



Alaska Salmon Alliance

December 2016

2016 Year in Review

ASA

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The McDowell Group economic report was made possible by the generous support of our Associate Sponsors:

Petro Marine; Alaska Oil Sales; TOTE; Northern Air Cargo; Delta Western; Carlile Transportation; Fish Hawk Seafoods; Northrim Bank; Frontier Packaging and Wells Fargo.

We'd also like to welcome a new Associate Sponsor:

John Staffan - Kendall Ford
Lincoln of Anchorage

Thank you all!

It's the Economy!

Those of us in the seafood industry have always been well aware of the importance of our businesses to the economy on all levels. We have an intuitive sense of the direct, secondary and multiplier economic effects of the harvest, processing, transport and marketing of our resource. From the setnetter who purchases a tractor for a beach site, to the trucker who hauls a reefer van full of fresh salmon out to America, the ripple effect of the value of fishing is evident.

But that value is not obvious to those not involved in the industry. Media sources typically use "ex-vessel value" or "gross fishing earnings" to summarize the value of a fishery or fishing season. This captures only the direct earnings to the fishers for their catches and is only the tip of the iceberg for the industry. When ASA began, back in 2011, it was clear that we needed to be able to put numbers on all the various elements of the entire seafood industry as well.

Northern Economics prepared an analysis for us of *Cook Inlet Drift and Set Net Fisheries*, published in 2013. That was a good beginning but the salmon fisheries in Cook Inlet do not stand alone. They are a component, and a significant component, of the general seafood industry in southcentral Alaska, but there is a lot more. This led us to hire the McDowell Group for a study that was published in 2015: *The Economic Impact of the Seafood Industry in Southcentral Alaska*. (Copies of the reports are available at our web site.)

Getting a handle on numbers for the region and for communities within the region has been illuminating. During these difficult economic times in Alaska we are gratified to know that the seafood industry generates more than a billion dollars per year in economic output in this region.

During 2016 we continued the process of informing groups about the value of our industry and the available economic studies. This past year Arni Thomson made presentations on this topic to the Alaska House Resources Committee, the Alaska Board of Fisheries and the Homer Chamber of Commerce. ASA Board President Paul Dale also presented the report to the Soldotna City Council. ◇



In early July Lt. Governor Byron Mallot enjoyed a meeting with the United Cook Inlet Drift Association that included a visit to a Pacific Star processing facility on the Kenai River. L to R: Dave Martin, Lt. Gov. Mallott, Dyer VanDevere, Erik Huebsch, Tab Goto and Randy Patrick. Tab and Randy are the owners of the Pacific Star seafood company that is a subsidiary of E&E Foods.

ASA Board Members

Paul Dale, President, Snug Harbor Seafoods

Erik Huebsch, Vice President, Drift Fisherman

Norm Darch, Treasurer, Setnet Fisherman

Tab Goto, Pacific Star Seafoods

Duff Hoyt, Icicle Seafoods

Paul Shadura III, Inlet Fish Producers, a division of North Pacific Seafoods



Arni Thomson, on left, helps cook the scallops donated by ASA for the Wounded Warriors Fishing Derby banquet in Soldotna in August. The event hosted around 100 service men and women from JBER.

Building Relationships

As salmon is woven into the cultural fabric of our communities, we are working to weave our presence into the communities as well. In 2016 ASA helped sponsor and participated in events that were attended by more than 42,000 people. These included the Kenai Peninsula Home Builder's Association Home Show, the Kenai River Festival, the Chugiak-Eagle River Bear Paw Days Festival, the Wounded Heroes Military Appreciation Fishing Derby in Soldotna, the Big Lake Pike Derby and the Kenai Peninsula Industry Appreciation Day.



ASA donated 20lbs of sockeye salmon filets for the Salmon Cook-off at the Chugiak-Eagle River Bear Paw Days Festival.

Arni Thomson represents ASA on the Mat-Su Basin Salmon Habitat Partnership and is a member of their Steering Committee. This past year Arni has also represented ASA at the Southwest AK Municipal Conference, Seward Chamber of Commerce events, meetings with Cordova fishing and marketing associations, Kenai Peninsula fishing association meetings, Kenai Chamber events, Soldotna Chamber events, United Fishermen of Alaska meetings, the Native Village of Eklutna PowWow, a meeting with Valdez Fisheries Development Assoc. and UAF's Salmon and Society Workshop.



Our Partners ...



During 2016 ASA donated seafood gift packs, smoked salmon and/or fresh salmon to the following groups and events:

- Eagle River Sleeping Lady Lions Club Dinner & Auction
- Kenai Chamber of Commerce Annual Dinner & Auction
- Western Association of Highway and Transportation Officials Conference
- Alaska Municipal League reception hosted by the Mayor of Wasilla
- Kenai Food Bank Annual Dinner & Auction
- Anchor Point Senior Center and Homer United Way Fundraising BBQ
- Kenai Senior Center Salmon Dinner
- Chugiak-Eagle River Chamber of Commerce Annual Dinner & Auction
- UFA Board Reception for State Legislators
- Palmer Recycle Fall Harvest Dinner
- State Chamber Fall Conference Welcome Reception in Kenai
- HOPE Community Resources Annual Dinner & Auction
- Palmer Hay Flats First Annual Winter Banquet

Coming up... The Alaska Board of Fisheries will be holding their Cook Inlet meeting in Anchorage from February 23 through March 8, 2017. ASA will be providing support before and during the meeting to groups who will be working with the Board to regulate and manage salmon and other fisheries in Cook Inlet. The State of Alaska no longer provides copies of the proposal documents for the meetings so we will be supplying copies to others as needed, a conference room with a copying machine during the meeting and other support.