



Copper River/Prince William Sound Marketing Association

www.copperrivermarketing.org



PRINCE WILLIAM SOUND
WILD ALASKA SOCKEYE

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FALL 2010

PRESIDENT'S REPORT

Your Marketing Association has been working hard for its members again this year. We have made great strides in developing effective marketing programs and are starting to see the positive benefits of our work come to fruition. Whether it's retailers downloading photos and using our logo on their promotions, connecting with consumers, restaurants and markets online through social media, hosting writers and chefs right here in Cordova, our goal is to tell the story of our region and show what makes our salmon so special. We all take great pride in the excellent product we produce here in Prince William Sound and the fact that our salmon demands some of the highest prices in the state. With that said, we can't rest on our laurels. Other regions are advancing their marketing efforts and want to differentiate their product in the marketplace.

Consistent quality is one thing that will keep our markets strong and our consumers coming back for more. The most positive thing we can do being the first link in the chain of custody is to treat our fish with the best care we can. Icing and bleeding is one of the simplest and most effective things we can all do to directly affect our prices in the marketplace. Keep reminding your processor that you need ice on the grounds and plenty of it.

On another note, [Alaska House Bill 344](http://housemajority.org/spon.php?id=26hb344) was extended this year and modified to include a 50% fisheries tax credit for the purchase of ice making and other equipment. Ask your processor to take advantage of this and think about the possibility of onboard ice making equipment for some of their larger tenders. Let's all work together to make and keep our fishery the best in the world. More information can be found at: <http://housemajority.org/spon.php?id=26hb344>

Make sure you stay informed and up to date by joining our online newsletter and checking updates on our website www.copperrivermarketing.org.

Brian Rutzer, President

PWS ICE & NET BARGE

This year marked the second season of the PWS Ice & Net Barge. Through the season, we saw an increase in the amount of ice distributed to fishermen and processors, and an increase in the number of nets stored and swapped. The Alaganik Barge, crewed by Justin Nuzzi, Andrew Eckley and Casey Somerville, departed Cordova on June 12th, spent just a few short days in Esther before moving to Main Bay to focus on the sockeye run for the remainder of the season.

A total of 287 totes of ice were distributed to tenders and fishermen, an increase of 42% over last year's amount. More processors participated with Trident, Ocean Beauty, Copper River, Peter Pan, Inlet Fish and Great Pacific delivering ice to the barge to keep ice flow moving. The crew heard fishermen feedback ranging from "having the ice barge around is great because I can run over and get ice quicker than finding a tender or waiting for one" to "there should be multiple ice barges because the unlimited ice is great, but you're a little bit out of the way." Tender comments included "I have more room and it is safer to work on deck now that the ice barge holds our empty totes," and "we can give the fishermen more ice now that we can resupply at the ice barge."

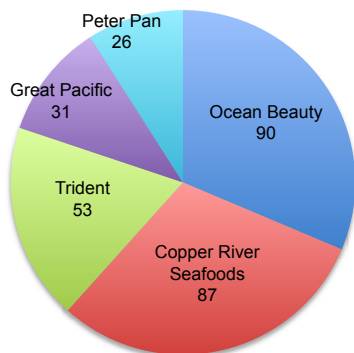


The Alaganik barge distributed nearly 150 tons of ice to fishermen and tenders and stored 87 nets onboard this season.

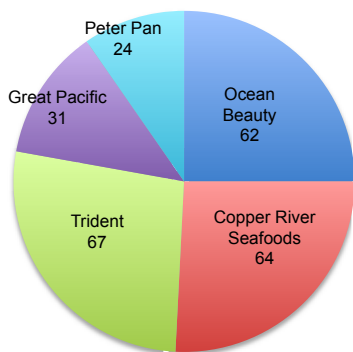
Net storage nearly reached capacity this year, totaling 87 nets. The barge picked up many nets at processing plants as they departed in June, the rest were delivered by tenders or fishermen on the grounds. Feedback from fishermen included, "it costs me three times the amount I pay to store my net here to run back to town to swap nets," and "even with all these boats, you guys are getting the nets swapped out quick and safe." Returning nets at the end of the season needs refining and the crew suggested that fishermen notify the barge when they sign up how they want their net returned - to the processor, on a tender or other arrangement.

We welcome your comments and feedback, please email or call our office. A more detailed final report and additional comments can be downloaded from our website, www.copperrivermarketing.org under the Announcements section.

Ice Totes Delivered by Processor



Ice Totes Distributed to Tenders & Fishermen



GRANT AWARD: SALMON FOR ALASKA

The Marketing Association was recently awarded a \$26,500 grant from the Alaska Fisheries Development Foundation for an In-State public relations campaign about the true value and importance of our commercial fishing industry.



Partnering with CDFU, we'll be reaching out to legislators, fishery user groups and residents to educate about the economic, social and cultural value of commercial fishing on a local and statewide level. This effort is focused entirely on showing the positive aspects of commercial fishing.

The project will take place throughout the winter, targeting the Alaska legislative session and will incorporate print and web advertising, direct mail campaign and follow up with legislators, as well as an interactive Facebook page where people can learn about the economic impact of commercial fishing to Alaska, get to know fishermen, and get an understanding about why supporting commercial fishing is so important.

Help do your part to raise awareness - post a comment on the Facebook page, commit to calling a legislator, or send us an email (beth@copperrivermarketing.org) letting us know why you think commercial fishing is so important. Find us online by looking up [SALMON FOR ALASKA](#) on Facebook.

GREENING THE FLEET

from Ken Simpson, F/V Lady Simpson

I want to encourage the fleet to go green by switching to bio degradable lubrication products. Two areas to switch are hydraulic oil in reels and the hydraulic lines connecting them. If they happen to leak there would be no contamination, no need to report and no need to take up valuable space with containment gear.

Food grade oil has already been adopted by several processing facilities. We fishermen have to take the lead and educate ourselves about these eco friendly products that produce hardly any contamination. Petro Star distributes a product called BIO BLEND, which is

"readily" biodegradable in that they meet the criteria of biodegrading more than 60% in 28 days or less (most Bioblend products degrade over 90% in this time) and are non-toxic and non-carcinogenic. Please visit www.bioblend.com for more information on the company and our products.

I plan on switching my operation to bio degradable lubricants this year and encourage everyone to learn more and do their part to support an environmentally responsible fishing fleet.

For more information about Petro Star and BIO BLEND: Dave Goshorn, Petro Star Lubricants
Cell: 206 571-6461, dpgoshorn@petrostar.com



Pat McGuire's "In the Redd" fetched \$1,400 at this year's auction.

COPPER RIVER MEDIA TOUR

From July 21-25, we hosted a group of ten nationally recognized food writers and chefs for a crash course in all things Copper River salmon. The group fished, met with fishery managers, toured a processing plant, visited Childs Glacier, kayaked, and ate Copper River salmon prepared in just about every way imaginable.

This is the third year that we have hosted a media tour and to date, we have brought eighteen food writers and seven chefs to Cordova. They've taken their experiences home and we've seen Copper River mentioned in a wide range of articles, including full features, recipes and in connection with sustainability and wild salmon.

More importantly, each person has had a personal connection to Cordova that they can draw from long into the future. Julia Rutland, Food Editor for Coastal Living magazine, visited in 2008 and returned this summer for an article on wild salmon. She chose Cordova for her trip because of her great experiences here. Next year's media tour is scheduled for July 20-23, with the Highliner Dinner on Friday, July 22nd.

We auctioned off 8 Copper River Reds on the Run at this year's Highliner dinner, generating over \$6,000 for youth programs in the Copper River watershed.

NEW FISHERMEN OUTREACH

Working with partners including the Marine Advisory Program, CDFU and PWSAC, we are planning an outreach effort for new and recent additions to the Copper River and Prince William Sound salmon fleet. There's so much to learn in the first few years of fishing, our goal is to create a welcome package and introduction to the fishery. We'll provide each fisherman with information about the fishery, fishing related organizations and their programs, and guide them to places where they can get additional resources about quality, marketing, fishery politics, and training. Your ideas and suggestions for getting new members of the fleet involved are welcome and encouraged!

INTERNET ADVERTISING: The Wave of the Future

by Thea Thomas

In the past decade there has been a significant shift in how people get their information. The majority of people now get their information from the Internet instead of through print or television. The idea of targeted digital advertising is to reach likely consumers where they already are - on recipe sites, news sites, travel sites, etc. With this in mind, the Marketing Assoc. board funded an Internet advertising campaign for Copper River and Prince William Sound salmon for the 2010 season.

The association contracted with the Seattle based company AdReady to provide digital ads to run from May to September targeted at specific audiences. The ads come up on sites hosted by major search platforms such as Google, Yahoo and Right Media. The ads are placed on a particular site based on pre-determined key words in the search or key content words on the site. Once a person clicks on the Copper River ad it immediately brings up our consumer marketing sites www.copperriversalmon.org or www.soundsalmon.org. From the homepages most people then clicked on through to the recipe page. Prior to the AdReady campaign our website was receiving about 50-60 visitors a day, once the campaign started the number of visitors jumped to 500-600 a day.

The ad campaign resulted in a very impressive Click-Thru-Rate (CRT), those people who actually clicked on the ad and went to our consumer site. It also made us aware of the need to keep our sites fresh and interesting by adding recipes, news feeds from facebook & twitter, more images and an updated suppliers directory. Based on the success of this year's program, the board has again funded the program for the 2011 season.

SOCIAL MEDIA: ONLINE & ENGAGED

Whether or not you're on Facebook or Twitter, it's how millions of people are getting their information these days. In a world of up to the second updates, consumers want real time news and we responded by jumping into the fray with our own Facebook page and Twitter feed. To date, 500 people follow our Tweets and over 2,200 like our Facebook page. You can make our presence and fanbase even stronger by liking our page, posting comments and photos to show the faces of the fleet and why you think Copper River and Prince William Sound salmon is so great. Visit us at:

www.facebook.com/CopperRiverSalmon

LOOKING AHEAD TO 2011

Planning is well underway for programming and partnerships for the 2011 Copper River and Prince William Sound salmon season. The board of directors approved a marketing plan that includes:

- In-State PR Campaign: now-March (see article)
- Boston Seafood Show: March 20-22
- Retail, Foodservice & Consumer PR: ongoing
- Consumer website updates: ongoing
- First Fish Key Buyer Tour: May
- AdReady Internet Marketing: May - Sept
- Season for Flavor Sampling: May - Sept
- CR & PWS Meida Tour: July 20-23
- Point of Sale, Retail and Food Service support

Marketing Partnerships for 2011 include:

- Alaskan Brewing Company
- Alaska Airlines
- California Avocado Commission

Quality program goals for 2011 include:

- PWS Ice Barge
- Processor quality meeting
- Quality handling brochure - tenders
- Research on quality vs. delivery times

Organization program highlights for 2011:

- Financial review of accounts through 2010
- Copper River Reds on the Run
- Membership Meeting - May 2011

BOARD OF DIRECTORS ELECTION

Bill Webber (75 votes), Brian Rutzer (72 votes) and Thea Thomas (70 votes) were all re-elected to a new 3 year term in the board of directors election. 84 ballots were returned. There were write-in votes for Trophy Matveev, John Renner, Jeff Olsen, Lynn Potter and Steve Schoonmaker. Two new board members were appointed this summer, David Salmon and Rick Isaacson to fill the remainder of Buck Brown and Scott Seaton's seats, respectively.

Write-in candidates and all members are encouraged to get involved, attend a meeting and run for the board. All board meetings are posted in the announcements section of our website (www.copperrivermarketing.org) or feel free to email beth@copperrivermarketing.org.

STAY IN TOUCH & STAY INFORMED

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Facebook: www.facebook.com/CopperRiverSalmon

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COPPER RIVER
Wild Alaska King, Sockeye & Coho

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