

### In This Issue...

- New Website
- Board Election Results
- A Board Member's Perspective
- 2011 Project Report
- Ice Barge Update
- Pebble Mine Q & A
- Annual Membership Meeting

### BBRSDA Board of Directors



Robert Heyano,  
President  
Seat A, Dillingham, AK



Chris McDowell,  
Vice President  
Seat B, Juneau, AK



Mike LaRussa,  
Treasurer  
Seat C, Seattle WA



Barney Johnson,  
Secretary  
Seat F, Arlington, WA



Fritz Johnson  
Seat C,  
Dillingham, AK



Nick Lee  
Seat D,  
Seattle, WA

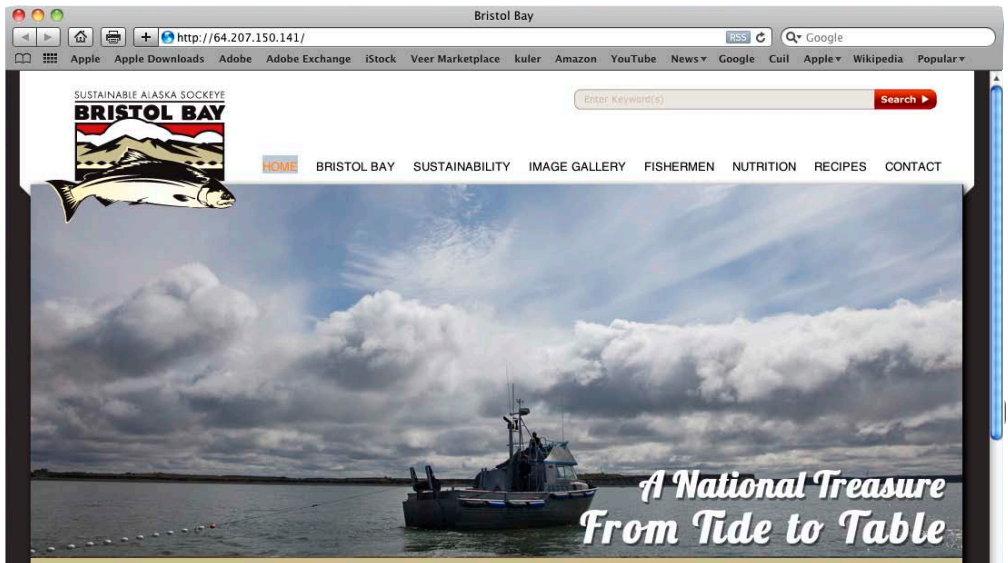


Matt Marinkovich  
Seat G,  
Friday Harbor, WA

Contact the Board any time  
at: [board@bbrsda.com](mailto:board@bbrsda.com)

## New website brings consumers closer to the source

BristolBaySockeye.org is one step in BBRSDA's long-term marketing effort



Bristol Bay salmon is increasingly coveted by seafood lovers, naturally rich in heart-healthy Omega 3s, lends itself to a wide variety of culinary preparations and hails from some of the most pristine waters on earth. Bristol Bay is truly a national treasure.

We all know this, but most consumers don't.

The BBRSDA's mission is to raise the value of sockeye harvested in Bristol Bay. We will accomplish this not only by helping raise the fleetwide quality of our fish, but also by gradually increasing consumer awareness about Bristol Bay and building demand for our product.

In recent years, we have participated with partner organizations in the well-known *WhyWild* and *Savor Bristol Bay* campaigns. Those projects have leveraged modest outlays to achieve outsized gains in terms of consumer media attention and the allegiance of top-notch chefs around the country.

On June 14th, we will take another measured step in marketing Bristol Bay salmon, when we launch a new, consumer-facing website at [BristolBaySockeye.org](http://BristolBaySockeye.org). The site grew out of an ongoing marketing research and implementation project authorized by the board in 2010.

[BristolBaySockeye.org](http://BristolBaySockeye.org) is one part of a long-term outreach effort. Our research tells us that consumers want to know where their seafood comes from, and the new site aims to get salmon-hungry consumers as close as possible to the fish and the fishermen of Bristol Bay.

Since the BBRSDA doesn't process, hold inventory, or sell salmon, the new website focuses on Bristol Bay itself, the personalities in our fleet, and the durable and sustainable salmon runs of our region. As you will see when you visit the site, it is organized around the themes of *Bristol*

*Website, continued on page 2*

Bay, Sustainability, Nutrition, the Faces of Bristol Bay and Recipes.

It briefly tells the history of our fishery, and emphasizes the "Faces of the Fleet," through beautiful photography and a series of fisherman profiles. We will add to those profiles gradually in the months and years to come. A video of the 2010 season shot by members is also featured on the site.

Over the course of the summer, we'll be fine-tuning the new website, adding more content and continuing the "Faces of the Fleet" video project.

We hope you will take a few minutes to go through the site, and share your comments and suggestions with us at [info@bbrsda.com](mailto:info@bbrsda.com)

## Board Election Results

The BBRSDA wishes to congratulate the winners and sincerely thank all the candidates - and voting members - for their participation in this year's election.

### Seat C (Alaska Resident)

|                           |              |
|---------------------------|--------------|
| Tim Cook                  | 103          |
| Fritz Johnson (Incumbent) | 198 (Winner) |
| Charles W. (Chip) Treinen | 120          |

**Total votes cast, Seat C 421**

### Seat F (At-Large)

|                                     |              |
|-------------------------------------|--------------|
| Dave Hansen                         | 108          |
| Warren (Barney) Johnson (Incumbent) | 213 (Winner) |
| Chris Voss                          | 98           |

**Total votes cast, Seat F 419**

The official form received from the Inspector of Elections (Thomas Head & Greisen, PC), can be downloaded from our web site.



Photo courtesy of Bob Waldrop

## A Board Member's Perspective

By Matt Marinkovich



Thank you for reading this—it means you care, and as a board member I appreciate that. I'm writing briefly about Bristol Bay issues I care about, which all relate to achieving the highest price possible to be paid to our fishermen. If you agree or disagree, or have your own opinion on these topics, talk to me (360-472-0392 [home], 907-439-6006 [boat] or [thinkfish@rockisland.com](mailto:thinkfish@rockisland.com)) or the BBRSDA

board and staff ([board@bbrsda.com](mailto:board@bbrsda.com)). An email to the board goes a long way, and it's VERY important that we hear from YOU.

### Marketing

I believe with the consumers' desire to eat healthier foods, and their awareness and concern for "sustainability" in the products they buy, this is the perfect time to educate the consumer about Bristol Bay sockeye, including "branding" of Bristol Bay fish, and widespread use of Facebook, Twitter, and other new technologies like QR codes (point a cell phone at the label and learn where it was caught and how it got to their market, etc). These "cool" Internet tools will capture the interest of younger people so when they're buying dinner for their families in 10 years, they'll already be "programmed" to reach for a Bristol Bay sockeye fillet.

I feel the board should direct research funds into assembling a plan on how to move forward to best utilize these technologies, and how to create a positive public awareness of Bristol Bay sockeye. So far to date the board has not moved forward on any of these specific issues, but they have created a consumer logo and a "consumer-facing" website ([BristolBaySockeye.org](http://BristolBaySockeye.org)), which is a great start. In the field of direct marketing, the board authorized (but has not yet finalized) partial funding for a pilot-project tender that can bring fishermen's fish into a shoreside processor of their choice during the early and late season. If you have any other suggestions on how to market our fish, I would love to hear them; if you think marketing is a good place to put our money, please let the board know.

### The Magic Wand

The Digital Observer study indicates that only 56% (2-year average) of fish delivered by RSW boats in the study are of #1 quality; most of these boats are flush deck, and some have the Salmon Slide. I believe the quality is still off the mark because the competitive nature of our fishery creates #2 fish BEFORE they come aboard the boats; no matter how many quality tricks are in place, you can't unbruise a fish once you have towed it around like a rag doll.

Contrast this with the less-competitive nature of many fishermen, who by and large DON'T have RSW systems and DON'T PLAN ON GETTING THEM because their lower-volume seasons don't justify the installation and operational expenses. Digital Observer studied nine lower-volume (< 60,000 lb. season in 2010) fishermen operating dry boats, fishing closer to the river, and they had an average of 77.5% #1 fish. I wonder how many #1's they would have if they chilled their fish?

Board Perspective, continued on page 3

Ice is a solution to raising the quality of these gently-treated but non-refrigerated fish, but we have obvious gaps in our current icing efforts. There is no ice in Naknek, Ugashik, and the WRSHA, and if there is ice available it means a special trip to the ice barge, which is a huge hassle, unless you're in Egegik.

One possible solution that has been presented to the board is the "Ice Utility" concept, where (potentially) 600-tons of ice per day could be produced on three barges. Tenders would pick up ice on the way out and distribute it to the fishermen upon delivery. With the efficiency of creating ice in this volume, it's cheaper to use ice than to run an RSW system...and the program has the potential to pay for itself through ice sales.

Under this model, fish-chilling would make financial and operational sense to all fishers, the quality level of the Bristol Bay pack would increase dramatically, and we could focus more energy on marketing so we can all share in the increased value of our product.

At this time, an ice utility is just a concept, and is not a project of the BBRSDA. I personally think it's a great idea; if you agree, and would happily use ice if it were delivered to you on the tender, tell that to your processor. With enough support the first phase could be in place by the 2012 season. In the meantime, let us know if you have any ideas about how to get ice in Naknek; I personally would love to hear it.

There's more to say, but I'm out of space. Thanks for giving a care.  
 – Matt Marinkovich

## 2011 Project Report now available

Here is a quick snapshot of the projects approved and budgeted by the board for the 2011 funding cycle. Project Report handouts with additional details will be available at the annual membership meeting, as well as on our website and in hard-copy by mail, upon request.

| Grantees                    | Cost/Cost -Share | Snapshot                                                     |
|-----------------------------|------------------|--------------------------------------------------------------|
| KDLG Dillingham             | \$25,000         | Coverage of the fishery throughout the season                |
| BB Science & Research Inst. | \$55,000         | Support and expansion of Pt. Moller test fishery             |
| ADF&G                       | <=\$25,000       | Expanded late-season counting tower operations               |
| UW/FRI/Charter Vessels      | \$140,000        | Area-wide genetic survey outside terminal fishing areas      |
| Digital Observer, Inc.      | \$16,600*        | Quantifying Quality handling practices study                 |
| Northern Economics, Inc.    | \$10,000         | 2011 Processor Survey                                        |
| Coffee Point Seafoods       | \$30,000**       | Expanded ice capacity in Egegik                              |
| TBD                         | \$5,000          | Feasibility study concerning potential for ice utility in BB |
| Ocean Beauty Seafoods, Inc. | \$25,000         | Providing ice to the fleet from the Bristol Lady barge       |
| Trident Seafoods, Inc.      | \$25,000         | Providing ice to the fleet from the Bristol Maid barge       |
| BB Economic Dvmt. Corp.     | TBD              | Non-operating costs related to ice barges                    |
| Schiedermaier & Associates  | \$70,000         | Marketing-related projects                                   |
| Trout Unlimited             | \$30,000         | Support for WhyWild and Savor Bristol Bay campaigns          |
| TBD                         | \$10,000         | Support for dedicated tender service for direct marketers    |
| TBD                         | <=\$50,000       | Support installation of a crane at the Nanek dock            |

\* Additional funds supporting the QQ study come from the federal grant we received for that purpose. Those funds are not reflected in this line item.

\*\* This is a carry-over project that was not successfully implemented by the grantee in 2010. Funds will be released if contractual obligations are fully met in 2011.

## Ice barge updates

Members are split on support for ice platforms

In recent months, several members contacted the board to express their views about BBRSDA support for ice barges. We heard from a handful of people who oppose support of ice barges, and from a roughly equal number who are in favor of continued support. Some of the messages indicate misperceptions about recent board actions. Here is an update.



Photo courtesy of Bob Waldrop

- The goals and strategies of the BBRSDA have not changed, and continue to focus on the need for persistent efforts to raise fleetwide quality, with the most important step in that direction being to increase the proportion of fish chilled at harvest.
- The board has not withdrawn funding for the ice barges.
- Through 2010, the board has approved \$453,000 to support the ice barges. Recently, the board stipulated that their support for the ice barges be conditioned on those facilities becoming financially self-sufficient.
- It appears that steps taken toward self-sufficiency by the barge owner (Bristol Bay Economic Development Corporation) and operators (Ocean Beauty and Trident) prior to the 2011 season may well result in this year's operations no longer requiring ongoing subsidy from the BBRSDA after the 2011 season.
- At a March meeting, the board voted to approve approximately \$50,000 for operating support of the two ice barges. That support was given directly to the operators in a manner intended to motivate them to reduce costs and stimulate ice availability to fishermen.
- The board has temporarily tabled a request by the BBEDC for general support funds for the ice barges.

The board's desire is now to move to supporting other projects, so more ice may become available for fishermen. At the board's direction, staff has been actively seeking to develop dialogues with potential partner-processors, municipalities and organizations that may be interested in providing ice platforms to the fleet. As this issue of the newsletter went to press, no potential partners had stepped up.

To summarize; the board remains committed to increasing the proportion of salmon chilled (by RSW or ice) at the time of harvest. For 2011, the board reduced ice barge support to an estimated \$50,000 (to help offset operating costs of the two barges), and believes that this financial boost and other changes made by the owner and operators will create a

situation where barge revenues cover operating costs. The BBRSDA continues to actively seek opportunities to expand chilling in the fishery.

# Pebble Mine Update from the Executive Director

BBRSDA occupies a central role in development of strategies to protect salmon resources and Bristol Bay's fishing industry

A Q&A with Bob Waldrop, executive director of the BBRSDA



**Q: Bob, what is the BBRSDA doing where Pebble Mine is concerned?**

**A:** First I should say that the board formulated an official position on large-scale mining in the watershed in early 2008. Essentially, we oppose such development until it can be proven that the value of the fishery will not be diminished by the proposed development. There's more to the official position than that of course, and the complete statement is available on the website.

We are very active in representing Bristol Bay's commercial fishing industry and seeing to it that fishermen are being heard in every venue where Pebble-related decisions are made. We're also reaching out at both state and national levels, and hearing from various commercial fishing organizations who want a role in this campaign. Overall, the messages that we bring to decision makers are fishing and business-oriented – we are not an environmental organization - so we take a pragmatic approach, applying leverage when and where it is appropriate in order to advance the interests of our fleet.

**Q: Some examples of that approach?**

**A:** As executive director, I represent the board and our members on the Bristol Bay Steering Committee, a small coordinating council that oversees and facilitates almost all of the organized anti-Pebble work currently going on in Alaska and elsewhere. The steering committee plays a role in coordinating – and to a lesser extent developing – a broad array of strategies. Others, including native organizations, business groups and sport fishing associations, implement those strategies. So, the BBRSDA is actively engaged at the nerve center – right where we should be – and have been for about three years now.

**Q: Who else sits on the Steering Committee?**

**A:** In addition to the BBRSDA, steering committee members include the Renewable Resources Coalition, Nunamta Aulekestai, the Natural Resources Defense Council, Earthworks, the National Parks & Conservation Association and Trout Unlimited. We are the only fishing industry group on the steering committee; the only purely

commercial group of any kind, for that matter.

**Q: What does this committee actually steer?**

**A:** We ensure that scientific, legal and communications strategies are well defined, and then see to it that the professional and financial resources are available to implement those strategies. We have terrific lawyers, scientists of all kinds, economists and a top-notch strategic communications firm. They carry out multiple projects under the broad oversight of steering committee members

**Q: Give us some examples.**

**A:** One example is a lawsuit filed against the state by Trustees for Alaska, on behalf of Nunamta Aulekestai. The state constitution requires that a "best interest finding" be produced prior to the issuance of permits related to mineral exploration. The state failed to produce one before issuing permits to the Pebble Limited Partnership, so Nunamta brought legal action, with our support. Summary briefs have been filed in that case, and the judge has taken them under advisement. This is currently the premier legal case challenging the Pebble Limited Partnership, and we expect a ruling within weeks.

The committee also endorses another lawsuit filed by the Nondalton Tribal Council and five other tribal groups, over changes to the Bristol Bay Area Plan. Area plans are the state's guiding documents for defining and developing key natural resources of a region. They are required by state law and typically guide management decisions for about two decades. In the past, our region had always been defined in the area plan as a fisheries area - as it clearly should be. In 2005, the Murkowski administration decided that this region's "primary uses" should be mining-related, and state managers should encourage, develop and protect mining projects that discharge into Bristol Bay's watersheds. We strongly disagree.

**Q: We've heard recently about actions taken by the Environmental Protection Agency, related to Pebble.**

**A:** Over the last couple years we've made four trips to Washington D.C., and held dozens of meetings with elected officials and administration officials. These meetings all revolved around encouraging the EPA to take a hard look at large-scale development in the Bristol Bay watershed. In the case of a project such as that proposed by the Pebble Limited Partnership, the EPA can act at the beginning - before permits are issued - or at the end, after the permitting horse has left the barn. So we've been working with other groups to urge the EPA to weigh in early, to implement something called the 404c process under the Clean Water Act.

On February 7th, the EPA announced that they would carry out a comprehensive, scientific watershed assessment to determine whether development of large-scale mining projects such as Pebble will lead to a severe risk of adverse and unacceptable impacts on the waters of the Bristol Bay watershed – something of deep concern to the fishing industry.

Good science has helped maintain the salmon abundance of Bristol Bay, and we're confident that good science will protect it from risks associated with super-large scale mining activities in some of the region's most sensitive areas. We expect the review to show that severe risk of those adverse impacts does exist. If so, EPA may have the scientific foundation for implementing 404c, which essentially means Pebble might not be issued the dredge and fill permit they need to go forward. In the meantime, we have to stay vigilant.

*Pebble Mine Q&A, continued on page 5*

“... we represent about 1,600 small businesses – S03T permit-holders - and our central message is that something like Pebble has the potential to severely affect our fishery and every one of those small businesses.”

Robert Waldrop, Executive Director, BBRSDA



**Q: What's the timeline on this?**

**A:** We expect to see the final watershed assessment report from EPA around the end of the year. After that, they will decide whether, and/or when, to implement a 404c determination.

**Q: There must be some Pebble Mine supporters in the fleet. Are you confident that you're representing Bristol Bay's fishermen?**

**A:** We know that about 80% of area residents oppose the Pebble Mine, but we don't have polling data on commercial fishermen. We believe the fleet is opposed to large-scale mining in our watersheds - that was the sense I had at our last public meeting - but we have no hard data. Are there Pebble supporters in the fleet? I know of a handful, but I can't estimate how many there are. I consider Bristol Bay's commercial fishing fleet to be among the most diverse in the state - maybe on the planet. Geographically, ethnically, economically, professionally - our members are all over the map. It is almost impossible to accurately represent every permit holder, but I'm confident that we're doing a good job representing the majority.

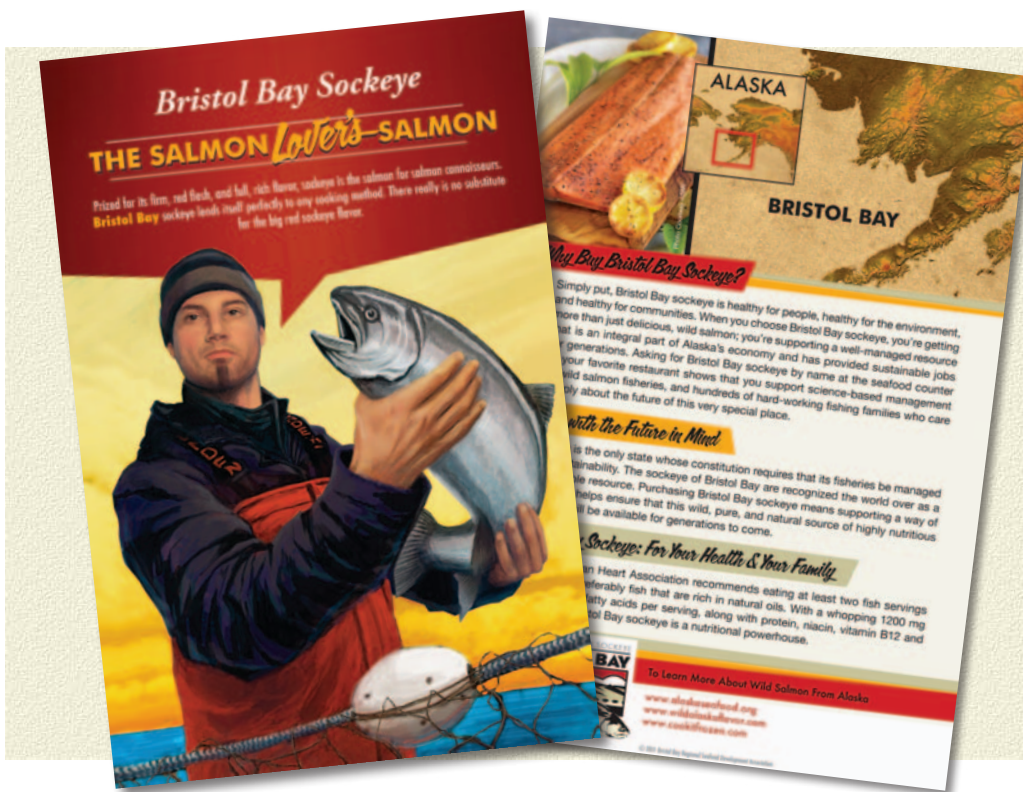
As I said earlier, the BBRSDA isn't an environmental group; we do limit ourselves carefully to arguing the business case against large-scale mining developments in the watershed. In this case, our positions clearly correlate with those of some environmental groups, so on this matter we are happy to work with them. But we represent about 1,600 small businesses – S03T permit-holders - and our central message is that something like Pebble has the potential to severely affect our fishery and every one of those small businesses.

**Q: You were in London with other steering committee members to attend the annual shareholder's meeting of Anglo American, the huge mining company that is a big player in the Pebble Limited partnership. What was your message there?**

**A:** Yes, we met with Sir John Parker and the Anglo American executive team, and also spoke at the shareholder's meeting. On behalf of the BBRSDA, I stressed to them the history, the size and the importance of the fishing industry here, along with the imperative of maintaining a healthy watershed. I told them that a healthy and dependable abundance of salmon relies on a healthy watershed. From a purely business standpoint, my message for them was pretty simple. First, I explained that the BBRSDA is a business group, and that U.S. business groups are not traditional allies of the EPA. Second, I told them what my experience has been: that when the EPA gets involved in a proposed large-scale industry venture with significant environmental implications, then things tend to get tough for the project under scrutiny. I urged them to follow the example of Mitsubishi and other high-level investment capital groups, and to consider divesting their stake in the Pebble Limited partnership.

**Q: Anything else that the drift fleet needs to know right now?**

**A:** Just to stay informed, and to subscribe to *Bristol Bay Waypoints*, so we can mobilize to take action when the time comes.



## Direct marketing materials available for members

We are making camera-ready promotional materials available to members who are marketing their catch. These 6" x 9" double-sided inserts can be included in salmon boxes or supplement your marketing efforts at point-of-sale. Downloadable camera-ready art is available by calling or emailing us at [info@bbrsda.com](mailto:info@bbrsda.com).



1120 Huffman Rd, Box 208  
Anchorage AK 99515

## USPS NO-FLY-ZONE

# Annual Membership Meeting – June 14th

The annual membership meeting of the BBRSDA will be held in Dillingham on June 14th, from 2:00 to 5:00 at the elementary school gym. A board meeting commencing at 10:00 AM will precede it, and members are of course welcome to attend that as well.

Some of the items to be covered at the annual membership meeting include: an overview of recent activities of the BBRSDA; a review of the organization's finances; a report from Mark Buckley concerning the *Quantifying Quality* project; and a presentation of the new *BristolBaySockeye.org website*.



## Think of it as Ch. 16 for Email

Every once in a while, another Bristol Bay permit holder signs up, but we still have a long way to go. Come on, people, if you use email, it's important that you receive Bristol Bay Waypoints! It's a one-minute signup on our home page (if you type verrrrry slowly).