



## **2011 Project Report to Members**

**Board-approved and budgeted projects for the 2011 funding cycle**

Updated: November 12, 2011

FOCUS: COMMUNICATIONS	
<b>Fleet Communications on KDLG</b>	
<b>Ref # 11-01</b>	
Contracted Party	KDLG Radio
Project Purposes	<ul style="list-style-type: none"> <li>To educate members and the public about the Bristol Bay fishery, about salmon harvested in the region and about improvements in the fishery</li> <li>To provide public service announcements and expanded coverage of Western Alaska fisheries</li> </ul>
Funding Level	Budgeted in 2011 cycle: \$25,000      Actual (as of revision date) in 2011 cycle: \$15,000
Project Notes	<p>KDLG's coverage of the fishery and ongoing services to the fleet are invaluable to our members. The grant funds may support hiring of an intern for covering the fishery. Our support also assists coverage of the fishery through regular updates season-long, as well as production of the Bristol Bay Fishery Report, segments of which are often aired not just in the Bristol Bay region, but on public radio stations throughout Alaska.</p> <p><b>Status as of revision date: Active for 2011, and awaiting final report.</b></p>
FOCUS: SUPPORTING RESEARCH	
<b>Support &amp; Expansion of Port Moller Test Fishery</b>	
<b>Ref # 11-02</b>	
Contracted Party	Bristol Bay Science & Research Institute
Project Purposes	<ul style="list-style-type: none"> <li>To support and expand all aspects of the Port Moller test fishery program</li> <li>To provide additional data on stock abundance and age stock composition</li> <li>To improve in-season run and harvest forecasts</li> <li>To strengthen data sets used by fishery managers</li> </ul>
Funding Level	Budgeted in 2011 cycle: \$55,000      Actual (as of revision date) in 2011 cycle: \$27,500
Project Notes	<p>This is a continuing cost-share project partially funded by the BB-RSDA. Other funders include the BBSRI, processing companies and ADFG. During the 2010 season, this project supported significantly expanded operations at Port Moller, including tests of an acoustic fish counting system, improving estimates of stock abundance, genetic analyses and index reports.</p> <p><b>Status as of revision date: Active for 2011, and awaiting final report.</b></p>
FOCUS: SUPPORTING RESEARCH	
<b>Support for Expanded Counting Tower Operations</b>	
<b>Ref # 11-03</b>	
Contracted Party	ADFG
Project Purposes	<ul style="list-style-type: none"> <li>To provide for additional days of counting tower staff coverage</li> <li>To improve and expand datasets used by ADFG</li> </ul>
Funding Level	Budgeted in 2011 cycle: Not to exceed \$25,000      Actual (as of revision date) in 2011 cycle: \$10,376
Project Notes	<p>Optimal fisheries management calls for continuing counting tower operations until counters log three consecutive days with less than 1% of escapement goals moving past the towers. This is called "the 1% goal." In recent years, counting tower budgets have not allowed for meeting the 1% goal at all locations. BBRSDA funds will allow for ADFG to meet the 1% goal, or significantly increase the likelihood of meeting it.</p> <p><b>Status as of revision date: Active for 2011. Of the 25,000 disbursed, \$14,623 will be returned, because the 1% goal was met before those funds were required.</b></p>

**FOCUS: SUPPORTING RESEARCH**

<b>Area-Wide Genetic Survey</b>		<b>Ref # 11-04</b>
Contracted Parties	University of Washington/ FRI/Charter vessel operators, etc.	
Project Purposes	<ul style="list-style-type: none"> <li>To supplement the Port Moller test fishery program and expand genetic information datasets by sampling “in-transit” fish as they near terminal fishing districts of Bristol Bay</li> <li>To gain a better understanding of the process of stock separation, in terms of its applicability to the commercial harvest and as a possible means to determine stock abundance prior to sockeye entering fishing districts</li> <li>To improve quality and quantity of in-season forecasting tools and provide ADFG managers with additional data</li> </ul>	
Funding Level	Budgeted in 2011 cycle: \$140,000 (by BBRSDA)	Actual (as of revision date) in 2011 cycle: \$127,000
Project Notes	<p>This project has been more fully described in documents posted to the BB-RSDA website, including a Test Fishing Proposal Summary, a draft test fishing vessel charter agreement and a test fishery map of proposed genetic sampling areas. All materials are also available in hard copy, upon request.</p> <p><b>Status as of revision date: Multi-year project active for 2011 – it’s second year. 6,600 samples collected from 107 sets in 2011.</b></p>	

**FOCUS: SUPPORTING RESEARCH**

<b>Quantifying Quality - Catching &amp; Shipboard Handling Practices Study</b>		<b>Ref # 11-05</b>
Contracted Party	Digital Observer, Inc.	
Project Purposes	<ul style="list-style-type: none"> <li>To study fishing and handling practices and their effects on grading</li> <li>To improve salmon handling practices and quality</li> <li>To communicate best fishing and handling practices to our members</li> <li>To improve overall quality of fish coming out of Bristol Bay</li> </ul>	
Funding Level	Budgeted in 2011 cycle: \$47,750 in federal funds* and \$21,600 from the BB-RSDA.	Actual (as of revision date) in 2011 cycle: \$42,500
Project Notes	<p>Digital Observer, Inc. (DO) will carry forward and expand the pilot project from the 2009 and 2010 seasons that were funded by the BB-RSDA. DO will implement a study with fishing crews from the Leader Creek Fisheries fleet (and others) to carry out study protocols, record variables in fishing and handling conditions/practices, track fish caught and handled under different conditions, and correlate the results at the grading table. Those results will be reported back to individual fishermen. Results of the overall study will be communicated to the entire fleet and to other fishery stakeholders.</p> <p>* The BB-RSDA obtained a federal grant from NOAA’s Saltonstall-Kennedy grant program in the amount of \$95,500, to support the Quantifying Quality project over two seasons. Most of the amount shown as BB-RSDA funding in the “Budgeted” line item will actually be expended in the form of in-kind contributions.</p> <p><b>Status as of revision date: Active for 2011. Final report due in November 2011.</b></p>	

**FOCUS: SUPPORTING RESEARCH**

<b>2011 Processor Survey</b>		<b>Ref # 11-06</b>
Contracted Party	Northern Economics, Inc.	
Project Purposes	<ul style="list-style-type: none"> <li>To survey processors on their handling, processing and pricing practices relating to chilled fish</li> <li>To establish and quantify a consistent understanding of permit-holder chilling practices, and processors’ attitudes and willingness to pay for chilling</li> <li>To inform the board, membership, market participants, and the broader community of the Alaskan fishing industry as to the value and effectiveness of quality-related projects</li> </ul>	
Funding Level	Budgeted in 2011 cycle: \$10,000	Actual (as of revision date) in 2011 cycle: \$ 0
Project Notes	<p>This is a continuing project that follows up on similar studies contracted for in previous years. The BB-RSDA makes these reports available to its members, processors, ADFG, fishing industry media, and policymakers.</p> <p><b>Status as of revision date: Active for 2011. Survey results due mid-December 2011.</b></p>	

**FOCUS: IMPROVING QUALITY & VALUE**

**Development of New Ice Capacity in Bristol Bay**

**Ref # 11-07**

Contracted Party	Coffee Point Seafoods
Project Purposes	<ul style="list-style-type: none"> <li>To help increase availability of ice for the drift fleet</li> <li>To offset a portion of the capital costs associated with the Wild Island ice machine</li> </ul>
Funding Level	Budgeted in 2011 cycle: \$70,000      Actual (as of revision date) in 2011 cycle: \$40,000
Project Notes	<p>The board initially set aside up to \$200,000 for ice capacity in Bristol Bay in the current funding cycle. A Request for Letters of Interest was released by the BB-RSDA in early 2010, and several proposals received as a result. The board subsequently approved the Coffee Point Seafoods (CPS) proposal at \$70,000. CPS installed and operated a ten-ton ice machine and generator aboard their tender vessel <i>Wild Island</i>.</p> <p><b>Status as of revision date: Project carried over to 2011, due to issues that delayed getting ice onto driftnet vessels, grantee remitted \$20,000 of the \$60,000 they received in 2010, reducing their funds received to \$40,000. If all goes well in 2011, the unpaid \$30,000 will be disbursed. As of revision date, awaiting final report on 2011 season from grantee.</b></p>

**FOCUS: IMPROVING QUALITY & VALUE**

**Feasibility Study Concerning Development of Ice Utility**

**Ref # 11-08**

Contracted Party	TBD
Project Purposes	<ul style="list-style-type: none"> <li>To study the feasibility of a new business model for delivering and expanding ice capacity in Bristol Bay</li> <li>To explore new avenues for providing as much ice as possible to as many fishermen as possible</li> </ul>
	Budgeted in 2011 cycle: \$5,000      Actual (as of revision date) in 2011 cycle: \$0
Project Notes	<p>This is a small grant to help support feasibility work of consolidating ice capacity around Bristol Bay into a break-even “ice utility” business model.</p> <p><b>Status as of revision date: Inactive for 2011.</b></p>

**FOCUS: IMPROVING QUALITY & VALUE**

**Development of New Ice Capacity in Bristol Bay**

**Ref # 11-09**

Contracted Party	Togiak Seafoods, Inc.
Project Purposes	<ul style="list-style-type: none"> <li>To develop additional ice capacity to support the fishermen of Bristol Bay</li> </ul>
Funding Level	Budgeted in 2011 cycle: \$50,000      Actual (as of revision date) in 2011 cycle: \$35,000
Project Notes	<b>Status as of revision date: Final report received. Final disbursement in process.</b>

**FOCUS: IMPROVING QUALITY & VALUE**

**Ice Barge (Bristol Lady)**

**Ref # 11-10**

Contracted Party	Ocean Beauty Seafoods, Inc.
Project Purposes	<ul style="list-style-type: none"> <li>To provide ice to the fleet before and during fishing openings for purposes of chilling catch, improving overall quality and enabling chilling/quality bonuses</li> <li>To offset a portion of operating costs associated with the Bristol Lady ice barge</li> </ul>
Funding Level	Budgeted in 2011 cycle: \$25,000      Actual (as of revision date) in 2011 cycle: \$9,625.00
Project Notes	<p>This is a cost-share project partially supported by the BB-RSDA, utilizing a barge owned by the Bristol Bay Economic Development Corporation and operated by Ocean Beauty Seafoods. This project extends 2008-2010 support for the Bristol Lady. Fishermen interested in obtaining ice from the Bristol Lady should contact the barge on Channel 16.</p> <p><b>Status as of revision date: Active for 2011. Target goal for this project was for 550 tons of ice delivered. That number was not reached, so disbursement will come in significantly under budgeted amount. Awaiting final report.</b></p>

FOCUS: IMPROVING QUALITY & VALUE	
<b>Ice Barge (Bristol Maid)</b>	
<b>Ref # 11-11</b>	
Contracted Party	Trident Seafoods, Inc.
Project Purposes	<ul style="list-style-type: none"> <li>To provide ice to the fleet before and during fishing openings for purposes of chilling catch, improving overall quality and enabling chilling/quality bonuses</li> <li>To offset a portion of operating costs associated with the Bristol Maid ice barge</li> </ul>
Funding Level	Budgeted in 2011 cycle: \$25,000      Actual (as of revision date) in 2011 cycle: \$0
Project Notes	<p>This is a cost-share project partially supported by the BB-RSDA, utilizing a barge owned by the Bristol Bay Economic Development Corporation and operated by Trident. This project extends 2008-2010 support for the Bristol Maid. Fishermen interested in obtaining ice from the Bristol Maid should contact the barge on Channel 16.</p> <p><b>Status as of revision date: Active for 2011. Target goal for this project was for 645 tons of ice delivered. Actual ice sales = 342.8 tons. Total adjusted grant was \$11,998.</b></p>
FOCUS: IMPROVING QUALITY & VALUE	
<b>Ice Barges Off-Season Support</b>	
<b>Ref # 11-12`</b>	
Contracted Party	Bristol Bay Economic Development Corporation
Project Purposes	<ul style="list-style-type: none"> <li>To support ongoing availability of ice for fishermen in Bristol Bay by maintaining ice barges in good working condition during the off-season</li> <li>To offset a portion of the towing and maintenance costs associated with the barges</li> </ul>
Funding Level	Budgeted in 2011 cycle: \$50,000      Actual (as of revision date) in 2011 cycle: \$0
Project Notes	<p>This is a cost-share project partially funded by the BB-RSDA. No grant award has been made as of revision date.</p> <p><b>Status as of revision date: Dormant, no funds disbursed.</b></p>
FOCUS: MARKETING & PROMOTION	
<b>Bristol Bay Salmon Marketing Plan</b>	
<b>Ref # 11-13</b>	
Contracted Party	Schieder Mayer & Associates, Inc.
Project Purposes	<ul style="list-style-type: none"> <li>To work with the board in developing recommendations for developing and initiating a strategic marketing and marketing communications plan that emphasizes high quality product</li> </ul>
Funding Level	Budgeted in 2011 cycle: \$70,000      Actual (as of revision date) in 2011 cycle: \$37,500
Project Notes	<p>This project carries forward from 2009 and 2010, when Scheidermayer &amp; Associates developed a marketing plan, which was considered and approved by the board. In 2011, among other things, Schieder Mayer is working on marketing projects related to BristolBaySockeye.org, public relations outreach to trade and food services audiences, and video editing and production.</p> <p><b>Status as of revision date: Active for 2011</b></p>

**FOCUS: MARKETING & PROMOTION**

<b>WhyWild BB-RSDA/Trout Unlimited Marketing Project</b>		<b>Ref # 11-14</b>
Contracted Party	Trout Unlimited	
Project Purposes	<ul style="list-style-type: none"> <li>To continue combined efforts with Trout Unlimited to promote Bristol Bay salmon in domestic markets and educate salmon buyers and consumers about the values and importance of choosing wild Bristol Bay salmon</li> <li>To continue to partner with Trout Unlimited in the <i>WhyWild</i> Program, specifically aimed at differentiating Bristol Bay salmon as the product of a sustainable and environmentally responsible fishery</li> <li>To continue a program to include direct participation by Bristol Bay fishermen at in-store promotions, meeting and educating consumers about Bristol Bay wild salmon</li> </ul>	
Funding Level	Budgeted in 2011 cycle: \$30,000	Actual (as of revision date) in 2011 cycle: \$15,000
Project Notes	This is a cost-share project partially funded by the BB-RSDA. <b>Status as of revision date: Active for 2011</b>	

**FOCUS: MARKETING & PROMOTION**

<b>Direct Marketing Tender</b>		<b>Ref # 11-15</b>
Contracted Party	TBD	
Project Purposes	<ul style="list-style-type: none"> <li>To provide dedicated tender service to fishermen in the Naknek-Kvichak district, on the shoulders of the 2011 season, and allow for deliveries of their fish to processors of their choice for purposes of custom processing.</li> </ul>	
Funding Level	Budgeted in 2011 cycle: \$10,000	Actual (as of revision date) in 2011 cycle: \$0
Project Notes	This project is under development, but no contract has been signed. <b>Status as of revision date: Active for 2011, pending contractual arrangements.</b>	

**FOCUS: INVESTING IN INFRASTRUCTURE**

<b>Naknek Crane</b>		<b>Ref # 11-16</b>
Contracted Party	TBD	
Project Purposes	<ul style="list-style-type: none"> <li>To support the fleet with a new crane at the Port of Naknek, enabling fishermen to load gear and equipment onto boats, and to move fish off of boats.</li> </ul>	
Funding Level	Budgeted in 2011 cycle: Not to exceed \$50,000	Actual (as of revision date) in 2011 cycle: \$0
Project Notes	At revision date, there is no contract yet in place for this project. Status as of revision date: Active for 2011, pending contractual arrangements.	