Proposed Project

Ice Barge Support – Bristol Lady 2014

Strategic Directions:

- Increasing value for the fleet
- Quality improvement

Problem Addressed

- Every year for the past 6 years a higher percentage of fish are being chilled. In recent years, the rate of increase has been higher for fish chilled with ice than with RSW.
- In 2012, 59% of the driftnet deliveries were chilled – meaning that 41% of the harvest is still dry. Lower fleet-wide quality lowers average ex-vessel price.
- Some vessels are not able to afford or utilize RSW systems. For them ice made on the water is the only avenue to chill their harvest and to help raise average ex-vessel price.
- Some RSW boats use ice to "kick-start" RSW chilling.
- In the past two seasons, ice sales from the barges years has been anemic. New approaches to providing ice to fishermen are being implemented.

Proposed Project:

- In 2014, Ocean Beauty is expected to operate the Bristol Lady in the Naknek district.
- OBSI agrees to a performance based concept for funding, similar to the system used in 2013 whereby BB-RSDA's support is based on tons of ice sold.
- OBSI is considering the following tactics in an effort to stimulate ice sales:
    - Post signs in nearby boat yards advising of the ice barge position and contact information
    - Attempt to move ice to outlying areas for OB's fleet, and remind other processors of the possibility of same
    - Use ice to pre chill tenders, should fishing volume warrant such

Anticipated Results

- The sales-based grant ($/tons sold) and changes listed above are intended to stimulate ice availability and sales. The more ice that is sold, the greater the grant award.
- Stimulating sales may also provide incentives to stockpiling ice in insulated totes for sales during the peak or adding totes of ice onto tenders, etc.
- The sales goal for the 2014 season is 500 tons.

Benefits to Business Unit

- Chilling a higher percentage of delivered fish raises average quality. Other factors notwithstanding; higher fleet-wide average quality fish leads to higher ex-vessel prices.
- More chilling bonus for the fleet.
- Without support it is possible that barge operations may be reduced – resulting in less fish chilled, lower overall quality and less chilling bonus paid and exert downward pressure on average value for the season's harvest.

Measure of Results

- Tons ice sold
- Higher percentage of delivered fish chilled
- More fish qualifying for chilling bonus

Budget

- OBSI's ice sales goal is 700 tons for 2013.
- Maximum grant award is limited to $50,000 paid on the following rate schedule:
    - 50-200 tons $10,000
    - 201-400 $20,000
    - 401-500 $30,000
    - 501-600 $40,000
    - 601+ $50,000

Additional Details to Discuss

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