



Strategic Plan 2023-2027

Mission: To maximize the value of the Bristol Bay fishery for our members.

PROGRAM: Sustainability
GOAL: Protect and Preserve Our Fishery

Strategy	Objectives
Promote the sustainability of a biologically and economically healthy fishery.	❖ Protect the watershed's critical fish habitat.
	❖ Collaborate with management and stakeholders on issues affecting sustainability.
	❖ Promote research that supports the goal of a sustainable fishery.
	❖ Maximize sustained yield and minimize foregone harvest.
	❖ Support reduction of adverse environmental impacts.

PROGRAM: Marketing
GOAL: Increase Demand

Strategy	Objectives
Increase demand and awareness of Bristol Bay sockeye by expanding markets.	❖ Increase awareness and value of the Bristol Bay brand at consumer, retail, direct marketer, distributor and processor level.
	❖ Communicate results of program activities.
	❖ Collaborate and partner with industry stakeholders, retailers, and processors to leverage reach and build brand buy-in.
	❖ Market the pristine salmon habitat of Bristol Bay.
	❖ Continue to expand reach to international markets.

PROGRAM: Quality
GOAL: Maximize Quality and Value

Strategy	Objectives
Promote best practices and technologies in fish handling to maximize value.	❖ Encourage fleet-wide adoption of handling practices that result in high quality salmon at the point of harvest through the point of off-load.
	❖ Collaborate with processors, distributors and retailers to address quality issues throughout the chain of custody.
	❖ Support innovation and research to improve quality and value.

PROGRAM: Outreach

GOAL: Connect, Engage, and Inform

Strategy	Objectives
Communicate with the fleet, industry, the public, and other stakeholders to support the mission.	❖ Provide market information and insights.
	❖ Keep our members informed on current issues.
	❖ Maintain policies of transparency, accessibility, and inclusion in organization activities.
	❖ Provide educational and training opportunities to our members.
	❖ Collaborate with the fleet to tell the Bristol Bay story.
	❖ Encourage member and crew engagement through activities such as public meetings, newsletters, social media, PME, surveys, etc.
	❖ Promote improvements to the Bristol Bay commercial fishing industry and infrastructure.

PROGRAM: Governance & Finance

GOAL: Provide Responsible Oversight & Financial Management

Strategy	Objectives
Continuously improve processes and policies. Invest resources to maximize benefits for our members.	❖ Improve board effectiveness through orientation of new board members and ongoing board training, recruitment, and education.
	❖ Leverage organizational resources to increase funding from external sources.
	❖ Support strategies to retain employees and provide for professional development.
	❖ Maintain effective and efficient systems for administrative and financial management.
	❖ Maintain an appropriate budget reserve. Periodically evaluate whether conditions warrant amending target reserve amount.
	❖ Foster a culture of efficiency.

Background

The board and staff of the Bristol Bay Regional Seafood Development Association (BBRSDA) participated in a two-day strategic planning session in February 2023 facilitated by McKinley Research Group. The goals and objectives stated above are presented in no particular order, and may be adjusted and/or supplemented as new issues or ideas arise. This document adheres to the organization’s statutory purposes and by-laws. For questions or more information regarding this document, please contact Executive Director Andy Wink at andy@bbrsda.com.