



# BBRSDA

*annual report 2023*



**BRISTOL BAY**  
Regional Seafood Development Association

# Message from LEADERSHIP

Years ago, after a bad herring season an east coast deckhand taught me a new word. “This trip is what my ‘Portagees’ call ‘a broker,’” Bobby said. “Them’s some hard people. Looks now like we’re going home ‘broke’ too.” He said more words I didn’t need a translator for, figuring his Portuguese was as plain as his English.

However, you say it, 2023 was disappointing, reminiscent of the early 2000s when for the second time in less than five years the Bristol Bay fishery was declared an economic disaster. Harvests fell to just 10 million fish twice. Most of the pack was canned, and with no chilling bonuses prices bottomed out at 40 cents a pound. In 2001 the average drifter took home barely \$4,000 after expenses. By 2003 the State of Alaska valued drift permits at less than \$20,000. None of which is meant to say, “Don’t think it’s so bad now, it’s been worse.” Rather it’s a stark reminder that in the face of trouble there’s work to be done.

Many remember 20 years ago when industry realized chilling was the quickest way to improve fish quality. Better quality opened doors to greater value as frozen fillets replaced canning. Two ice barges were floated and the fleet invested in slush bags and RSW. There was recognition too that to regain profitability there had to be better marketing. Forward looking drift fishermen created the BBRSDA, declaring its mission to maximize the value of the Bristol Bay fishery by promoting quality, marketing and habitat protection. Over most of the next 20 years run sizes and ex-vessel prices trended up. Permit values peaked again in 2022.

## WHAT HAPPENED IN 2023? AND HOW DO WE FIX IT?

What some have called a perfect storm of economic factors hit the U.S. seafood industry hard in 2023, and Bristol Bay was a casualty. The unprecedented harvest in 2022 cut into processors’ cash flow when buyers saw there was no rush to stock up; processors would pay for holding millions of pounds in cold storage. Cash flow fell more as buyers turned to cheaper Russian fish, pollock in particular, made possible by that country’s devalued currency. Russian sockeye caught in traps found favor in Japan, while a stronger U.S. dollar made our fish more expensive in Europe. At home retail demand that grew during the peak of Covid faded as consumers returned to pre-pandemic buying habits.

These and other factors have forced processors to tighten their belts, mothballing some plants and selling off others. Given these realities the board of the RSDA is embarking on an all hands on deck campaign to include the seafood industry in provisions of the federal Farm Bill. With permit holders in nearly every state, the drive will be for adoption of fairer international trade policies, low interest loans and other changes requiring Congressional action. We thank Alaska’s delegation for opening that door with significant USDA purchases of pollock and salmon.

Another initiative where the RSDA plans to enlist our members is in a nationwide sockeye retail quality display project aimed at improving retail displays of our fish. While the fleet has made tremendous progress in improving quality handling on board vessels, there remain gaps

in merchandising at retail seafood counters. Watch for details on how you can help boost the “curb appeal” of the sockeye you caught.

Last fall the RSDA made changes to its marketing strategy by bringing most of the creative work “in house” rather than contracting with outside agencies. Doing so helped balance the budget for 2024 without sacrificing the impact of our branding and messaging. This report details that work and other BBRSDA program initiatives managed by our talented and dedicated staff.

## LOOKING BACK TO MOVE AHEAD

There was a time when some found the idea of chilling the entire Bristol Bay pack laughable. Funnier still looking back was the wooden sign at Bumble Bee’s Naknek plant urging crews to pugh fish in the head “for best quality.” The RSDA can’t promise an overnight recovery from the industry’s current troubles. But prospects are positive. Evidence exists that climate change is actually expanding productive habitat for sockeye in the Bristol Bay watershed. Financial analysts say the global seafood market will likely double by 2030. And as harvesters and caretakers of the last great wild salmon resource on earth, we are uniquely positioned to provide amazingly healthy and delicious natural protein to a world increasingly hungry for the real thing.

Let’s get to work.

Good luck and good fishing,

Fritz Johnson

*F/V Jazz*

**BBRSDA PRESIDENT**



# BRISTOL BAY

Regional Seafood Development Association

## TABLE OF CONTENTS

2	Your BBRSDA
4	Sustainability Program
6	Quality Program
8	Marketing Program
12	Outreach Program
14	Market Info & Resources
16	Finances & 2022 Project List
18	Contact

*Front cover photo by: Tony Tull.  
Back cover photo by: Matthew Weyhmiller*



# Your BBRSDA

## WHAT IS BBRSDA?

*BBRSDA = Bristol Bay Regional Seafood Development Association*

Voted into existence by fishermen in 2006, the BBRSDA is funded through a 1% assessment on ex-vessel value of the Bristol Bay driftnet salmon fleet. RSDAs are a vehicle specifically created by the State of Alaska to promote regional seafood products.

Our mission is to raise the value of Bristol Bay's commercial salmon fishery for the benefit of our members (S03T permit holders). We work towards meeting this important mission by marketing Bristol Bay sockeye salmon, funding quality-improvement efforts, protecting salmon habitat, bolstering fishery management, supporting research, and a variety of other activities.

BBRSDA is an asset for our fleet. It is the only fisherman-directed entity marketing our product. This matters because our other partners in the supply chain, such as processors and retailers, have many other products and seafood sources. As fishermen, we rely solely on the market success of Bristol Bay sockeye salmon.

While Alaska Seafood Marketing Institute (ASMI) is an important collaborator for BBRSDA, these two organizations have different abilities and stakeholders. ASMI cannot promote Alaska seafood on a regional basis—for example, they can market Alaska sockeye salmon but cannot promote specific fishery names such as Bristol Bay sockeye salmon. ASMI is funded by and has board representation from processors and fishermen alike. BBRSDA's ability to collaborate with ASMI and companies throughout the supply chain while maintaining direction with a fisherman board and a sole focus on BB sockeye salmon is important for our product's market share.





## BBRSDA'S PEOPLE

The BBRSDA is governed by a seven-member Board of Directors who are Bristol Bay driftnet fishermen and elected by the fleet. Board members are volunteers and typically sit on two or more of the organizations standing committees, which represent BBRSDA's core programs: Marketing, Quality, Sustainability, Outreach, and Finance. The Board is comprised of 3 Alaska resident seats, 2 non-Alaska resident seats, and 2 open residency seats.

### 2023-2024 BOARD OF DIRECTORS



**PRESIDENT**  
Fritz Johnson  
F/V Jazz  
Dillingham, AK



Mark Niver  
F/V Surrender  
Wasilla, AK



Michael Jackson\*  
F/V Kelley J  
Bellingham, WA



**VICE PRESIDENT**  
Erick Sabo  
F/V Insanity  
Goodyear, AZ



Franz Schonberg  
F/V Myrna Mae  
Petersburg, AK



Matt DeWitte\*  
F/V Ruthless  
Whitefish, MT



**SECRETARY/  
TREASURER**  
Doug Morgan  
F/V Miss Emma  
Anchorage, AK



Peter Andrew  
F/V Lucky Bear  
Dillingham, AK

\*Jackson resigned from the board in September 2023 and DeWitte was appointed in October 2023.

## STAFF



**EXECUTIVE DIRECTOR**  
Andy Wink\*  
Tacoma, WA



**EXECUTIVE DIRECTOR**  
Lilani Dunn\*  
Seattle, WA



**PROGRAM MANAGER**  
Frances Bursch  
Seattle, WA



**FINANCIAL ADMINISTRATOR**  
Becky Machain  
Star, ID



**MARKETING & CREATIVE  
MANAGER**  
Aubrey McNeil  
Bellingham, WA

\*Andy Wink departed BBRSDA in December of 2023 and Lilani Dunn was promoted from VP Marketing to Executive Director in February of 2024.

## RETURN ON INVESTMENT

### Quality

The 2023 investment of \$35K in ice infrastructure resulted in ice production to chill over 5 million pounds of fish creating quality incentive opportunity of 3000% ROI to the fleet.

### Sustainability

BBRSDA funds research, protects salmon habitat, and supplements fishery management, all of which is vital to maintaining the fishery's biggest asset: the world's largest supply of abundant, sustainable sockeye Salmon.

### Marketing

On the retail side, Bristol Bay grew from 3,836 promotions in 2022 to 4,734 in 2023—a 19% increase. The average annual sales lift by volume was 60%, and the average annual sales lift by value was 30%.

### Outreach

BBRSDA communicates important information to its members by posting opportunities and market data to its website, a monthly e-newsletter, and supports the KDLG Fisheries Report.

# Sustainability PROGRAM

## MEETING THE MISSION

The unparalleled natural productivity of Bristol Bay's salmon habitat is this fishery's greatest strength. Harvest volume is one of two factors that affect fishery value, the other being price. As such, BBRSDA pursues activities to maximize sustained yield including:

- ♦ Protecting critical salmon habitat
- ♦ Collaborating with and supporting fishery management
- ♦ Funding scientific research on regional salmon stocks

## COMMITTEE MEMBERS (2023-2024)

**CHAIR** Mark Niver

Robert Buchmayr

Michael Jackson / Matt Dewitte

Nicholas Dowie

Erick Sabo

**ADVISORS** Kelly Stier & Nels Ure

**STAFF LEAD** Andy Wink / Frances Bursch





## 2023 PARTNERS & PROJECTS



### *No Pebble Campaign & 404(c) Protections*

In January 2023, the EPA issued a Final Determination under Section 404(c) of the Clean Water Act to stop the pebble mine. EPA's decision is a huge win for Bristol Bay and the result of two decades of collective effort to support for this protective action. BBRSDA staff, board representatives and many other Bristol Bay constituents were included in the White House Celebration with the president of the United States for a Bristol Bay Forever Celebration in May. BBRSDA supported Commercial Fishermen for Bristol Bay's work throughout 2023 to explore a path for

legislation to ensure Bristol Bay is permanently protected and is not forced to fight Pebble or other mines like it in the decades to come.



### *Bristol Bay Fisheries Collaborative (BBFC) & Port Moller Test Fishery (PMTF)*

PMTF gives Bristol Bay fishermen, processors, and the Alaska Department of Fish and Game (ADF&G) time to respond to suspected departures from the preseason forecasts. In addition, this information is used by fishermen when deciding which districts to fish and helps processors anticipate where among Bristol Bay fishing districts to assign their tendering capacity. The 2022 introduction of an onboard genetics lab was successful again in 2023 and has greatly accelerated the time between collection of samples and release of stock composition from 3-5 days to 1-2 days.



### *Bristol Bay Salmon Research*

BBRSDA is funding a 3-year study (2023-2026) by the University of Washington Alaska Salmon Program that assesses effects of climate change on the rearing capacity for sockeye salmon in the Nushagak River lakes. The study will document the effects of climate warming on Nushagak sockeye habitat and make projections about how profitability could increase given the expected climate warming over the next 50 years. In

2023, BBRSDA also supported a related graduate student research project evaluating how climate change impacts growth and competition between juvenile sockeye and stickleback, a potential competitor for zooplankton.

*Fireweed photo by: Haley Rasco*

## MEMBER RESOURCES & ENGAGEMENT OPPORTUNITIES

- ♦ Go to [www.stoppebblenow.org](http://www.stoppebblenow.org) to be part of the fight to protect Bristol Bay
- ♦ See project reports for Sustainability projects at [www.bbrsda.com/reports](http://www.bbrsda.com/reports)
- ♦ Learn more about BBFC and PMTF at [www.bbsri.org/bbfc](http://www.bbsri.org/bbfc)
- ♦ Watch presentation videos from ADF&G and UW on BBRSDA's YouTube channel





# Quality PROGRAM

## MEETING THE MISSION

The goal of the Quality Program is to maximize harvest value by improving quality handling of the product from point of harvest to consumer. Once quality has been lost, it cannot be regained, and each fish is an opportunity to gain or lose a customer. To continue the improvement of sockeye quality, BBRSDA supports the following efforts:

- ♦ RSW maintenance & repair
- ♦ Ice availability & utilization
- ♦ Salmon quality data collection

## COMMITTEE MEMBERS (2023-2024)

CHAIR Franz Schonberg

Doug Morgan

Mark Buckley

Mark Niver

STAFF LEAD Frances Bursch

ADVISOR Catie Bursch



## 2023 PROJECTS

### *RSW Apprenticeship Program*

For the third season, BBRSDA supported apprentices working with 2 different RSW technicians in Bristol Bay during the fishing season. This program is designed to help existing RSW technicians increase their capacity to efficiently serve more boats in the short term and involve and train more technicians in Bristol Bay in the long term. Apprentices helped the RSW companies they worked with service 275 boats during the 2023 season.

### *RSW Operator Classes for Fishermen*

42 fishermen who took an RSW operator class received a 50% reimbursement from BBRSDA in 2023. The classes were offered in Alaska and Washington. Veteran and new captains alike reported gaining valuable information that make them more confident and capable of maintaining a high functioning RSW system on their vessels. In 2023, classes were rated 4.75/5 by the fishermen who participated.

*"I feel like I am much more competent on the RSW system. I feel I can identify common problems if needed. I also feel like I can communicate with the proper terminology to a RSW technician. Therefore, I would rate this as a 5/5."* — November 2023 class participant

*"[It] was nice to take the class with other BB fishermen as lots of questions and issues came up that I have not personally dealt with but were pertinent. Nice to learn from other's experiences."* — February 2023 class participant

### *Quality Research*

Seafood Analytics and Digital Observer worked with quality control technicians to use Certified Quality Reader (CQR) technology to measure fish when they were delivered off of boats onto tenders and again once they arrived at the processing plants. In 2023, over 24,000 measurements were taken from more than 600 boats and 42 tenders. This device uses electrical currents to test cellular degradation to scientifically and objectively determine the quality and body composition of salmon. This project is continuing to test the applicability of this technology for practical application in Bristol Bay.

### *Ice Barges*

BBRSDA's 2023 investment of \$35K in ice infrastructure resulted in enough ice production to chill over 5 million pounds of fish. Based on a \$0.20 incentive for chilled fish, this ice created the opportunity for a 3000% ROI to the fleet. BBRSDA contributed to the ice barges that are managed by Bristol Bay Economic Development Corporation (BBEDC).

## BEST PRACTICES

Consistent chilling and use of salmon slides and deck mats rank as the top practices in terms of their impact on the quality of delivered product. Catching, handling and delivering in a way that ensures quality not only elevates the brand, but also reflects the pride Bristol Bay fishermen take in participating in this remarkable, sustainable fishery.

## WHAT IS IN STORE FOR 2024?

- ♦ Continuing the RSW apprentice & RSW operator class programs
- ♦ Monitoring sockeye quality and display at retail

# Marketing PROGRAM

## MEETING THE MISSION

Bristol Bay Sockeye Salmon is the brand of the Bristol Bay fleet and the goal of BBRSDA's marketing program is to promote and market Bristol Bay wild salmon in the domestic and global markets along the entire supply chain from point of harvest to consumption.

## COMMITTEE MEMBERS (2023-2024)

CHAIR Peter Andrew

Michael Jackson / Matt Dewitte

STAFF LEAD Lilani Dunn

Spencer Burnfield

Franz Schonberg

ADVISOR Reid Ten Kley



**BRISTOL BAY**  
ALASKA'S SOCKEYE SALMON



The Bristol Bay Regional Seafood Development Association is headed into 2024 with strong momentum from the past year's marketing efforts. The marketing program continues to return substantial results, gaining over 50% sales lift on retail promotions, and consistently partnering with over 3,000 retail stores in the domestic market.

## OBJECTIVES

- ♦ Increase awareness and value of the Bristol Bay brand at consumer, retail, foodservice, distributor and processor level
- ♦ Stimulate increased demand and loyalty for Bristol Bay sockeye and the habitat of Bristol Bay
- ♦ Identify and communicate evidence of brand impact and brand strength to retailers, direct marketers, processors and members

## RETAIL

On the retail side, Bristol Bay grew from 3,836 promotions in 2022 to 4,734 in 2023 — a 19% increase.

We deepened our relationships with marquee retailers such as Costco, Harris Teeter, Wegmans, Whole Foods, Sam's Club, and more, with 92% of our partners being repeat partners in 2023. In addition, we established new relationships with Costco Business Centers, Town & Country, Harmons, and Albertsons and with distributors NAFCO/Congressional and Associated Food Stores (AFS). The marketing program has evolved to an omnichannel offering of consumer touchpoints, including national media coverage, social media food influencer partnerships, social advertising, in-store branded signage, chef cooking and tasting events, retail training support and fishermen meet-and-greets.

With the primary goal of *increased demand for Bristol Bay product and brand loyalty*, we evaluated the program on the following Key Performance Indicators:

### GOAL: Increase size and scope of retail partnerships

Bristol Bay Sockeye Salmon branded product was featured in a total of 4,734 stores in the U.S. and Canada, for fresh, refresh, frozen, and value-added product forms.



### GOAL: Year-over-year increase in stores promoting the Bristol Bay Sockeye Salmon brand

We executed retail promotions in 4,734 stores in 2023. This number includes 11 funded promotions (no change from 2022), 16 unfunded promotions (a 13% increase from 2022) and we partnered with 26 store chains (a 20% increase from 2022).

### GOAL: Retailer retention

Of our 2023 partners, 24 out of 26, or 92%, are repeat partners.

In 2023 we distributed the following point of sale materials to our retail, foodservice partners, and direct marketers:

- ♦ Branded Aprons: 1,511
- ♦ Branded Hats: 1,560
- ♦ Seafood Case Clings + Summer of Sockeye Clings: 1,759
- ♦ Ice Picks: 1,496
- ♦ Stickers for filets and portions: 703,500

## TRADE + INDUSTRY

### Press Releases

- ♦ [Strong Harvest Means Incredible Deals for Wild Sockeye Salmon Nationwide](#) (March 9, 2023)
- ♦ [Summer of Sockeye Salmon Kicks Off in Bristol Bay, Alaska](#) (June 1, 2023)
- ♦ [Bristol Bay Sees Strong Wild Sockeye Harvest to Follow Up Record-Breaking Year](#) (Aug. 1, 2023)
- ♦ [Bristol Bay Salmon Week Returns to Seattle this November 6th–12th](#) (Sept. 6, 2023)
- ♦ [The Bristol Bay Regional Seafood Development Association Focuses on Storytelling, Quality, and the Global Marketplace in 2024](#) (Dec. 14, 2023)

### Newsletters

Three marketing newsletters (Winter 2023, Spring 2023, and Fall 2023) and one industry letter (late Spring 2023), titled Sell Out Sockeye, were distributed to a highly targeted industry audience of individuals that saw increased open rate and clicks, outperforming industry standards.

## CONSUMER + MEDIA

Developed and executed a multichannel approach to raise awareness and drive sales year-round to keep Bristol Bay sockeye top of mind.

- ♦ Drove media consideration and coverage via building media relations, offering sockeye sampling, and publishing three national press releases.
- ♦ Educated consumers through broadcast, online and radio via two co-op satellite media tours (SMT) driving more than 2.9K placements.
- ♦ Partnered with 7 social media influencers to help drive awareness through engaging recipe content.
- ♦ Increased purchase consideration and direct sales through links from online content to Bristol Bay sockeye salmon at various retailers.

## BRISTOL BAY SOCKEYE SALMON MEDIA OVERVIEW

Month & Year	Total Impressions	Total Placements (media + social)	Media Placements	Social Posts	Nutrition	Sustainability	Culinary	Frozen
OCTOBER '22	207,492,300	8	5	3	5	0	7	0
NOVEMBER	46,059,088	38	22	16	19	16	28	2
DECEMBER	70,930,008	3	3	0	3	2	3	1
JANUARY '23	443,944,869	13	5	8	6	5	6	2
FEBRUARY	15,262,884	14	3	11	6	4	9	4
MARCH	115,625,642	16	15	1	16	4	5	2
APRIL	2,090,353,686	56	54	2	42	6	19	48
MAY	185,095,345	7	4	3	2	3	6	3
JUNE	817,732	20	2	18	3	8	11	5
JULY	10,493,575	21	2	19	3	5	8	2
AUGUST	157,380,016	10	6	4	7	1	9	1
SEPTEMBER	905,975,254	27	22	5	11	5	24	3
OCTOBER	192,918,317	13	13	0	13	6	13	3
NOVEMBER	163,233,949	34	18	16	3	19	26	3
DECEMBER	443,431,781	13	8	5	2	4	9	0
<b>TOTALS</b>	<b>5,049,014,446</b>	<b>293</b>	<b>182</b>	<b>111</b>	<b>141</b>	<b>88</b>	<b>183</b>	<b>79</b>

### Social Media Stats at a Glance

#### REACH:

Facebook: 1.9M (was 2.2M) // Instagram: 211K (was 168.5K)

#### PAGE + PROFILE VISITS:

Facebook: 6.8K (was 6,587) // Instagram: 9.5K (was 7,434)

#### FOLLOWERS:

Facebook: 22,037 followers or +634 (was +733 in 2021) // Instagram: 9,339 followers or +1190 (was +1.3k in 2021)





## FOODSERVICE: RESTAURANTS & CHEFS

### Salmon Weeks

Every fall in Seattle and D.C., BBRSDA organized a *Bristol Bay salmon celebration and a restaurant week to show our appreciation and love to all who bring this wonderful fish to our tables* year after year. In 2023 we had over 50 participating chef and restaurants, covering a diverse range of neighborhoods and cuisines. The feedback from partners has been overwhelmingly positive and has resulted in keeping Bristol Bay Sockeye Salmon as a mainstay on menus year-round. New this year, Bristol Bay Sockeye partnered with health-conscious supermarket chain Whole Foods Markets to host in-store cooking demos of Bristol Bay Sockeye Salmon during both Salmon Weeks. A total of 10 demos were executed across four Whole Foods stores in both the Seattle and metro D.C. areas.

### Bristol Bay Wild Market at the Climate Pledge Arena

Bristol Bay Native Corporation (BBNC) and BBRSDA came together to create a unique partnership with the Seattle Kraken, taking their rightful place in Climate Pledge Arena. Through this partnership millions of fans, concert attendees, and event goers are introduced to Bristol Bay Sockeye Salmon. <https://bristolbaywildmarket.com/market-menu>

## Direct Marketing

BBRSDA's marketing program encourages all direct marketers to utilize the many assets we have available to help bring Bristol Bay Sockeye Salmon to their customers. In 2023, we offered a digital ad promotion to help 7 different direct marketers boost sales in the months of November and December.

In addition, we created material to help highlight the benefits of wild sockeye salmon in comparison with Atlantic (farmed) salmon.

### BRISTOL BAY MEDIA LIBRARY

The media library houses Bristol Bay Sockeye Salmon digital assets including logos, area maps, food photography and fishery photos for use by our direct marketers and retail partners. Direct marketers and retail partners can download assets (free of charge) for use on websites, social media, promotional materials and more. You can find the media library at the Bristol Bay Sockeye website under Resources. Or just point your browser to [media.bristolbaysockeye.org](https://media.bristolbaysockeye.org).



### BRISTOL BAY SOCKEYE SUPPLIERS PAGE & WHOLESALE INQUIRY FORM

We maintain a directory of Bristol Bay Sockeye suppliers at [bristolbaysockeye.org/suppliers](https://bristolbaysockeye.org/suppliers) or through our [Fish Finder website](#). Email [lilani@bbrsda.com](mailto:lilani@bbrsda.com) to be added to this directory. In addition, we host a Wholesale Inquiry Form, where customers can request to be connected with a trusted Bristol Bay supplier.



# Outreach PROGRAM

## MEETING THE MISSION

Open communication with the Bristol Bay fleet is a constant priority and the more involved members are, the stronger the organization is. The outreach program exists to promote engagement with the fleet as well as other industry partners and the public to support all BBRSDA programs and further the organization's mission.

## COMMITTEE MEMBERS (2023-2024)

CHAIR Franz Schonberg

Jaymi Bethea

Mark Niver

ADVISORS Melanie Brown & Tom Rollman

Peter Andrew

STAFF LEAD Frances Bursch





## 2023 PROJECTS

### *KDLG Fisheries Reports and Waypoints Radio Show*

A partnership with KDLG provided important news throughout the fishing season. Waypoints Radio segments shared information about BBRSDA programs, safety, research and market outlook.

### *Photo Contest and Fisherman Profiles*

Fishermen's experiences and images share the amazing story of Bristol Bay Sockeye Salmon with consumers worldwide. Submit your fishing photos to our photo contest during the summer and fall and share your story in a fisherman profile anytime on the BBRSDA website at [www.bbrsda.com/fishermen-profile-form](http://www.bbrsda.com/fishermen-profile-form).

### *Setnet Vote*

In 2023, BBRSDA held an election of the setnet fleet on joining the organization. The vote failed narrowly by a difference of 19 votes. While BBRSDA is disappointed by the outcome and the lost opportunity to be unified as a fleet within one organization, BBRSDA is very appreciative of the many people who worked hard to make the vote possible.

## DO YOU GET BBRSDA EMAILS?

Only 2/3 of the fleet are signed up to receive emails from BBRSDA. Are you one of the boats missing the monthly updates?

Members have several options to follow BBRSDA activities and receive important news:

1. Sign up for the BBRSDA monthly E-Newsletter, *Waypoints* at [www.bbrsda.com](http://www.bbrsda.com)
2. Like BBRSDA Facebook Page: [www.facebook.com/bbrsda](http://www.facebook.com/bbrsda)
3. Follow BBRSDA on Instagram: [@bristolbayallday](https://www.instagram.com/bristolbayallday)
4. See market data at [www.bbrsda.com/marketinfo](http://www.bbrsda.com/marketinfo)
5. Bookmark [www.bbrsda.com](http://www.bbrsda.com) and visit regularly for updates

## CATCH ALL THE MARKETING NEWS:

- ♦ Visit the Bristol Bay Sockeye Salmon Website: [www.bristolbaysockeye.org](http://www.bristolbaysockeye.org)
- ♦ Like the Bristol Bay Sockeye Salmon Facebook Page: [www.facebook.com/bristolbaysockeyesalmon](http://www.facebook.com/bristolbaysockeyesalmon)
- ♦ Follow Bristol Bay Sockeye Salmon on Instagram: [@bristolbaysockeyesalmon](https://www.instagram.com/bristolbaysockeyesalmon)

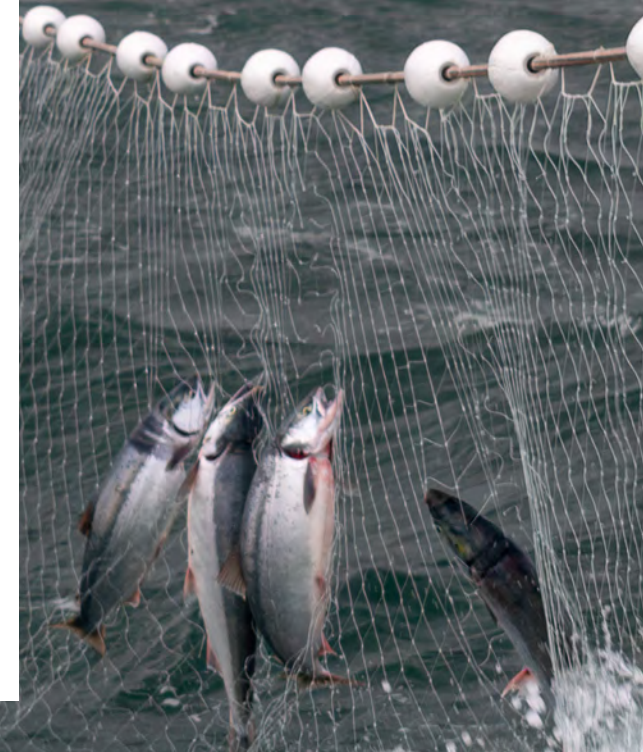
As a member you are always welcome to join a board meeting, introduce an idea through a project proposal and contact us anytime via phone at 907.677.2371 or email at [info@bbrsda.com](mailto:info@bbrsda.com).

# Market Info & Resources

## BBRSDA INVESTMENT APPROACH

The mission of maximizing fishery value for you, our members, is the driving force behind every strategic action and the primary filter for investment decisions. The fishery value you retain is simply ex-vessel value less expenses, so we are constantly looking for ways to maximize sustainable harvest volume, increase the value of fishery products, and reduce costs. A difficult mandate in the current economic environment.

The Alaska seafood industry is facing extraordinary market challenges. A convergence of domestic and international circumstances have created hardship for everyone in our industry. Bristol Bay sockeye salmon is a significant part of the domestic and international wild salmon markets, but we are subject to numerous geopolitical, trade inequity, and economic factors beyond our control. In a year with extreme and negative market conditions, BBRSDA's role is more important than ever. Explore the following important resources for the fleet.

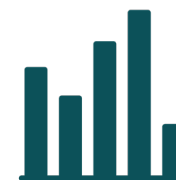






### MARKET VALUE AND INFORMATION

BBRSDA provides resources on market dynamics that affect the Bristol Bay fishery and track the value of the fishery. Find links to reports and information: [bbrsda.com/marketinfo](https://bbrsda.com/marketinfo)



### MARKETING BRISTOL BAY SOCKEYE SALMON

Learn more about the BBRSDA marketing program’s current efforts, including media highlights, retail promotions, influencer partnerships, marketing campaigns and Direct Marketer resources: [BBRSDA.com/marketing](https://BBRSDA.com/marketing)



### THE BRISTOL BAY BRAND – CONSUMER WEBSITE

While BBRSDA.com is the fleet-facing hub of information, [bristolbaysockeye.org](https://bristolbaysockeye.org) shares our story, recipes, nutrition information and where to find our catch with Bristol Bay Sockeye Salmon consumers.



### SIGN UP FOR WAYPOINTS NEWSLETTER

One of the best ways to stay informed on BBRSDA activities and the Bristol Bay fishery throughout the year is through the monthly newsletter, *Waypoints*. Sign up: [bbrsda.com/waypoints](https://bbrsda.com/waypoints)



### ORGANIZATIONAL TRANSPARENCY

BBRSDA members are always welcome to attend board meetings. Meetings are noticed on BBRSDA’s home page and by email, and meeting minutes are posted afterward. [bbrsda.com/meeting-notice-agendas-and-minutes](https://bbrsda.com/meeting-notice-agendas-and-minutes)



Gillnet photo by: Milo Waltenbaugh

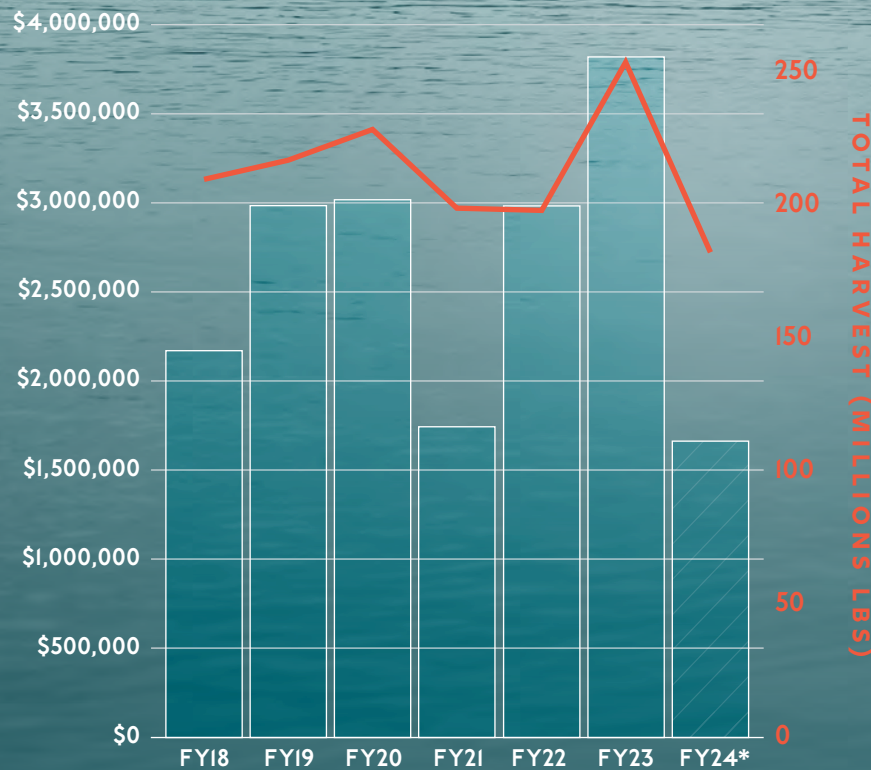
# FINANCES

## COMMITTEE MEMBERS (2023-2024)

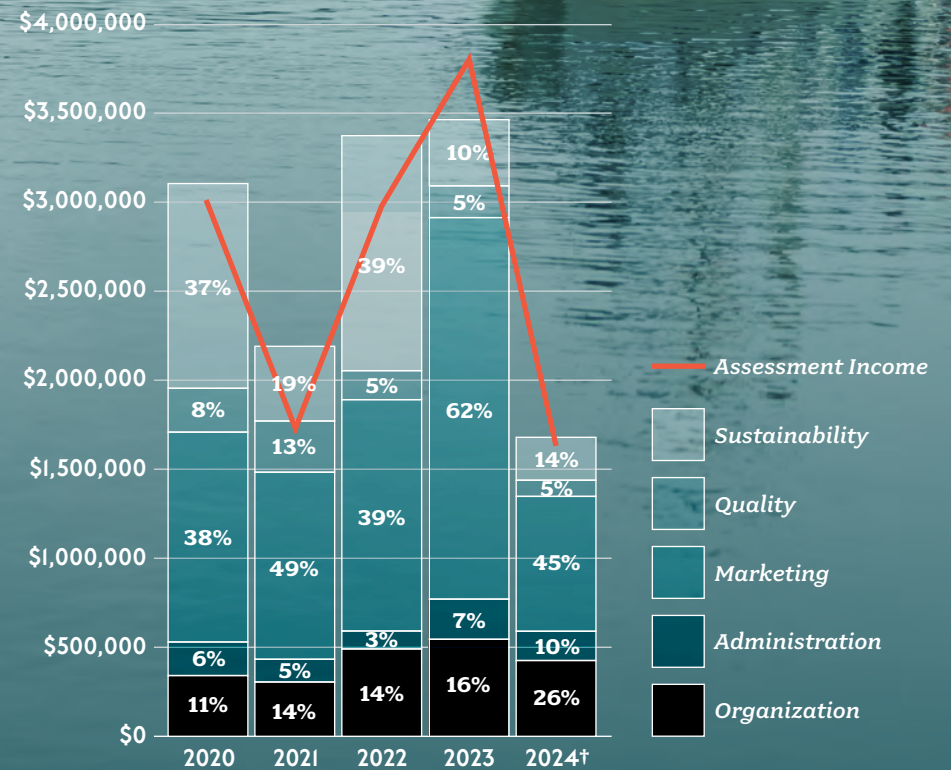
CHAIR Doug Morgan      Matt Dewitte  
 Erick Sabo                      John Fairbanks  
 STAFF LEAD Becky Machain



### HARVEST & ASSESSMENT



### EXPENDITURES BY CLASS



\*FY24 is an estimate, and does not include spring retro payments. Footnote: The State of Alaska collects a 1% seafood development tax on the ex-vessel value of SO3T deliveries. Tax monies collected in the previous calendar year are paid to BBRSDA the following July or August. The bars show the amount received by BBRSDA, by year paid to BBRSDA.

† 2024 figures represent board-approved budget amounts.



## 2023 STATEMENT OF FINANCIAL POSITION

Years Ended December 31, 2023 and 2022  
Preliminary and Unaudited\*

ASSETS	2023	2022
Cash and cash equivalents:		
Undesignated	\$ 2,358,407	\$ 1,715,739
Baseline Reserve	2,500,000	2,500,000
Investment Reserve	103,224	368,760
Accounts Receivable	20,904	-
Prepaid Expenses	7,168	4,685
<b>TOTAL ASSETS</b>	<b>4,989,703</b>	<b>4,589,184</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Liabilities</b>		
Accounts Payable and Accrued Expenses	119,461	61,666
Projects Payable	26,810	249,445
<b>Total Liabilities</b>	<b>146,271</b>	<b>311,111</b>
<b>Net Assets</b>		
Unrestricted Net Assets	2,240,208	1,409,313
Board Designated Reserve	2,603,224	2,868,760
<b>Total Net Assets</b>	<b>4,843,432</b>	<b>4,278,073</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>4,989,703</b>	<b>4,589,184</b>

## 2023 STATEMENT OF FINANCIAL ACTIVITIES

Year Ended December 31, 2023  
Preliminary and Unaudited\*

INCOME	2023
Assessments	\$ 3,814,485
Other Income	208,626
	<b>4,023,111</b>
<b>EXPENSE</b>	
Projects & Program Services	2,402,676
Personnel	658,381
Other Mgmt & General	413,932
	<b>3,474,990</b>
<b>NET INCOME</b>	<b>548,121</b>

\*A copy of the organization's audited financial statements is available by visiting [bbrsda.com](http://bbrsda.com).

## PROJECT LIST

2023

### MARKETING

Retail Promotions	\$ 716,825
Edelman PR Services	526,707
Rising Tide Communications - Marketing	248,009
Point of Sale Costs	111,378
MRJ & Associates Retail Promos	66,000
BBNC Kraken Partnership	50,000
AFDF	50,000
Christine Fanning Communications	41,721
Salmon Week (Seattle & DC)	20,789
Marketing Events & Digital Advertisements	14,993
	<b>1,846,422</b>

### ORGANIZATION

Industry Advisor	60,000
KDLG Fisheries Reports	50,000
Setnet Inclusion	19,145
Ocean Strategies	6,700
Bristol Baybes Magazine	7,000
Merch Store	5,584
AMSEA Drill Conductor Training	4,570
Town Halls	4,302
Price & Services Report Research	3,425
Crew Training Program	180
	<b>160,906</b>

### QUALITY

Ice Barges (Bristol Maid & Northline SM3)	35,000
RSW Apprentice Training Program	26,639
RSW Class Scholarships	25,200
Seafood Analytics CQR Project	20,000
Capt'n Jack's Tidebook	18,500
	<b>125,339</b>

### SUSTAINABILITY

BBSRI Port Moller & At-sea Genetics	95,753
UW Climate Change Research	83,256
CFBB Habitat Protection & Outreach	45,000
Grad Student Research	35,000
Skipper Science	11,000
	<b>270,009</b>

<b>Projects &amp; Program Services</b>	<b>2,402,676</b>
--	------------------



# BRISTOL BAY

Regional Seafood Development Association

3705 Arctic Blvd #1188

Anchorage, AK 99503

(907) 677-2371

bbrsda.com | bristolbaysockeye.org

