



BBRSDA Mission

Maximizing the value of the Bristol Bay salmon fishery for the benefit of our members.

Increasing Value in Bristol Bay

- Ex-vessel value, prices, and permit values are up significantly since 2016.
- Large harvests, fleet/processor investments, and external market factors account for a lot of growth, but BBRSDA’s historical and recent investments have resulted in better quality, larger (sustainable) harvests, and growing market demand (i.e. higher prices).

Value & Importance of Bristol Bay Salmon

	2016	2017	2018	2019
Alaska Salmon Ex-Vessel Value (\$M)	\$475	\$795	\$694	\$657
BB Salmon Ex-Vessel Value (\$M)	\$192	\$275	\$350	\$363
BB as a Pct. of AK Salmon Value	41%	35%	50%	55%
S03T Permit Price (Dec.)	\$132,200	\$142,400	\$162,300	\$186,400

Note: 2019 is preliminary.

Source: ADF&G and CFEC.

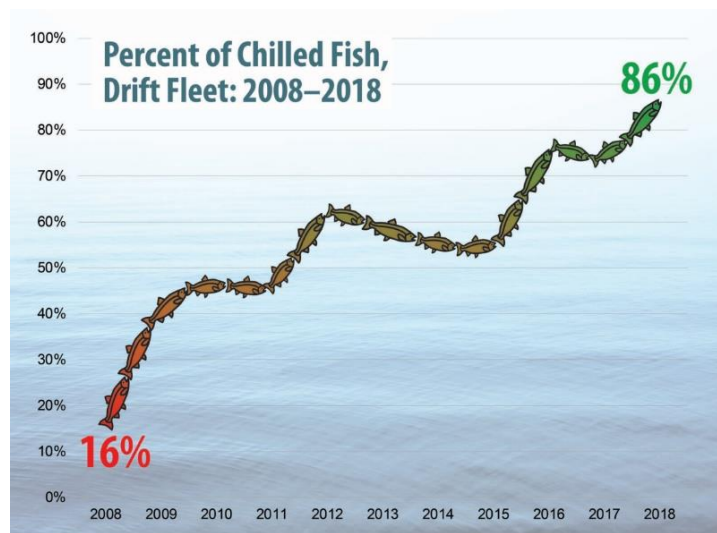
Since 2016, Bristol Bay ex-vessel value is up \$171M and total BB permit value is up \$127M!!

Sustainability

- Supporting fishery management: Port Moller 2nd Vessel & Offsetting ADF&G cuts
 - Huge recent harvests, above forecast while meeting escapement goals
- Habitat protection and Pebble Mine opposition
- Research: salmon production mapping, forecasting, life-cycle assessment, economics
- Net recycling

Quality

- Subsidizing and supporting investments in ice and RSW...
\$13-\$1 return in 2018
- Outreach: radio, tidebook, swag, meetings, video, class
- Ice bags and ice distribution
- Research: processor survey and quality “gun” testing



Marketing

- Robust/successful retail marketing program, from 0 to +1,000 U.S. stores since 2016
- Building demand/awareness for Bristol Bay sockeye in the domestic market
- Branching out to international and food service markets in 2020
- Provide critical market info data and analysis (see our website under 'For the Fleet')
- Sponsoring Alaska Symphony of Seafoods to develop great new sockeye products



PR/Outreach

- Sponsor KDLG Fisheries Report, Radio PSAs on barge traffic, and a Camai ER doctor
- Safety activities: AMSEA classes and equipment discounts

Engage with BBRSDA and Get More Info

- Our website (bbrsda.com) is where it's at! Meeting/event schedules, project reports, updates, meeting minutes, market info, RFPs, proposal instructions, and more.
- Sign up for our e-newsletter *Waypoints* (sign up form on the website).
- Follow BBRSDA on social media at facebook.com/bbrsda or Instagram (@bristolbayallday). We post regularly updates and news to facebook.
- Follow and use our consumer-facing content at bristolbaysockeye.org, facebook.com/bristolbaysockeyesalmon and Instagram (@bristolbaysockeyesalmon).