



LOOKING AHEAD

PLANNING FOR FY2011

The board of directors is going back to our strategic plan to set our programs, priorities and operating budget for FY2011, which begins on July 1st.

PROPOSALS FOR FY2011:

- Increased marketing programs for PWS salmon (this summer, PWS salmon is incorporated into our AdReady and Season for Flavor campaigns).
- Continued marketing, quality, partnership and organization programs.
- Financial Review of organization
- Are there programs you'd like to see?

UPCOMING EVENTS:

- **MAY 14: First Fish Celebration** at the Reluctant, 5-7pm
- **MAY 17: AdReady** campaign launches
- **JUNE 12: PWS Ice Barge** departs from Cordova loaded with ice and nets
- **July:** Advertisement in **Alaska Airlines Magazine**
- **July 22-25: Copper River Media Tour**
- **July 24: Copper River Highliner Dinner** at the Reluctant at 6pm



ASSESSMENT FUNDS:

The FY2011 budget is based on assessment funds collected by the State of Alaska in the 2009 season:

Drift Gillnet:	\$327,476.45
Set Gillnet:	\$ 9,193.07
	\$336, 669.52

10% of assessment funds are placed in a reserve account. Revenue is also generated from processor memberships and promo sales.

**Let us know what you think!
Your questions, comments
and feedback are welcome
and encouraged.**

Stay in touch and stay informed with the Marketing Association

P.O. Box 199, Cordova, AK 99574
tel: 907.424.3459 • fax: 907.424.3430
email: beth@copperrivermarketing.org

Sign up for our **E-News** at :
copperrivermarketing.org

Facebook: www.facebook.com/pages/Copper-River-Salmon/110450725660495

Twitter: twitter.com/copperriverwild

copperiversalmon.org
soundsalmon.org



COPPER RIVER
Wild Alaska King, Sockeye & Coho



PRINCE WILLIAM SOUND
WILD ALASKA SOCKEYE

Copper River/Prince William Sound
Marketing Association

ANNUAL REPORT

July 1, 2009 - June 30, 2010

FY2010

MISSION STATEMENT

The CR/PWS Marketing Association is your regional seafood development association - we have a mission to increase the value of Copper River and PWS salmon through programs focused on marketing, quality enhancement, effective partnerships and competent organization management.

BOARD OF DIRECTORS & STAFF

Brian Rutzer, *President*
Bill Webber, *Vice President*
Buck Brown, *Treasurer*
Scott Seaton, *Secretary*
Danny Carpenter
Eric Harvey
Mike Poole
Thea Thomas

Beth Poole, *Director*



INDUSTRY SNAPSHOT

The Alaska commercial seafood industry is healthy and sustainable. Demand for Alaska seafood is strong, preferred 84% to 16% over Atlantic salmon in restaurants. Copper River holds the coveted first wild salmon of the season position, which helps drive consumer awareness and demand.

Consumers are understanding more about the benefits of wild salmon and major retailers are making a commitment to wild as well - vowing to only sell sustainably caught wild salmon. Recently, the farmed salmon industry has been plagued by disease and supply problems. These are positive opportunities for wild Copper River and Prince William Sound salmon.

However, competition abounds - and consumers have countless choices when they head out to restaurants and markets. Other proteins including pork, chicken, beef, farmed salmon and dairy are priced lower and are backed by massive marketing budgets. What they don't have is you - individual harvesters, supporting families and communities from the pouny of the sea.

We're a small fish in a global market, but as an RSDA, we have an opportunity to keep Copper River in the forefront while developing a marketing niche for Prince William Sound salmon through constant quality vigilance and continuing to tell our regional story by educating retailers, restaurants and consumers.

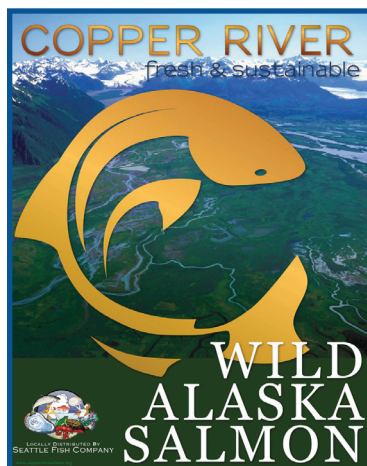


COPPER RIVER & PWS: YEAR IN REVIEW



MARKETING

- Hosted a group of eight food writers and chefs in a multi-day **Media Tour**. Several articles have run in online and print media as a result of the tour.
- Developed new **Brand Toolkit** for retail, food service and media contacts.
- Launching **internet advertising** campaign with Ad Ready featuring ads for full season Copper River and Prince William Sound salmon.
- Identified and reached out to **Key Retail and Food Service Customers**, educating about full season availability, and resources for custom promotions.
- Developed an **online library** of downloadable images for retailers and restaurants to utilize in promotions.
- Ongoing Retail, Food Service, and Consumer **public relations** with our consultants, Shiedermayer & Associates
- Hosted a booth at the **International Boston Seafood Show**, the nation's largest seafood trade show, for the second year.
- Inviting writers & chefs to sample full season offerings from CR and PWS in our **Season for Flavor Club**.
- Working with individual retailers including Seattle Fish Company, Morey's Seafood and Pacific Seafood to develop custom **Point of Sale Materials**.



- Highlighting the individual fishermen who make up our fishery with **Harvester Profiles**
- **Advertising** in select publications including Alaska Airlines Magazine, PWS Visitors Guide, Seafood Source Newsletter.
- Launching into **Social Media** with facebook and twitter accounts. We're over 300 followers on facebook and 100 on twitter within 1 week of starting.

PARTNERSHIPS

- Developed partnership with **Alaskan Brewing Company** to promote and co-brand beer and Copper River salmon. Media outreach, photo shoots, media tour participation and developed co-branded coupons, banners and recipe cards.
- Coordinated filming scenes for PBS series Gourmet's Adventures with Ruth featuring Jon Rowley and Gourmet Magazine's editor, Ruth Reichl.
- Partnered with **Saveur Magazine** to promote Copper River Coho at Saveur food service conference in fall 2009.
- Developed Copper River salmon auction packages for an **Alaska Airlines** mileage plan auction to promote first fish celebration in Seattle.



QUALITY



- Pilot year of the **Prince William Sound Ice Barge** staged and delivered over 100 tons of ice from four participating processors to tenders and fishermen.
- Provided **net storage** for 100 Prince William Sound nets, net mending space, gear & supply drop off point.
- Developed slush bag flyer and quality demonstration for fleet education.
- Worked with Marine Advisory Program to coordinate Mark Buckley's trip to Cordova to report on his **quality research**.

ORGANIZATION

- Ongoing **fleet communications** including fall and spring newsletters, e-news updates (sign up!) and website updates.
- Board of Directors Elections (coming up this fall - 3 seats are up for election).
- Incorporated **set gillnet** fleet into Association, Eric Harvey represents setnetters on board of directors.
- **Fiscal management** of Assessment funds, including setting aside 10% of revenue in a Reserve Account.

- Participated in state-wide **RSDA workshop** with ASMi and Pacific Marine Expo RSDA panel.
- Raised \$2,500 from **Copper River Reds on the Run** auction to support youth scholarships in the region.
- Periodic Cordova Report for **Pacific Fishing Magazine**.
- Host **First Fish Celebration** to kick off the Copper River season in Cordova.

DO YOUR PART

- **Take pride in your product** and make sure you're delivering the best quality catch possible - the fish you sell end up on dinner plates across the country.
- Foster a **culture of quality** wherever you are fishing - on the flats or in the Sound.
- **Share your story** - it's the individual fishermen that support families and communities that sets our fishery apart. Everyone's got a story - please tell us yours!

