

# International Budget Proposal

Hannah Lindoff

Board of Director's Meeting

April 29, 2021



# Budget Strategic overview

**\$8,745,502**

**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**

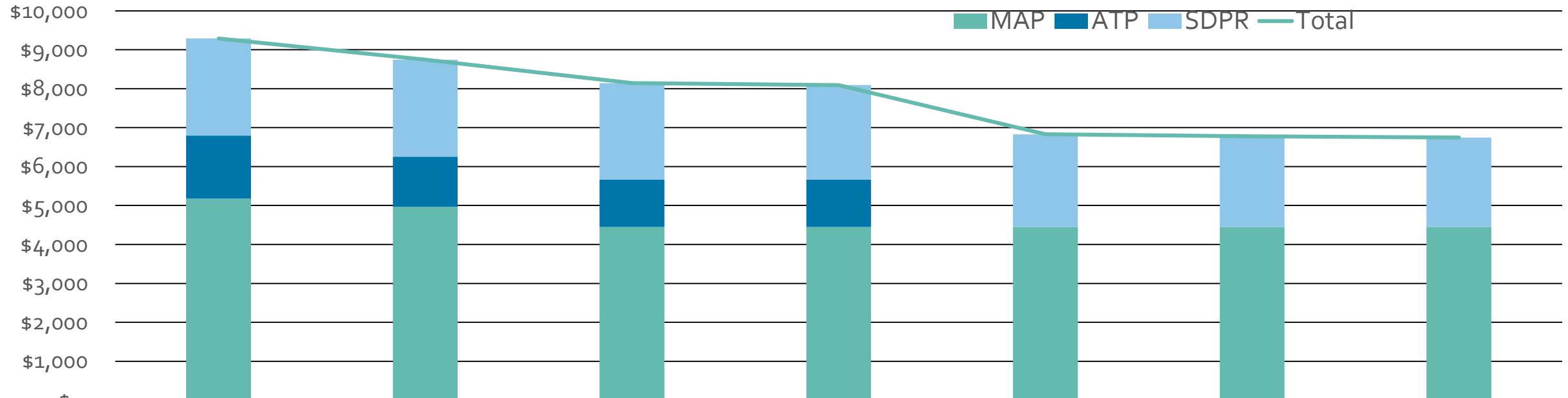
**Match (SDPR) for MAP and ATP: \$2,495,000**

**ATP continues to fund ASMI-wide projects like  
video/film project, the Tech program and the  
Sustainability program**

**China program greatly reduced**



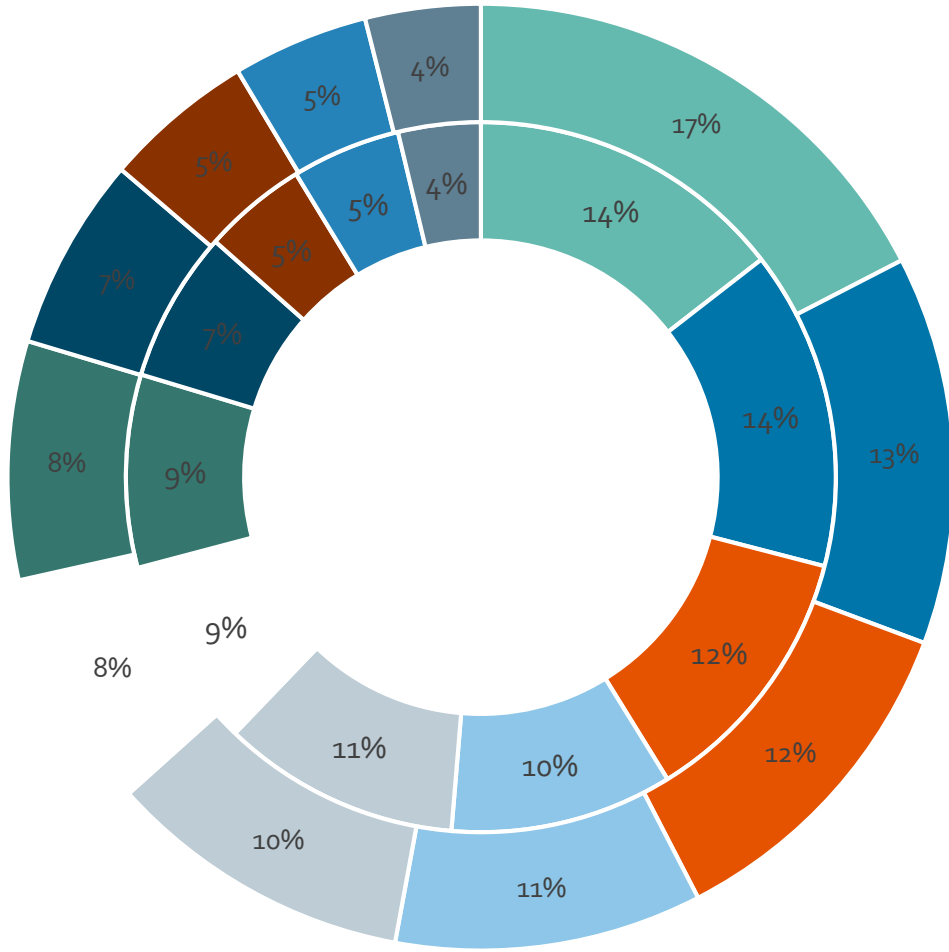
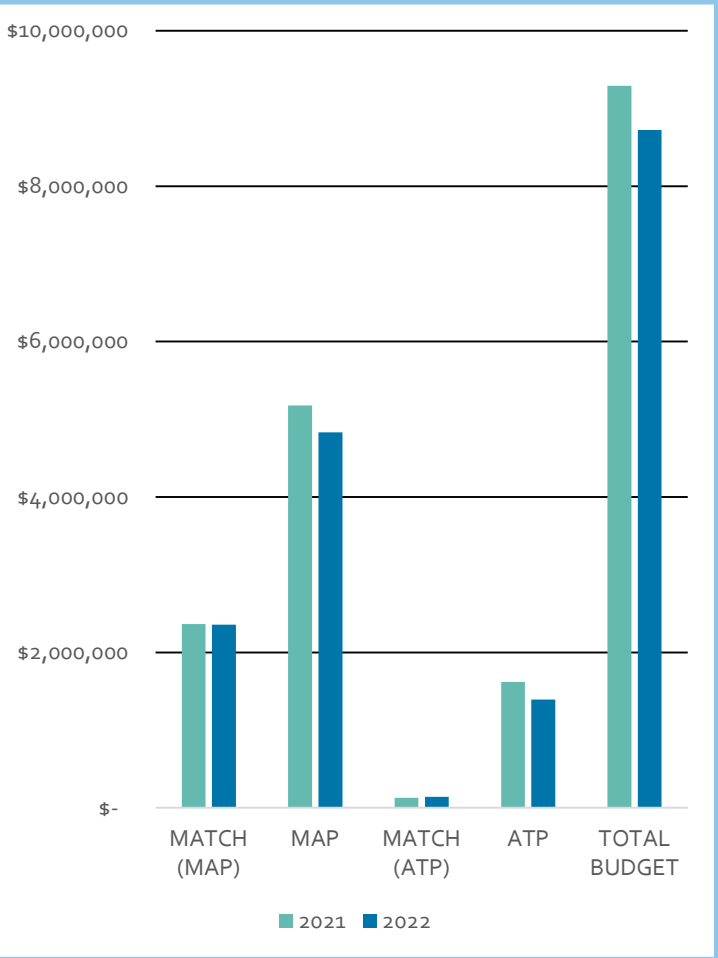
# LONG-TERM INTERNATIONAL FUNDING OUTLOOK ('000)



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



# FY 22 Budget \$8,745,502



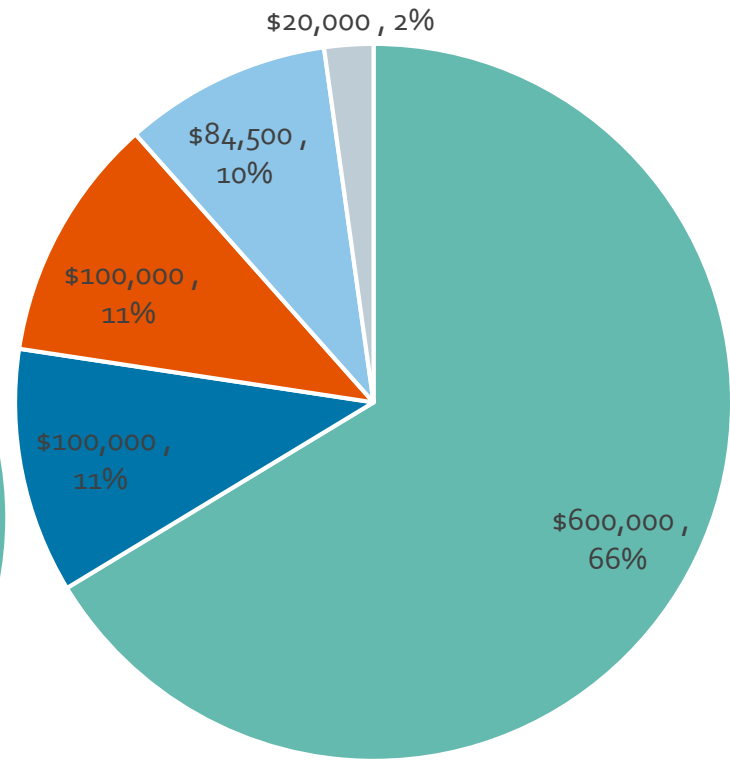
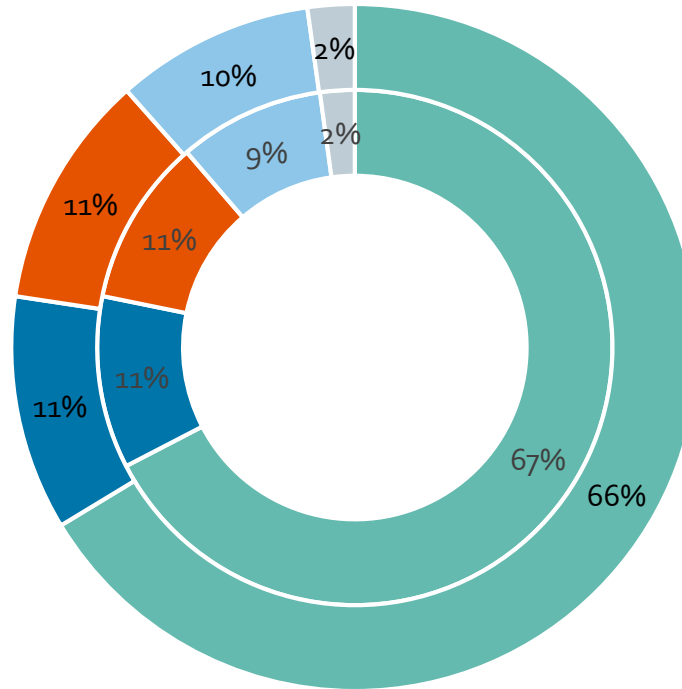
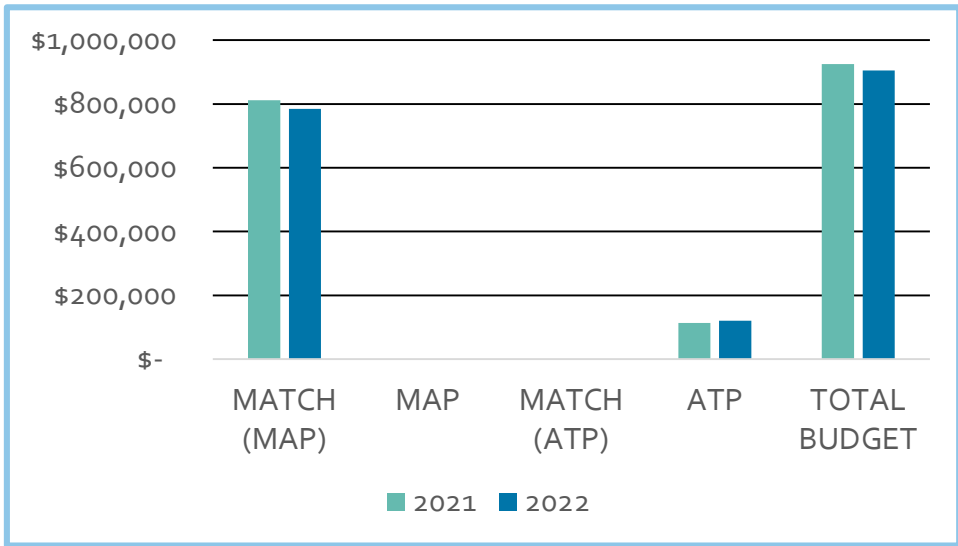
- SEU  
\$1,322,270 to \$1,502,352
- Japan  
\$1,326,310 to \$1,144,000
- NEU  
\$1,108,730 to \$1,010,142
- ASMI Prog. Ops  
\$924,500 to \$904,500
- China  
\$989,461 to \$900,461
- CEU  
\$794,876 to \$702,876
- WEU  
\$801,202 to \$702,000
- South America  
\$627,824 to \$570,473
- SE Asia  
\$431,917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



# ASMI HQ

## 2022 budget: \$904,500 (-2%)

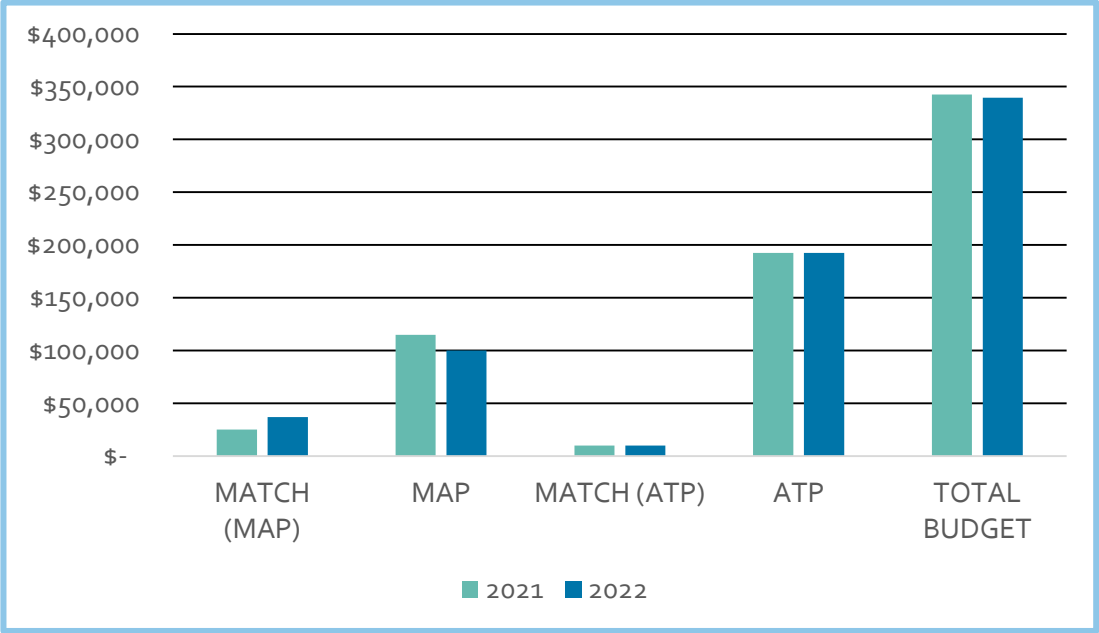
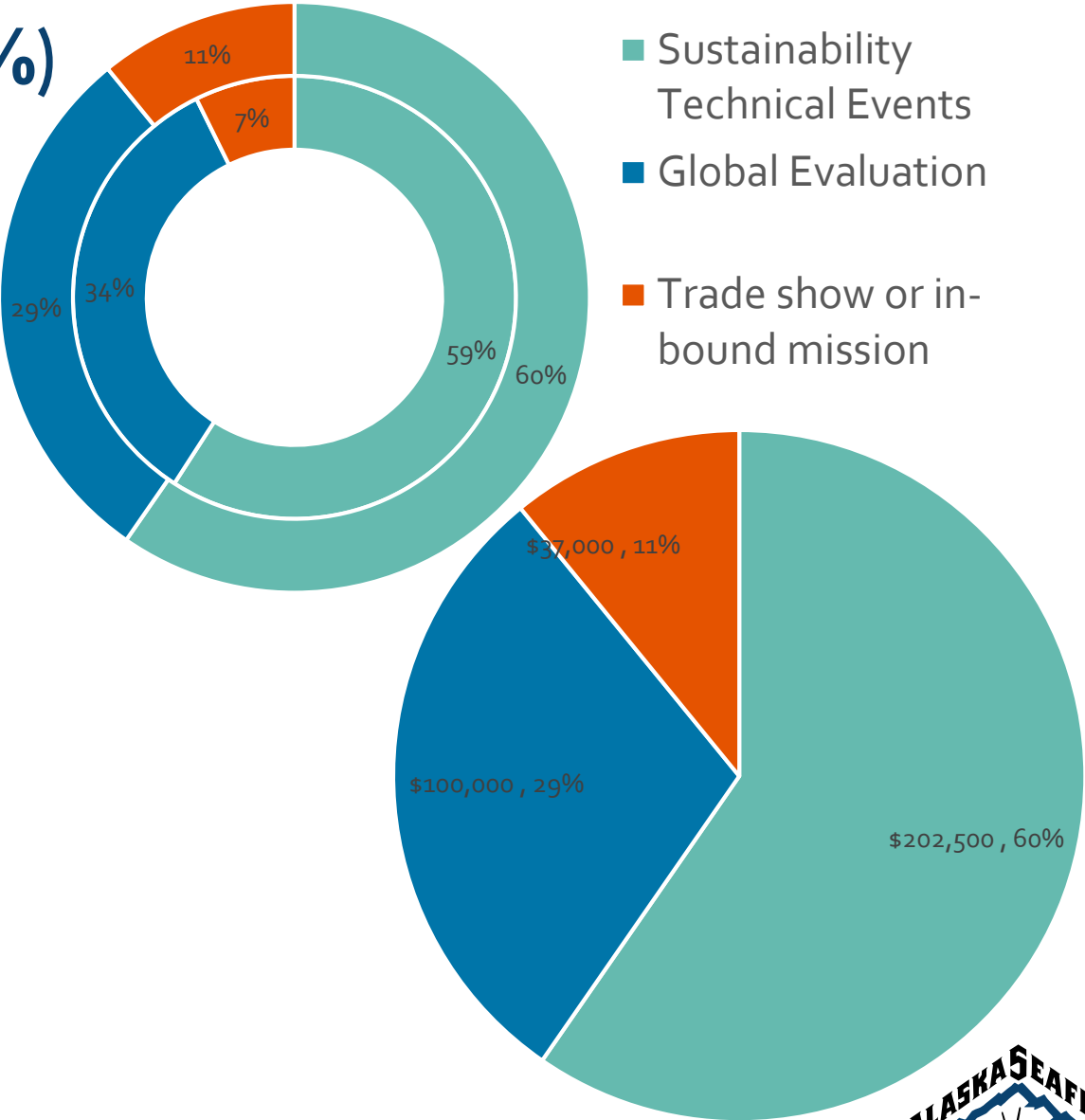
### Personal Services down (-4%)



- Personal Services
- Staff Travel
- Consolidated Program Expenses
- Product/Marketing /Goodwill Materials
- Trade marks

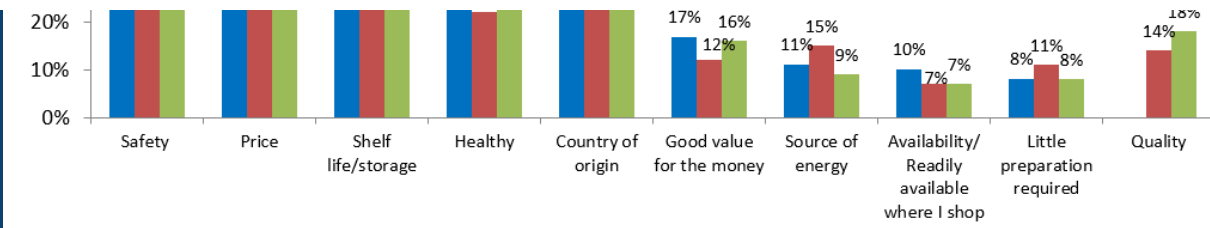
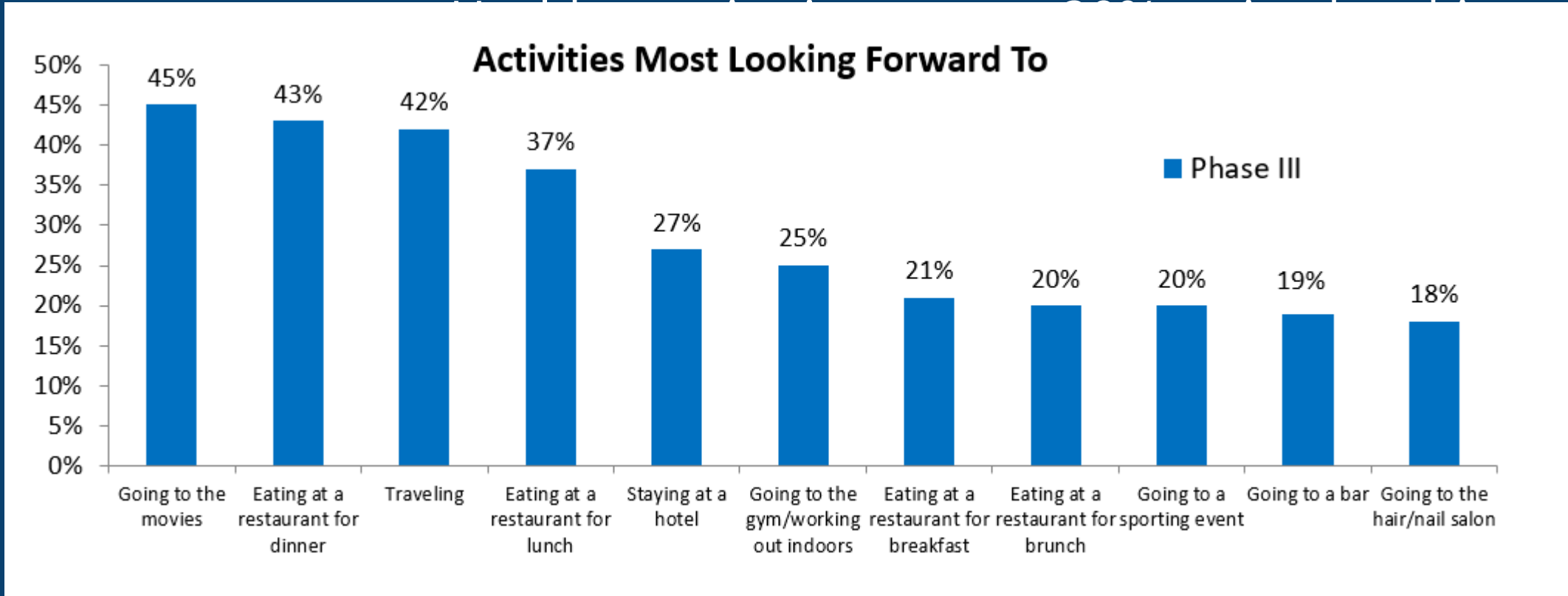


**Global 2022 budget: \$339,500 (-1%)**  
**Global Evaluation -\$15,000 MAP**  
**Revolving trade show or mission**  
**+\$12,000 match**



# 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.



**China 2022 budget: \$900,461 (-10%)**

**HRI -26% decrease**

**Trade – 7% decrease**

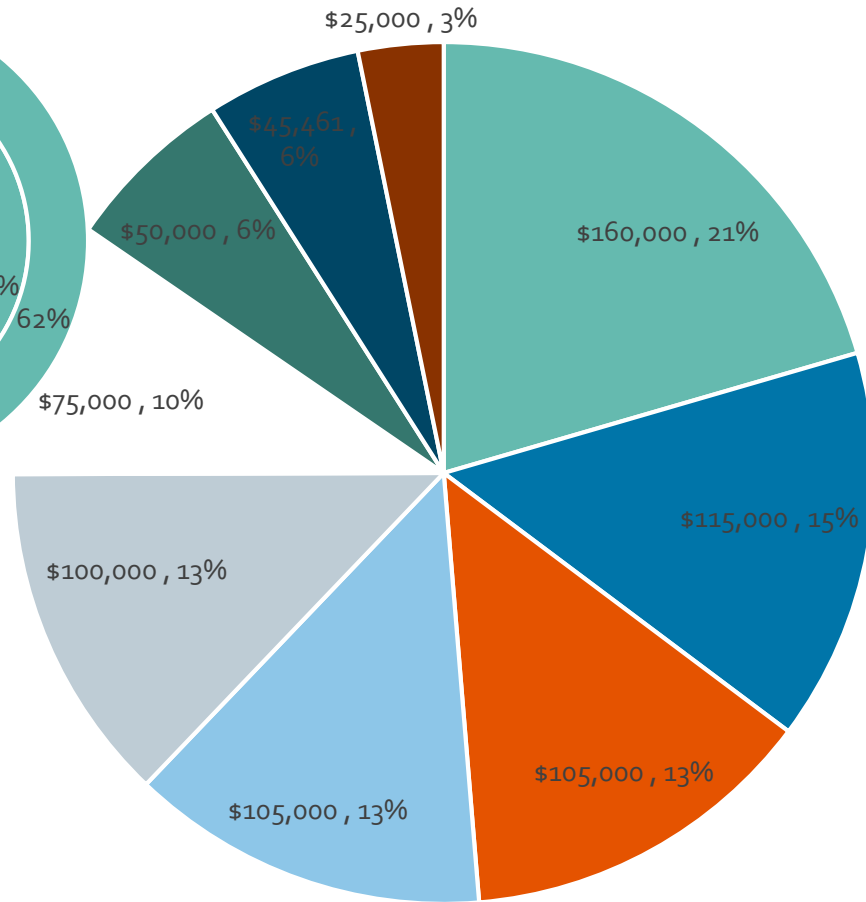
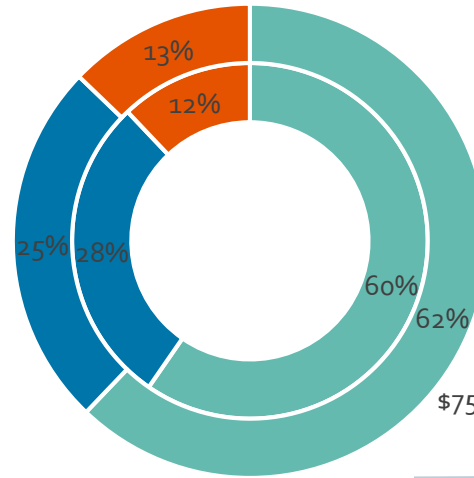
**Consumer – 5% decrease**

**ATP Eliminated for 2022:**

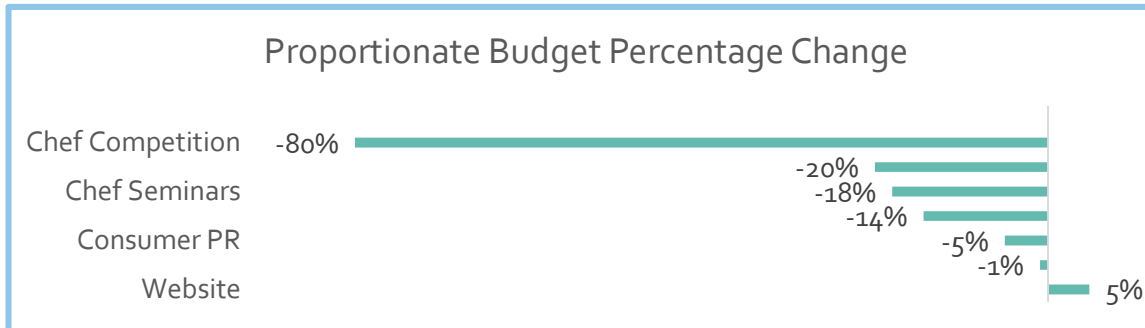
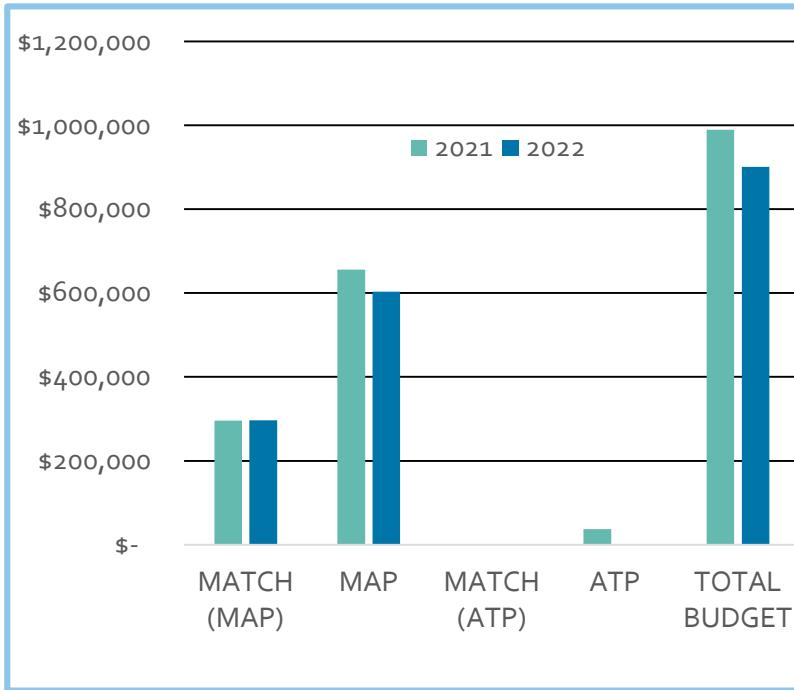
**Trade Seminars**

**Offline to Online Product Seminars**

Trade HRI Consumer



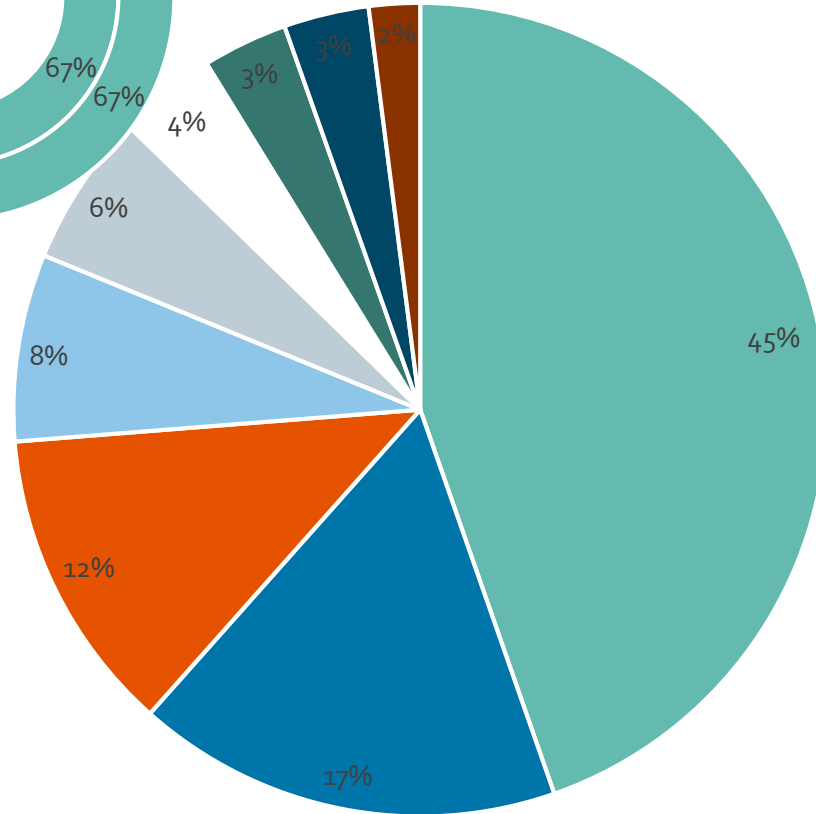
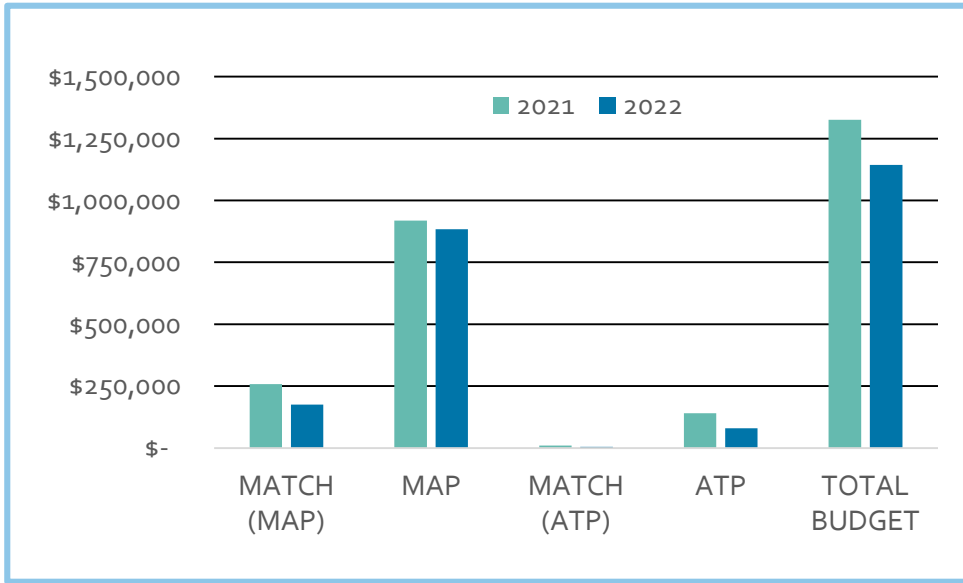
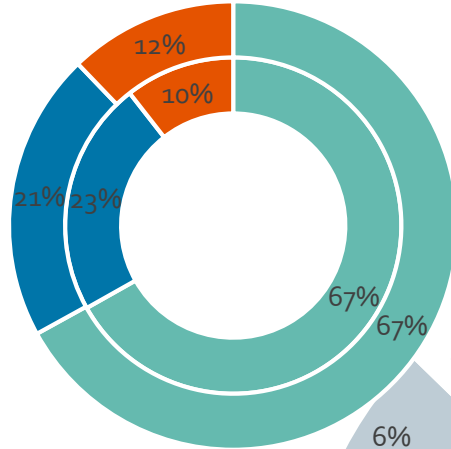
- Retail Merchandising
- Trade Shows
- Trade PR/Advertising
- Website
- Consumer PR
- Foodservice Promotions
- Chef Seminars
- Training School Program
- Chef Competition





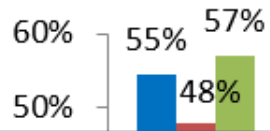
# Japan 2022 budget: \$1,144,000 (-16%)

Trade Consumer HRI



- 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

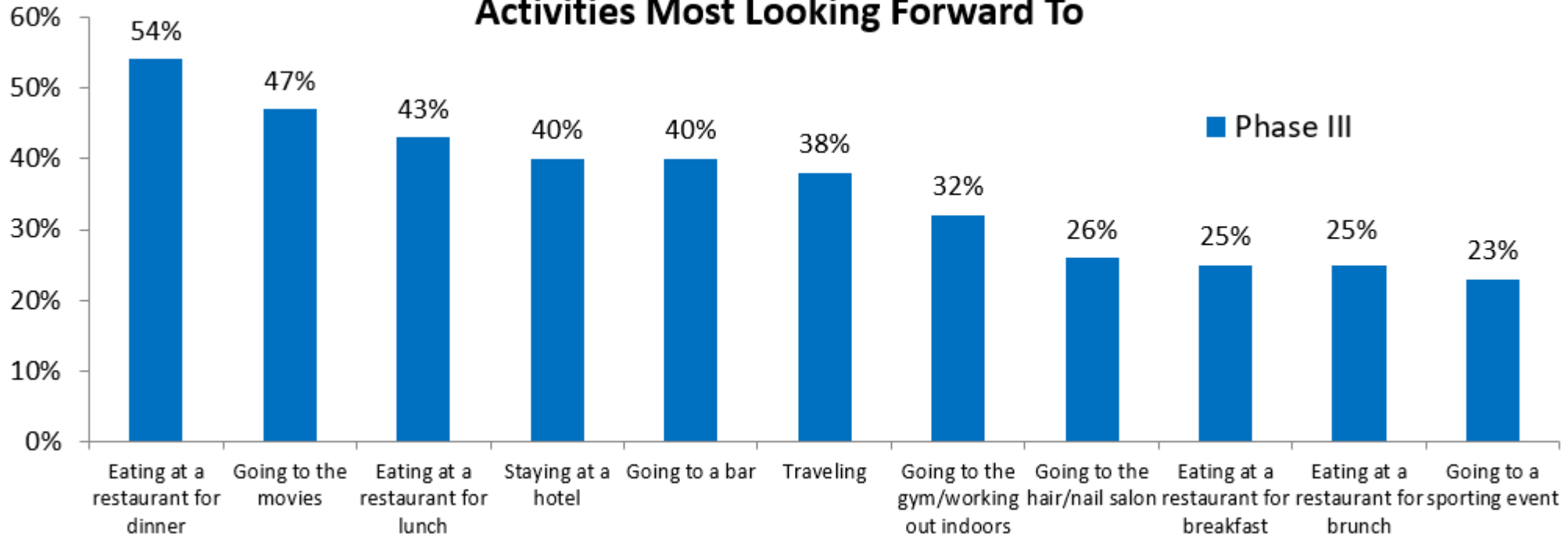




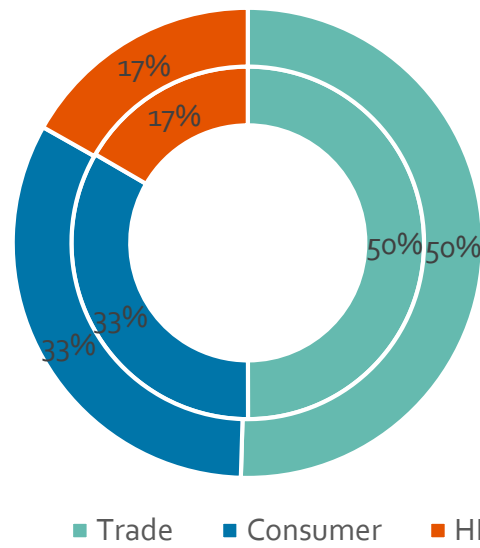
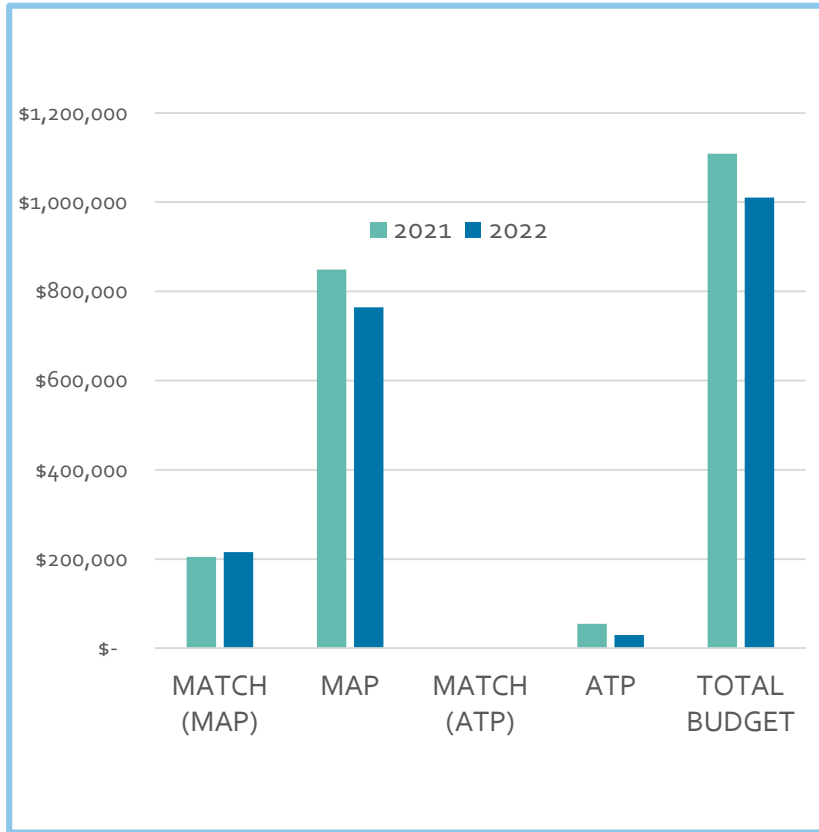
### Most Important Attributes When Shopping Now

■ Phase I ■ Phase II ■ Phase III

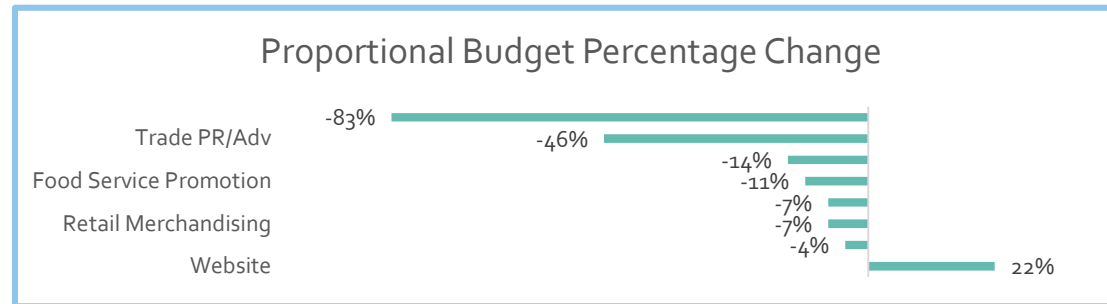
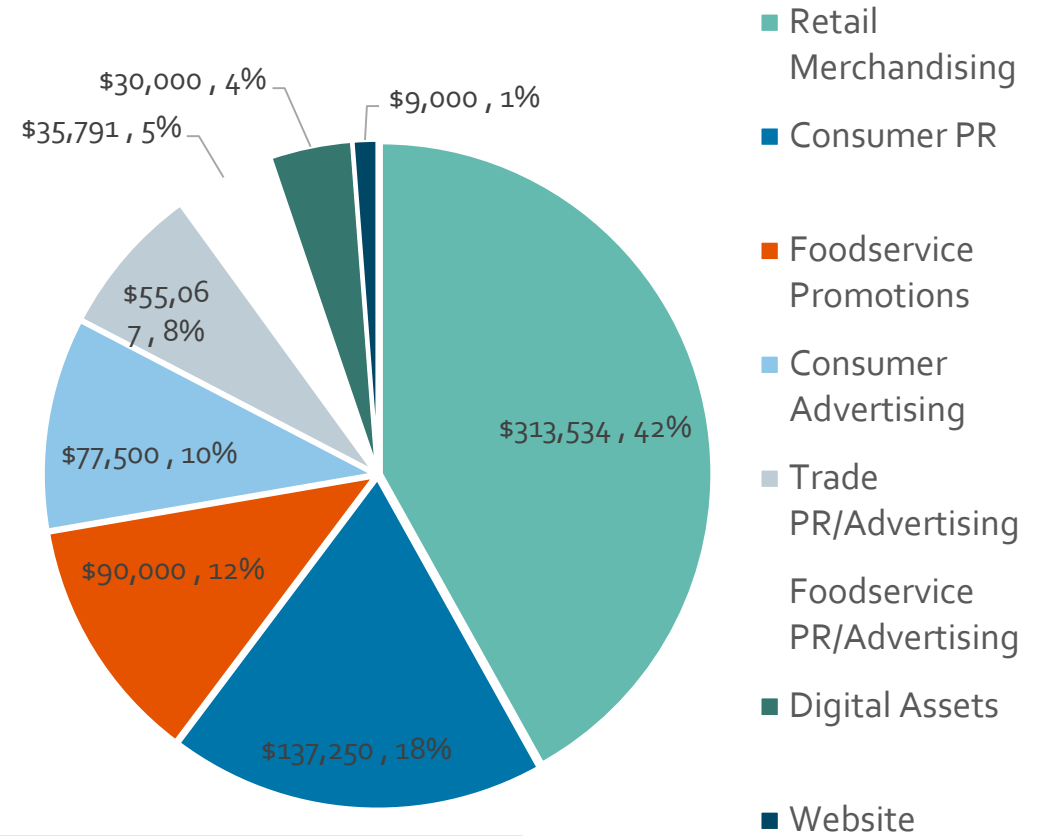
### Activities Most Looking Forward To



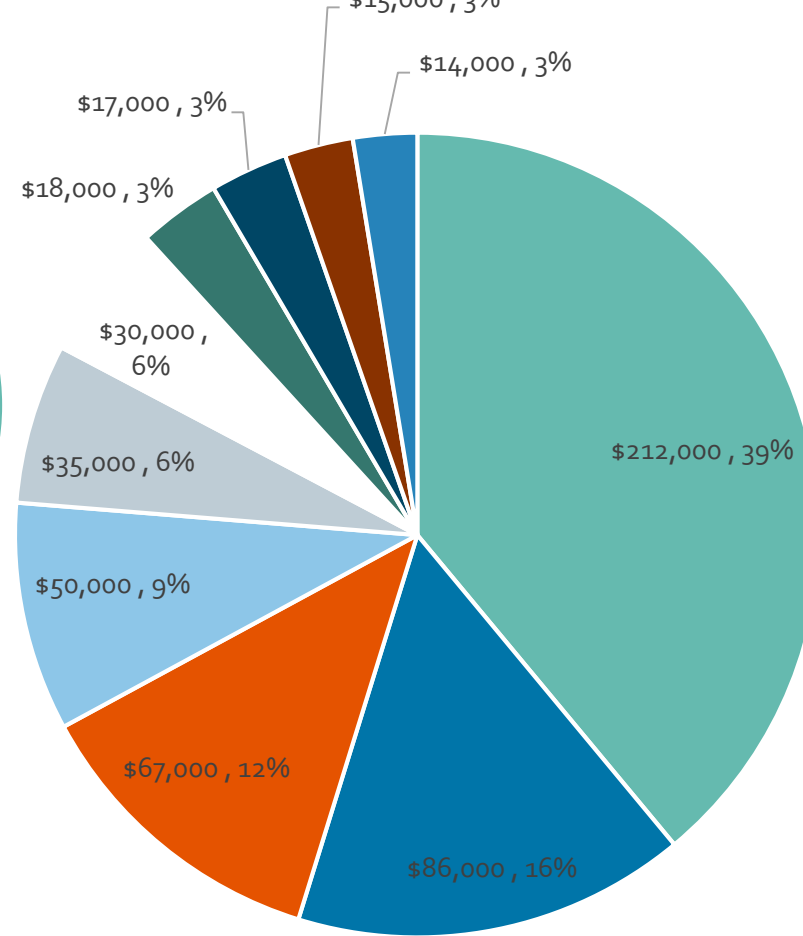
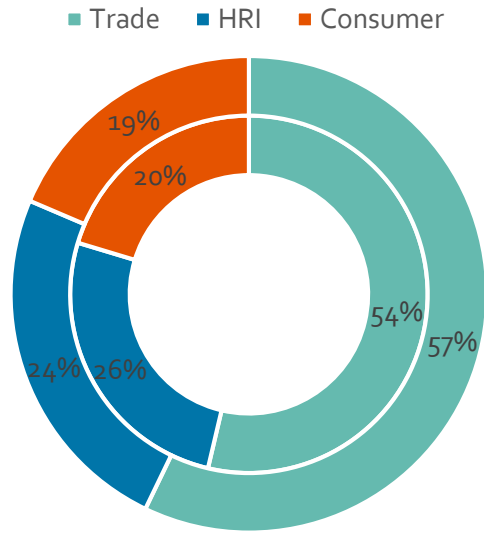
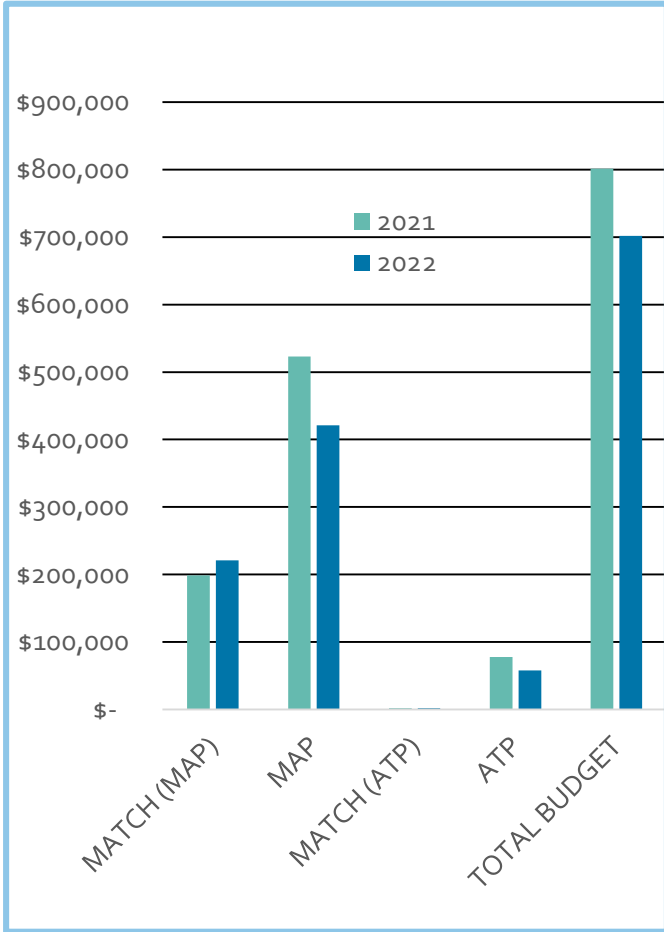
# NEU 2022 budget: \$1,010,142 (-10%)



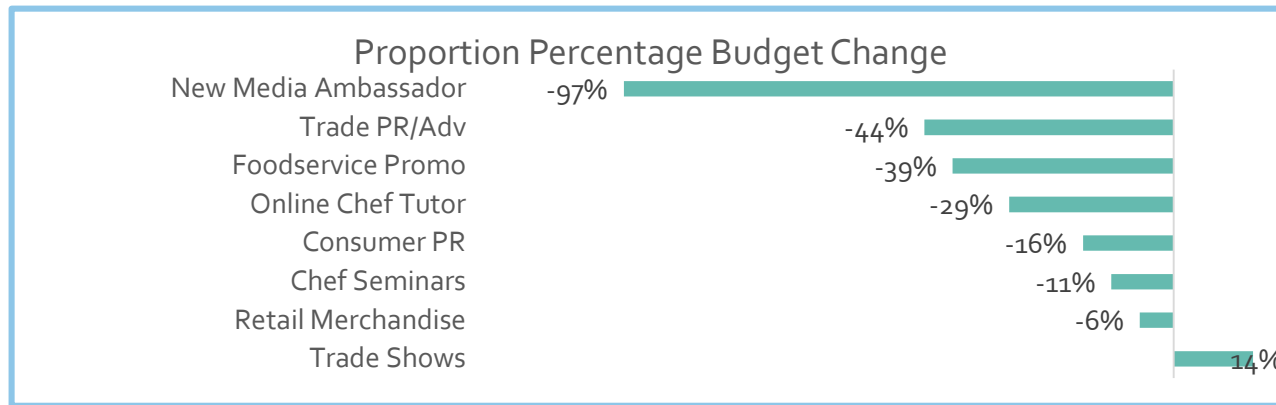
Trade Consumer HRI



# 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



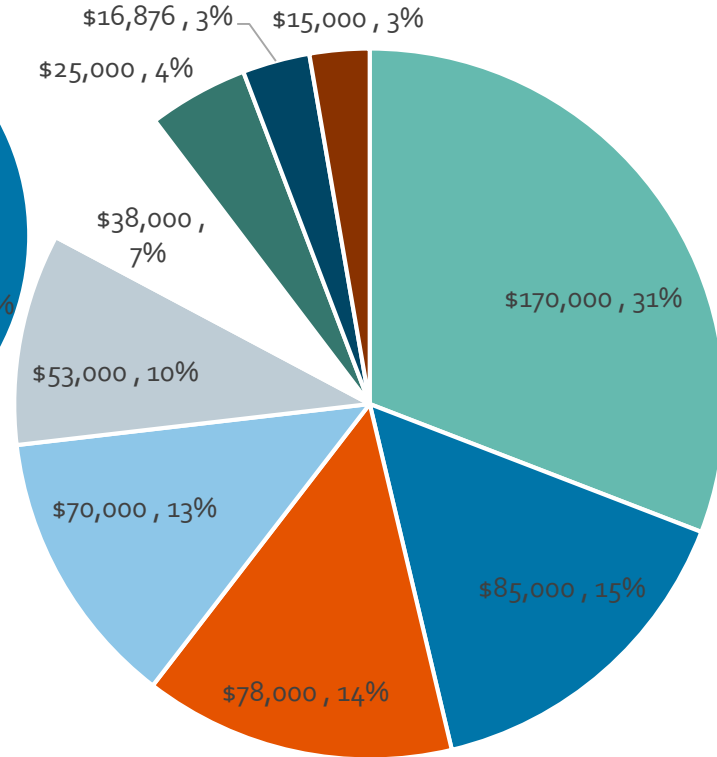
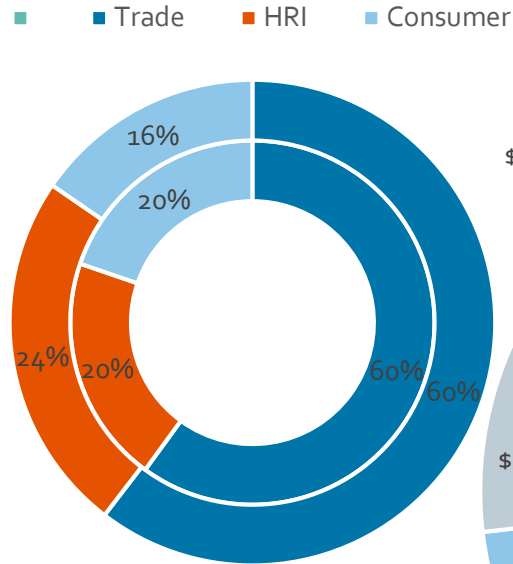
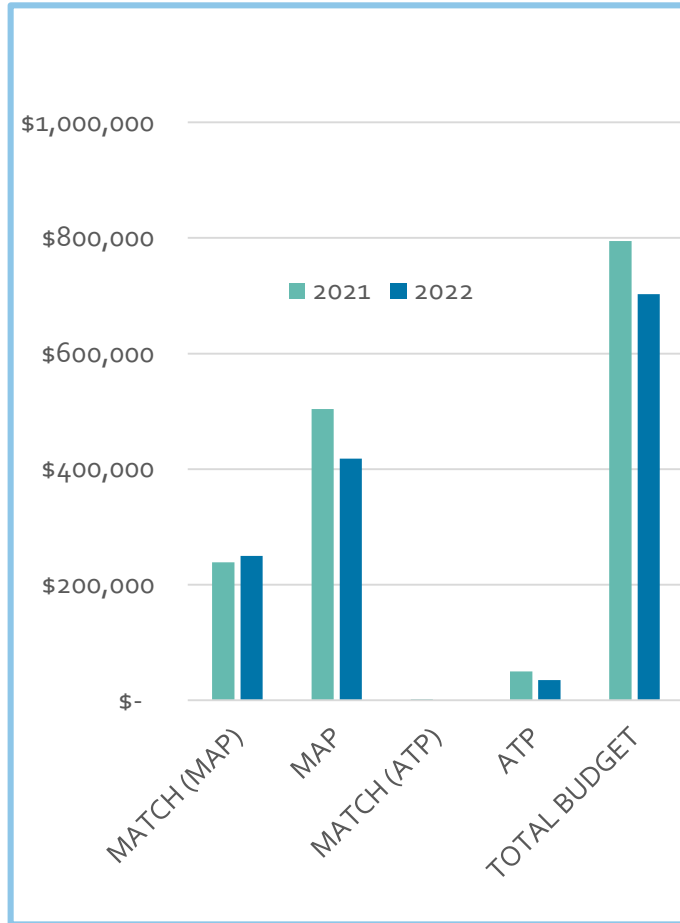




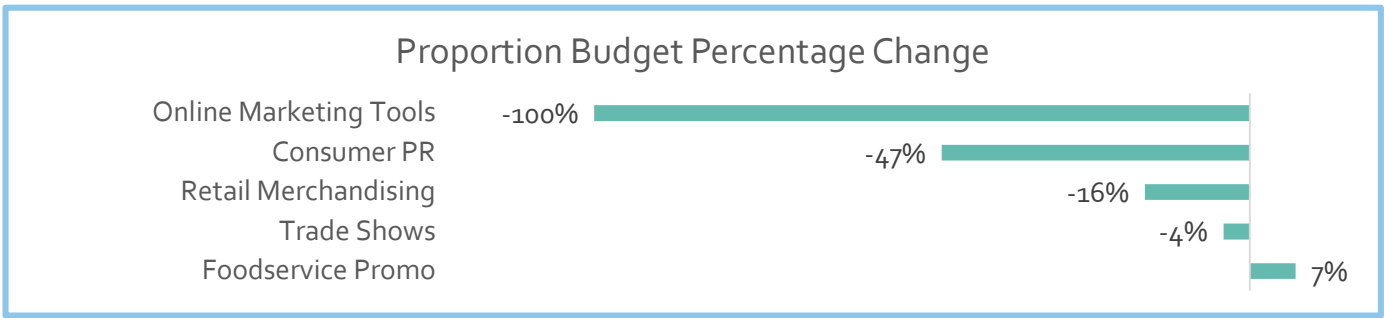
# CEU: 2022 budget: \$702,876

(-13%)

## Eliminated Processor Info Kits

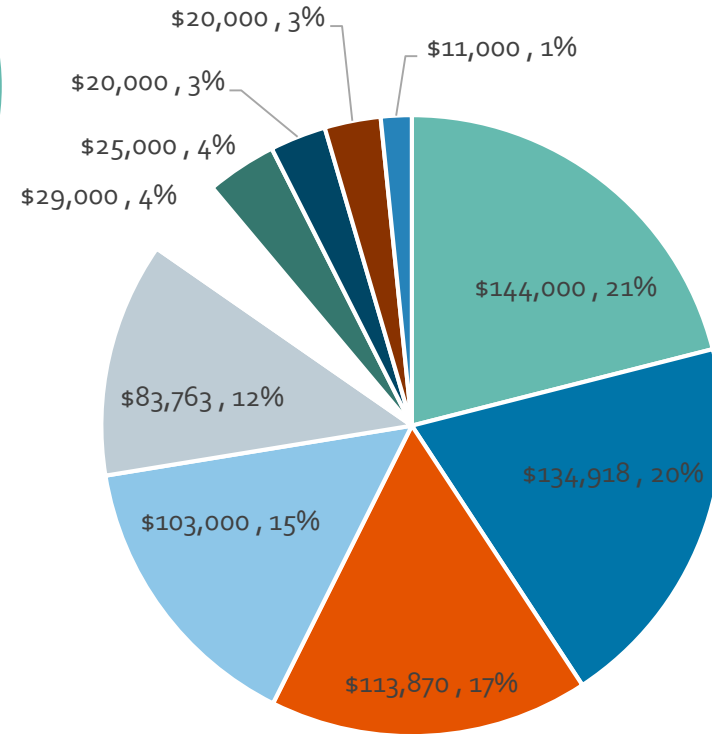
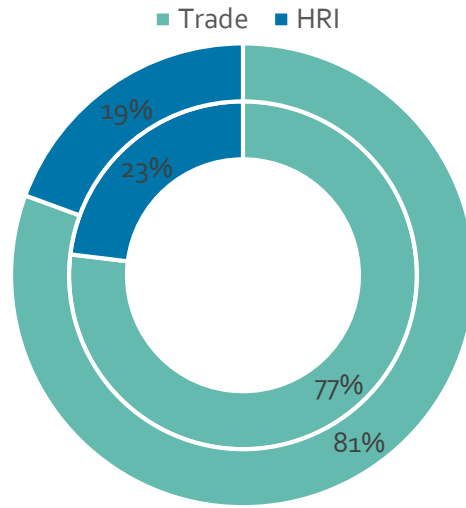
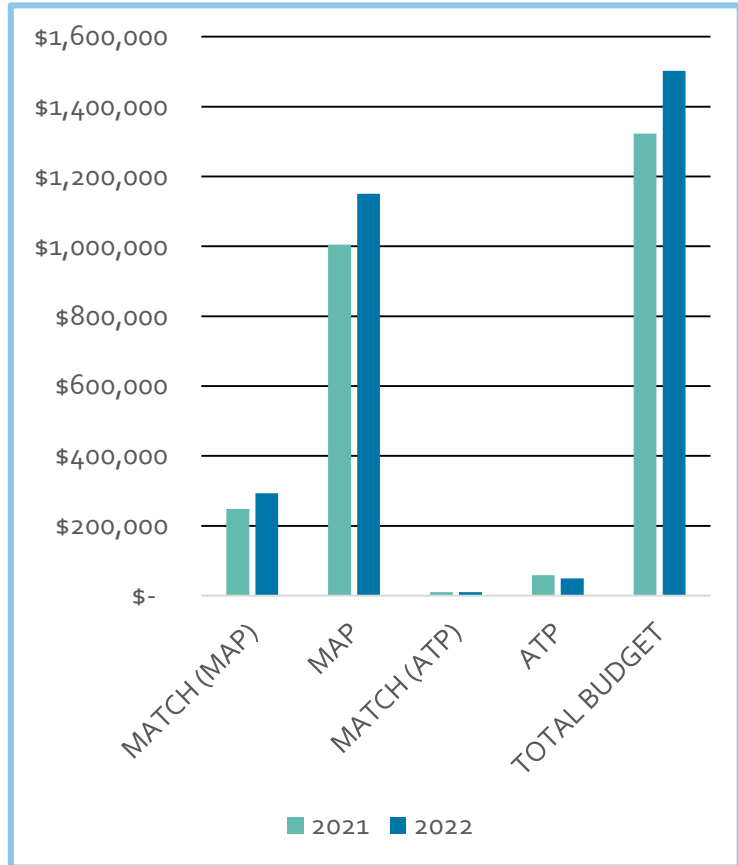


- Retail Merchandising
- Consumer PR
- Trade PR/Advertising
- Foodservice Promotions
- Trade Shows
- HRI Trade Shows
- Chef Seminars
- Website
- Online Marketing Tools

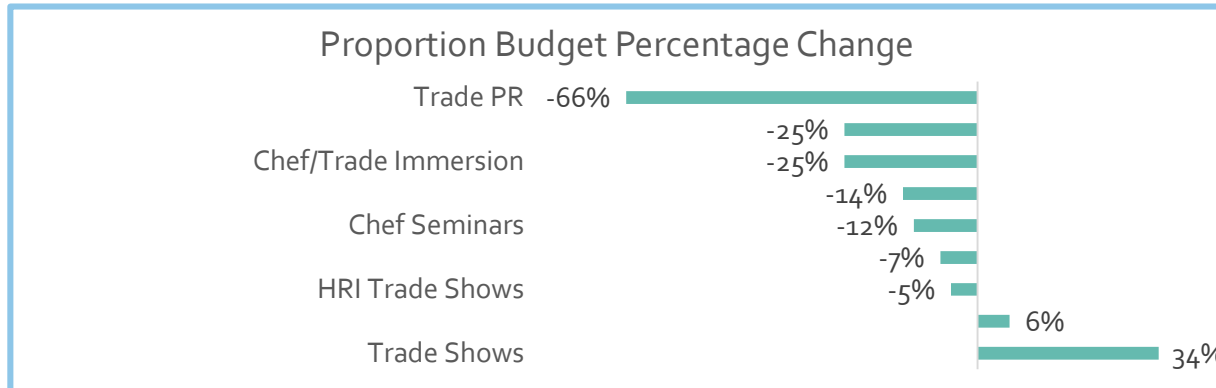




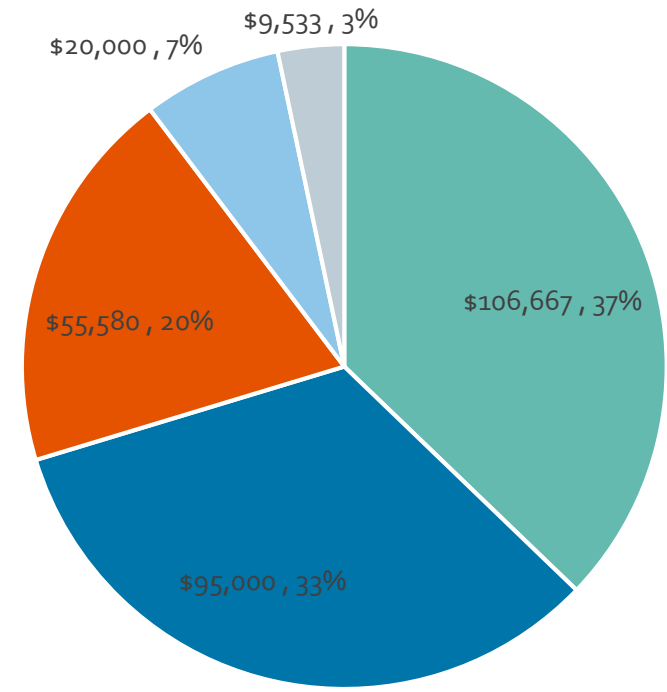
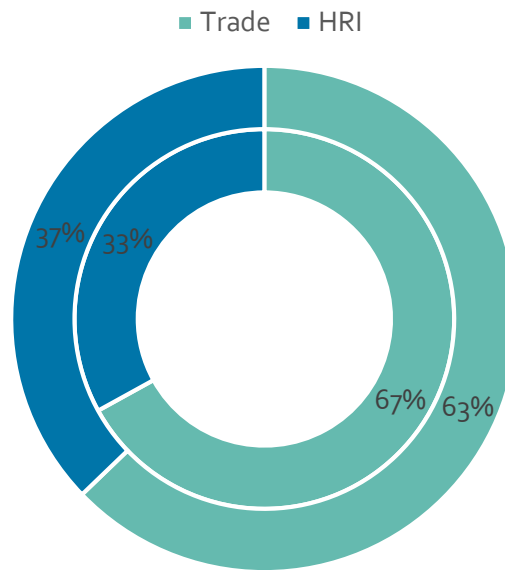
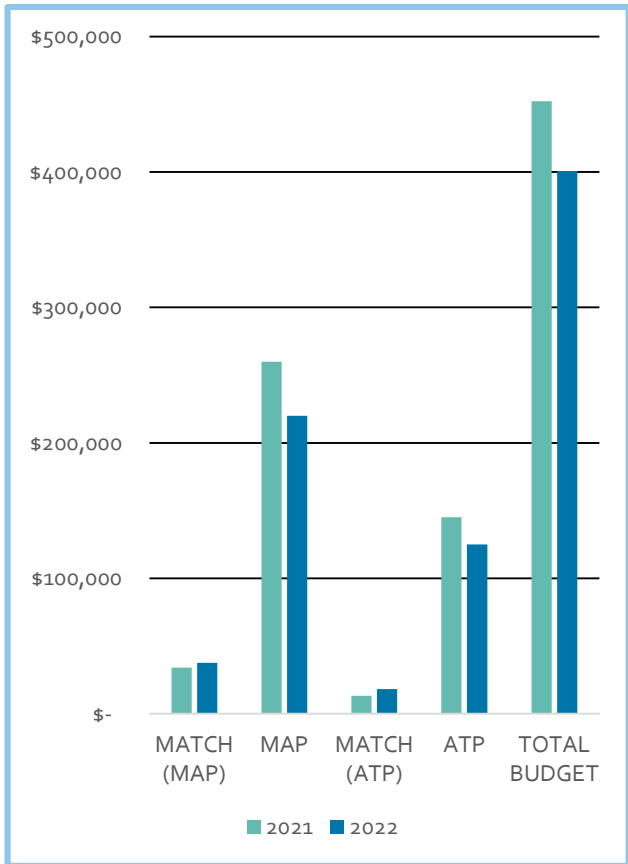
# SEU 2022 budget: \$1,502,352 (+12%)



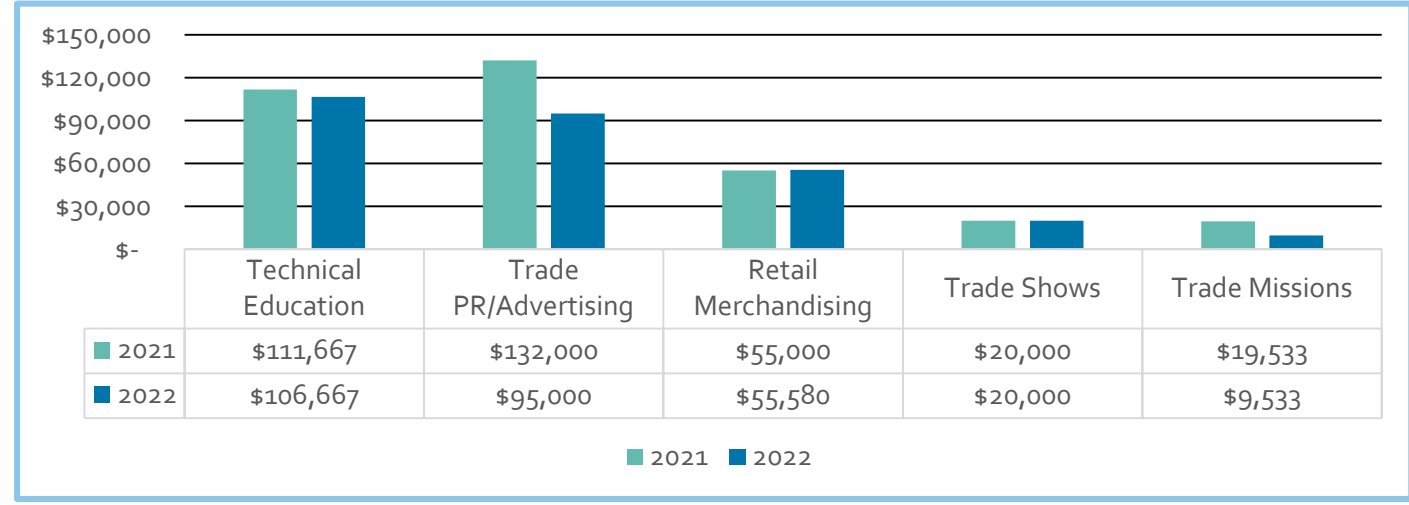
- Retail Merchandising
- Trade Shows
- HRI Trade Shows
- Foodservice Promotions
- Trade PR
- Trade Advertising
- Chef Seminars
- New Retail Platforms
- Chef/Trade Immersion
- Website



# EEU 2022 budget: \$400,780 (-13%)



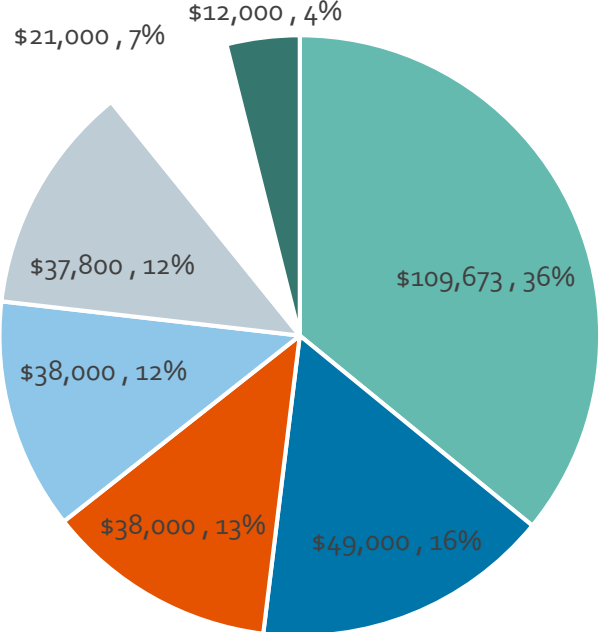
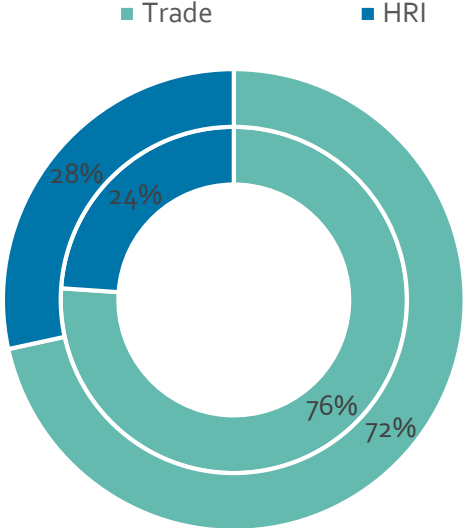
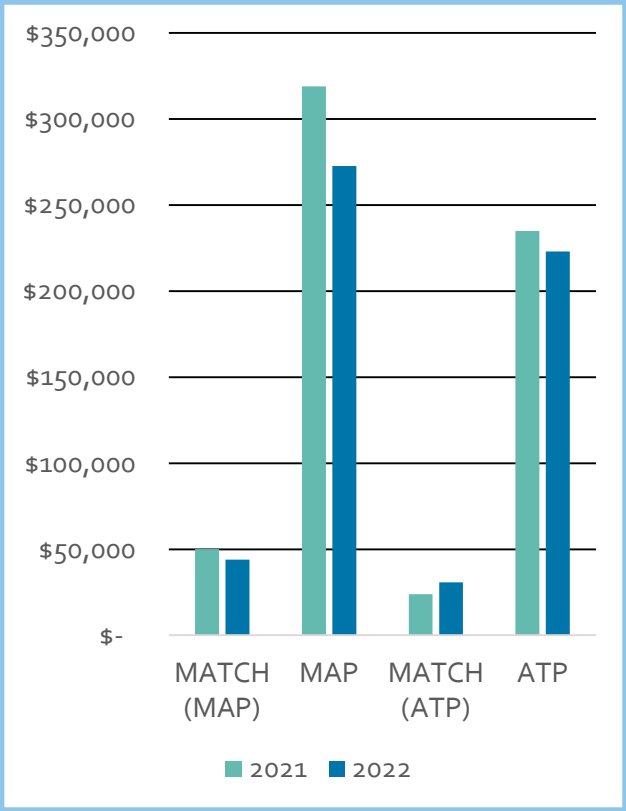
- Technical Education
- Trade PR/Advertise
- Retail Merchandising
- Trade Shows
- Trade Missions



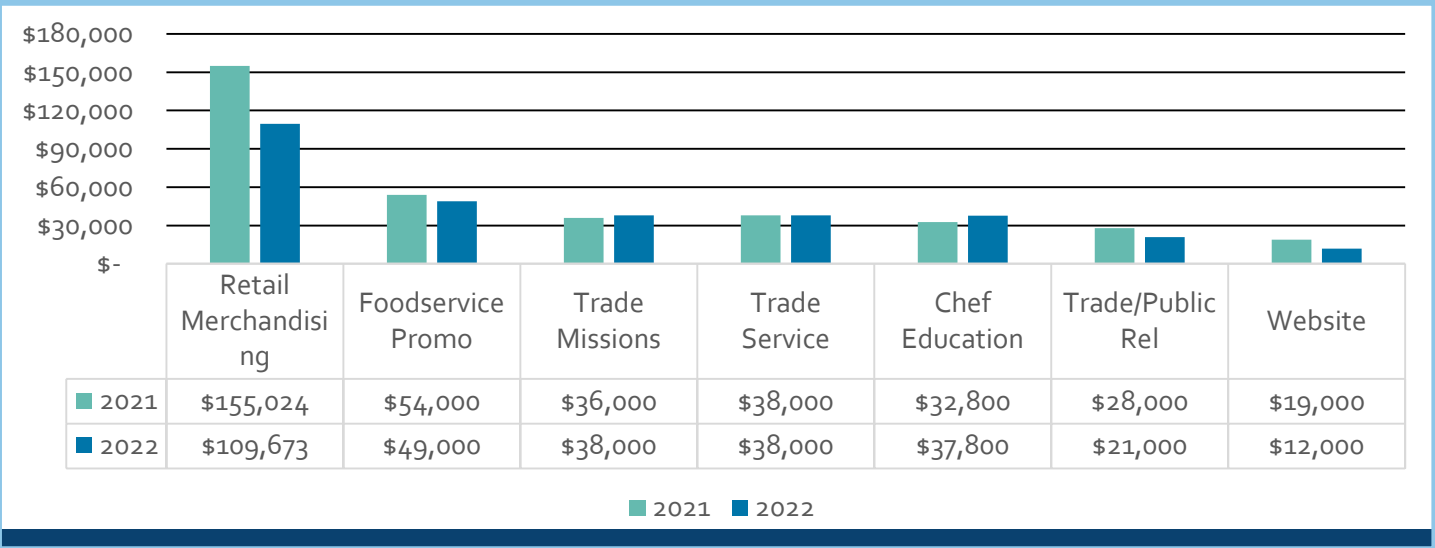


# South America 2022

## budget: \$570,473 (-10%)



- Retail Merchandising
- Foodservice Promotions
- Trade Servicing
- Trade Missions
- Chef Education
- Trade/Public Relations
- Website

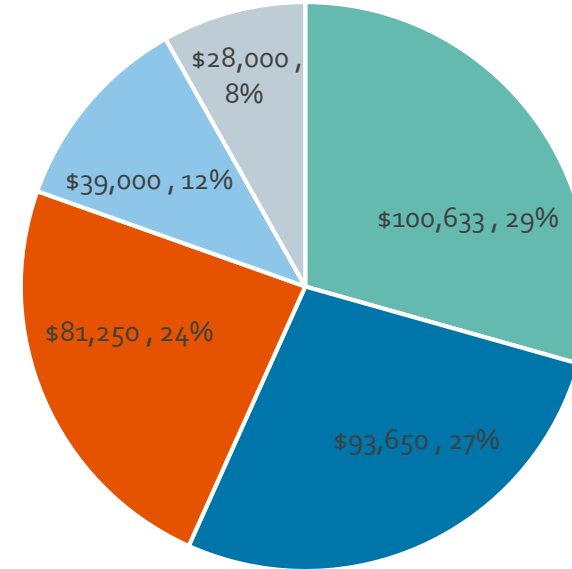
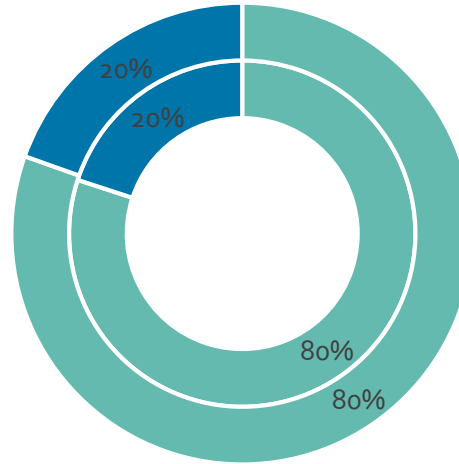


# Southeast Asia 2022

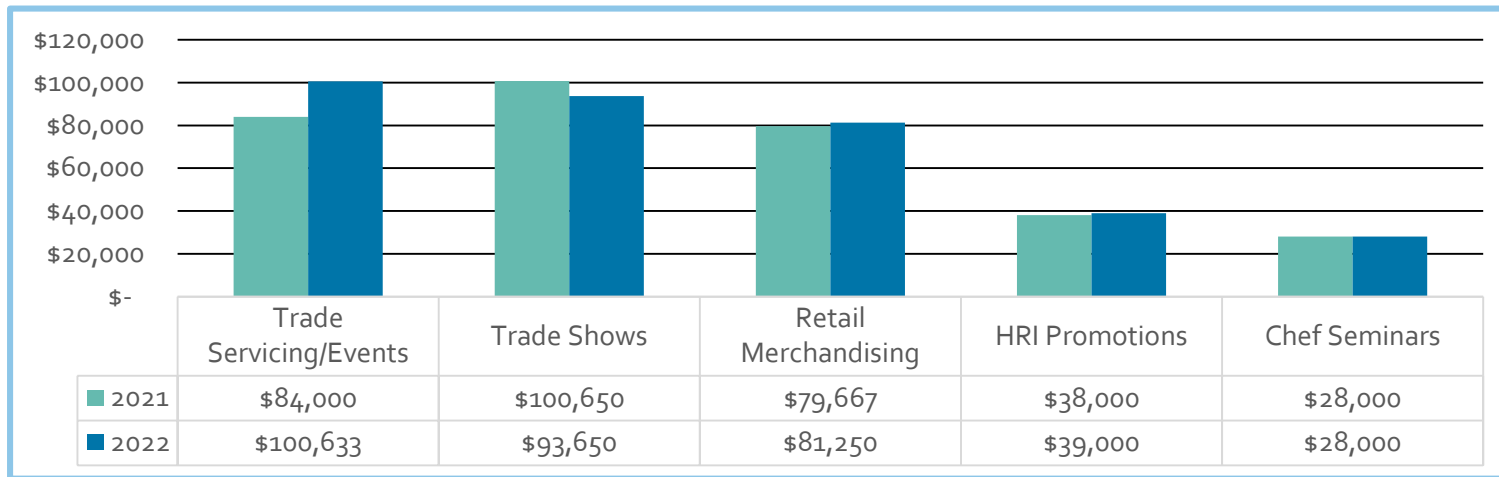
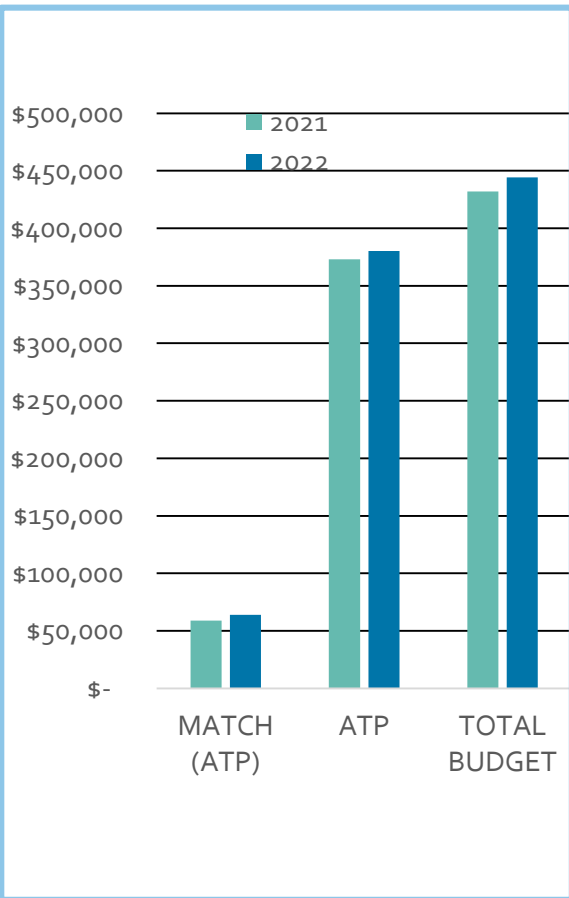
**budget: \$444,133 (+3%)**

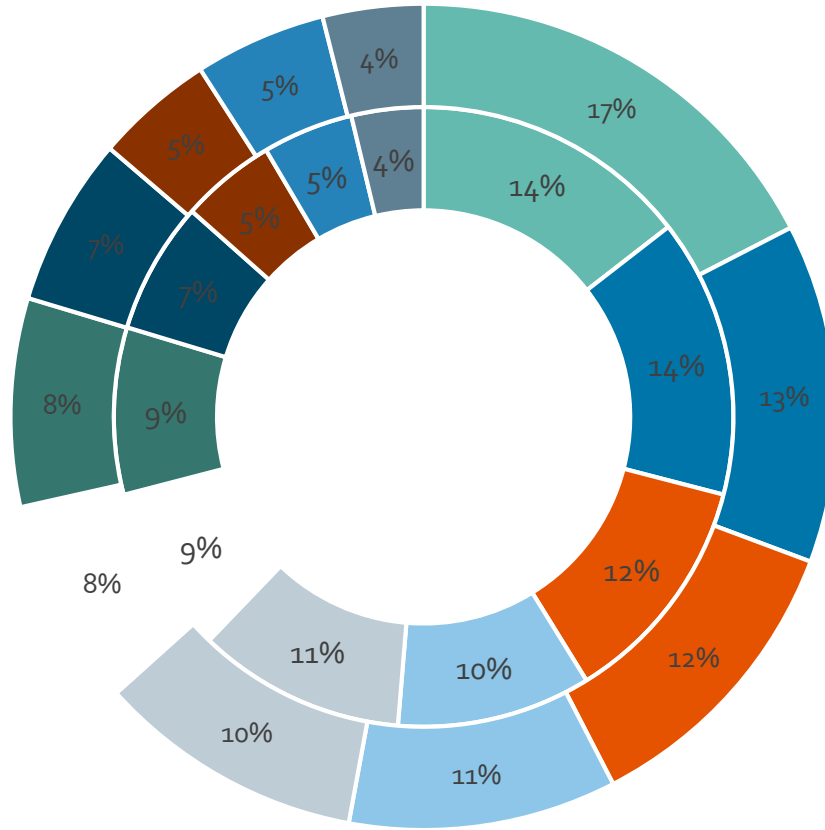
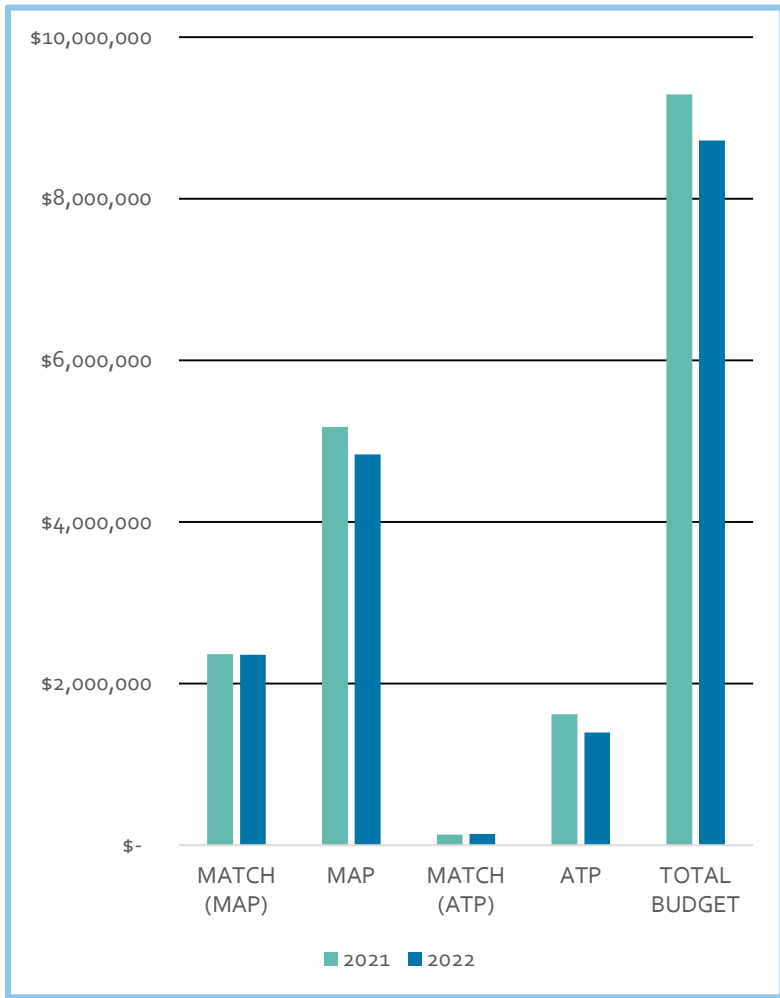
**No MAP funding**

Trade HRI



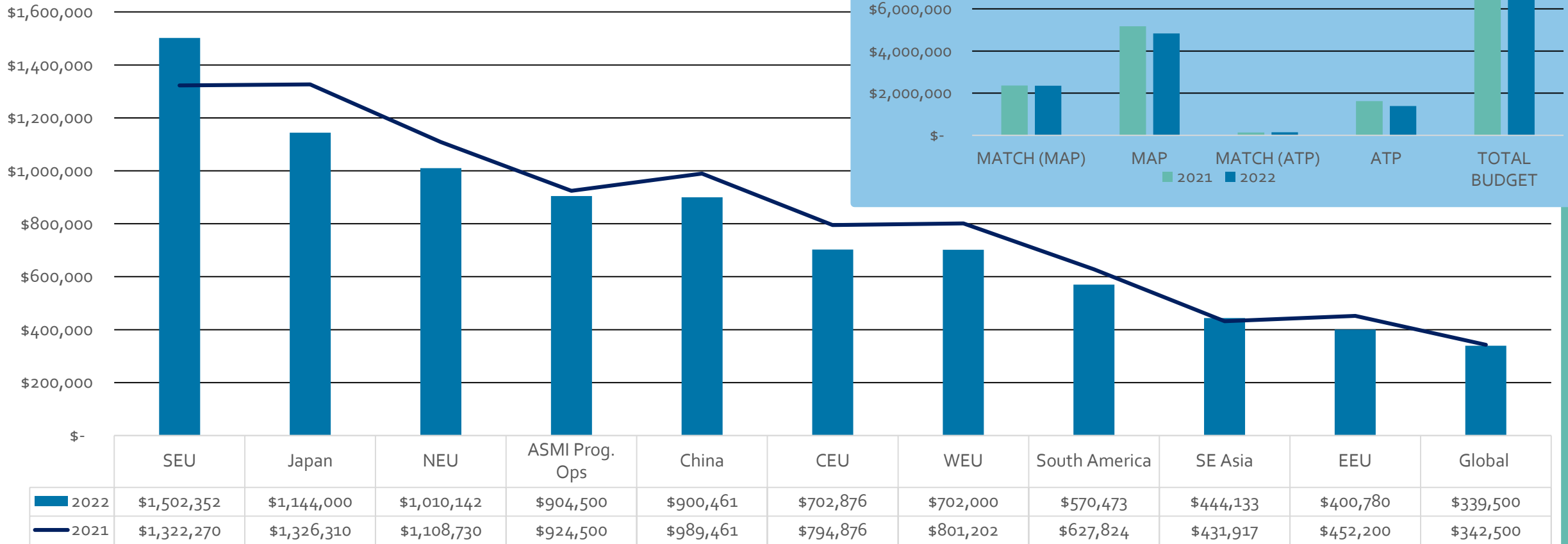
- Trade Servicing/Events
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**2022 budget: \$8,745,502**



**THANK YOU**

