To: ASMI Board of Directors

Date: 24 April 2014

From: Alexa Tonkovich, International Program Director

RE: Proposed FY 2015 International Program Budget

The following is a summary of the proposed FY 15 International Program Budget.

Key FY 15 Budget Changes
- MAP total increased slightly to $4,154,407 (~$17,000 increase)
- MATCH total increased slightly to $3,750,000 (~$115,900 increase)
- Slight increases recommended for China, SEU, Brazil
- Slight decreases for Japan, EEU
- Increase to Program Operations, Global Tradeshow

### Comparison of FY 15 and FY 14 International Program Budgets

<table>
<thead>
<tr>
<th>Program</th>
<th>FY15 Budget (July 1, 2014-June 30, 2015)</th>
<th>FY14 Budget (July 1, 2013-June 30, 2014)</th>
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<tbody>
<tr>
<td>Japan</td>
<td>$1,397,527</td>
<td>$1,460,000</td>
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<tr>
<td>Program Operations</td>
<td>$1,274,500</td>
<td>$1,226,000</td>
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<tr>
<td>WEU</td>
<td>$1,050,000</td>
<td>$1,069,100</td>
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<tr>
<td>NEU</td>
<td>$1,026,880</td>
<td>$1,014,000</td>
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<tr>
<td>China</td>
<td>$1,015,000</td>
<td>$943,344</td>
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<tr>
<td>SEU</td>
<td>$600,000</td>
<td>$556,500</td>
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<tr>
<td>CEU</td>
<td>$542,500</td>
<td>$544,000</td>
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<tr>
<td>Brazil</td>
<td>$500,000</td>
<td>$475,000</td>
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<tr>
<td>EEU</td>
<td>$263,000</td>
<td>$271,809</td>
</tr>
<tr>
<td>Evaluation</td>
<td>$155,000</td>
<td>$151,700</td>
</tr>
<tr>
<td>Global</td>
<td>$80,000</td>
<td>$60,000</td>
</tr>
<tr>
<td><strong>FY 15 Total</strong></td>
<td><strong>$7,904,407</strong></td>
<td><strong>FY 14 Total</strong></td>
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Japan Budget Overview:
Total Budget = $1,397,527, 17.7% of total budget (-4% from FY14)

Key Activities:

Consumer
- Consumer PR includes activities like cooking demos and food nutrition education seminars
- Print, TV and electronic media campaigns
- Consumer promotions, samplings, etc.

Trade
- Printing of POS materials and Alaska origin identifiers
- In-store retail promotions, cooking demos, trade partnerships, sales kits
- Annual trade and press conferences/gatherings
- Trade journal advertising
- Trade shows (JSS, supermarket shows)
- Website development and maintenance
- Seafood buyers’ education program (includes sustainability outreach)

HRI
- Foodservice promotions, including bento box and convenience food
- Foodservice promotions organized by ATOs
WEU Budget Overview:
Total Budget = $1,050,000, 13.3% of total budget (-1.4% from FY14)

Key Activities:

Consumer
- Advertising in magazines (food, women’s), TV and online
- Press kits, cooking seminars, educational workshops (including “Cook it Frozen”) and luncheons
- Produce POS and educational material

Trade
- Meet with key trade organizations groups (to promote sustainability, etc.)
- Trade shows: ESE/Alaska Seafood Pavilion
- ASMI WEU trade newsletter
- Advertising in trade publications
- Retail merchandising/promotions
- Website maintenance and development

HRI
- Conduct foodservice promotions with major national foodservice distributors and chain restaurants.
- Participate in regional trade shows
- Chef education seminars, generate free press
NEU Budget Overview:
Total Budget = $1,026,880, 13.0% of total budget (+1% from FY14)

Key Activities:

**Consumer**
- Public relations and advertising
- Celebrity chef endorsements/activities
- Press and school informational packs
- Online advertisements/advertorials
- Recipe development

**Trade**
- PR activities, including: ASMI Newsletter, press releases, recipe and educational information
- Retail merchandising (in-store displays, consumer contests and consumer demonstrations)
- NEU website maintenance and development
- European trade show travel budget

**HRI**
- Foodservice promotions (in-outlet promotions, menu features, special Alaska/USA themed promotions)
China Budget Overview:
Total Budget = $1,015,000, 12.8% of total budget (+7% from FY14)

Key Activities:

Consumer
- Recipe development for use in PR materials
- Media campaigns, including editorials, magazine advertisements/advertorials, billboards, TV, radio and ASMI Consumer Club activities

Trade
- Retail merchandising, sampling and promotional activities at key national retailers
- Production of origin identification materials
- Trade shows [China Seafood Expo, SIAL, HOFEX]
- Trade seminars/retailer education programs
- ASMI China Newsletter
- Website maintenance/development

HRI
- Foodservice promotions (including fine dining, fast food, buffet, etc.)
- Chef seminars
- Culinary school training program
- Chef competition/recipe contest
SEU Budget Overview:
Total Budget = $600,000, 7.6% of total budget (+7.8% from FY14)

Key Activities:

Trade
- Participation in trade shows (CONXEMAR)
- Advertising in trade journals in Spain, Portugal and Italy
- Retail merchandising promotions with major SEU retailers
- ASMI SEU Newsletter
- PR activities leading to published articles
- Website maintenance and development

HRI
- HRI trade shows [Salon de Gourmets (Madrid), Identita Golose (Milan)]
- Promotional support for foodservice distributors
CEU Budget Overview:
Total Budget = $542,500, 6.9% of total budget (-0.3% from FY14)

Key Activities:

Consumer
- TV, radio and print advertising focusing on sustainability and wild attributes
- Production of press kits
- Cooking seminars/luncheons and special events designed to generate free press
- Generate and print POS materials

Trade
- Meet with key trade organizations groups (to promote sustainability, etc.)
- Attend trade shows
- Advertising in trade publications
- Retail merchandising/promotions
- Website maintenance and development

HRI
- Conduct foodservice promotions with major national foodservice distributors and chain restaurants.
- Participate in regional trade shows
- Chef education seminars, generate free press
Brazil Budget Overview:
Total Budget = $500,000, 6.3% of total budget (+5.3% from FY14)

Key Activities:

**Trade**
- Trade Missions from Brazil to Alaska for key importers and retailers
- Conduct promotions with targeted retail and foodservice groups
- Participation in trade shows (APAS, SIAL)
- Trade Education Seminars
- Development of Materials
- Web and Social Media Activities

**HRI**
- Conduct HRI promotions with new promotional partners
EEU Budget Overview:
Total Budget = $263,000, 3.3% of total budget (-3.2% from FY14)

Key Activities:

**Trade**
- Trade visits to both Russia and Ukraine to meet with key trade and increase awareness and availability of Alaska seafood
- Conduct promotions with targeted retail and foodservice groups
- Participation in trade shows [World Food Moscow, PIR]

**HRI**
- Conduct HRI promotions with targeted promotional partners
Global/Program Operations Budget Overview:

Program Operations Budget = $1,274,500, 16.1% of budget (+3.9% from FY14)

Evaluation Budget = $155,000, 2% of budget (+2.2% from FY14)
Global Tradeshow Budget = $80,000, 1% of budget (+33% from FY14)

Key Activities

Program Operations
- Personnel
- All travel for International Staff
- Contractor Services (rent, shared bills, IT, legal/trademarks, special projects)
- Product and Materials for shows
- Equipment (computers, etc.)

Evaluation
- All program evaluations housed under one contract to unify collection of performance measures on a global basis

Global/Tradeshow
- Asia Food Expo, Manila, Philippines, September 11-14, 2014
- May possibly include another tradeshow as decided by IMC