

**MARKETING PLAN FOR ASMI ALASKA GLOBAL FOOD AID PROGRAM  
FY2014**



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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. 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 \$10+ million in 2012 in international and domestic food and nutrition programs and the government programs sourcing shelf stable fish products. Due to increased demand and a shortage of shelf stable products, AGFAP has been working with industry on developing new alternatives with commercial potential that would meet a large consumer demand for cost-efficient, highly nutritious marine products.

These products include **canned Herring**, which is commonly on the shelves all over the world and a **salmon 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.

I would like to stress the point that these USDA Feeding programs do not have access to “American Made” tuna and the demand for salmon is higher than ever. Considering these 2 points, **I strongly recommend and urge the Alaska canners to produce and dedicate a minimum of 250,000 cases of 1 lb tall pinks to this domestic and international market.**

**USDA Purchase Update:**

In March, after the Boston Show, Ms. Schlossman, Chairman Adams and I met with representatives of USDA’s AMS, FAS, FSA and FNS to discuss bid timing and to educate so many new USDA Staff about the Alaska salmon and herring fisheries as well as the processing of those species. We all came out of those meetings with a better understanding of each other’s needs. We recommended that USDA should bid out as much of their yearly needs for canned salmon as they can, in June and July to better insure access to their needs.



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A direct result of those meetings there have been an unprecedented, 3 bids this summer by USDA for 1lb tall pinks totaling 100,000 cases and valued at well over \$5M. These are all for shipment in the fall, so as we discussed with USDAS, the producers can better assure USDA that the product is available if they can plan for it prior or during production. One of the bids will accept canned Chums, which will be a “first” when offered for sale by a producer. Another “first” for the program is a new producer taking advantage of the “small business set-aside” provision that is part of these Federal Government Bids.

## **Forums and presentations**

The AGFAP participated in the 15th annual Global Child Nutrition Forum (“Forum”) and Market Place that was 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 has united leaders from developing countries for five days of intensive training, technical assistance and planning, all directed toward establishing country-operated sustainable school feeding programs. As a result, the Forum has become a global catalyst for school feeding development. We were able to introduce our canned Alaska Herring and the Salmon Powder to high nutrition representatives from around the world. Those interactions have moved us that much closer to identifying our new pilot program partners for our new herring and protein powder products. **(see attached “Day 5 report”)**

### **1. WILD TASTE OF FOOD AID EVENTS.**

We have developed and executed a series of unique Wild Taste of Food Aid events around the world 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 ASMI AGFAP and these events help maintain their support that is so vital for all Alaska Seafood programs that receive funding from various USDA programs. At the request of the FAS Administrator, AMS and FSA staff, we are seeking numerous opportunities to hold Wild Taste of Food Aid events in Washington DC this summer and Fall and overseas this year. We just finished a tasting with USDA Staff this last month **(see attached report)**.



2. **PILOT PROJECTS - ONE HERRING AND ONE SALMON POWDER** – We are working with our NGO partners to set up two long term pilot projects in Asia and Africa or Central America following our successful model of conducting demonstration projects with new products and similar to what we did with Samaritan’s Purse in Liberia in FY2011-2013. 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. 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.
  
3. **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 are also doing taste testing, recipe development and cooking demonstrations. We are researching with micronutrient fortification needs of the International Food Aid Community and we are looking into experimenting with different form factors and combining it with corn soy blend or other matrices for a protein enriched product that can be used in nutritional supplementation in a variety of Food Aid Programs.

**The Alaska Herring Development project** is focusing on a canned product that is produced with both high and low oil content raw product and will be canning fillets in this phase II. In May, the project canned approximately 4000 cases (24/6oz) and will finish canning this fall with the production of another 1600 cases. This additional production will insure that we have sufficient product for both the phase II pilot project, but for a potential sale that may be a very real possibility in the short term! The May production has been inspected and labeled and is ready for the project to begin. All of the difficulties of our first canning in 2011 were resolved with the fillet machine and the de-Scaling machine. With the addition of a fillet machine, the project has been able to support industry market research into the worldwide frozen fillet market at both the retail and food service levels. Most recently, we now have good recovery and production cost estimates, as well as fat analysis of these Alaska Herring Fillets for the benefit of the Alaska Producers.



### **Alaska Protein Powder Project**

We have approximately 2500 pounds Alaska Salmon Protein Powder that is packaged for use in any demonstration projects that we are planning.

For the last several years we have presented this product to the Food Aid Community in Africa and Central America through focus groups as the Alaska Global Food Aid Program traveled for various reasons, such as the USDA GBI as well as our herring and salmon projects. Dr. Nina Schlossman has consistently packed some of the powder around as she travels the world from time to time on other business. Our NGO partner with the herring project, Samaritan's Purse, has taken the powder to the headquarters of the World Food Programme in Rome and come away with extreme excitement for the product that mirrors the common theme of acceptance that we continue to see around the world and throughout the Food Aid Community.

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We are presently designing and planning our first demonstration project with the Protein Powder that we intend to conduct in conjunction with Phase Two of the herring project. By doing them in close proximity to each other, we should greatly save on the cost at all levels!

Bruce Schactler  
Global Food Aid Program - Director