partners:

- Africare
- Escuelas Populares Don Bosco
- Food for the Poor
- Humpty Dumpty Institute
- International Partnership for Human Development
- International Relief and Development
- Salesian Missions
- Save the Children
- World Help
- World Vision

Government and Intergovernmental Partners:

- United States Agency for International Development
- USDA Foreign Agriculture Service
- USDA Farm Service Agency
- USDA Agricultural Marketing Service
- United Nations World Food Programme

The Bottom Line: A Huge ROI

SALES **Over \$1.07 Billion**

- Wild Alaska Pollock, Salmon and Rockfish sold through USDA for domestic and international food and nutrition programs
- Millions exposed to wild Alaska Seafood in the USA and around the world

COST **Under \$6 Million**

- Alaska Global Food Aid program
- Funds from the State of Alaska and grants on behalf of the Alaska Seafood industry over 20 years.

**Now that's a pretty good return on
the State's investment!**



Thank You

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