



2012 Project Report to Members

Board-approved and budgeted projects for the 2012 funding cycle

Note: Many of these are cost-share projects undertaken with other fishery stakeholder organizations.

Updated: October 10, 2012

FOCUS: COMMUNICATIONS

Fleet Communications on KDLG

Ref # 12-01

Contracted Party	KDLG Radio	
Project Purposes	<ul style="list-style-type: none"> To educate members and the public about the Bristol Bay fishery, about salmon harvested in the region and about improvements in the fishery To provide public service announcements and expanded coverage of Western Alaska fisheries To expand radio coverage of commercial fishing 	
Funding Level	Budgeted in 2012 cycle: \$25,000	Actual (as of revision date) in 2012 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>Status as of revision date: Active for 2012. Grant expires June 2013</p>	

FOCUS: SUPPORTING RESEARCH

Effect of Tendering on Quality

Ref # 12-02

Contracted Party	Digital Observer Inc.	
Project Purposes	<ul style="list-style-type: none"> Deploy three graders and compare fish quality as it relates to tender locations and processing locations Implement positive impact on fish quality of tendering distance by grading fish quality at time of fishermen's delivery to tenders in Naknek and Ugashik districts Compare grades on tenders to grades at processing facility 	
Funding Level	Budgeted in 2012 cycle: \$50,000	Actual (as of revision date) in 2012 cycle: \$35,000. Remainder due after acceptance of final report
Project Notes	<p>Status as of revision date: Active for 2012. Final report expected in mid-November</p>	

FOCUS: SUPPORTING RESEARCH

Shipboard handling practices data collection

Ref # 12-03

Contracted Party	Digital Observer Inc.	
Project Purposes	<ul style="list-style-type: none"> To fill in data gaps from previous research projects on how different shipboard handling practices – including handling practices on tenders – affect the quality of Bristol Bay salmon 	
Funding Level	Budgeted in 2012 cycle: Not to exceed \$43,600	Actual (as of revision date) in 2011 cycle: \$35,000. \$8,600 due on acceptance of final report
Project Notes	<p>This project is a continuation of Digital Observer's 2009-2011 work examining the effects of shipboard handling practices on the quality of Bristol Bay salmon. Final report expected mid-November.</p> <p>Status as of revision date: Active for 2012.</p>	

FOCUS: SUPPORTING RESEARCH

Area-Wide Genetic Survey		Ref # 12-04
Contracted Parties	University of Washington/ FRI/Charter vessel operators, etc.	
Project Purposes	<ul style="list-style-type: none"> • A three year project 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 • 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 • To improve quality and quantity of in-season forecasting tools and provide ADFG managers with additional data 	
Funding Level	Budgeted in FY 2012 cycle: \$200,000	Actual (as of revision date) in FY 2012 cycle: \$174,000. Final report due late Nov., in time for FRI to present before the December Board of Fish.
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>Status as of revision date: Multi-year project active for 2012 – it’s second year. 6,600 samples collected from 107 sets in 2011.</p>	

FOCUS: SUPPORTING RESEARCH

2012 Processor Survey		Ref # 12-05
Contracted Party	Northern Economics, Inc.	
Project Purposes	<ul style="list-style-type: none"> • To survey processors on their handling, processing and pricing practices relating to chilled fish • To establish and quantify a consistent understanding of permit-holder chilling practices, and processors’ attitudes and willingness to pay for chilling • 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 	
Funding Level	Budgeted in 2012 cycle: \$10,000	Actual (as of revision date) in 2012 cycle: \$ 0 Report for 2012 season expected in December 2012
Project Notes	<p>This is an annual 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>Status as of revision date: Active for 2012.</p>	

FOCUS: SUPPORTING RESEARCH

Nushagak-Mulchatna/Wood Tikchik Land Trust		Ref # 12-06
Contracted Party	Nushagak-Mulchatna-Wood Tikchik Trust	
Project Purposes	<ul style="list-style-type: none"> • To study and protection of habitat needed for diverse and abundant salmon populations • Ecological mapping for the Nushagak and Kvichak Watersheds to maintain sustainability for the fishery • Seeks to leverage existing information to provide basic hydrologic characterization of streams and lakes • To provide a foundation for the assessment of habitat functions for life stages of salmon; for broad-scale prioritization of conservation; and to assess specific risks to ecological functions associated with loss of flow and water quality 	
Funding Level	Budgeted in 2012 cycle: \$30,000	Actual (as of revision date) in 2012 cycle: \$0. Project was delayed until 2013
Project Notes	Status as of revision date: Active for 2012, contract signed.	

FOCUS: SUPPORTING RESEARCH

Quantifying Effects of Improved Handling Practices and Quality on First Wholesale Price		Ref # 12-07
Contracted Party	Northern Economics Incorporated	
Project Purposes	<ul style="list-style-type: none"> • To quantify fleet-wide monetary benefits of higher quality • Determine how handling practices may influence first wholesale values • Merge data from Digital Observer studies with State of AK database that tracks first wholesale price of Bristol Bay salmon by product form 	
Funding Level	Budgeted in 2012 cycle: \$35,000	Actual (as of revision date) in 2012 cycle: \$0. Final report to be presented at EXPO, Nov. 2012

Project Notes	Status as of revision date: Active for 2012.	
FOCUS: IMPROVING QUALITY & VALUE		
Tender transport of ice from barges to fishermen		Ref # 12-08
Contracted Party	Bristol Bay Economic Development Corp.	
Project Purposes	<ul style="list-style-type: none"> To help provide ice delivery from tenders to fishermen for the 2012 Bristol Bay season. 	
Funding Level	Budgeted in 2011 cycle: \$60,000	Actual (as of revision date) in 2011 cycle: \$0
Project Notes	Status as of revision date: Contract declined by BBEDC. No disbursements expected.	
FOCUS: IMPROVING QUALITY & VALUE		
Bristol Lady Ice Barge		Ref # 12-09
Contracted Party	Ocean Beauty Seafoods, Inc.	
Project Purposes	<ul style="list-style-type: none"> To provide ice to the fleet before and during fishing openings for purposes of chilling catch, improving overall quality and enabling chilling/quality bonuses To offset a portion of operating costs associated with the Bristol Lady ice barge 	
Funding Level	Budgeted in 2012 cycle: \$25,000	Actual (as of revision date) in 2012 cycle: \$15,000
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 2008-2011 support for the Bristol Lady. Final grant amount dependent on amount of ice actually sold to fishermen and is limited to a maximum of \$25,000.</p> <p>Status as of revision date: Active for 2012.</p>	

FOCUS: IMPROVING QUALITY & VALUE		
Bristol Maid Ice Barge		Ref # 12-10
Contracted Party	Trident Seafoods, Inc.	
Project Purposes	<ul style="list-style-type: none"> To provide ice to the fleet before and during fishing openings for purposes of chilling catch, improving overall quality and enabling chilling/quality bonuses To offset a portion of operating costs associated with the Bristol Maid ice barge 	
Funding Level	Budgeted in 2012 cycle: \$25,000	Actual (as of revision date) in 2012 cycle: \$15,000
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 2008-2011 support for the Bristol Maid. Maximum grant amount limited to \$25,000. Actual grant amount dependent on amount of ice sold to fishermen.</p> <p>Status as of revision date: Active for 2012.</p>	

FOCUS: IMPROVING QUALITY & VALUE		
Cost-Sharing for Tender-Based Research		Ref # 12-11
Contracted Party	Ocean Beauty Seafoods, Inc.	
Project Purposes	<ul style="list-style-type: none"> Supplemental grant to grant number 12-02 to help offset costs incurred by Ocean Beauty in assisting Digital Observer, Inc. in carrying out that project. 	
Funding Level	Budgeted in 2011 cycle: \$25,000	Actual disbursed to date: \$10,000. Final disbursement subject to the BB-RSDA's acceptance of final report (due December 2012).
Project Notes	Status as of revision date: Active for 2012.	

FOCUS: MARKETING & PROMOTION

Savor Bristol Bay

Ref # 12-12

Contracted Party	Trout Unlimited	
Project Purposes	<ul style="list-style-type: none"> To continue combined efforts 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 To continue to partner with Trout Unlimited in the <i>Savor Bristol Bay and WhyWild</i> Programs, specifically aimed at differentiating Bristol Bay salmon as the product of a sustainable and environmentally responsible fishery 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 	
Funding Level	Budgeted in 2012 cycle: \$40,000	Actual disbursed to date: \$25,000. Final disbursement of \$15,000 due on acceptance of final report due at the end of November 2012.
Project Notes	<p>This is a cost-share project partially funded by the BB-RSDA.</p> <p>Status as of revision date: Active for 2012.</p>	

FOCUS: MARKETING & PROMOTION

Research & Publication of Economic Data to Benefit Fishermen and Seafood markets

Ref # 12-13

Contracted Party	National Seafood Marketing Coalition (NSMC)	
Project Purposes	<ul style="list-style-type: none"> To research and publicize economic data pertaining to impact of commercial fishing industry and the Bristol Bay salmon fishery To support the NSMC's work to educate members of Congress & their staffs on the benefits of seafood marketing & development (as it relates to the creation of jobs & economic development) To build the NSMC's capacity to provide analysis & educational materials directly pertaining to key geographic areas 	
Funding Level	Budgeted in 2012 cycle: \$25,000	Actual disbursement to date: \$15,000. Remaining \$10,000 due on BB-RSDA acceptance of final report due before year-end 2012.
Project Notes	<p>The National Seafood Marketing Coalition is an initiative to create a National Seafood Marketing Fund, investing in broad & sustained marketing of U.S. seafood.</p> <p>Status as of revision date: Active for 2012.</p>	

FOCUS: MARKETING & PROMOTION

National Sockeye Salmon Promotion

Ref # 12-14

Project Partner	Alaska Seafood Marketing Institute (ASMI) and Schiedermyer and Associates.	
Project Purposes	<ul style="list-style-type: none"> To reserve funds to co-op with national sockeye promotion To increase demand for Bristol Bay salmon in thousands of U.S. retail outlets and help counter the downturn in sockeye markets due to increased farmed salmon production 	
Funding Level	Budgeted in 2012 cycle: \$50,000	Actual disbursements to date: \$16,280. Final.
Project Notes	<p>Status as of revision date: Project concluded for 2012.</p>	

FOCUS: MARKETING & PROMOTION

Build Awareness & Popularity of Bristol Bay Salmon Among Influential Chefs

Ref # 12-15

Contracted Party	Chefs Collaborative	
Project Purposes	<ul style="list-style-type: none"> To support Chefs Collaborative, the leading nonprofit network of 12,000 professional chefs, annual meeting To raise awareness among influential seafood buyers regarding the sustainable food landscape To educate buyers about responsible buying decisions To help support information gatherings of Chefs Collaborative network members in New England & New Orleans, to learn about Bristol Bay salmon and the issues faced by the fishery To partner on Bristol Bay salmon-related events with Sea-to-Table, a seafood company that connects fishermen with discerning chefs in midsized U.S. cities To develop and distribute educational materials on Bristol Bay 	
Funding Level	Budgeted in 2012 cycle: \$40,000	Actual disbursements to date: \$32,500. Final \$7,500 due after BB-RSDA acceptance of final report due before November 30, 2012.
Project Notes	<p>The BBRSDA will help sponsor their 2012 National Summit in Seattle, where Bristol Bay sockeye will receive star treatment. The 300 influential chefs in attendance will learn about our product through in-person workshops, demonstrations, and speaking sessions featuring Bristol Bay fishermen.</p> <p>Status as of revision date: Active for 2012.</p>	

FOCUS: INVESTING & INFRASTRUCTURE

Wood River Buoy Installation

Ref # 12-16

Contracted Party	Bristol Bay Economic Development Corporation (BBEDC)	
Project Purposes	<ul style="list-style-type: none"> To help support the potential installation of a buoy for the ice-barge near the Wood River district boundary 	
Funding Level	Budgeted in 2012 cycle: \$5,000	Actual disbursements to date: \$0. None expected
Project Notes	<p>Status as of revision date: Contract rejected by BBEDC. Project is dead</p>	

FOCUS: SUSTAINABILITY

Information Gathering & Capacity Building for Communications on Mining Issues

Ref # 12-17

Contracted Party	Nunamta Aulekestai	
Project Purposes	<ul style="list-style-type: none"> To send up to 10 commercial fishermen on a national mine tour Informed, influential leaders and commercial fishermen are better-equipped to speak to the impacts of mining in Bristol Bay To foster this leadership and communications capacity 	
Funding Level	Budgeted in 2012 cycle: Not to exceed \$25,000	Actual disbursements to date: \$20,000. Remaining amount due following receipt of final report expected before year-end 2012.
Project Notes	<p>Status as of revision date: Active</p>	