

FY21 CONTRACT STATUS UPDATE

As of 8/6/21

	Title	Amount	Description
ORG	KDLG Fisheries Reports	\$ 50,000	2021 Bristol Bay Fisheries Report
	Brist Merch Store	\$ 15,000	Operating costs for BB Merch store - offset by purchase credits
	Camai ER Doctor	\$ 5,000	Funding support for ER Physician at Camai Community Health Center
	KDLG Barge PSA's	\$ 1,000	2021 Bristol Bay Barge PSA's
	BBFA Ex-Vessel Price	\$ 4,680	Funding for BBFA to provide up-to-date ex-vessel price data to BBRSDA
	Crew Training Project	\$ 5,200	A one-season pilot program to train 4-6 new entrants to the fishery in deck skills, safety, net repair, and other relevant topics

MARKETING	FY 20-21 RTC Marketing	\$ 631,000	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
	FY 21 MRJ & Associates	\$ 60,000	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
	Retail Promotions	\$ 125,000	Support for retail promotions for in store demos, sales contests, or merchandising
	FY 20-22 AFDF Symphony of Seafoods Expansion	\$ 30,000	Contribute to expand the scope and impact of Symphony of Seafood annual event
	Point of Sales Costs (POS)	\$ 70,000	Costs of point of sale assets used in retail promotions including recipe cards, branded aprons, ice sign, info cards, and on pack stickers
	Marketing Events	\$ 20,000	Support retail marketing events
	Catch 49 Marketing & Outreach Campaign	\$ 15,500	Targeted marketing and outreach campaign to educate Alaskans and increase loyalty for the Bristol Bay brand
	BBNC Marketing Opportunity	\$ 50,000	Marketing partnership with BBNC
	DC Restaurant Week	\$ 15,000	Consultant working to coordinate DC Restaurant Week / Salmon Week

QUALITY	FY21 Captn. Jack's Tide & Current Almanac	\$ 17,500	Bristol Bay edition of Captn. Jack's Tide & current Almanac to include special sections on quality handling practices and organizational information
	Ice Shuttle Project	\$ 100,000	Charter vessel to transport ice in the Bay
	RSW Apprentice Program	\$ 30,000	RSW apprentice program to expand RSW technicians in BB
	OBSI Bristol Lady Ice Barge	\$ 20,000	Support Ice Barge operating costs
	Trident Bristol Maid Ice Barge	\$ 20,000	Support Ice Barge operating costs
	Seafood Analytics Digital Observer CQR	\$ 20,000	Deployment of CQRs and development a workable system of extracting quantitative analysis
	NEI Processor Survey	\$ 15,000	Survey processors about quality and chilling performance in the 2020 fishery
	Insulated Ice Bag Program (RFP)	\$ 15,000	Ice bag discount reimbursement
	Video Project Quality + Volume	\$ 10,000	Tentative video on quality and volume
SWAMC USDA REAP Grant Match	\$ 2,000	Tentative Grant match	

SUSTAINABILITY	BBSRI/BBFC Salmon Assessment	TBD	Jointly partner to fund the ADF&G to conduct salmon assessment projects and as identified by the Bristol Bay Fisheries Collaborative (BBFC)
	BBSRI Port Moller Expansion	TBD	Partner with BBSRI to split costs of expanding the 2019 Port Moller test fishery, providing more information about the run
	CFBB Habitat Protection Outreach & Communication	\$ 60,000	Funding support for CFBB Habitat Protection
	UAF/UW Extension of AI Forecasting and Run Timing	\$ 32,000	University of Washington analysis of machine learning for forecasting
	Ocean Strategies Government Communications	\$ 30,000	Government policy analysis, communications, and COVID assistance activities that impact BBRSDA members
	BBSRI On-vessel Genetic Analysis Project	\$ 30,000	Funding support to test BBSRI On-vessel genetic analysis during the season
	Lynker Hydrological Model	\$ 25,000	Hydrological Model and research

ORG	\$ 80,880
MKT	\$ 1,016,500
QTY	\$ 249,500
SUS	\$ 177,000
TOTAL	\$ 1,523,880