

BBRSDA Funded Projects

May 30, 2018

Project Name	Purpose	Strategy	Total
KDLG – Support	Expanded coverage of the commercial fishery.	Organization	\$35,000
Camai ER Doctor	Funding to hire a board-certified emergency room physician to work during the 2018 fishing season.	Organization	\$5,000
Rising Tide Communications – Marketing Program 3.0	Expand brand reach and further develop marketing campaign for Bristol Bay Sockeye that includes consumer-marketing efforts, company employee-facing training and support, and retail and supply chain-facing outreach.	Marketing	\$360,000
Retail Marketing Partners	Support for retail promotions of Bristol Bay Sockeye Salmon (BBSS), including use of BBSS promotional materials, retail training, retail demos.	Marketing	\$100,000
Kai Raymond Photography	Provide 2018 inseason photo series, stock photos, and recipe development and associated photos.	Marketing	\$11,500
MRJ & Associates – Retail Promotions Consultant	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 Rising Tide Communications and on behalf of BBRSDA.	Marketing	\$54,000
Wink Research – Salmon Market Reports	Annual spring and fall research report to analyze Bristol Bay sockeye markets and distribution channels.	Marketing	\$58,000
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$20,000
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$20,000
Northern Economics – Processor Quality Survey	Determine the level of chilled fish reaching processors in 2018.	Quality	\$13,000
Rising Tide Communications – Quality Campaign	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.	Quality	\$37,500
Coastwise Press – Cap'n Jacks	Promote the 2018 BBRSDA quality campaign within the 2018 edition, Alaska edition, of <i>Capt'n. Jack's Tide & Current Almanac</i> .	Quality	\$10,000
KDLG – Quality PSAs	BBRSDA Quality public service announcement underwriting.	Quality	\$7,000
RSW Discount Program	Provide bulk discount purchase of Refrigerated Seawater (RSW) equipment to the Bristol Bay salmon fishery.	Quality	\$300,000
MRS – RSW Consultations	Offer free RSW consultation services for BBRSDA members.	Quality	\$25,000
Icicle – Egegik Totes	Purchase 25 insulated totes for its Egegik plant to improve ice storage capacity and increase ice distribution to non-RSW gillnetters on the fishing grounds in Egegik and Ugashik.	Quality	\$21,194
Icicle – Wood River Totes	Purchase 30 insulated totes for its Wood River plant to improve ice storage capacity and increase ice distribution to non-RSW gillnetters on the fishing grounds via tenders from Dillingham.	Quality	\$21,810
Icicle – Wood River Ice Machine Rebuild	Increase ice making capability for fishermen in the Nushagak, Naknek, and Ugashik districts by assisting with cost of rebuilding its M40 and M60 ice machines at the Wood River plant.	Quality	\$15,080
Copper River Seafoods – Ice Machine	Partially fund purchase an 11-ton/24-hour flake ice machine for its Naknek plant to increase ice production and improve ice distribution to underserved fishermen in the Libbyville and Graveyard areas of the Naknek-Kvichak District of Bristol Bay.	Quality	\$41,916
Wink Research – Economic Impact Study	Partnered with BBEDC and BBNC to fund an analysis on The Economic Benefits of the Bristol Bay Salmon Fishery.	Sustainability	\$16,000
UW – Schindler Nush Otolith Data Analysis	Fund two years (2016 and 2017) of geochemical tracer analysis from collected sockeye salmon otoliths, resulting in a better understanding of the range of potential production patterns across the Nushagak River drainage.	Sustainability	\$130,000
BBSRI – Port Moller Expansion	Partnered with BBSRI to fund the expansion of the 2018 Port Moller test fishery to include more offshore stations, therefore providing more information about the Bristol Bay inshore run.	Sustainability	\$30,000
BBSRI – BBFC	Jointly partner to fund the ADF&G to conduct salmon assessment projects and other activities in Bristol Bay, AK as identified by the Bristol Bay Fisheries Collaborative (BBFC).	Sustainability	TBD

Organization	\$40,000
Marketing	\$583,500
Quality	\$532,500
Sustainability	\$176,000
TOTAL	\$1,332,000

