

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



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**DATE:** May 1, 2013  
**MEMO TO:** ASMI Global Food Aid Program  
**FROM:** Bruce Schactler  
**SUBJECT:** Proposed FY14 Alaska Global Food Aid Program Budget

The following is a summary of the FY14 Alaska Global Food Aid Program Budget:

**Comparison of FY 13 and FY 14 Alaska Global Food Aid Program Budget**

FY13 Budget (July 1, 2012-June 30, 2013)			FY14 Budget (July 1, 2013-June 30, 2014)		
	FY12 Budget	% Budget		FY13 Budget	% Budget
<b>Program Operations</b>			<b>Program Operations</b>		
Personnel	\$118,000	33.7%	Personnel	\$134,000	27.3%
Travel	\$25,000	7.1%	Travel	\$25,000	5.1%
<b>Subtotal</b>	<b>\$143,000</b>	<b>39.2%</b>	<b>Subtotal</b>	<b>\$159,000</b>	<b>32.4%</b>
<b>Marketing Operations/ Pilot Projects</b>			<b>Marketing Operations/ Pilot Projects</b>		
Herring and protein powder projects	\$100,000	28.6%		\$200,000	40.7%
<b>Subtotal</b>	<b>\$100,000</b>	<b>33.4%</b>	<b>Subtotal</b>	<b>\$200,000</b>	<b>40.7%</b>
<b>Global Food and Nutrition (GF&amp;N) operations, conferences, travel and marketing</b>			<b>Global Food and Nutrition (GF&amp;N) operations, conferences, travel and marketing</b>		
<b>Promotions</b>			<b>Promotions</b>		
"Taste of Food Aid" DC	\$4,000	1.1%	"Taste of Food Aid" DC	\$4,000	0.8%
<b>Retainer for GF&amp;N</b>	<b>\$78,000</b>	<b>22.3%</b>	<b>Retainer for GF&amp;N</b>	<b>\$78,000</b>	<b>15.9%</b>
<b>Trade Shows &amp; Conferences</b>					
USDA/USAID International Food Aid	\$18,000	5.1%	USDA/USAID International Food Aid	\$18,000	3.7%

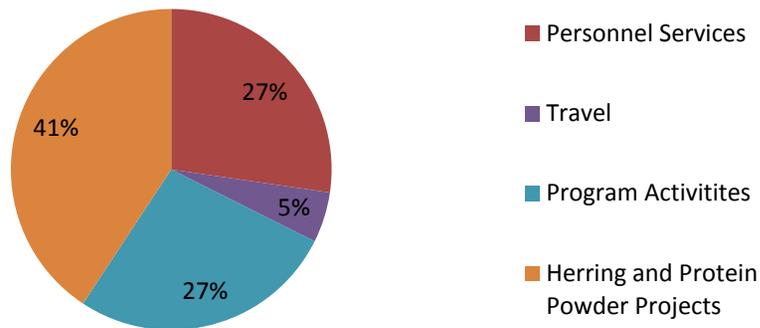
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Convention (Kansas City)			Convention (Kansas City)		
All Hands Meeting	\$2,000	0.6%	All Hands Meeting	\$2,000	0.4%
USDA GBI	\$5,000	1.4%	USDA GBI	\$15,000	3.1%
Global Child Nutrition Forum (Brazil)	\$15,000		Global Child Nutrition Forum (Brazil)	\$15,000	3.1%
<b>Subtotal</b>	<b>\$122,000</b>	<b>33.4%</b>	<b>Subtotal</b>	<b>\$132,000</b>	<b>26.9%</b>
<b>FY13 TOTAL</b>	<b>\$365,000</b>		<b>FY14 TOTAL</b>	<b>\$491,000</b>	

**Alaska Global Food Aid Program FY14  
Budget Breakdown**



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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 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 Alaskan resources.

I would like to stress the point that these 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.

**MARKETING PROGRAM:**

The AGFAP is concluding a very successful program year for FY2013 and beginning activities for FY2014. We are excited that 2500 pounds of Salmon Powder and 3000 cases of canned Herring will be produced in the next weeks will be ready for recipe development and pilot testing. The AGFAP will be participating 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

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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 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 describes specific activities in more detail.

### **FY2013:**

#### **1. GLOBAL CHILD NUTRITION FORUM ("FORUM") AND MARKET PLACE.**

AGFAP will participate 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 will be 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. By sharing their insights, experiences, and challenges, an informal worldwide alliance of leaders dedicated to advancing school feeding has evolved. As a result, the Forum has become a global catalyst for school feeding development. The Forum will develop and improve on AGFAP's global activities in school feeding, a major market for its products to date. Participating in the Forum and Market Place will enable AGFAP to engage in discussions with global partners and learn from other countries' experiences through the exchange of information about what works. It will allow AGFAP to improve on current activities and to network and create new opportunities to expand the use of Alaskan Seafood in school feeding.

#### **2. 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 ASMI AGFAP and these events help maintain their support that is so vital for all Alaska Seafood programs that

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receive funding from various USDA programs. 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 this year, beginning in June.

**FY2014:**

1. Continued marketing activities with PVOs, USDA - domestic and international, nutrition and other stakeholders in DC and US.
  - **FOOD-AID PROPOSALS:** We continue to identify opportunities and work with the PVOs and USDA in preparing food-aid proposals, both domestic and export, to include Canned Salmon and other products the Alaska Seafood Industry makes available.
    - 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.
  - **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 will 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:
    1. The WIC and Child Nutrition programs;
    2. Development of the next Dietary Guidelines;
    3. U.S. Government changes in international food assistance and global food security initiatives, such as the Global Health and Feed the Future initiatives;
    4. USDA procurement of U.S. sourced and processed seafood for food and nutrition programs;
    5. New product and quality enhancement initiatives;
    6. Research and development ;



7. And we will 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.
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.
  - **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 FY2011-2012. 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.
3. **WORK ON SPECIFIC R&D WITH THE POWDER** – We will be working with the new batch of protein powder to test consumer reaction to the sensory and taste characteristics. We also will be doing taste testing, recipe development and cooking demonstrations. We will be experimenting with micronutrient fortification, different form factors, combining it with corn soy blend or other matrices for a protein enriched product that can be used in nutritional supplementation.
4. **WILD TASTE OF FOOD AID EVENTS:** We will seek an opportunity to hold a Wild Taste of Food Aid event in Washington DC and overseas this year (see above explanation).
5. **MARKETING, TRADE SHOWS, AND CONSUMER EDUCATION (INTERNATIONAL AND DOMESTIC):** The ASMI AGFAP will engage in repeated communication and marketing visits to PVOs, WFP, USDA and USAID, and will participate in key food aid meetings in Washington DC, the U.S. 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.

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- **INTERNATIONAL FOOD AID CONFERENCE AND TRADE SHOW IN KANSAS CITY (TENTATIVELY PLANNED FOR NOVEMBER 2013):** 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 will extend 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.
6. **REVERSE TRADE MISSION TO ALASKA FOR FOOD-AID CUSTOMERS:** A trip to Alaska for some PVOs and USDA- 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. It is very important at this stage of the AGFAP program to start this kind of activity
7. **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.

The Alaska Global Food Aid Program has several development projects in play. They are the result of requests from USDA and the worldwide Food Aid Community for new Alaska Seafood products that will fill the nutritional needs of their many Food Aid programs around the world and will also be of benefit to the Seafood Industry that hold significant commercial potential. These projects are funded from several different sources.

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**The Legislature has included \$300K in the FY2014 Capital Budget directly to ASMI, specifically for 2 years of funding the herring and protein powder projects. The funds will be spent specifically on these 2 projects only.**

**Alaska Herring Development Project- FY2014**

- 1) Alaska State Legislature (intended for 2 yrs of funding)
- 2) Supported with time, staff, facilities and raw product contributed/donated by:
  - A) Ocean Beauty
  - B) Trident Seafoods
  - C) Icicle Seafoods
  - D) Copper River Seafoods

The project will be 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. With the addition of a fillet machine, the project will also be able to support industry market research into the worldwide fillet market at both the retail and food service levels.





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### **Alaska Protein Powder Project**

We have approximately 2500 pounds Alaska Salmon Protein Powder that is packaged for use in the 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 freight and staff travel cost.

Bruce Schactler  
Global Food Aid Program - Director