



Wild, Natural & Sustainable®

**REPORT TO ASMI BOARD OF DIRECTORS, APRIL 2021
ALASKA GLOBAL FOOD AID PROGRAM**

FY 2022 GLOBAL FOOD AID PROGRAM BUDGET

BRUCE SCHACTLER, GLOBAL FOOD AID PROGRAM DIRECTOR

FY 2022 PROGRAM BUDGET OVERVIEW & COMPARISON WITH FY 2021 BUDGET

FY21 Budget (July 1, 2020 – June 30, 2021)		FY22 Budget (July 1, 2021 – June 30, 2022)	
Program Operations	FY21 Budget	Program Operations	FY22 Budget
Personnel	\$155,000	Personnel	\$168,000
Travel	\$ 25,000	Travel	\$22,000
Subtotal	\$180,000	Subtotal	\$190,000
Marketing Operations & Pilot Projects		Marketing Operations & Pilot Projects	
Retainer for GF&N	\$93,900	Retainer for GF&N	\$92,000
Retainer Subtotal	\$93,900	Retainer Subtotal	\$92,000
Promotions, Trade Shows, Conferences, Presentations & Educational Events		Promotions, Trade Shows, Conferences, Presentations & Educational Events	
“Taste of Food Aid” (Washington, DC)	\$5,000	“Taste of Food Aid” (Washington, DC)	\$5,000
All Hands Meeting	\$3,500	All Hands Meeting	\$3,500
USAEDC Meeting (2)	\$3,500	USAEDC Meeting (2)	\$3,500
USDA/USAID International Food Aid & Development Marketing Activities, Conferences	\$7,500	USDA/USAID International Food Aid & Development Marketing Activities, Conferences	\$7,500
USDA Nutrition Programs -- Domestic - New (Programs related to COVID relief) & established programs (School Lunch, TFAP, FDPIR, WIC, USDA/FDA programs; Dietary Guidelines for Americans, Section 32 etc.)	\$7,500	USDA Nutrition Programs -- Domestic - New (Programs related to COVID relief) & established programs (School Lunch, TFAP, FDPIR, WIC, USDA/FDA programs; Dietary Guidelines for Americans, Section 32 etc.)	\$7,500
Global Child Nutrition Forum	\$0	Global Child Nutrition Forum	\$0
ASMI/Legislature Presentation	\$0	ASMI/Legislature Presentation	\$0
USDA Sponsored Protein & Trade Export Expansion Global Based Initiative	\$0	USDA Sponsored Protein & Trade Export Expansion Global Based Initiative	\$0
Promotional materials, publications, web, upgrade & development	\$4,000	Promotional materials, publications, web, upgrade & development	\$4,000
Promo, Marketing, Trade Shows, Cons, Presentations & Ed Events Subtotal	\$31,000	Promo, Marketing, Trade Shows, Cons, Presentations & Ed Events Subtotal	\$31,000
TOTAL Program FY21	\$304,900	TOTAL Program FY22	\$313,000



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Extra Budgetary Activities & Special Projects FY21		Extra Budgetary Activities & Special Projects FY22	
Special Projects	\$35,000	Special Projects	\$32,000
Legislative Capital Grant (Herring & Protein Powder Projects)	\$114,000* or the balance as of June 30, 2020	Legislative Capital Grant (Herring & Protein Powder Projects)	\$111,000
TOTAL Extrabudgetary Activities FY21	\$149,000	TOTAL Extrabudgetary Activities FY22	\$140,000

FUNDING SUMMARY

The ASMI Global Food Aid Program (GFAP) budget for FY 2022 is maintained at the same, minimal FY 2021 level. There is a small decrease in the GFN Contractor’s retainer and a small increase in the Director’s compensation package.

Everything we do to meet the expectations of the Board is done in a very focused manner by the program director and the contractor.

To preserve the ability to develop and update our promotional and website materials for new products, programs, customers and events and at the same time, limit expenditures, our design and publishing is primarily done where possible by the GFAP contractor, in coordination with ASMI branding.

I have spent minimally from the Legislative Capital Grant as we wait for the R&D on the Wild Alaska Seafood Powder to come to fruition and for other new product development needs to arise. That fund was originally meant to move a Wild Alaska Herring product and a wild Alaska Seafood powder product to market. If either of these products ever gains support with a producer using Alaska fishery resources, we will need every penny of it to launch these new, Wild Alaska Seafood products into a market. In the meantime, we are targeting new wild Alaska salmon and pollock products that are applicable for consumer consumption through retail, food service and food assistance marketing channels.

From my monthly reports, you are all very familiar with the activities and associated results that have come to the Alaska Seafood Industry from the efforts of the ASMI GFAP in 2021, where \$62+M of Wild Alaska Seafood was moved in and through USDA Food programs.

Our activities in 2022 will be similar in focus, with the goal of introducing three more seafood products to more people, through USDA programs, both domestic and international. Whatever or wherever the situation calls for.



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POSITIONING FY2021 ACCOMPLISHMENTS FOR FY2022

This year was unlike any other, as our industry struggled with a series of supply chain and marketplace disruptions and a short bottom line. The ASMI GFAP leveraged its experience and long-term relationships with Congress and the Administration, through decision-makers at the United States Department of Agriculture (USDA) and stakeholders in the food and nutrition community, to bring some relief to the wild Alaska Seafood industry through the US Government food assistance supply chain. We will continue to do this in whatever way is needed and feasible in FY2022.

In 2020, the AGFAP pivoted to focus on new COVID-response programs and opportunities with the US Government, as the USDA struggled to keep up with the rapidly growing number of food insecure Americans. This led to a significantly increased purchase of all foods, and even new varieties of seafood -- most recently and quite competitively -- but not all of it was wild Alaska sourced. These new (Atlantic) seafood products are of small volume and very politically motivated. They are meant to provide some relief to those fisheries that are completely dependent on the fresh market in food service.

Some of these products that are new to USDA, also represent potential new opportunities for Alaska Seafood products. Wild Alaska Seafood products face stiff competition within USDA programs with a slew of new products, such as “Atlantic ground fish” and “Gulf Shrimp” and “Walleye Pike” from the Great Lakes, as well as many less expensive, albeit less nutritious, foods that USDA has turned to through a rapidly changing series of new mechanisms to get more food out to more people in more places than ever before in the US. We are and will be working to secure additional Government purchases through Section 32 and other programs of all variety in the growing array of USDA controlled programs.

With eight wild Alaska pollock and salmon product now on the approved USDA food list, Government purchases are an especially effective way to bring Alaska Seafood products to tens of millions of new consumers, who will now look for wild Alaska pollock and salmon products in stores across America. In light of our direct work with the development of the latest Dietary Guidelines for Americans (DGA 2020-2025), the DGA now recommend that seafood play a more prominent part of the American diet, with at least 2 weekly servings of Seafood for All Americans of all ages. This US Government nutrition policy needs to drive the food choices the USDA makes for its food assistance programs.

We believe that there are opportunities through specific and new marketing methods in the food aid system which will yield an even more significant effect on retail sales.



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NEW PRODUCTS IN FY2022

USDA PROGRAM MARKET

Based on this new USG advisory and the request for more products from the consumer side of the programs, we are ready to suggest to USDA, three new Wild Alaska Seafood products. USDA has specifications already in the system that products 1 and 2 can easily match, with very little editing for “Alaska”. They are:

1. Pacific Ocean Perch Fillets (frozen)
2. Alaska Pollock Fillets (frozen)
3. Canned Alaska Pollock (shelf stable)

The need and call for shelf stable protein is high. Canned salmon cannot meet the need. We believe that canned Wild Alaska Pollock is a great potential opportunity for industry to add a new product to our growing list of Wild Alaska Seafood in USDA programs. We have the raw product. The canning infrastructure is in place. Inserting just one step in the process will produce what we believe is a great product for both domestic and international programs.

We can recommend, we can facilitate, and we can help, but without some very active interest from the Alaska Seafood Industry, new products, increased sales and exposure will not likely happen soon.

COMMERCIAL MARKET

The 2020 All Hands CAP meeting was one of the best I have attended. There is little doubt in my mind that the CAP members would have spent the entire day discussing all the “new” ways of the world in retail and food service and their “Nostradamus” predictions for what is to come. New products, new recipes, and a new way of reaching the retail public were the common themes that I heard.

Their and your discussion of the continued rise and expansion of the nation’s refresh programs led me once again to look to Wild Alaska Pink Salmon as a “new” US retail product. Working with the ASMI Domestic Retail group, we found a significant Midwestern distributor to purchase and refresh Wild Alaska Pink Salmon, and then run a formal retail fillet promotion....one they expect may expand to a second, larger promotion in the near future.

We look forward to working hard for the industry again this year to support the Board’s priorities with Wild Alaska Seafood and expand opportunities for new Wild Alaska Seafood products into what we believe will be an expanded market here and abroad.

Bruce Schactler
Global Food Aid Program - Director