



# BRISTOL BAY

Regional Seafood Development Association

## 2020 FUNDED PROJECTS

As of 2/21/2020

	PROJECT NAME	PURPOSE	AMOUNT
<b>ORG</b>	<b>Camai ER Doctor</b>	Funding support for ER Physician at Camai Community Health Center	\$ 5,000
	<b>KDLG</b>	2020 Bristol Bay Fisheries Report	\$ 40,000
	<b>KDLG Barge PSAs</b>	2020 Bristol Bay Barge PSA's	\$ 1,000
	<b>Townhall Series</b>	To inform BBRSDA members of current BBRSDA projects and encourage member participation in the organization.	\$ 8,000
	<b>Fleet Engagement</b>	Engage with fishermen to support program activities, stimulate effective proposals and enhance BBRSDA outreach.	\$ 30,000
	<b>Drill Instructor Training</b>	AMSEA Drill Conductor classes for fishermen, free of charge, in Naknek, Dillingham and Togiak, AK	\$ 15,000
<b>MARKETING</b>	<b>Rising Tide Communications</b>	Increase consumer demand for Bristol Bay Sockeye through domestic marketing campaign that includes, supply chain and retail engagement, in store promotions, food service, content creation, PR, social media, and advertising	\$ 631,000
	<b>MRJ and Associates, Inc.</b>	Build brand awareness in the U.S. by establishing retail relationships and the execution of Bristol Bay Sockeye salmon promotions with partner retailers in collaboration with RTC	\$ 60,000
	<b>Retail Promotions</b>	Support for retail promotions for in store demos, sales contests, or merchandising	\$ 125,000
	<b>Point of Sale Costs</b>	Costs of point of sale assets used in retail promotions including recipe cards, branded aprons, ice sign, info cards, and on pack stickers	\$ 100,000
	<b>International Market Consultant</b>	Work with international retail consultants to pursue international opportunities in target regions	\$ 20,000
	<b>Food Service Consultant</b>	Establish a new contract to focus on Food Service, strategic focus on large volume food service	\$ 45,000
	<b>Events Budget</b>	Support retail marketing events	\$ 50,000
	<b>BBFA EV Price Data Proposal</b>	Funding for BBFA to provide up-to-date ex-vessel price data to BBRSDA	\$ 12,500
	<b>UW Bristol Bay Sockeye LCA Assessment</b>	University of Washington to do a Bristol Bay sockeye life cycle assessment to show the environmental impacts of the fishery	\$ 66,922
	<b>FY20-FY22 Alaska Fisheries Development Foundation Symphony of Seafoods</b>	Contribute to expand the scope and impact of Symphony of Seafoods annual event	\$ 50,000
	<b>OBSI Ice Barge</b>	Support ice barge operating costs	\$ 20,000
	<b>Trident Ice Barge</b>	Support ice barge operating costs	\$ 20,000
	<b>NEI Processor Survey</b>	Survey processors about quality and chilling performance in the 2019 fishery	\$ 15,000

<b>QUALITY</b>	<b>RTC Quality Campaign</b>	Develop and execute a campaign to increase the number of Bristol Bay gillnetters that chill their salmon at the point of harvest and encourage best fish handling practices	\$ 20,000
	<b>Capt'n Jack's Tidebook</b>	Bristol Bay edition of Capt'n. Jack's Tide & current Almanac to include special sections on quality handling practices and organizational information	\$ 17,500
	<b>Ice Infrastructure RFP</b>	Open RFP for ice infrastructure projects	\$ 75,000
	<b>Insulated Ice Bag Program</b>	Funding to allow permit holders to purchase insulated ice bags at a discounted rate	\$ 60,000
	<b>Ice Distribution RFP</b>	Support operating costs of producing and distributing quality ice on the fishing grounds	\$ 50,000
	<b>Northline Ice Delivery Expansion</b>	Funding to expand the slush-ice delivery system to increase the amount of slurry ice available to the fleet	\$ 100,000
	<b>RSW Apprentice Training Program</b>	RSW Apprentice Training Program	\$ 20,000
	<b>Video Project Quality + Volume</b>	Funding to develop a video showcasing quality and volume	\$ 10,000
	<b>Ice Shuttle Project</b>	Potential ice shuttle project	\$ 75,000
	<b>SWAMC UAG REAP Grant Match</b>	Contribution towards SWAMC Grant	\$ 2,000
	<b>Seafood Analytics/Digital Observer CQR Project</b>	Field test CQRs and develop a workable system of extracting quantitative analysis	\$ 15,000

<b>SUSTAINABILITY</b>	<b>BBFC Salmon Assessment</b>	Jointly partner to fund the ADF&G to conduct salmon assessment projects and as identified by the Bristol Bay Fisheries Collaborative (BBFC)	TBD
	<b>BBSRI - Port Moller Expansion</b>	Partner with BBSRI to split costs of expanding the 2019 Port Moller test fishery, providing more information about the run	TBD
	<b>Sustainability Outreach/Advertising</b>	Funding for outreach and advertising around Sustainability	\$ 60,000
	<b>UW Otolith Research Project Continuation</b>	Continuation of 2018 University of Washington Otolith Research Project	\$ 65,000
	<b>CFBB Habitat Protection</b>	Funding support for CFBB Habitat Protection	\$ 58,000
	<b>Iliamna Spawning Habitat</b>	Funding towards BBHLT for Iliamna Spawning Habitat Protection	\$ 55,000
	<b>UW - Improved Forecasting</b>	University of Washington analysis of machine learning for forecasting	\$ 59,300
	<b>The Wild Film</b>	Funding support for "The Wild" film tour	\$ 100,000
	<b>UTBB 2020</b>	Partnership with UTBB for 2020	\$ 60,812
	<b>Net Recycling RFP</b>	Open RFP for net recycling projects	\$ 110,000

<b>Organization</b>	\$ 99,000
<b>Marketing</b>	\$ 1,160,422
<b>Quality</b>	\$ 499,500
<b>Sustainability</b>	\$ 568,112
<b>TOTAL</b>	<b>\$ 2,327,034</b>