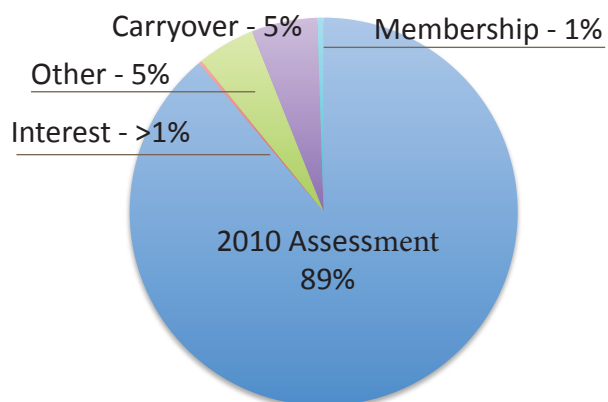




YOUR 1% AT WORK

FISCAL MANAGEMENT

FY2012 INCOME: \$559,266



FY2012 EXPENSES: \$557,788



FY2012 income is based on assessment funds collected through the 2010 gillnet season.

2010 PWS Assessment

Drift Gillnet: \$481,627.76
 Set Gillnet: \$ 15,460.71
 Total: \$ 497,088.47

PLANNING FOR FY2013

FY2013 begins on July 1, 2012 and runs through June 30, 2013. The 2011 PWS gillnet season was the highest value since the inception of the CR/PWS MA, and likewise, was one of the biggest for many fishermen.

2011 PWS Assessment

Drift Gillnet: \$517,334.97
 Set Gillnet: \$ 16,386.95
 Total: \$533,721.92

PROPOSALS FOR FY2013

- Continuing to work with regional processors to encourage PWS Quality Guidelines and Quality Recognition Program.
- Mobile version of Copper River Salmon Locator App
- Increased web and social media engagement and advertising.

Are there programs that you would like the Marketing Association to consider? Your ideas and input are important and encouraged. Please join us at a board meeting, talk to a board member or call, email or stop by the office anytime, we want to hear from you.



COPPER RIVER/PRINCE WILLIAM SOUND MARKETING ASSOCIATION

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 soundsalmon.org
 facebook.com/CopperRiverSalmon
 twitter.com/copperriverwild
 linked in

Sign up for our OnStep E-Newsletter at:
 copperrivermarketing.org



COPPER RIVER

Wild Alaska King, Sockeye & Coho



PRINCE WILLIAM SOUND

WILD ALASKA SOCKEYE

Copper River/Prince William Sound Marketing Association

ANNUAL REPORT

2011 - 2012

MISSION STATEMENT

The CR/PWS Marketing Association is a non-profit Regional Seafood Development Association representing PWS drift and set gillnet fishermen and processors. Our mission is to increase the value of Copper River and PWS gillnet salmon through programs focused on brand enhancement, quality enhancement, effective partnerships and competent organization management.

BOARD OF DIRECTORS & STAFF

Brian Rutzer, *F/V Controller Bay, President*
 Bill Webber, *F/V Paradigm Shift, Vice President*
 David Salmon, *F/V Wild Salmon, Treasurer*
 Thea Thomas, *F/V Myrmidon, Secretary*
 Bill Bailey, *F/V Shiloh, Copper River Seafoods*
 Danny Carpenter, *F/V Quicksilver*
 Micah Ess, *F/V Midnight Express*
 Eric Harvey, *PWS Setnet*

Beth Poole, *Executive Director*
 Jessyka Dart-McLean, *Program Coordinator*
 Liz Senear, *Bookkeeper*



INDUSTRY SNAPSHOT

Marketplace demand is strong for all species of Copper River and Prince William Sound salmon when they are sold as being from our region as well as in the wild Alaska salmon pack. We've seen historic runs in recent years and have benefitted from strong prices for our harvest. For over half a century of statehood, Alaska has consistently and effectively managed this wild, natural and sustainable resource, providing jobs, food and lifestyle for thousands.

While our resource is strong, we face threats on many fronts. We are competing for market share with other seafood, both wild and farmed, as well as other proteins including chicken, beef and pork. Rising fuel costs affect harvesting, processing and transportation. Seafood substitution and mislabeling degrades consumer confidence and negatively affects price. Chilean farmed salmon, which has been out of the marketplace for the past three years due to the ISA outbreak, is back online with vastly increased production. Increased supply lowers prices and wild salmon will also be affected by this trend.

The best thing that we can do to keep prices and demand high is to always be pushing to differentiate our product from the rest of the pack. We can achieve this through consistent quality handling, raising the bar to ensure that every salmon harvested from our region is the highest quality possible. We also need to continue to tell the story of our region and our fishermen, connecting directly with consumers to educate and raise awareness about our fishery, community, and salmon.



COPPER RIVER & PWS: YEAR IN REVIEW



QUALITY

- Convened **PWS Quality Meetings**, bringing together PWS processors and fishermen to cooperatively identify steps to improve quality in PWS. *Met in April 2011, November 2011, and April 2012.*
- Developed **PWS Quality Guidelines** with support from eight regional processors:

Trident Seafoods	Inlet Fish Producers
Great Pacific	Copper River Seafoods
Ocean Beauty	Snug Harbor
Peter Pan	Icicle Seafoods
- Conducted first **PWS Chilling Study**, a survey of area processors conducted by Northern Economics, to determine baseline quality data for PWS gillnet salmon. *Released in April, 2012.*
- 3rd year of **PWS Ice Barge** project. With five participating processors, the *Alaganik* barge delivered 165 tons of ice to fishermen and tenders and stored 90 nets.
- Developed **PWS Quality Harvester Recognition Program**, with processor support, to identify, award and encourage fishermen and tenders who have adopted PWS Quality Guidelines and are working to improve the fishery.



MARKETING

- Launched industry's first **Salmon Locator App** on Facebook & our website to help consumers FIND where Copper River Salmon is available near them. Also allows retailers, restaurants & consumers to SHARE where it is available.
- Planned and implemented several **Press Trips** to raise awareness about the fishery, our fishermen, community and salmon.
 - Paul Greenberg, *Four Fish* (June, 2011)
 - July Press Tour (9 writers & chefs)
 - September Coho Tour (5 writers & chefs)
 - Mark Kurlansky, *Cod, Salt* (June, 2012)
- Coordinated **Online Advertising** to drive traffic to our website and to our Facebook page - educating consumers about Copper River and Prince William Sound Salmon.
- Increased **Social Media** engagement on Facebook, Twitter, Linked In, You Tube, and launching a new **Blog** on our website.
- Product Sampling programs - **Season For Flavor** and **Fresh Catch Crew**. We send monthly shipments of salmon to food writers, chefs, industry influentials and bloggers to sample and write about. We've gotten some great online and print coverage, including the June 2012 issue of Bon Appetite magazine.
- **Boston Seafood Show** - with a redesigned booth, we represented the fishermen and processors of our region, handing out marketing materials and supplier information.



- New **photography** and **video** for Copper River salmon from our shoots with Chris Miller. Images are on our website and are being incorporated into new marketing materials.
- New **Point of Sale Materials** for retail promotions. Posters, ice spears and static clings for seafood cases have been shipping out this spring.
- New **Copper River Salmon Website** redesigned with Groundwire Consulting for easier updating, and a new downloads section for retailers, food service, and media.
- Ongoing **Public Relations** including press releases, consumer and trade media pitches and responding to media requests.
- Print Articles in April 2012 **Eating Well**, June 2012 **Virtuoso Life** and June 2012 **Bon Appetite**.



PARTNERSHIPS

- New **California Avocado Commission** partnership created recipe cards as well as retail and food service promotion pairing two premium fresh seasonal foods.
- A **Whole Foods** film crew came to Cordova to create a video of their seafood sourcing policies and how Copper River Salmon gets to market.
- Our partnership with **Alaska Brewing Company** continues to grow, featuring cooking with beer & salmon on TV segments and food festivals.
- We love working with **Alaska Airlines** on the Copper Chef Cook-Off, held the day after the first opener on the SeaTac tarmac.
- Organizational and partnerships with CDFU, Bristol Bay RSDA, ASMI, ADF&G, Marine Advisory Program, CRWP and others for programming as well as letters of support.



ORGANIZATION



- We updated and reviewed our **Strategic Plan** in November, 2011, revisiting our strategic priorities and setting organizational goals for the next 3 years.
- Our **Board of Directors** meet monthly to keep up to date on organizational programs and priorities. An **election** is held each fall - in 2012 three seats are turning over, two drift gillnet and one set gillnet.
- New **www.copperrivermarketing.org** website, completely redesigned and focused on getting our news as well as project descriptions and updates to the fleet.
- Ongoing **Fleet Communications**. We publish biannual print **Newsletters** as well as almost monthly OnStep E-Newsletters. Join the email list at: www.copperrivermarketing.org.
- 3rd year of **Copper River Reds on the Run** salmon art fund raiser for scholarships. We donated over \$6,000 to support watershed education.
- Fiscal management and planning for assessment funds, including a 10% reserve account.
- Periodic Cordova Report column for **Pacific Fishing Magazine**.

