Marketing Plan for ASMI Global Food Aid Program
FY 2014

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.
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.
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
**Purpose:** The purpose of this meeting and tasting was for ASMI to provide an opportunity for the ASMI Global Food Aid Program (AGFAP) to present Alaska Canned Herring to USDA Foreign Agriculture Service (FAS) and Farm Service Agency (FSA). ASMI’s goal was to increase the outreach of the Alaska Global Food Aid Program by introducing colleagues at USDA to Alaska Canned Herring and Salmon Powder as part of efforts to add these products to the US Commodity list for use in international and domestic USDA programs. ASMI AGFAP also discussed a Wild Taste of Food Aid event that we would like to hold in the fall to showcase Alaska Herring as well as Alaska Salmon Powder in dishes developed in international food aid projects throughout the world.

The goal was to show how Alaska Seafood products can be (1) incorporated into US Government domestic and international food aid and (2) integrated into local recipes in the US and anywhere in the world; and (3) how tasty and easy to prepare they are, as well as being nutritious.

**Attendees:** ASMI’s Nutrition and Food Aid Consultant, Dr. Nina Schlossman with Nicole Coglianese MS RD and Olivia Walton from Global Food & Nutrition (GF&N); Pamela White, Transportation and Logistics, USDA; Thomas Szymanski, USDA FAS; Eva Pullano, Intern with McGovern-Dole International Food for Education and Child Nutriton, USDA; Paul Alberghine, Program Specialist and Coordinator of the Micronutrient Fortified Food Aid Products Pilot Program (MFFAPP), Carlos Valdivia, export programs and procurement for Title II programs and McGovern-Dole, FSA; George Pryor, Program Specialist and International Procurement, FSA; Pascasie Adedze, Nutritionist for McGovern-Dole USDA; Wentzel Mitchell, McGovern-Dole, USDA; Liz McGovern, McGovern-Dole, USDA; Tiffany Jones, Intern, USDA, and Al Ersoz, USDA.

**Summary:** ASMI AGFAP provided USDA FAS/FSA staff with a small taste of two recipes using Alaska Canned Herring; Alaska Herring Aioli and Piri-Piri Style Spread with Alaska Canned Herring. Participants were invited to sample these dips/spreads on crackers and were given a jar of one of the recipes to take home. The Salmon Piri-Piri spread was originally developed in the field by AGFAP for the West African palate and was adapted to include the Canned Herring for this tasting. The Canned Herring Aioli recipe was developed by GF&N’s chef, Valerie Zweig, and is a mild Herring and garlic based dip or spread. Nicole Coglianese and Olivia Walton of GF&N prepared the dishes for the tasting. See Recipes at the end of this report.
Tasting and Discussion: The USDA staff raved about the recipes and Alaska Canned Herring, especially the Herring Aioli, among the participants who “did not like fish that much.” Others, who do like fish liked the Herring Piri Piri spread better. All expressed great interest in the possibility of using the herring in future programs.

The event was organized on short notice at the request of the USDA/Foreign Agriculture Service/ Food Assistance Division (USDA/FAS/FAD). USDA/FAD is very interested in the new products and educating their new staff about their applications as alternatives to Canned Salmon, which has been expensive and in short supply during the last tenders. Paul Alberghine, Program Specialist, provided the venue and invited colleagues from FAD, the FSA and the Agricultural Marketing Service (AMS), who recently finished the draft Commercial Item Description for the Canned Herring.

Paul encouraged ASMI to contact Private Voluntary Organizations (PVOs) to include herring in their upcoming Food for Education (FFE) proposals. He stated that although new funding for the micronutrient fortified food aid products pilot program (MFFAPP) is unlikely in be available as a separate appropriation in the future, there is a possibility of conducting effectiveness/ acceptability trials within the McGovern-Dole (MGD) programs already in place or being proposed in this round (proposals due August 2, 2013). The projects could be funded by USDA under MGD as long as the Canned Herring or Salmon Powder is donated, or purchases are matched, by ASMI in exchange for field data. USDA thinks they could reach out to organizations like ACDI/VOCA or Catholic Relief Services (CRS) for the 2014 program agreements.

Wild Taste of Food Aid event: Amy Harding, head of transportation for FAD, spoke with management at USDA, and stated that a Wild Taste of Food Aid cannot be held at USDA. Other options include holding the event in conjunction with the annual USDA Food Aid meeting in November of 2013 or hosting the event at an outside venue, such as the Willard Hotel or the Hill Center in Washington, DC.

Next Steps/ Suggestions:

- Discuss among ASMI AGFAP team and Kevin Adams to determine what would be the best venue for the Wild Taste of Food Aid to showcase Canned Herring and the Salmon Powder.
- Contact Dana Ritchey, in charge of Public-Private Partnerships at USDA-FAS, with ideas for the Wild Taste of Food Aid event and to send an official request for the event to be held in conjunction with FACG if that is determined to be the option ASMI AGFAP would like to pursue.
- Continue contacting PVOs to try to persuade them to include Canned Herring in their FY14 proposals.
- USDA requests that ASMI put together a comparison of price points between Canned Herring and Canned Salmon to offer to Title II program applicants.
- Pursue options with promising PVOs to conduct pilot projects with the new products – like Liberia. Look into opportunities for incorporating a pilot into one of the new food for education proposals.
- USDA suggested looking at a different size can and possibly packing herring in a sauce or with spices; Paul Alberghine had seen WFP using canned mackerel in tomato sauce in their food for education program in Cambodia (the product was from Australia) with good acceptability.
Alaska Herring Aioli and Piri-Piri Style Alaska Herring Spread Recipes

Alaska Herring Aioli

This Mediterranean inspired dip is the perfect accompaniment for vegetables, crackers or bread. The base (before you fold in the mayonnaise) is perfect as a Caesar salad dressing.

Ingredients:
- 5 large garlic cloves, crushed
- 1 Pinch salt
- ½ can Alaska Canned Herring
- 2 Tbsp lemon Juice
- 1/8 tsp black pepper
- 1 cup olive oil
- Mayonnaise

Preparation:
1. Base: In a bowl or blender (if available), combine garlic, herring, lemon juice and pepper and mix/blend until combined. Carefully stream in the olive oil.
2. Aioli: In a small bowl, combine 3 tablespoons mayonnaise and 2 tablespoons dressing. Adjust for desired consistency (it should be light and airy). Refrigerate for up to one week.

Yield: ¾ cup

Alaska Herring Piri-Piri Spread

Ingredients:
- 1 can Alaska Canned Herring
- Juice and Zest of 1 lemon
- Juice and zest of 1 lime
- ½ cup plain, thick Yogurt
- 2 Tbsp chopped fresh herbs (dill, cilantro, green onion)
- 1 tsp chopped red chili, Piri-Piri, or other chili pepper

Preparation:
1. Drain the herring and place in mixing bowl. Beat with a spoon to make a smooth puree.
2. Stir in the lemon, lime, zest and chili. Add the yogurt and herbs and stir.
3. Chill for several hours for best flavor and serve on crackers or bread.

Yield: 2 cups
On the last day of the Global Child Nutrition Forum (GCNF), the ASMI team could truly say that the conference was a valuable learning and networking experience. The ASMI team met with and interacted directly with over 50 individuals from 16 organizations and over 10 countries. The ASMI Alaska Global Food Aid Program (AGFAP) team initiated relationships with these organizations with a view to develop partnerships with some of them in the future. The picture to the right shows members of the ASMI team with representatives from NGOs, commodity groups, the USDA and the president of the GCNF, Jean White.

Although the forum primarily focused on incorporating locally produced and procured foods in school lunch programs, the ASMI team feels that Alaska Seafood products could be used to nutritionally enhance the locally available foods. Specifically, Alaska Salmon Powder can be added to local foods to improve their protein and omega-3 fatty acid profile, which promote growth and development of school-aged children. There was a significant interest in the canned Herring and Salmon powder at the ASMI AGFAP booth in the Global Marketplace at the conference!

One of the final focal points of the conference was to prevent and decrease micronutrient deficiencies. Alaska Seafood products are rich in high quality macronutrients like protein and essential fatty acids as well as micronutrients including magnesium, potassium, zinc and calcium. They have the potential to significantly enhance local foods provided in school feeding programs in Brazil and around the globe.

As was mentioned in a previous blog post, the Minister of Education from Liberia is very interested in using Alaska Canned Herring in Liberia school feeding programs, following the results of the ASMI AGFAP pilot project with Samaritan’s Purse in 2012/2013. The Minister and her assistant were excited to bring the Herring home to Liberia. Below is a picture of the ASMI team with the Minister of Education (in pink) and her team from Liberia:
At the end of the conference the ASMI team had the opportunity to vote on the Global Child Nutrition Foundation priorities for 2014. One of the topics the foundation will focus on sharing country strategies as well as providing a forum for countries to share lessons learned; at the end of the conference, 18 countries presented their plans for the coming school year. All of the countries agreed that national school feeding programs are instrumental in supporting the right to food, the right to education, local development and economic growth and parent and teacher engagement. Countries committed to increasing school participation through school feeding plans, enhancing the school environment, decreasing drop out rates and schools, preventing micronutrient deficiencies, transferring income to family, and promoting access of small scale farmers to formal markets.

Countries promoted the need for quality food to be included in school feeding programs. Meaning, it is not just enough to feed kids, they must be feed highly nutritious foods. Alaska Canned Herring and Salmon and Salmon powder are nutrient dense, high quality protein products that are natural, sustainable, eco-friendly, hygienic, shelf stable, versatile and easily prepared. In addition, Alaska Canned Herring is an economic alternative to other higher cost, high quality protein foods.

The attendees at the GCNF believe that above else, children need to grow, learn and develop in the best possible environment and that the best possible environment cannot exist without adequate school feeding programs that focus on nutrition and health. The participants of the 2013 GCNF on National School Feeding made recommendations and commitments to promote school feeding programs as one of the key national investments that complement early child interventions to promote full child development. For this to occur, all sectors must work together in harmonization. This include the public sector and private sector. ASMI believe that school feeding programs can improve the health of their children and invest in their well being by using Alaska Seafood products in their school breakfasts, lunches and snacks. The ASMI team will surely be following up with the connections made this week and will begin to move forward on international, and possibly domestic, Canned Herring and Salmon Powder pilot projects for FY14.