

To: ASMI Board of Directors
Date: May 9, 2024
From: Nicole Alba, International Marketing Director
Re: Proposed FY25 International Program Budget

Key FY25 Budget Highlights:

- **Total budget: Estimated at \$11,996,365 but awaiting RAPP award**
 - **MAP: \$4,696,365**
 - **RAPP: Tranche 1 award TBD (award announcement in late May)**
 - **EMP: \$445,000 (3-year project in Southeast Asia)**
 - **Match (SDPR): \$3,300,000**
- ASMI applied for RAPP funding in January 2024 and awaits the award announcement. Funding will be available in a lump sum rather than a regional allotment. RAPP replaces the ATP program, which concludes at the end of FY24.
- Current ASMI regions eligible for RAPP dollars: Southeast Asia, Latin America, Japan, and the UK.
- ASMI applied for RAPP funds to support a potential new marketing program in the Middle East, North Africa West Africa (MENAWA) and a feasibility study in India.
- With RAPP funding, MAP funds will be redirected to Central, Western, and Southern EU (RAPP ineligible) programs.
- ASMI was awarded an Emerging Markets Program (EMP) grant to conduct assessments of the local seafood processors in Southeast Asia to expand potential trade opportunities, provide technical training for processors, and conduct inbound and outbound missions. The three-year project is funded at \$445,000 and will conclude on June 30, 2027.
- Due to the ASMI program assistant role transitioning to a fully funded international position, consolidated program operations/personal services increased. (Previously, the program assistant had a split role supporting Comms/Domestic/International.)
- Southern EU program shows a decrease in the tradeshow line due to RAPP dollars allocated to UK and MENAWA which will support Seafood Expo Global (USDA Endorsed).
- The China program maintains a reduced budget with no consumer activity budget.
- The Eastern Europe budget reflects an increase due to trade servicing and market research opportunities identified in RAPP-allowable markets of Kazakhstan, Azerbaijan, and Armenia.
- The global trade show line shows a decrease compared to FY24 levels due to the Gulfood tradeshow funded by the MENAWA program.
- ASMI's RAPP proposal includes a technical sample bank activity. If approved by FAS, this plan would allow us to buy sample products, store them in-country and distribute to trade members. By doing so, it would reduce the cost and burden on the Alaska industry.

The proposed budget is based on a confirmed MAP award of \$4,696,365, \$3,300,000 in matching funds, and an **estimated** \$4,000,000 in RAPP funds.

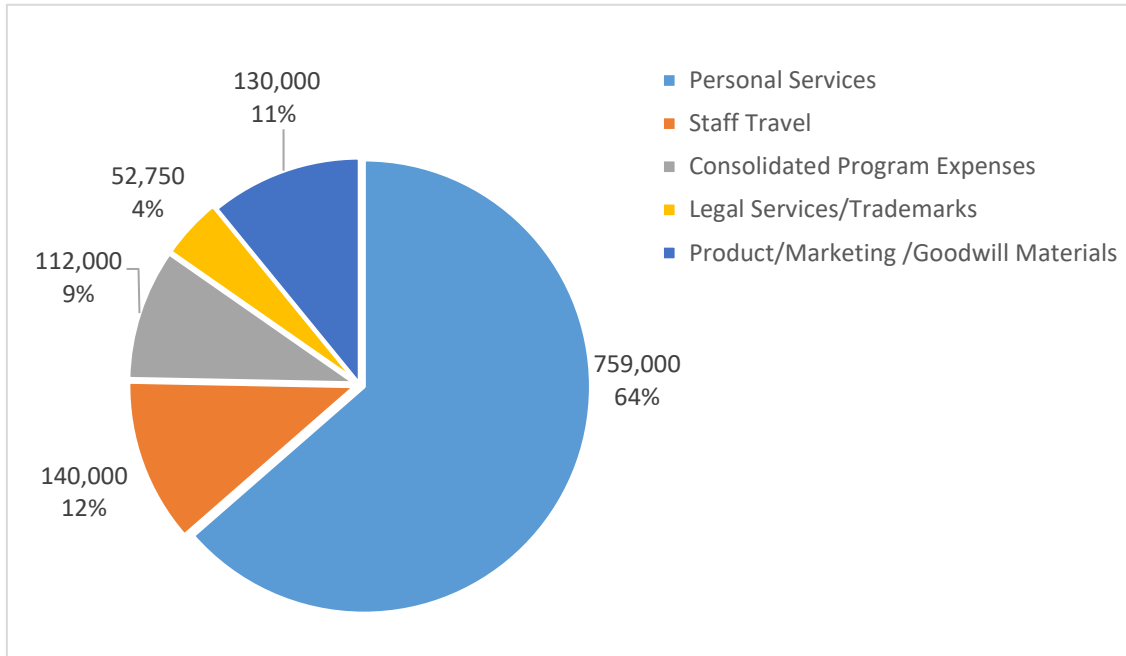
International Budgets

Program	FY 22 (w/ rollover & ARPA)	FY 23	FY24	FY25
Program Op	\$904,500	\$1,017,250	\$1,082,750	\$1,193,750
China	\$900,461	\$890,461	\$710,400	\$680,400
Japan	\$1,244,000	\$1,315,000	\$1,329,500	\$1,610,000
NEU	\$1,494,000	\$1,340,933	\$1,352,925	\$1,726,560
WEU	\$786,000	\$791,000	\$811,000	\$911,000
CEU	\$880,876	\$885,876	\$920,876	\$998,500
SEU	\$1,502,352	\$1,635,267	\$1,736,067	\$1,511,905
EEU	\$400,780	\$264,780	\$269,000	\$487,000
LATAM	\$707,324	\$738,027	\$803,604	\$1,140,000
SE Asia	\$487,410	\$532,410	\$626,400	\$839,750
Global	\$347,250	\$417,500	\$352,000	\$354,500
MENAWA				\$483,000
India				\$60,000
OTHER ATP	\$24,285	\$0	\$0	\$0
Totals	\$9,679,238	\$9,828,504	\$9,994,522	\$11,996,365

The FY25 international allocation aims to use RAPP funding for eligible markets and shift MAP funds towards supporting RAPP-ineligible markets. The budget also considers adding consumer marketing programs to Brazil, Thailand, Singapore, and Malaysia, expanding on the EMP's success in North Africa by developing a trade program in the Middle East, North Africa, and West Africa region. Additionally, it aims to explore the market potential in India and diversify marketing efforts while targeting new audiences in the UK, Japan, and Eastern Europe.

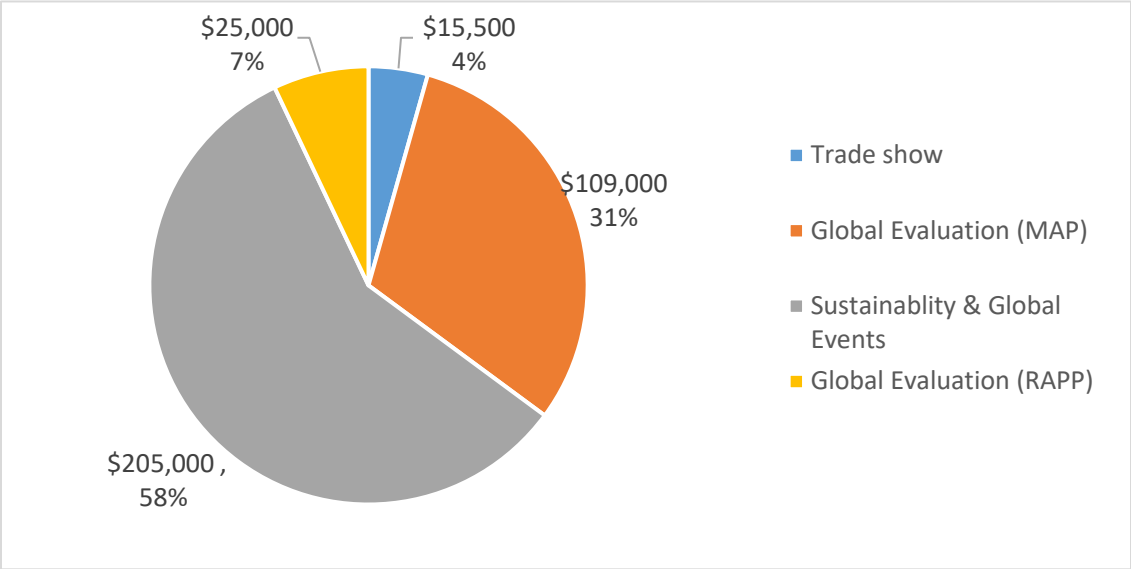
ASMI Headquarters \$1,193,750

ASMI HQ costs reflect a fully staffed program and fully funded travel line. The increase in personal services accounts for staff promotions and the program assistant position transitioning to a fully funded international position (previously a split Comms/Domestic/International support position).



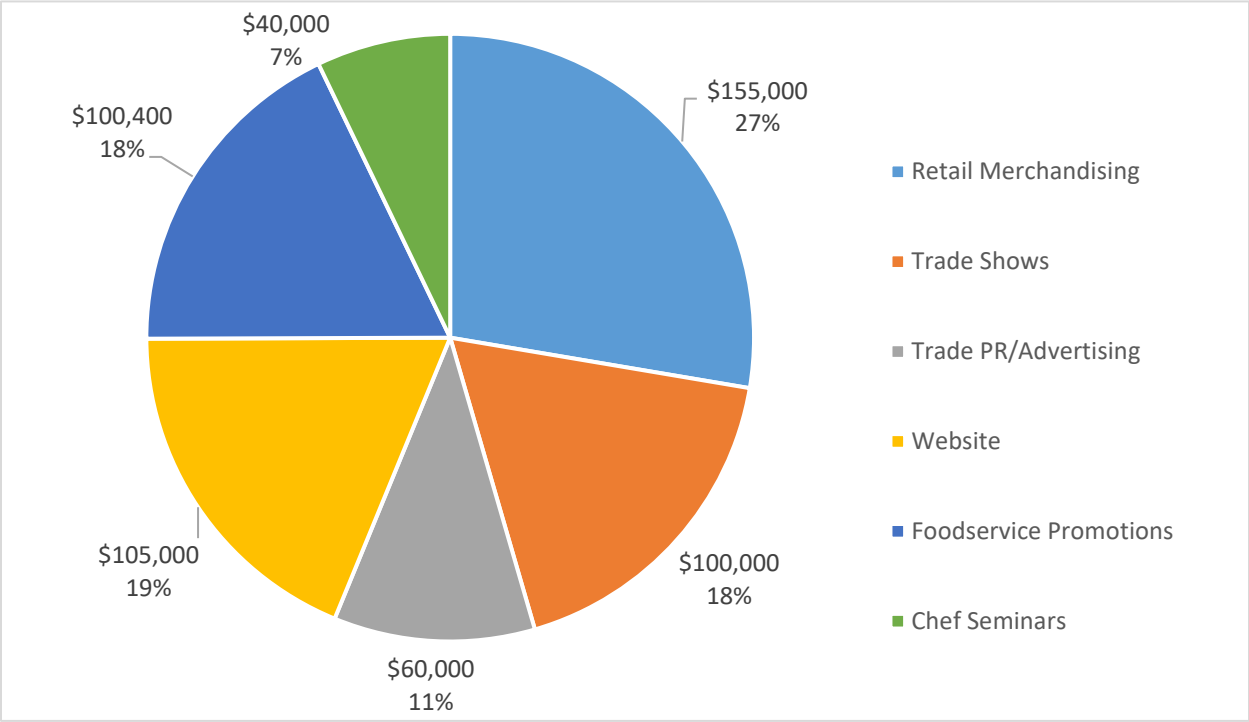
Global: \$354,500

The Global budget was decreased to remove the revolving tradeshow expense for FY25. RAPP funds will fund the previously targeted Dubai tradeshow from the MENAWA program if approved. This budget allows ASMI to contract experts to establish Alaska seafood as the gold standard for responsibly managed seafood and further partnerships with the global cruise industry.



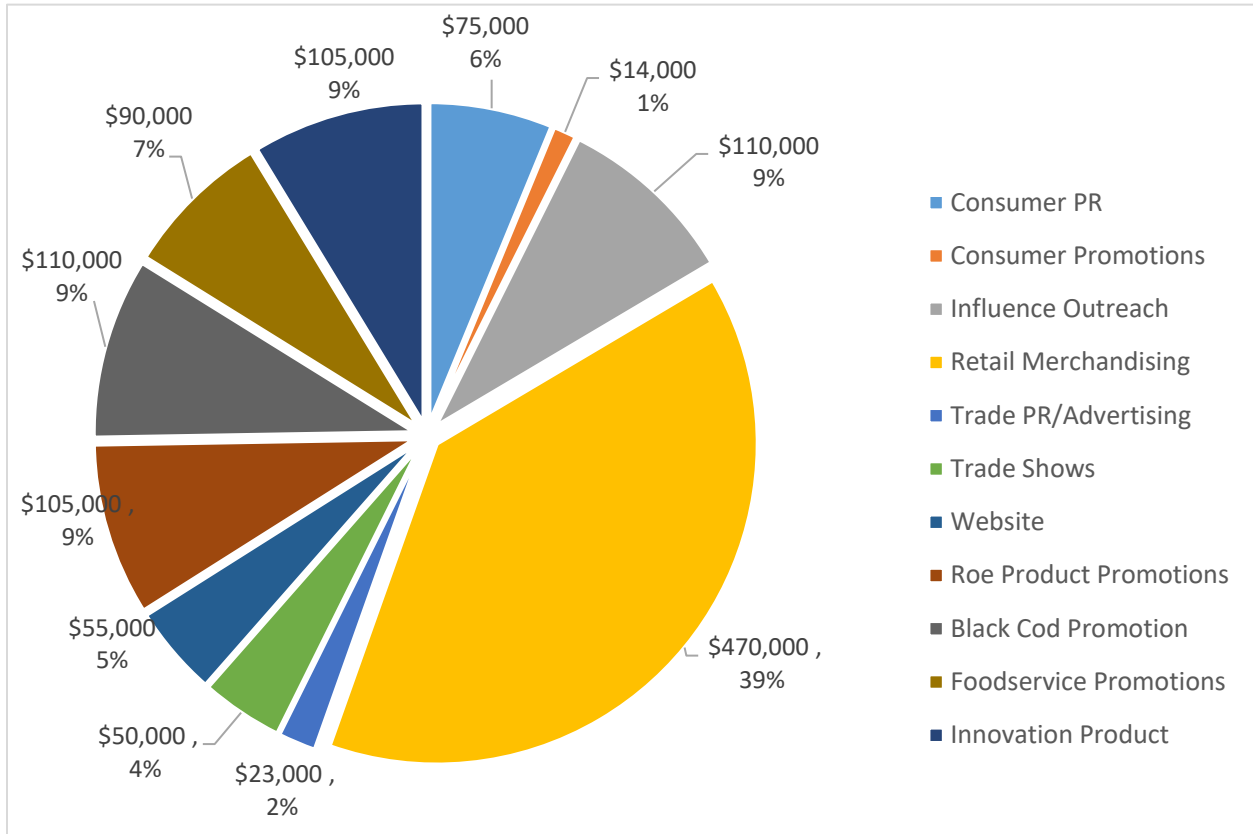
China: \$680,400

The China program was reduced greatly in FY22, and the consumer program was eliminated completely in FY23. The proposed budget includes a slight decrease for the FY25 budget, specifically in Trade PR and Chef Seminars. OMR retainer is not reflected in this pie chart.



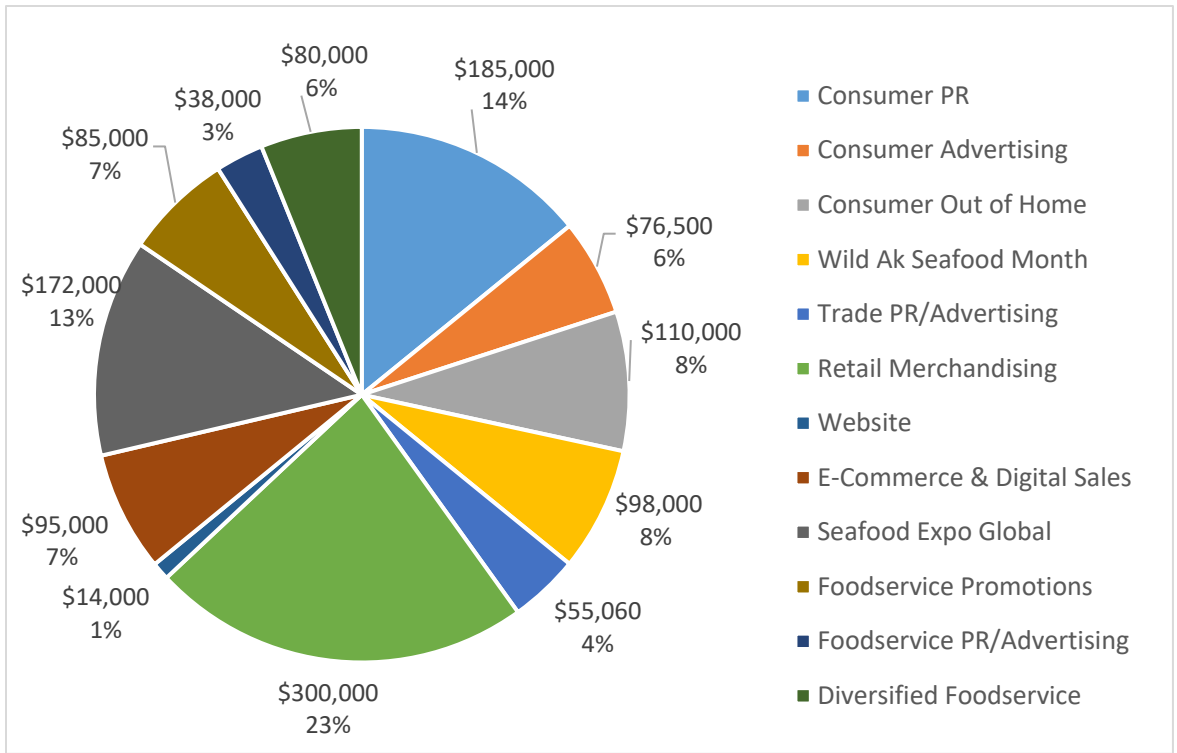
Japan: \$1,610,000

The Japan program has strong partnerships and opportunities to diversify marketing efforts and target audiences. The consumer program is well tied in with the trade program. The budget includes RAPP, MAP, and MATCH funds, and includes dedicated efforts towards promoting sablefish and roe products and supporting the convenience sector. OMR retainer not reflected in pie chart.



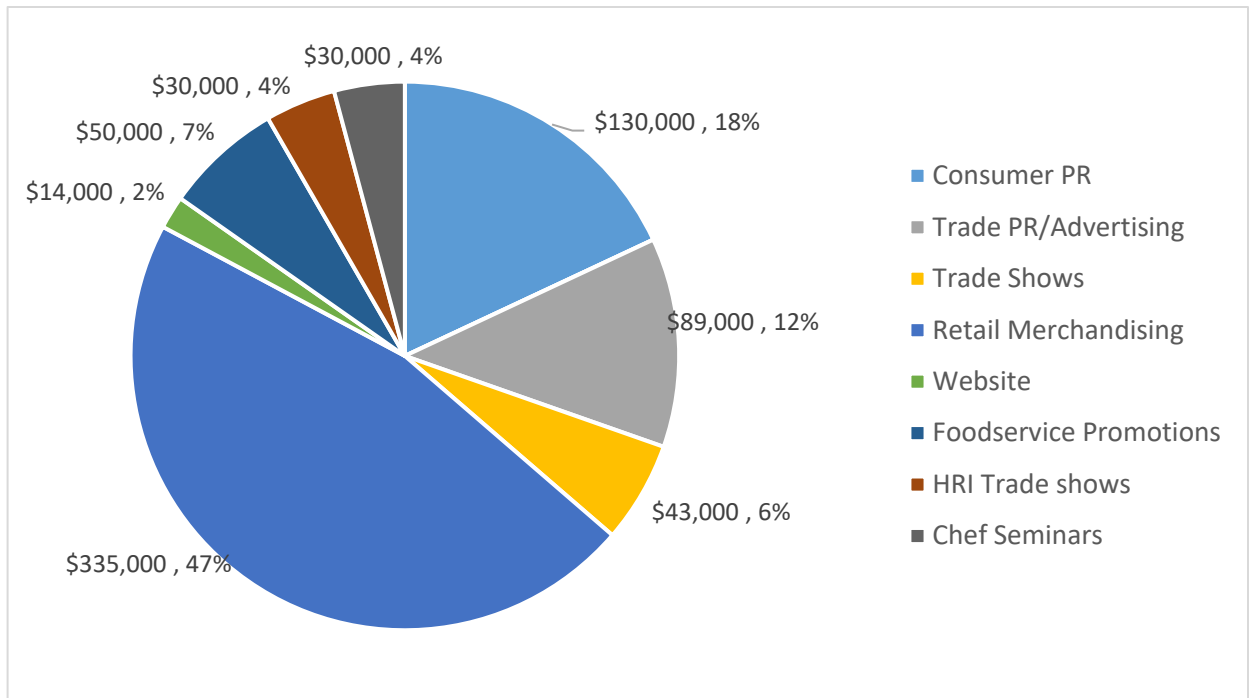
NEU: \$1,726,560

This budget includes RAPP (UK only), MAP, and MATCH, increasing the consumer budget. The budget is inflated slightly due to including the Seafood Expo Global activity, which will cover tradeshow expenses. OMR retainer is not reflected in a pie chart.



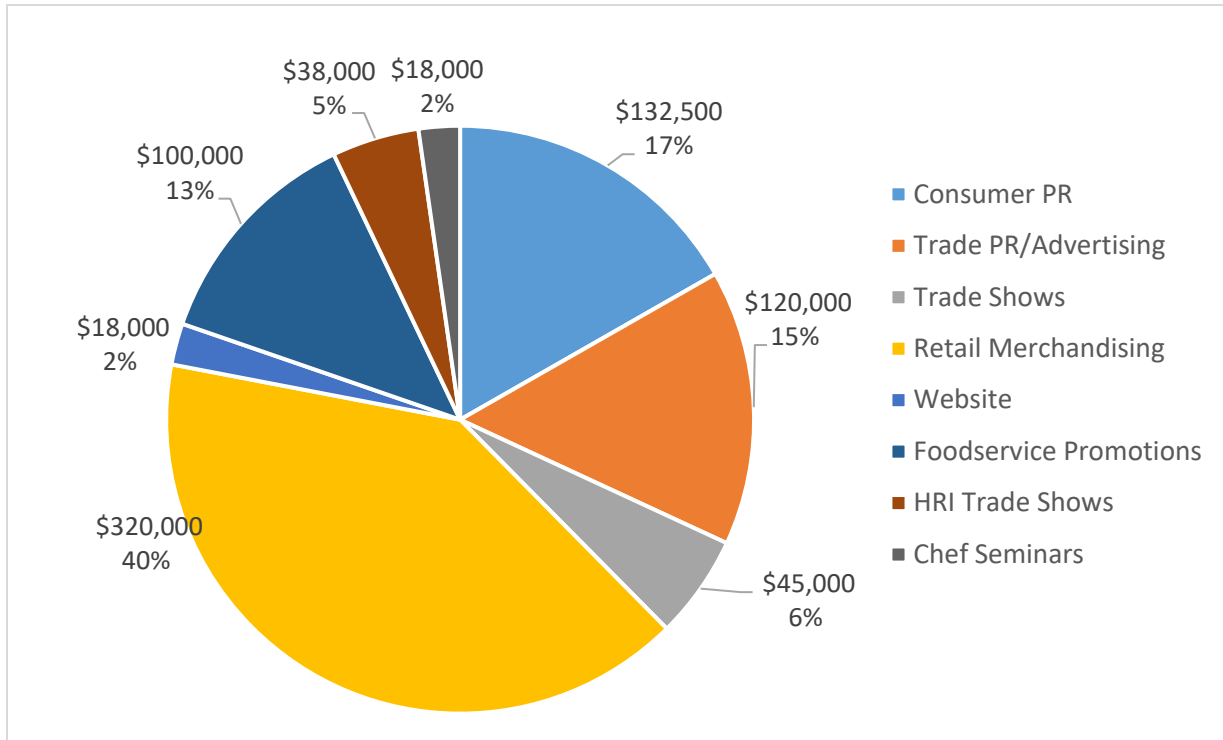
WEU: \$911,000

This budget includes MAP and MATCH funds only and shows an increase from last FY due to the shift of MAP funds from RAPP-eligible programs. Increase made to retail merchandising to continue retail promotions and WASM in January 2025. OMR retainer not reflected in pie chart.



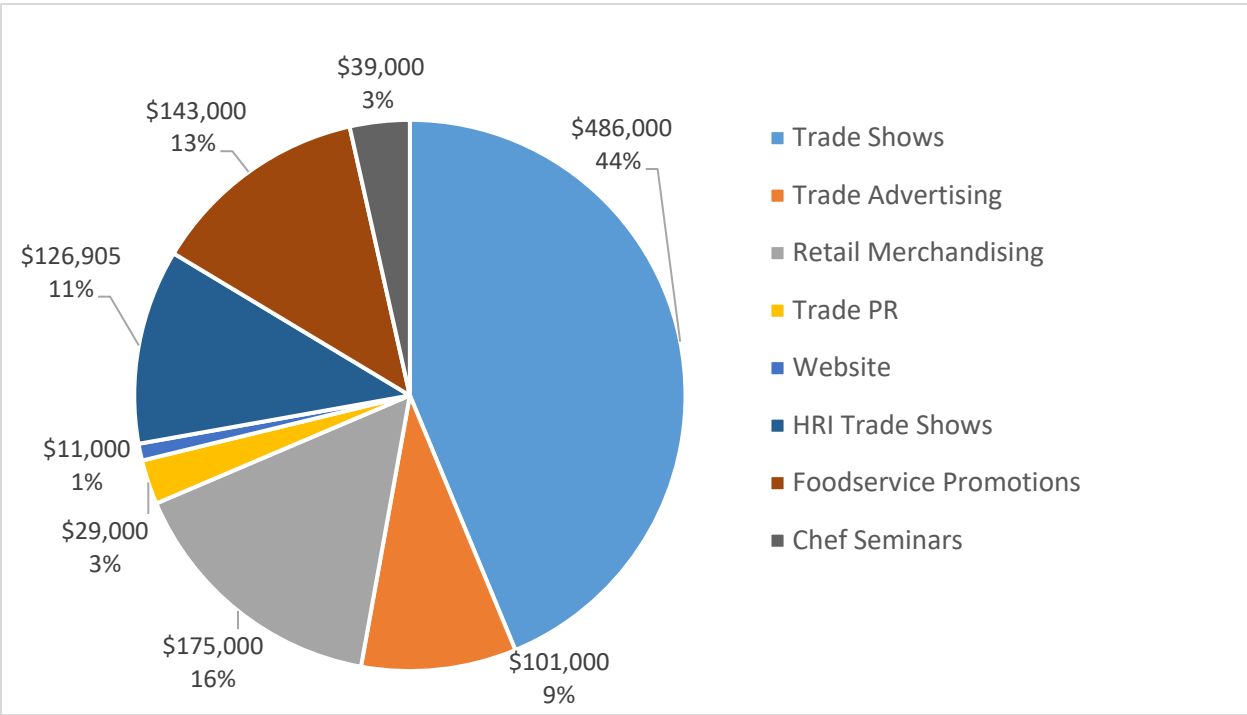
CEU: \$988,500

This budget is slightly increased to continue funding efforts in Poland and WASM 2025. This budget includes MAP and MATCH funds only and shows an increase from last FY due to the shift of MAP funds from RAPP eligible program. Retainer not reflected in pie chart.



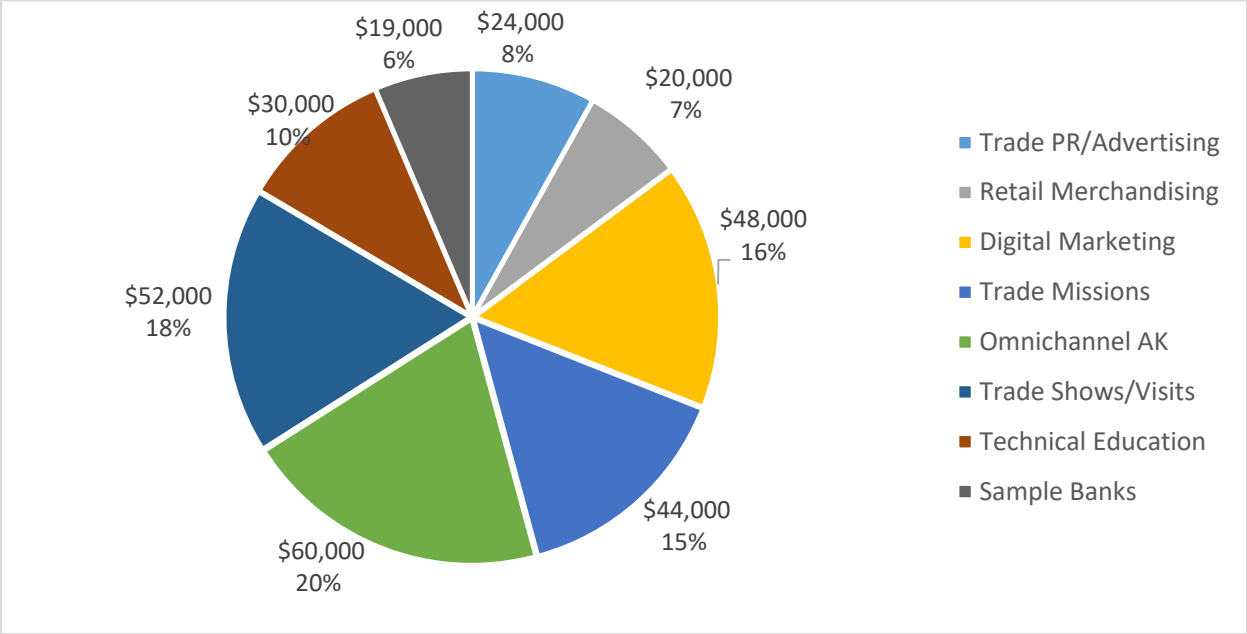
SEU: \$1,511,905

This budget indicates a slight reduction in the tradeshow line as the Seafood Expo Global (SEG) expenses are covered by other RAPP-eligible programs (UK and MENAWA). Retainer not reflected in pie chart.



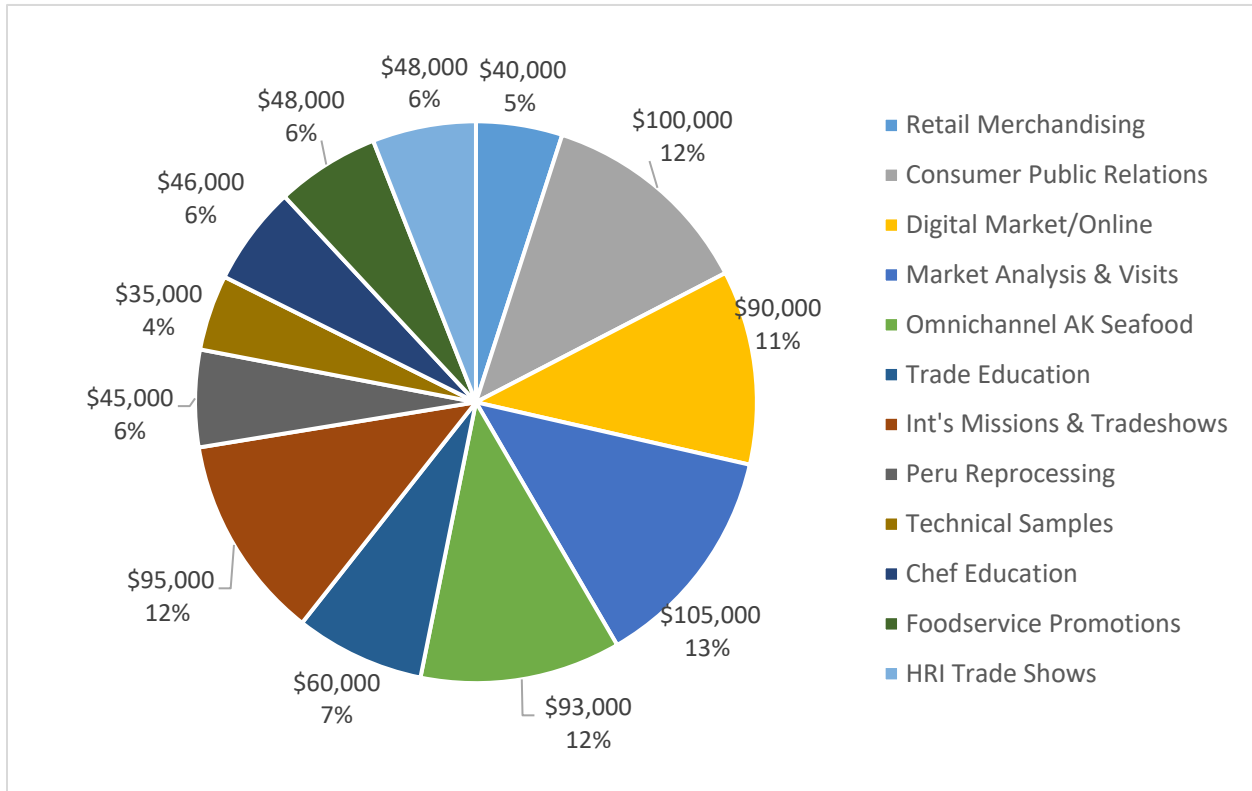
EEU: \$487,000

This budget includes RAPP (non-EU countries), MAP (Baltics), and MATCH. The EEU budget was significantly reduced in FY24 due to the war. However, RAPP funding allows for market research opportunities in non-EU markets. Retainer not reflected in pie chart.



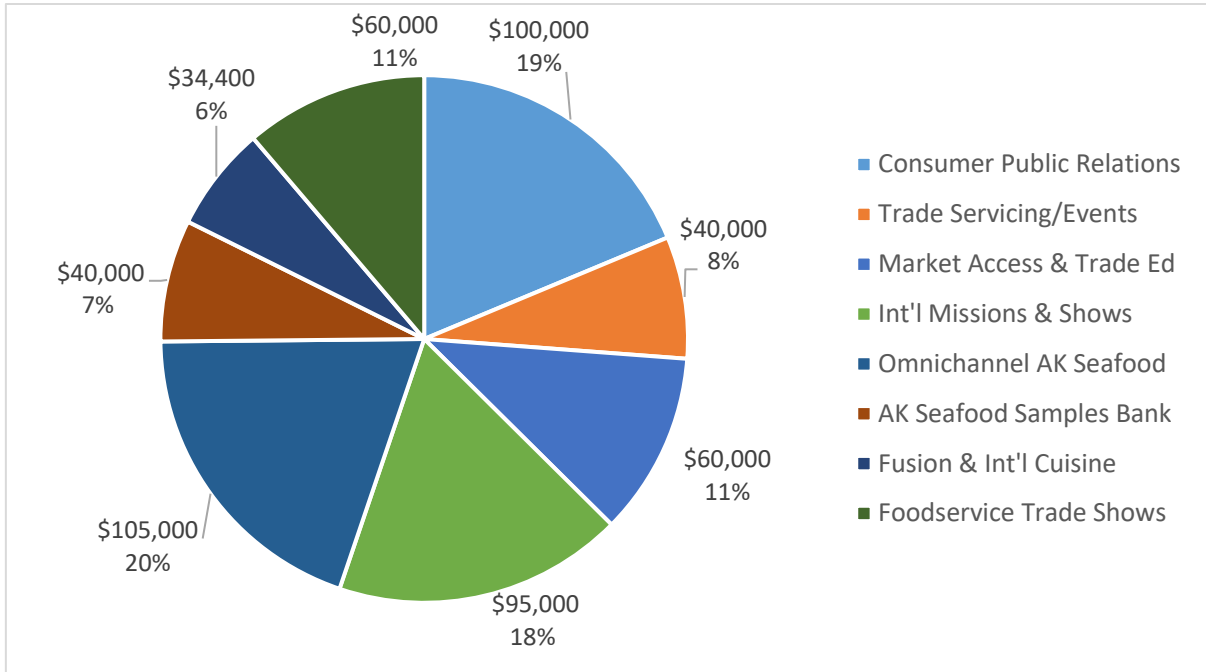
Latin America: \$1,140,000

RAPP funds cover the entire region except for Mexico. The increased budget reflects additional funds for market analysis and visits, a tradeshow line to cover some Seafood Expo North American (SENA) expenses and the development of a consumer PR program in Brazil. Retainer not reflected in pie chart.



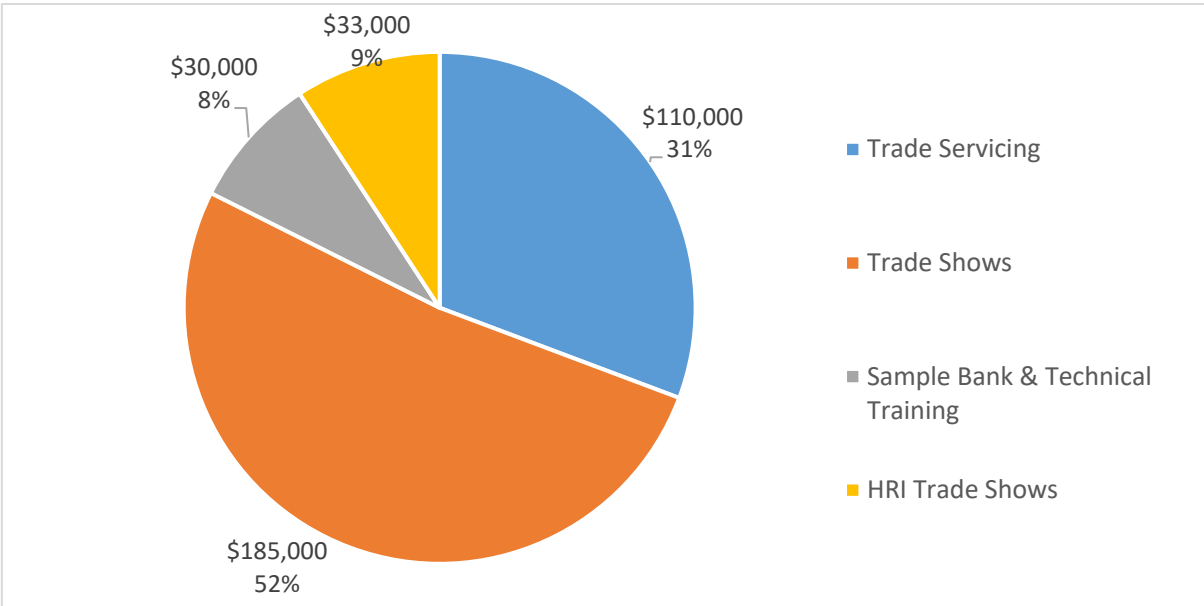
Southeast Asia: \$839,750

RAPP funds cover the entire region, and the program is now MAP-eligible. The increased budget reflects additional funds for HRI promotions, foodservice tradeshows/chef events, and market and trade education. Also included is developing a consumer PR program for Thailand, Singapore, and Malaysia. Retainer not reflected in pie chart.



MENAWA (Middle East, North Africa, West Africa): \$483,000

This is a new ASMI program proposed in the RAPP application. The program budget covers expenses related to opening a trade program in the region and hiring an in-country representative. The trade show line includes a regional tradeshow (Gulfood or similar) and covers expenses of SEG. OMR retainer is not reflected in pie chart.



India: \$60,000

Contingent on FAS approval, this budget includes a RAPP-funded feasibility study to assess key export factors to consider when exporting to India.

