



**ALASKA GLOBAL FOOD AID PROGRAM  
FY 2013 UPDATE & FY 2014 MARKETING PLAN**

**REPORT FOR ASMI ALL HANDS MEETING, ANCHORAGE, ALASKA  
OCTOBER 2013**

This report provides an update on the activities completed this last year.

The ASMI Alaska Global Food Aid Program is a ten-year effort of the Alaska Seafood industry that was initiated by the Alaska fishermen and seafood processors at the request of the State of Alaska to help expand markets for canned pink salmon. Over the last decade, the program has gone from 10,000 cases sold in 2004 to grant requests of over a million cases and actual sales of approximately \$8 million in 2013 in international and domestic food and nutrition programs and the government programs sourcing shelf stable fish products. AGFAP has been working with industry on new alternatives with commercial potential to meet increasing consumer demand for cost-efficient, highly nutritious shelf-stable marine products. Examples include canned Herring, which is on market shelves all over the world and a new seafood protein powder. At the request of USDA and other institutional partners, we have been testing prototypes of these new products over the last several years with consistently high consumer ratings and broad appeal in countries as diverse as Guatemala, Ghana, Mozambique, Nigeria, South Africa, Uganda, and the United States.

AGFAP is positioned to create jobs and new economic opportunities in Alaska, developing underutilized biomass (Canned herring, Seafood protein Powder and other Alaska marine resources), reactivating canneries and developing new facilities. We are continuing our successful approach of identifying promising new products, laying the groundwork with agencies and potential markets, finding partners to work with and opportunities for research and development (R&D) that promote Alaska seafood resources.

Continuous interaction with the USDA on specifications and marketing with food-aid customers led to USDA's final adoption of modern specifications for Canned Salmon in the Foreign Agriculture Service (FAS) programs, which are now getting harmonized with those of the Agricultural Marketing Service (AMS). We have laid the groundwork with USDA to bring new Alaska Seafood products, such as Alaska Canned Herring or Alaska Salmon Protein Powder to the food-aid marketplace, when and if they are developed to that point. The ASMI AGFAP is well positioned to expand into areas with the potential to yield real and sustainable economic growth and development for the Alaska Seafood Industry.

These USDA programs do not have access to "American Made" tuna and the demand for salmon is higher than ever. This year we saw the largest harvest of salmon in history. I strongly recommend and urge the Alaska canners to dedicate a minimum of 250,000 cases of 1 lb tall pinks to this domestic and international market. In September, the USDA announced that it intends to purchase at least 40,000 cases of 1 lb tall canned salmon in the first quarter of FY2014.



## MARKETING PROGRAM:

The AGFAP had very successful program in FY2013; FY 2014 started in July and activities are well underway. We are excited that 2,500 pounds of Salmon Powder and 4,000 cases of canned Herring were produced and ready for pilot and continued testing.

The AGFAP participated in the Global Child Nutrition Forum (“Forum”) and Market Place in Brazil and Taste of Food Aid events for USDA (AMS/FSA/FAS) to sample these products in a variety of recipes created by our Food Aid Consultant and her team. Our FY2014 program continues our proven marketing and education strategy with international and domestic food-aid, nutrition stakeholders and decision-makers. Our signature Wild Taste of Food Aid events will introduce these 2 new products and preparations through our steady and continuous interactions with key Food and Nutrition staff at USDA, NIH, USAID, the World Food Programme (WFP) and other agencies by making use of our Consultant’s research and academic network at Tufts University and expanded field work to strengthen the evidence base for Canned Wild Alaska Herring and Wild Alaska Salmon Protein Powder. This will pave the way for the introduction of these and other new Alaska seafood products in food-aid and commercial markets.

The following provides highlights of 2013 key activities since the last All Hands meeting (in Seattle in November 2012) and describes our marketing plan for fiscal year 2014.

## ACTIVITY HIGHLIGHTS:

### 1. WORKING WITH SUPPLIERS AND USDA TO IMPROVE PROCUREMENT.

We continue to communicate on a regular basis and meet with USDA representatives at the Kansas City Credit Corporation (KCCO), the Deputy Administrator for Commodity Operations (DACO) and staff, as well as the AMS and the Farm Service Agency (FSA) in Kansas City and Washington DC to preempt problems and resolve issues for our Alaska Seafood suppliers in relation to the USDA Canned Salmon bids.

### 2. GLOBAL CHILD NUTRITION FORUM (“FORUM”) AND MARKET PLACE.

AGFAP participated in the 15th annual Global Child Nutrition Forum (“Forum”) and Market Place to be held in Praia do Forte, Bahia, Brazil, May 20-24, 2013. It was co-hosted by the Global Child Nutrition Foundation and the World Food Program Centre of Excellence against Hunger, located in Brasilia, Brazil. Since 1997, the annual Forum brought together leaders from developing countries for five days of intensive training, technical assistance and planning, all directed toward establishing country-operated sustainable school feeding programs. By sharing their insights, experiences, and challenges, an informal worldwide alliance of leaders dedicated to advancing school feeding has evolved. The Forum has become a global catalyst for school feeding development. The AGFAP used the Forum to enhance its global activities in school feeding, a major market for its products to date. Participating in the Forum and Market Place enabled AGFAP to showcase new products and engage in discussions with global partners. The AGFAP created new opportunities to expand the use of Alaskan Seafood in school feeding. For example, meeting with the Minister of Education of the Congo and their team solidified the opportunity to develop a pilot project with Alaska seafood powder slated to start in the coming months with the International Partnership for Human Development (IPHD). We met the Partnership for Child Development (PCD), another non-governmental organization (NGO) interested in testing the canned Herring in its program in Ghana. The minister of education



from East Timor was interested in Alaska seafood products, but there are no opportunities at this time to work with them.

### 3. WILD TASTE OF FOOD AID EVENTS.

We have developed and executed a series of unique Wild Taste of Food Aid events starting in 2006 in Tanzania, then in Washington DC, and at the Alaska House in New York, to introduce the ASMI AGFAP to potential food aid consumers and customers in the past. They get to taste Wild Alaska Canned Salmon and our other Alaska Seafood products in local dishes as they would be prepared by food-aid and retail consumers around the globe. The Alaska Congressional Delegation is very supportive of these events.

At the request of the FAS Administrator, AMS and FSA staff and our Alaska Delegation, we are working with staff to hold several Wild Taste of Food Aid events in Washington DC later this Winter/Spring. It is vital for all Alaska Seafood programs that receive funding from USDA programs to make sure that USDA staff have opportunities to taste the new products. We held a tasting in September with key USDA Foreign Agriculture/Food Assistance Division (FAS/FAD) staff from the McGovern-Dole International Food for Education and Child Nutrition program (MGD) and the Food for Progress (FFPr) program. There were about ten new staff and all liked the Herring spread and aioli we sampled – even those who do not “like fish” liked the Herring in these forms. We plan another tasting with AMS staff.

### MARKETING PLAN FOR FY2014:

**Successful Marketing Strategy:** In 2014, we will expand on the ASMI AGFAP’s successful marketing strategy. The ASMI AGFAP will continue its engagement with its food-aid consultant, Nina Schlossman of Global Food & Nutrition (GF&N). Nina has worked closely with me since 2004 to develop and execute the ASMI AGFAP marketing strategy and tailor it to potential customers and agency decision makers in the continuously evolving food aid sector. We will continue to benefit from her work in nutrition and draw on her affiliation with Tufts University Friedman School of Nutrition Science and Policy, the USDA Tufts Human Nutrition Center for Aging and the Food Aid Quality review Project, Phase II, and her exposure to global audiences and venues that we would not readily reach otherwise.

### FY2014 MARKETING ACTIVITIES UNDERWAY:

For FY2014, the marketing plan includes a combination of:

1. Marketing activities with private voluntary organizations (PVOs), USDA - domestic and international, nutrition and other stakeholders in DC and US.
  - **FOOD-AID PROCUREMENTS AND PROPOSALS:** We are identifying opportunities and work with the PVOs and USDA in preparing new and expanded food-aid proposals, both domestic and export, to include Canned Salmon and other products the Alaska Seafood Industry makes available. This year, the World Food Program included canned salmon (500 metric tons) in its proposal for FY2014 (Note: awards have not been announced to date) for Cambodia and the International Relief and Development (IRD) continued to purchase for their program in that country (100 metric tons in FY2013); this year they purchased Canned Keta Salmon from Alaska for the first time.



- We are nearly finished with the process of making canned herring “an available product” on the list of USDA approved products available for purchase.
- We are similarly making significant progress with AMS, FSA and FAS staff to redesign their bid and purchase scheduled to match that of the Alaska Seafood production calendar. This proved successful this summer – with the last couple of bids taking place in July (32,000 cases for domestic) and September.
- **USDA AND USAID DEVELOPMENTS AND NEW INITIATIVES:** The ASMI AGFAP is following the developments and new initiatives in USAID and USDA Food and Nutrition Programs, and providing input on behalf of the Alaska Seafood Industry. We will keep the industry abreast of new developments and improvements in the WEBSCM (Web-based Supply Chain Management) system that all vendors now have to use to bid on USDA procurement solicitations.
- **EDUCATION AND OPPORTUNITIES TO PROVIDE INPUT OF BENEFIT TO THE ALASKA SEAFOOD INDUSTRY:** We continue to seek out opportunities to provide significant input on nutrition and food aid as relevant to the Alaska Seafood industry and to provide testimony and comments at listening sessions and other venues whether in Washington DC or elsewhere. The following are some areas we will continue to follow:
  - The WIC and Child Nutrition programs;
  - The next Dietary Guidelines - two of the advisory committee members are from Tufts University;
  - US Government changes in international food assistance and global food security initiatives, such as the Global Health and Feed the Future initiatives; both of which are focusing on women’s and infants nutrition in the first 1,000 days when marine source omega-3 are particularly important;
  - Keeping USDA procurement to only U.S. sourced and processed seafood for food and nutrition programs;
  - New product and quality enhancement initiatives; sprinkles and powder type fortification of local diets are being tested and rolled out globally – Alaska seafood powder is an excellent source of marine protein and omega 3 fatty acids and an excellent vehicle for additional micronutrient fortification;
  - Opportunity for research and development such as taste and fortification of the powder.

We continue to push for the inclusion of marine omega-3s and marine source protein in nutritious food-aid products and for the inclusion of Canned Salmon and other seafood products in all WIC baskets and in all food and nutrition programs and guidelines, wherever possible.

- **PROVIDING A PRESENCE IN WASHINGTON DC ON BEHALF OF ASMI AND THE AFGFAP:** Our Washington-based food-aid and nutrition consultant provides a Washington DC presence for ASMI and the AGFAP. Dr. Schlossman draws on her 23-year presence in DC and her extensive network of colleagues beyond the Market Access Program (MAP) to set up and facilitate meetings for me and the AGFAP. This year she did the same for other ASMI



representatives and Board Members to meet with key USDA officials in DC; she sets up other meetings for ASMI in Washington DC as needed.

2. **MARKET RESEARCH:** ASMI AGFAP will conduct additional consumer testing, cooking demonstrations and focus groups on Canned Herring and Salmon Powder in various countries as part of the demonstration project and marketing phase for these products. These demonstration projects provide risk-free opportunities to the organizations to test out the products in their specific, in-country program settings. We also are working with a chef and nutritionist to develop a set of regionally focused recipes with the new products that would appeal to food-aid and commercial customers worldwide and in the USA.
3. **DEMONSTRATION PROJECTS:** There is a lot of excitement and expectation among the international food-aid community (NGOs and agencies) based on what they have seen of these new Alaska Seafood products and these demonstration projects are critical to maintaining that interest. As a result of the successful demonstration projects in the international food aid communities, the AMS has asked the AGFAP to implement a similar model to test out the canned Herring in the USA with food pantries.
  - **PILOT PROJECTS - TWO SEAFOOD POWDER** – We are working with our NGO partners to set up two long term pilot projects in Africa and Central America/Caribbean with the powder in the International Partnership for Human Development’s (IPHD) School feeding program in Congo and with Samaritan’s Purse in Haiti, following our successful model of conducting demonstration projects with new products and similar to what we did with Samaritan’s Purse in Liberia in 2011-2013.
  - **PILOT PROJECTS - ONE WITH HERRING** -- We are excited about the opportunity to develop pilot project with Feeding America, a US non-profit organization handling about 85% of the food pantries in the USA. We expect to test out the canned herring in food pantries in several states to get a good representation of acceptability and consumer preferences.
4. **WORK ON SPECIFIC R&D WITH THE POWDER** – We are working with the new batch of protein powder to test consumer reaction to the sensory and taste characteristics. We also are doing taste testing, recipe development and cooking demonstrations. We will be experimenting with micronutrient fortification, different form factors, combining it with rice, beans, corn soy blend or other matrices for a protein enriched product that can be used in nutritional supplementation.
5. **WILD TASTE OF FOOD AID EVENTS:** We will see opportunities to hold a Wild Taste of Food Aid event in Washington DC and overseas this year (see above explanation).
6. **MARKETING, TRADE SHOWS, AND CONSUMER EDUCATION (INTERNATIONAL AND DOMESTIC):** The ASMI AGFAP engages in repeated communication and marketing visits to PVOs, WFP, USDA and USAID, and participates in key food aid meetings in Washington DC, the USA and overseas, such as the GCNF School Feeding Forum, USAID and USDA global and regional food aid conferences, and participate in the annual IFADC Trade Show in Kansas City, to raise awareness and increase knowledge of, and exposure to Alaska Seafood products.



- **INTERNATIONAL FOOD AID CONFERENCE AND TRADE SHOW IN KANSAS CITY (PLANNED FOR NOVEMBER 2013, BUT NOW POSTPONED TO 2014 AFTER THE FARM BILL IS SIGNED):** This is the largest conference and trade show in the international food aid industry bringing together about 900 stakeholders from the field and headquarters. This is the venue where we meet the organizations and promote Alaska products to include in their proposals and with whom we have had success developing demonstration projects. This is where we meet our largest potential customer base and reinforce our relationship with them from year to year.
  - **GLOBAL CHILD NUTRITION FORUM:** We will participate in the 2014 Forum and Marketplace – date and location to be announced after the 2013 events (see above explanation).
  - **GBI OR OTHER USDA ACTIVITY:** We will seek out cost effective venues and extra opportunities such as the USDA Global Based Initiative (GBI) on high value proteins in Africa in 2013, to display, sample and advocate for the expanded use of Alaska Seafood products. In addition, Dr. Schlossman often extends her trips for the Food Aid Quality Review Project and Nutrition meetings, whenever possible, and to promote AGFAP and its interests when she travels overseas for any reason.
  - **UNITED STATES AGRICULTURAL DEVELOPMENT COUNCIL (USAEDC) ANNUAL MEETINGS:** Dr. Schlossman has participated on behalf of ASMI and the AGFAP since 2013 and will continue to do so. These meetings are an excellent opportunity to meet with other commodity group representatives involved in like-minded activities (Africa Protein GBI; Sustainability GBI).
7. **REVERSE TRADE MISSION TO ALASKA FOR FOOD-AID CUSTOMERS --** for PVOs, WFP and USDA - Funds permitting, we would like to plan a reverse trade mission in which we would bring up to ten customers, including representatives of NGOs, the World Food Programme and USDA to Alaska to show them the value chain of the Alaska seafood industry and strengthen relationships. It is very important at this stage of the AGFAP program to start this kind of activity, which is successfully implemented by other commodity groups in the food aid business (e.g., the US Potato Board, the American Soybean Association, the US Dry Bean Association, the US Dry Pea & Lentil Council)
8. **MEETING WITH THE LEGISLATURE IN JUNEAU:**  
As we have each year, we expect to provide an annual presentation to the Alaska Legislature on the Herring and Powder Development projects and cater a lunch featuring our new products.

Bruce Schactler  
Global Food Aid Program Director