



COPPER RIVER
Wild Alaska King, Sockeye & Coho

www.copperrivermarketing.org

Copper River/Prince William Sound Marketing Association



PRINCE WILLIAM SOUND
WILD ALASKA SOCKEYE

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SPRING 2010

PRESIDENT'S REPORT

Another gillnet season will be with us shortly, and while we have all been busy with our winter time activities, your marketing association has been busy promoting our salmon and working to improve the bottom line for all area E drifters and setnetter's.

The Ice barge will be on the sound again this summer and I would encourage everybody to utilize this great resource. Quality is still the most effective way to improve the price we will get for our salmon.

I would also like to encourage the fleet to think about floating your fish in the hold, if it's not practical to flood your fishhold, you could think about using slush bags to minimize the amount of water you have to carry and also to improve insulation and keep that ice working longer. (we will have a slush bag demonstration at our annual meeting if you're wondering how it works).

I know that some processors are paying a bonus for slush icing that could easily pay for the cost of slush bags. If you have any questions please give me a call and I would be happy to help. It's simple math: Cold + clean + properly handled fish =\$\$\$ for each of us!

Good fishing,

Brian

Brian Rutzer, President

UPCOMING EVENTS:

- May 4: Quality Training with Mark Buckley at 7pm at the USFS Courtroom
- May 5: Annual Meeting at 10am at Masonic Hall.
- Pre-season Processor Picnics - look for us!
- After 1st opener: First Fish Celebration!
- June 12: Ice Barge Underway to PWS
- July 22-25: Media Tour
- July 24th: Highliner Dinner @ Reluctant

REPORT FROM BOSTON

Thea Thomas

The Boston Seafood Show was marked with pouring rain, floods and blowing wind, which made us feel right at homd. Right from the beginning the show felt very different from last year. There were many more people and much more interest and a general feel of optimism.

From eye-catching graphics and scenic video, people were drawn to our booth to learn more about Copper River and Prince William Sound salmon. We handed out hundreds of folders packed with species information, recipe cards, suppliers guies and harvester profiles. The harvester profiles, featuring Tory Baker, Mike Poole and Eric Harvey, worked well to convey to visitors that all CR and PWS salmon are caught by independent fisherman.

We talked to a lot of retailers and restaurants who want to promote CR and PWS salmon in their stores. They were interested in point of sale materials, information sheets and digital images, that can be customized for their printed material. Beth and I started our conversations with people by asking "Have you heard of Copper River Salmon?" and our favorite response was "oh yes, you are not just the Cadillac of salmon, you are the Rolls Royce of salmon".

After hearing the pitch, visitors were awarded with a Copper-foil wrapped dark chocolate salmon, which put a smile on everyone's face (and made many come back for more). We'll be following up on all of the contacts made at the show and encouraging retailers and restaurants to use our online promotional materials this summer.



MEDIA TOUR

We'll be hosting our third annual media tour this summer, July 22nd - 25th. We have a great panel of writers and chefs who will come tour the region, meet with fishermen, processors, managers and learn about our fishery, community and salmon.

The Copper River Highliner Dinner will be held at the Reluctant Fishermen Inn on Saturday, July 24th with regional seafood delicacies from our favorite Oceanaire Seafood Room chefs. The Alaskan Brewing company will be in attendance for a beer and seafood tutorial. Tickets are \$65 for this gourmet five course meal with featured wines and beer. Seating is limited. Reserve your tickets by calling, emailing or stopping in the office.

SEASON FOR FLAVOR

It's hard to fully understand and appreciate the exquisite flavor, texture and color of Copper River and Prince William Sound salmon without actually tasting it. We are reaching out to a small group of writers, chefs and editors from our key customer lists to invite them to join our Season for Flavor Club. We're working with Prime Select Seafoods to send portions of Copper River king, sockeye, coho as well as Prince William Sound sockeye to club members throughout the season along with recipes, species information and cooking tips. The goal of the program is to raise awareness of the "full flavor of full season Copper River and Prince William Sound salmon."

ALASKAN BREWING COMPANY

We are very excited to continue and expand our partnership with the Alaskan Brewing Company for the 2010 season. In addition to new recipe cards that we handed out at our booth at the Boston Seafood Show, Alaskan Brewing is promoting the start of the grilling season with a co-branded coupon for customers to save \$5 off seafood when they purchase a case of Alaskan beer. We'll be working together on joint press releases and media events this summer and we'll be providing product for several television appearances to promote the two brands. They will also be participating in our media tour this summer.

Using a photo from our shoot with Bob Martinson last summer, check out this banner that distributors can use to promote Alaskan Beer and Copper River salmon this summer

KEY CUSTOMER OUTREACH

A major part of our marketing strategy for this past year has been developing relationships with key customers - both retail and food service. Working off a list of top seafood markets, grocery chains and restaurants, we've reached out to managers to give them resources and information to successfully carry, promote and sell Copper River and Prince William Sound Salmon. We have updated our website with harvest photos, images, logos and verbiage that customers can use in their custom promotions. Our goal is to give them the tools - photos, recipes, nutrition information, etc - to promote our salmon in their stores and restaurants.

GOURMET'S ADVENTURES WITH RUTH

To kick off last year's first salmon opener, we were fortunate to have salmon expert Jon Rowley come to Cordova to film part of an episode for the PBS series Gourmet's Adventure's with Ruth. Editor Ruth Reichl traveled to cooking schools across the globe - and Copper River salmon was featured in one episode. The episode airs on PBS stations in Alaska this April, we will also be airing the episode in conjunction with our Quality Training as part of the Prince William Sound Science Center's evening programming on Tuesday, May 4th at 7pm in the USFS Courtroom. I hope you can join us!

JOIN OUR EMAIL LIST AND WIN!

We've been working for several years to improve our membership communications with web updates, e-newsletters and these bi-annual newsletters. Join our email list today and you'll be entered to win \$100 off your next fuel bill at Shoreside Petroleum. The winner will be drawn at our First Fish celebration at the Reluctant. [Sign up by entering your email on our website www.copperrivermarketing.org or send an email to beth@copperrivermarketing.org](#). Thanks for helping us keep getting the word out to you!



ICE BARGE 101: All you need to know about the PWS Ice Barge

ICE BARGE:

- **DATES:** June 12th - July 21st
- **LOCATION:** start in Esther, move to Main Bay
- **PROCESSORS PROVIDING ICE:**
- Trident, Ocean Beauty, Copper River Seafoods, Peter Pan, Inlet Fish Producers
- **COMMUNICATIONS:** Call the barge cell phone at 253-3459, VHF Channel 6

QUESTIONS?

Call, email or stop in the office to talk to Beth.

NET STORAGE:

- 100 spaces available
- \$200 per space (can swap nets out)
- Must have a net tag and signed liability waiver (available in the office).
- Sign up with Beth by calling 424-3459, emailing beth@copperrivermarketing.org or stopping in the office. You can also sign up at pre-season processor picnics and at our annual meeting.
- Nets can go out on the barge on June 12th or can be delivered on the grounds.

2010 ICE BARGE SCHEDULE

The Alaganik Barge will serve as a ice staging and net storage platform in Prince William Sound again this summer. Feedback from last year's program provided valuable insights on how to improve the barge placement and timing to increase the amount of ice that gets to fishermen - more ice means more iced fish, which is the goal of the program.

The barge dates have been moved back to take advantage of the full strength of the PWS sockeye run. It will start June 12th in Esther and will move down to Main Bay when the run picks up (barge movement will be decided by a committee of fishermen in the Sound who will give on-the grounds updates on run strength and best positioning). Processors have signed on to provide ice in totes to the barge, which will be available for tender boats and individual fishermen. The barge contract will run through July 21st.

NET STORAGE AVAILABLE

Net storage will be available on the barge again this year. With new racks installed it will be even easier to load, swap and unload nets. \$200 per space allows you to swap nets as many times as you like during the contract. We have space for up to 100 nets. Nets can be loaded on to the barge on June 12th or delivered by tender out on the grounds. All nets must have a net tag and a signed liability waiver.

PRE-SEASON SIGN UP (Before June 12th):

- Call, email or stop in the office
- Preseason processor picnics, annual meeting
- With your processor (clip board at each office)

IN-SEASON SIGN UP (After June 12th):

- Call, email or stop in the office BEFORE you send your net with a tender
- Call the Barge - the barge MUST be aware that your net is coming or it will be refused.

QUALITY WORKSHOP

Together with the Marine Advisory Program, we'll be sponsoring a pre-season quality workshop with Bristol Bay fisherman and quality guru Mark Buckley. Mark has been conducting extensive research into which handling practices produce the best quality and grading fishermen on the quality of their catch with the goal of establishing processor buying programs that are directly related to the quality grade of your fish. Imagine being paid a different price for your #1s, #2s and #3s - and what you would do to make sure you have the most #1s possible.

Mark will be in Cordova from May 3-6th and will be talking to many groups. He'll present his research on Tuesday, May 4th at 7pm at the USFS Courtroom - please mark your calendars and plan to attend. He'll also be available to talk with processors and individual fishermen. Call Beth at 424-3459 if you'd like to set up time to work with Mark.

MEMBERSHIP EVENTS

May is a busy month for all of you - take a moment to get caught up on our projects and programs at our annual meeting: Wednesday, May 5th at 10 am at the Masonic Hall. Enjoy coffee & baked goods, giveaways, ice barge & net storage information, program updates and an opportunity to ask your questions and give feedback to the Marketing Association. Mark Buckley will be at the meeting to talk about quality - please plan on joining us!

After the first opener we'll be hosting our FIRST FISH CELEBRATION at the Reluctant to share the first taste of fresh salmon and "release" this year's Copper River Reds on the Run into the community.

MEMBERSHIP MEETING

**Wednesday, May 5th
10 am ~ Masonic Hall**

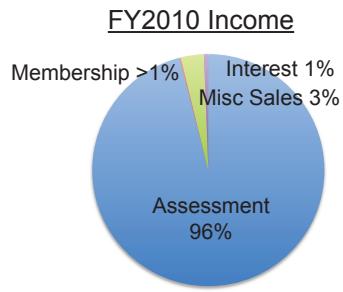
BUDGET UPDATE

Our fiscal year closes in June 30th and we are well into the FY2010 budget and planning for the next fiscal year. These pie charts give a breakdown of where our FY2010 funding came from and how it has been spent.

As we look ahead to the next fiscal year, our assessment funds will increase from the \$282,789 collected in 2008 to an anticipated \$336,670 from 2009. Our Reserve Account, 10% of assessment funds, now stands at \$107,500. We'll be adding \$33,666 in the coming fiscal year.

This is the first year the set gillnet fleet assessment will be included in our budget - we are encouraged by the interest shown for PWS salmon at the Boston Seafood Show and are excited to move ahead with more PWS specific marketing programs in the future.

CR/PWS Marketing Association
P.O. Box 199
Cordova, AK 99574



If you have questions, comments, or ideas you are welcome to any of our board meetings or talk to Beth or any board members. Meeting notices are posted on our website and on the office door.

We will also have 3 board seats turning over this fall - we encourage all members to get involved!

COPPER RIVER/PRINCE WILLIAM SOUND MARKETING ASSOCIATION

BOARD OF DIRECTORS

Brian Rutzer, *President*

Bill Webber, *Vice President*

Buck Brown, *Treasurer*

Scott Seaton, *Secretary*

Thea Thomas

Mike Poole

Danny Carpenter

Eric Harvey

CONTACT INFORMATION

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copperrivermarketing.org

copperriversalmon.org

soundsalmon.org

STAFF

Beth Poole, *Director*

Alexis Cooper, *Program Assistant*

We are located in the back left corner of the CDFU office at 509 First Street

Mission: *To increase and sustain the long term value of salmon in the Copper River and Prince William Sound region through programs focused on improving quality, successful marketing, and effective cooperative partnerships*