Total international budget cut from FY21 to FY22: -$546,000
ATP Total: $7,497,900 through June 30, 2024
Planned decrease in ATP funding to $1,212,000 for final years (FY23 and FY24)
$70,000 left over from 2019 added back in: $1,282,000
MAP: 2022 award $4,493,584
Planned decrease in MAP funding to $4,450,000 for future years
+ $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 Tech program and the Sustainability program
China program greatly reduced
### Long-Term International Funding Outlook ('000)

<table>
<thead>
<tr>
<th>Year</th>
<th>SDPR</th>
<th>ATP</th>
<th>MAP</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY21</td>
<td>$2,495</td>
<td>$1,620</td>
<td>$5,176</td>
<td>$9,291</td>
</tr>
<tr>
<td>FY22</td>
<td>$2,495</td>
<td>$1,282</td>
<td>$4,968</td>
<td>$8,745</td>
</tr>
<tr>
<td>FY23</td>
<td>$2,480</td>
<td>$1,212</td>
<td>$4,450</td>
<td>$8,142</td>
</tr>
<tr>
<td>FY24</td>
<td>$2,430</td>
<td>$1,212</td>
<td>$4,450</td>
<td>$8,092</td>
</tr>
<tr>
<td>FY25</td>
<td>$2,380</td>
<td>$-</td>
<td>$4,450</td>
<td>$6,830</td>
</tr>
<tr>
<td>FY26</td>
<td>$2,330</td>
<td>$-</td>
<td>$4,450</td>
<td>$6,780</td>
</tr>
<tr>
<td>FY27</td>
<td>$2,295</td>
<td>$-</td>
<td>$4,450</td>
<td>$6,745</td>
</tr>
</tbody>
</table>

**Graph:**
- SDPR
- ATP
- MAP
- Total
FY 22 Budget $8,745,502

- SEU: $1,322,270 to $1,502,352
- Japan: $1,326,310 to $1,144,000
- NEU: $1,108,730 to $1,010,142
- ASMI Prog. Ops: $924,500 to $904,500
- China: $989,461 to $900,461
- CEU: $794,876 to $702,876
- WEU: $801,202 to $702,000
- South America: $627,824 to $570,473
- SE Asia: $431,917 to $444,133
- EEU: $452,200 to $400,780
- Global: $342,500 to $339,500
ASMI HQ
2022 budget: $904,500 (-2%)
Personal Services down (-4%)
Global 2022 budget: $339,500 (-1%)

Global Evaluation - $15,000 MAP

Rivolving trade show or mission + $12,000 match
China-Japan consumer research update

- Stocking up has leveled out, 41% are not stocking up, 14% are stocking up on canned salmon, 15% on froze seafood, down from 22% stocking up up on seafood a year ago.
- Health remains important- 30% eating heathier in general, 11% eating more seafood.
- Most important attribute is safety 54%, healthy 28%
- Supermarkets remain strong, online is growing, specialty seafood markets shrinking. 33% say changes they've made are permanent.
China 2022 budget: $900,461 (-10%)
HRI -26% decrease
Trade – 7% decrease
Consumer – 5% decrease
ATP Eliminated for 2022:
Trade Seminars
Offline to Online Product Seminars

Proportionate Budget Percentage Change

Chef Competition -80%
Chef Seminars -20%
Consumer PR -18%
Website -14%
Foodservice Promotions -5%
Trade Shows -1%
Retail Merchandising 5%
Japan 2022 budget: $1,144,000 (-16%)

- Retail Merchandising: $330,000
- Consumer PR: $125,000
- Foodservice Promotions: $90,000
- Trade PR/Advertising: $55,000
- Trade Shows: $45,000
- Consumer Promotions: $29,000
- Digital Creative Trends: $25,000
- Roe Product Promotions: $25,000
- Website: $15,000
NEU 2022 budget: $1,010,142 (-10%)
WEU 2022 budget: $702,000 (-14%)

- Retail Merchandising
- Consumer PR
- Foodservice Promotions
- Trade PR/Advertising
- Trade Shows
- HRI Trade shows
- Chef Seminars
- Online Chef Tutorials
- New Media Ambassador
- Website

Proportion Percentage Budget Change:

- New Media Ambassador: -97%
- Trade PR/Adv: -44%
- Foodservice Promo: -39%
- Online Chef Tutor: -29%
- Consumer PR: -16%
- Chef Seminars: -11%
- Retail Merchandise: -6%
- Trade Shows: +14%
CEU: 2022 budget: $702,876 (-13%)
Eliminated Processor Info Kits

<table>
<thead>
<tr>
<th>Category</th>
<th>2021</th>
<th>2022</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Merchandising</td>
<td>$200,000</td>
<td>$170,000</td>
<td>-15%</td>
</tr>
<tr>
<td>Consumer PR</td>
<td>$400,000</td>
<td>$380,000</td>
<td>-5%</td>
</tr>
<tr>
<td>Trade PR/Advertising</td>
<td>$600,000</td>
<td>$530,000</td>
<td>-12%</td>
</tr>
<tr>
<td>Foodservice Promotions</td>
<td>$800,000</td>
<td>$780,000</td>
<td>-2%</td>
</tr>
<tr>
<td>Trade Shows</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>0%</td>
</tr>
<tr>
<td>HRI Trade Shows</td>
<td>$85,000</td>
<td>$78,000</td>
<td>-8%</td>
</tr>
<tr>
<td>Chef Seminars</td>
<td>$25,000</td>
<td>$16,876</td>
<td>-32%</td>
</tr>
<tr>
<td>Online Marketing Tools</td>
<td>$15,000</td>
<td>$15,000</td>
<td>0%</td>
</tr>
</tbody>
</table>

Proportion Budget Percentage Change

- Online Marketing Tools: -100%
- Consumer PR: -47%
- Retail Merchandising: -16%
- Trade Shows: -4%
- Foodservice Promo: 7%
SEU 2022 budget: $1,502,352 (+12%)

- Retail Merchandising
- Trade Shows
- HRI Trade Shows
- Foodservice Promotions
- Trade PR
- Trade Advertising
- Chef Seminars
- New Retail Platforms
- Chef/Trade Immersion
- Website

Proportion Budget Percentage Change
- Trade PR: -66%
- Chef/Trade Immersion: -25%
- Chef Seminars: -25%
- HRI Trade Shows: -14%
- Trade Shows: -13%
- Trade PR: -7%
- Trade Advertising: -5%
- Website: 6%
- New Retail Platforms: 34%
EEU 2022 budget: $400,780 (-13%

- Technical Education
- Trade PR/Advertising
- Retail Merchandising
- Trade Shows
- Trade Missions

**2021**
- Technical Education: $111,667
- Trade PR/Advertising: $132,000
- Retail Merchandising: $55,000
- Trade Shows: $20,000
- Trade Missions: $19,533

**2022**
- Technical Education: $106,667
- Trade PR/Advertising: $95,000
- Retail Merchandising: $55,580
- Trade Shows: $20,000
- Trade Missions: $9,533
South America 2022 budget: $570,473 (-10%)

- Retail Merchandising: $109,673, 36%
- Foodservice Promotions: $49,000, 16%
- Trade Servicing: $38,000, 13%
- Trade Missions: $38,000, 12%
- Chef Education: $37,800, 12%
- Trade/Public Relations: $38,000, 13%
- Website: $12,000, 4%

2021
- Retail Merchandising: $155,024
- Foodservice Promotions: $54,000
- Trade Missions: $36,000
- Trade Service: $38,000
- Chef Education: $32,800
- Trade/Public Relations: $28,000
- Website: $19,000

2022
- Retail Merchandising: $109,673
- Foodservice Promotions: $49,000
- Trade Missions: $38,000
- Trade Service: $38,000
- Chef Education: $37,800
- Trade/Public Relations: $21,000
- Website: $12,000
Southeast Asia 2022
budget: $444,133 (+3%)
No MAP funding

- Trade Shows
- Retail Merchandising
- HRI Promotions
- Chef Seminars

### 2021 vs 2022 Budget Comparison

<table>
<thead>
<tr>
<th>Category</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Servicing/Events</td>
<td>$84,000</td>
<td>$100,633</td>
</tr>
<tr>
<td>Trade Shows</td>
<td>$100,650</td>
<td>$93,650</td>
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<tr>
<td>Retail Merchandising</td>
<td>$79,667</td>
<td>$81,250</td>
</tr>
<tr>
<td>HRI Promotions</td>
<td>$38,000</td>
<td>$39,000</td>
</tr>
<tr>
<td>Chef Seminars</td>
<td>$28,000</td>
<td>$28,000</td>
</tr>
</tbody>
</table>
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THANK YOU