

To: ASMI Board of Directors

Date: April 29, 2021

From: Hannah Lindoff, Sr. Director of Global Marketing & Strategy

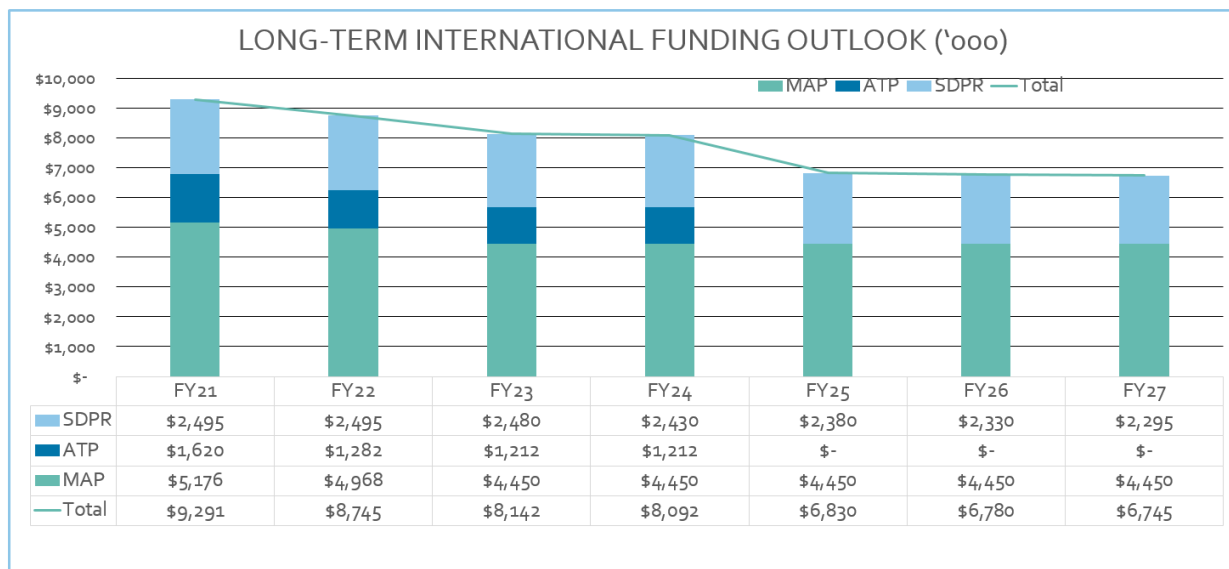
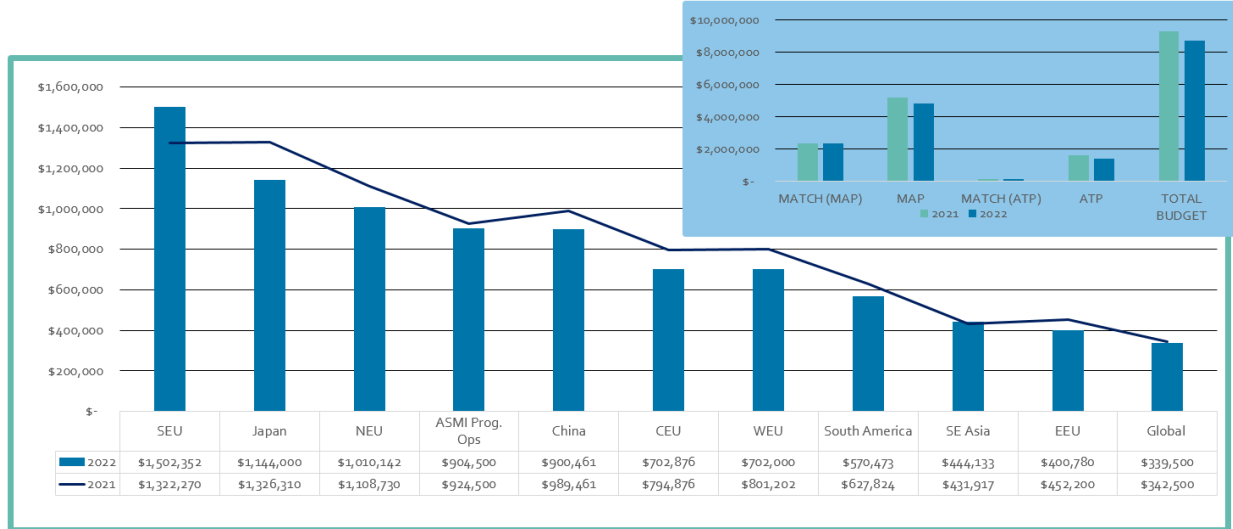
Re: Proposed FY 22 International Program Budget

Key FY 22 Budget Highlights

- **Total Budget: \$8,745,502**
- The ATP Total award was \$7,497,900 and we were granted an extension to spend ATP through June 30, 2024
- **\$70,000 left over from 2019 added back in to FY 22 ATP Spend: \$1,282,000**
- **MAP: 2022 award \$4,493,502**
- **+ \$375,000 rollover for SEG and \$100,000 unallocated = \$4,968,502 MAP**
- **Match (SDPR) for MAP and ATP: \$2,495,000**
- ATP continues to fund ASMI-wide projects like video/film project, the Technical program and the Sustainability program
- China program greatly reduced coinciding with reduced exports
- SEU increased to fund SEG twice in one fiscal year
- Increase to S.E. Asia program as it matures; S.E. Asia does not receive MAP funds

Program	FY 19	FY 20	FY21 (includes rollover MAP)	FY 22	Change
Program Op	\$849,000	\$1,019,961	\$907,000	\$904,500	-.3%
China	\$1,010,479	\$1,319,113	\$989,461	\$900,461	-9%
Japan	\$1,032,109	\$1,416,499	\$1,246,832	\$1,144,000	-8%
NEU	\$977,831	\$1,195,058	\$1,108,730	\$1,010,142	-9%
WEU	\$970,580	\$1,148,080	\$801,202	\$702,000	-12%
CEU	\$560,876	\$749,876	\$794,876	\$702,876	-11.5%
SEU	\$664,100	\$796,933	\$1,322,270	\$1,502,352	14%
EEU	\$182,000	\$442,934	\$452,200	\$400,780	-11%
S America	\$373,025	\$641,692	\$627,824	\$570,473	-9%
SE Asia		\$329,000	\$431,917	\$444,133	3%
Global	\$130,000	\$365,000	\$360,000	\$339,500	-6%
OTHER ATP			\$169,323	\$124,285	-27%
Totals	\$6,750,000	\$9,424,146	\$9,291,113	\$8,745,502	-6%

ASMI International Total Budgets



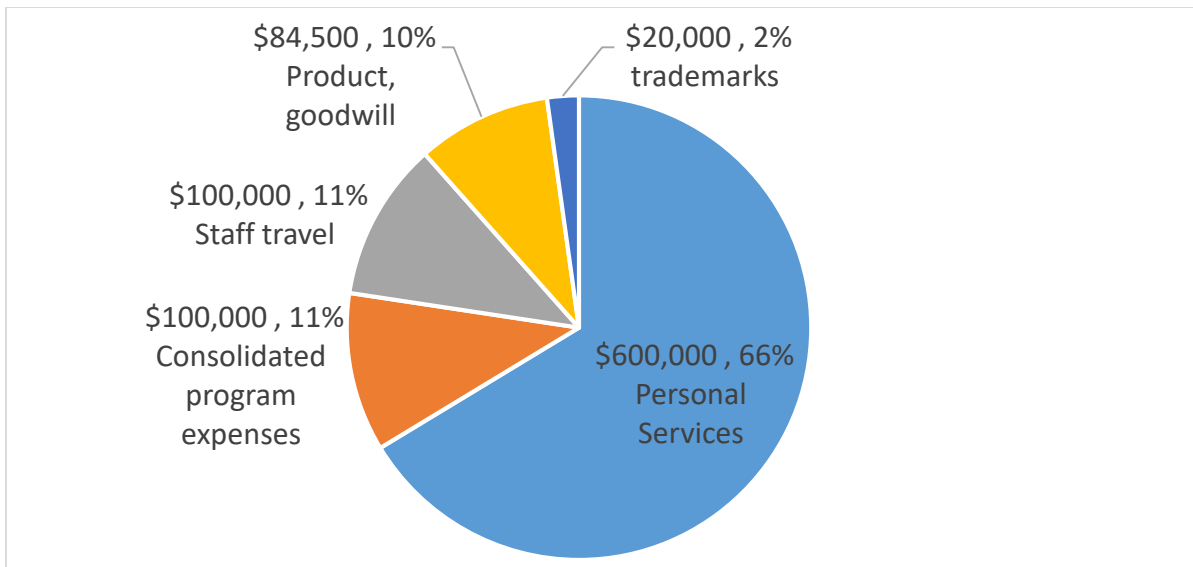
The FY 22 International allocation takes into account the plan for Seafood Expo Global (SEG) to take place twice in once fiscal year. It also assumes that MAP money from FY 21 that was allocated to SEG will roll forward into FY22 for the purpose of the same show, now scheduled for Sept. 2021.

The China program is reduced significantly, however, this reduction is less apparent because all other programs received additional funding in FY21. All programs appear to be reducing at roughly the same amount, however, other than China, FY 21 budgets were padded with MAP rollover from unspent funding in FY 20.

ASMI International has three years, including FY 22, to spend the remaining ATP. In FY25, ASMI international plans to fund emerging markets with other FAS grants such as QSP, EMP and GBIs.

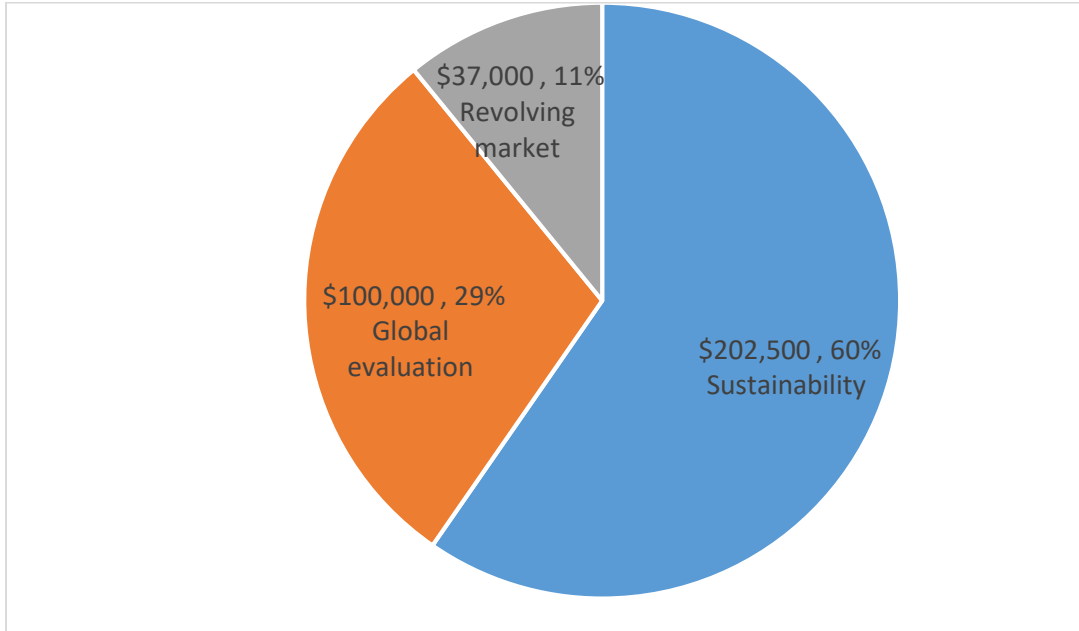
ASMI Headquarters \$904,500

ASMI HQ costs are slightly reduced due to minor reductions to personal services.



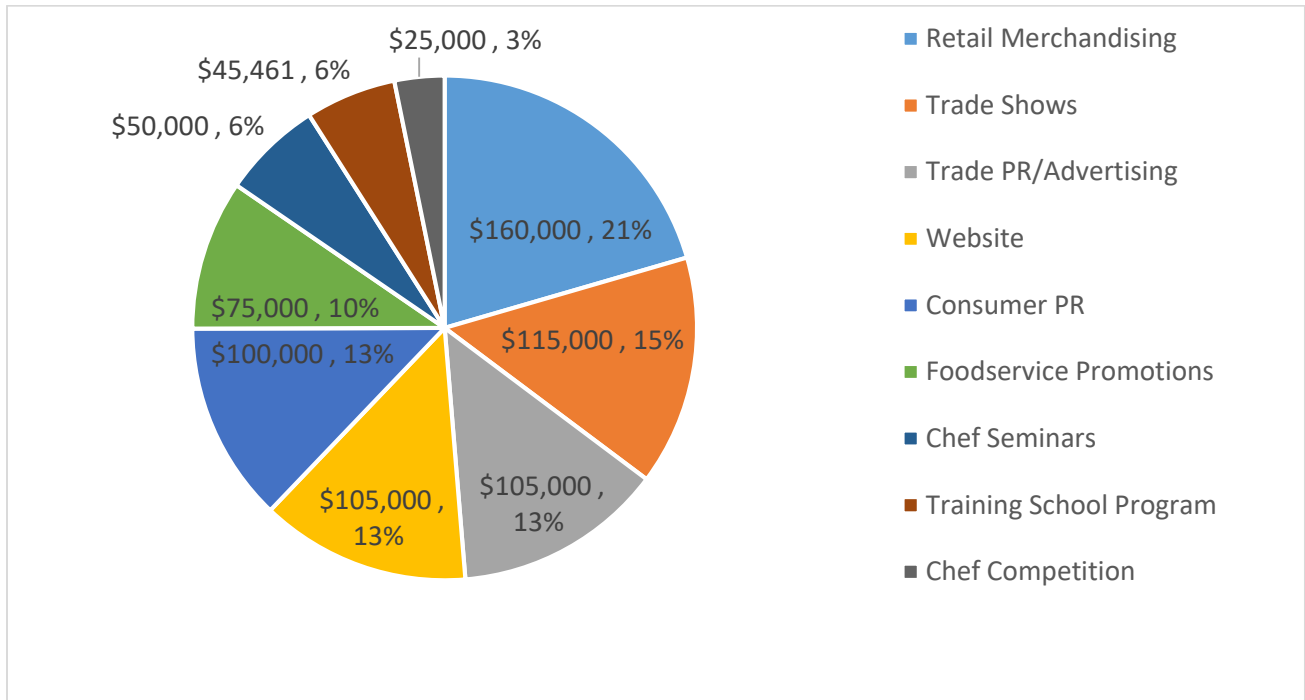
Global \$339,500

The Global budget is reduced due to the discontinuation of COVID tracking consumer research. Consumer research will still be conducted.



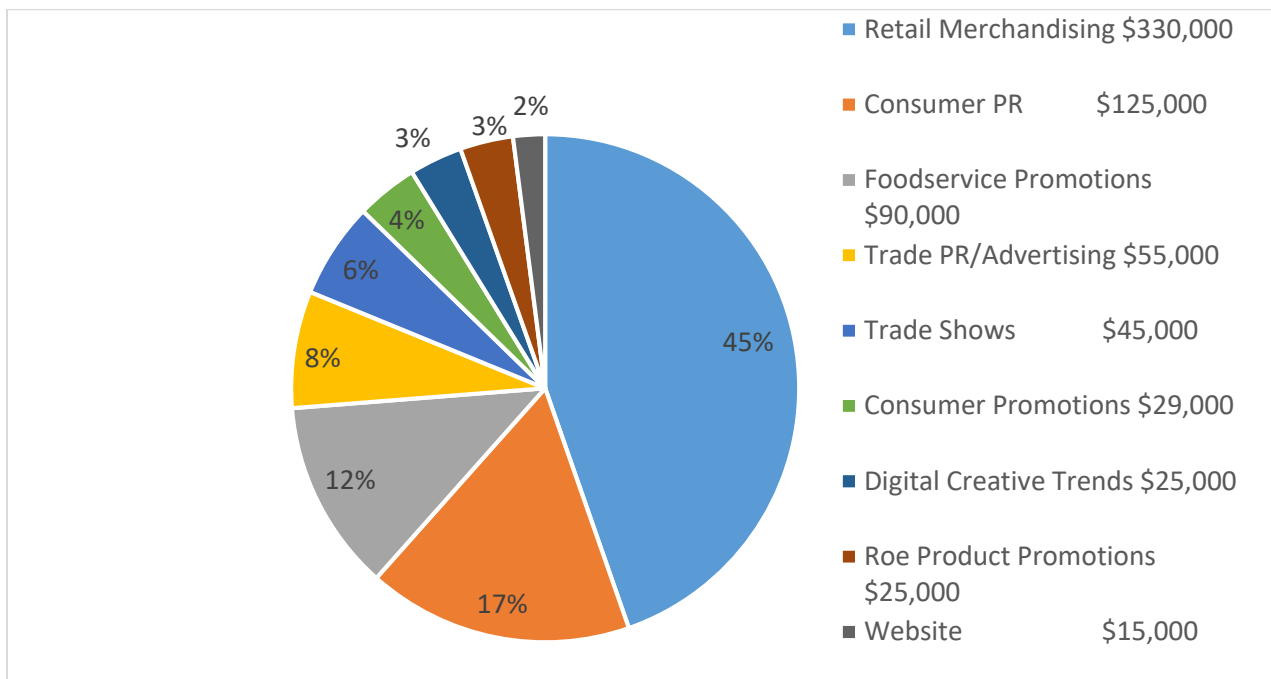
China: \$900,461

The China program is reduced in response to lower imports. The HRI program is significantly reduced in response to industry request. Pie chart does not include OMR retainer.



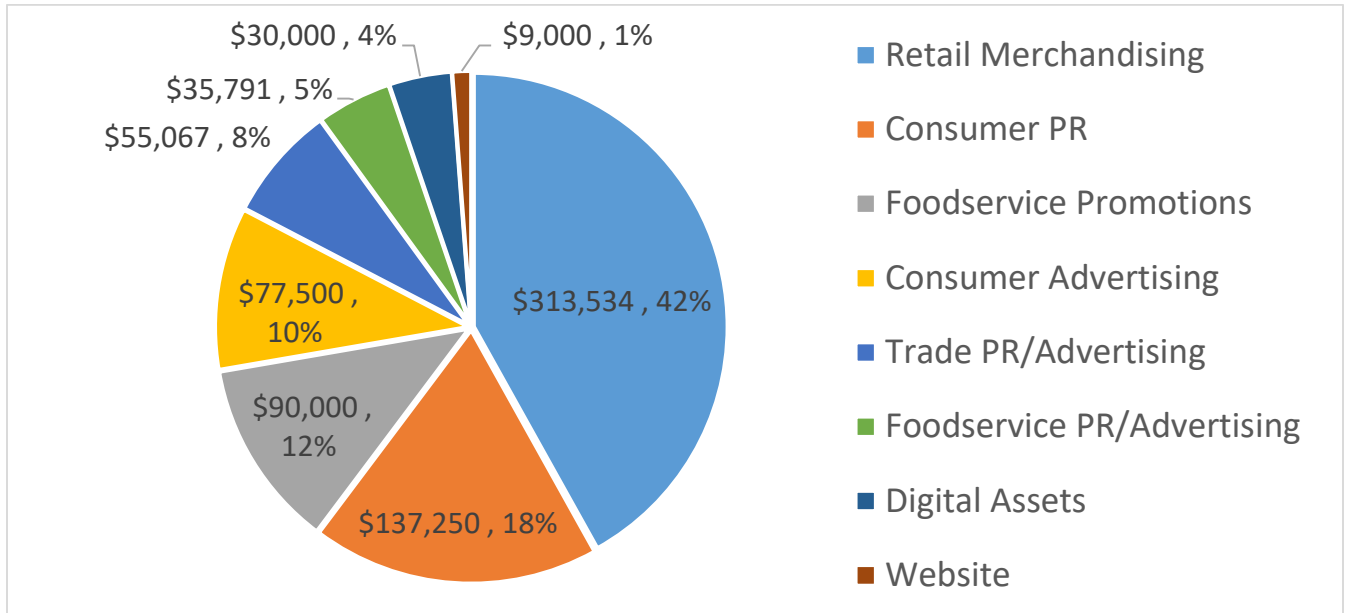
Japan: \$1,144,000

ASMI is moving from one agency to two and we relaunched several programs with a more modern feel. Pie chart does not include OMR retainer.



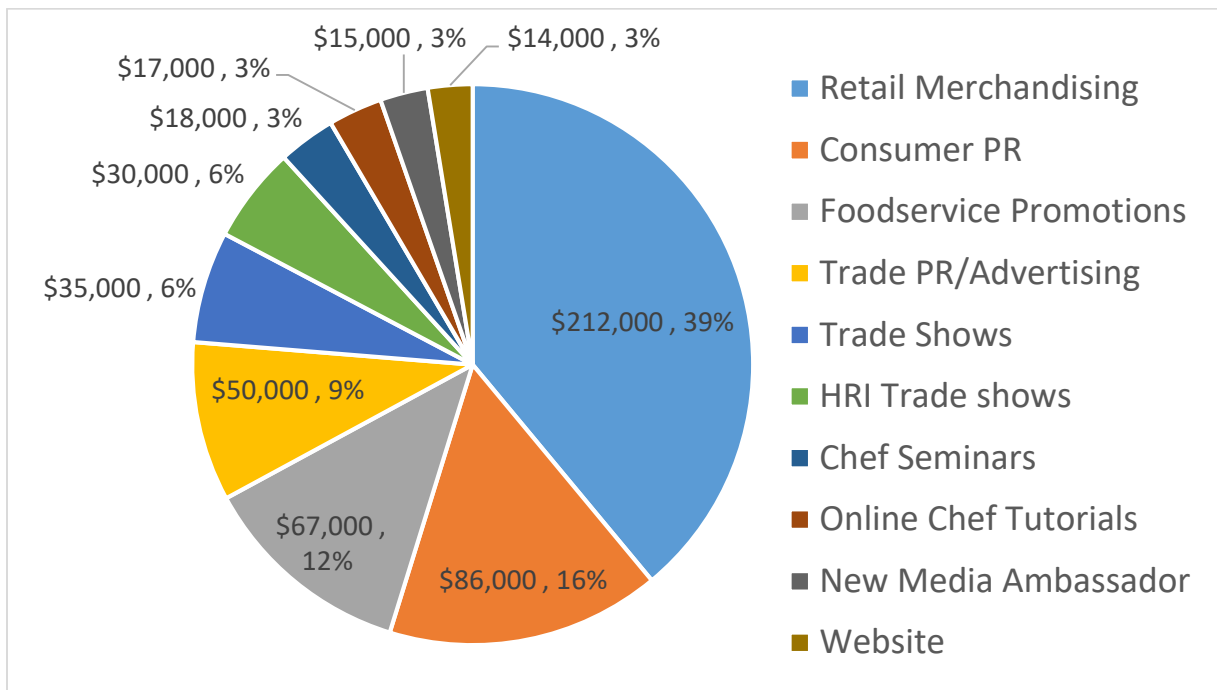
NEU: \$1,01,142

This budget is 95% allocated to the UK and Netherlands. Pie chart does not include OMR retainer.



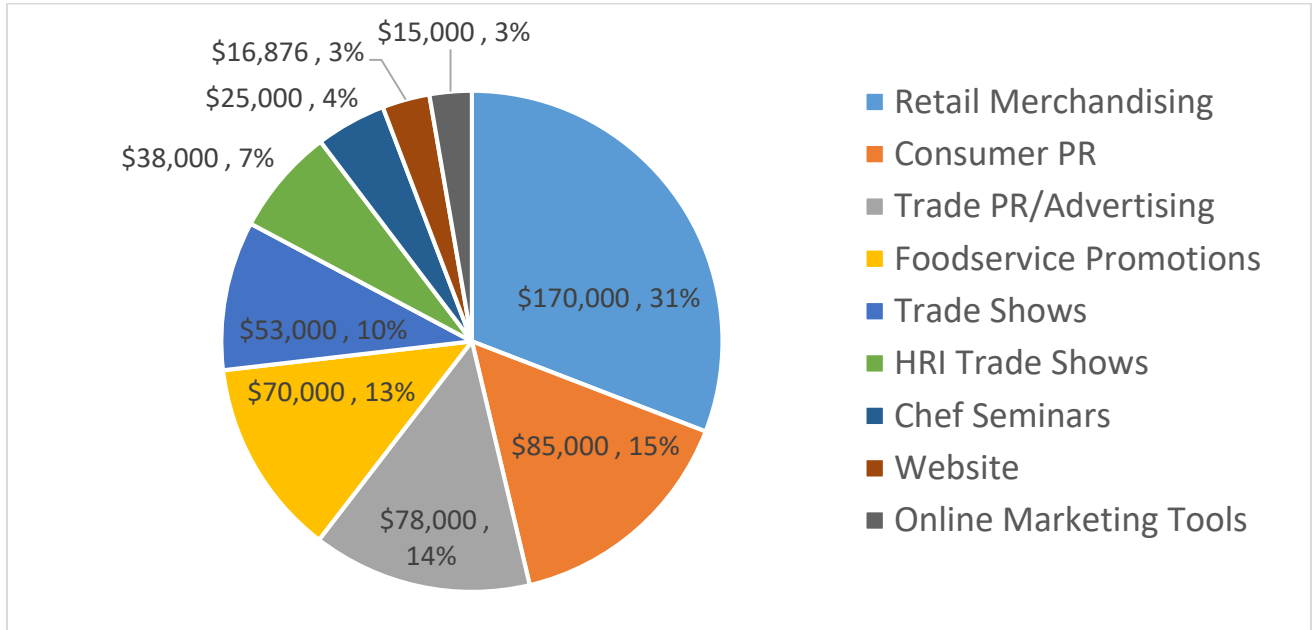
WEU: \$702,000

This budget allows for a new trade show in the WEU region, if in-person shows are possible. Pie chart does not include OMR retainer.



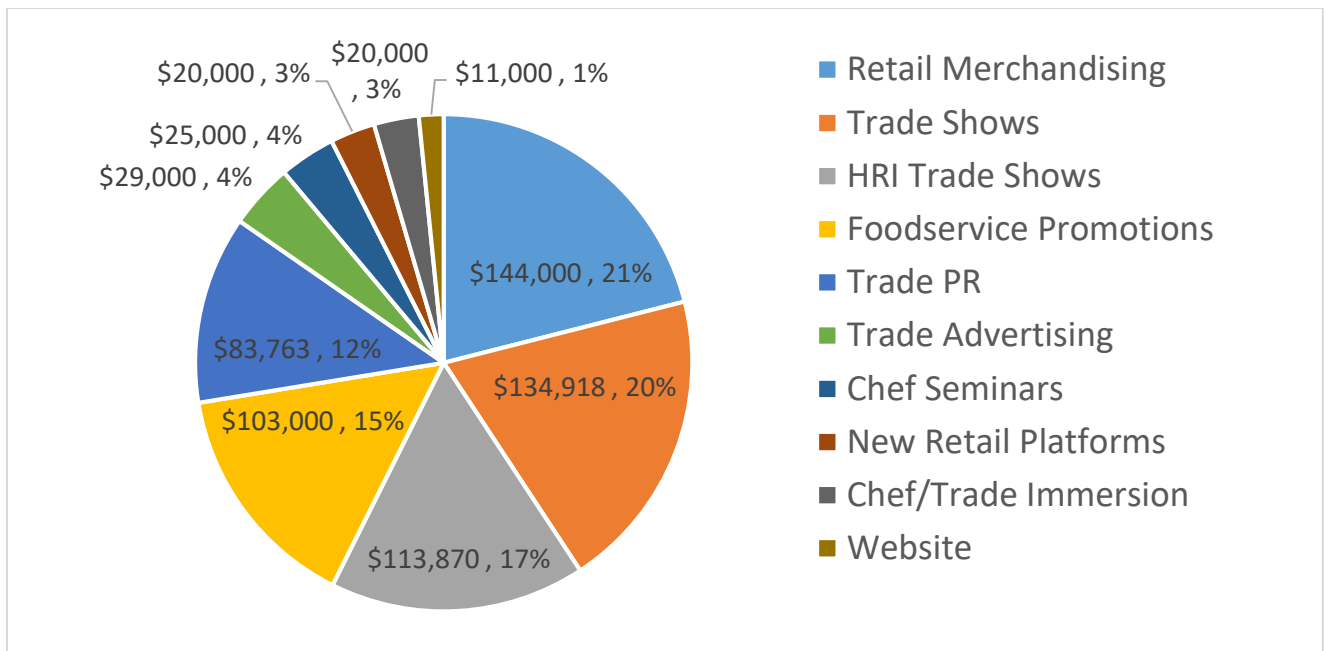
CEU: \$702,876

Cuts to this budget include activities already completed using ATP funding, like the supplier's directory. Pie chart does not include OMR retainer.



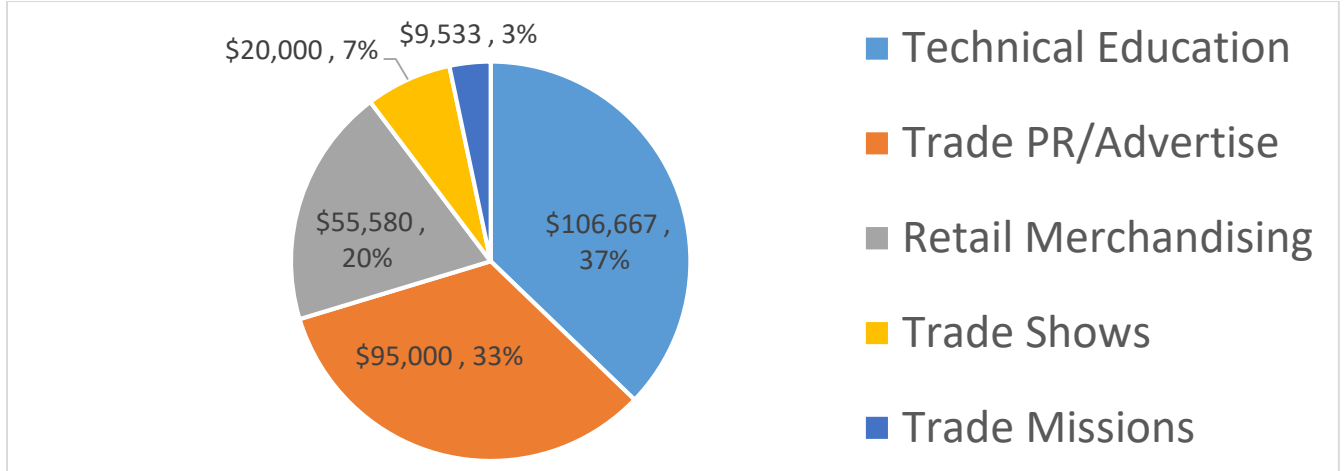
SEU: \$1,502,352

This budget is inflated to pay for SEG twice in one year. If SEG in September is cancelled, ASMI is planning to use the MAP funding for another project with Europe-wide impact. Pie chart does not include OMR retainer.



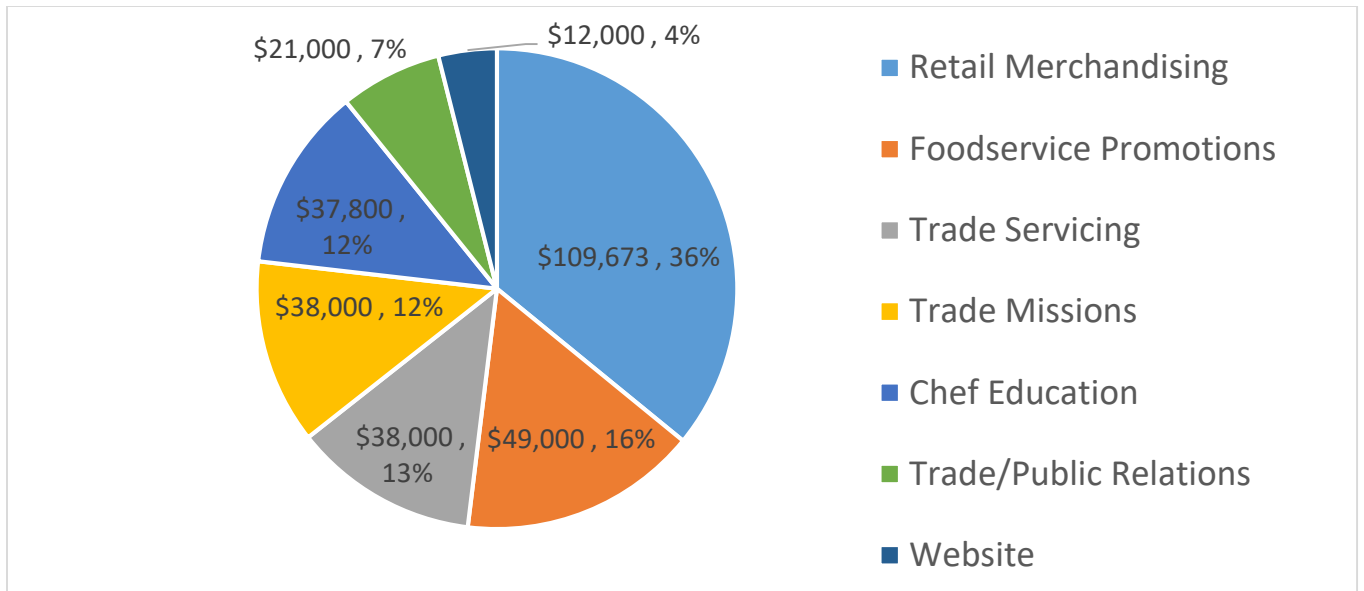
EEU

Trade mission budget is reduced under the assumption that these won't be possible in the first part of the year. It is preserved to possibly cover one or two travelers to AK in summer 2022. Pie chart does not include OMR retainer.



South America

ATP funds cover the entire region, MAP funds cover Brazil only. The HRI program only covers Brazil. Pie chart does not include OMR retainer.



Southeast Asia

The southeast Asia program is funded by ATP and match, without MAP funds. The program has been highly successful and the region has had very low COVID rates. ASMI is increasing the budget and hopes to expand the geographical scope to include events in Malaysia and the Philippines. Pie chart does not include OMR retainer.

