2014 Project Proposal

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BBRSDA Strategic Initiative #3: promote and market the Bristol Bay wild salmon resource in the domestic and global markets.

Project Description: the *Sustainable Fisheries Foundation* (*Foundation*) requests $20,000.00 to develop a signature line of smoked Bristol Bay Kings and Sockeye thermally processed in 6.5 oz glass jars, which will be sold through the Foundation's *Forever Wild Seafood Club* program that is directed by former Bristol Bay fisherman Kevin Scribner. The jarred smoked salmon will be a shelf-stable product with an elegant presentation, suitable for gifts and special occasions, including holidays, and will expand the value-added market for Bristol Bay salmon.

The Foundation will collaborate with *Wildfish Marketing* to develop the processing capacity at the Swinomish Tribe's *Native Catch* processing plant in Washington State. *Wildfish Marketing* is co-owned by current Bristol Bay fisherman Buck Gibbons and former Bay fisherman Jon Saarheim. Current Bay fisherman Rolf Torgerson, who markets his catch under *Rolf's Choice*, will be a project advisor.

Forever Wild (FW) is an ecommerce-based business that sells sustainably-caught seafood to customers desiring quality and the means to support fishermen and their resource ecosystems. The fully functional website will be launched in March, 2014. Net profits will be re-invested in habitat enhancement and other activities that support the source fisheries, consistent with the *Foundation*'s mission.

FW is developing an Affiliate Partners (AP) program to establish collaborative co-marketing networks. AP's are organizations that promote sustainable seafood and recommend *FW* products to their members in exchange for a share of gross profits. Currently *FW* is in discussions with *Trout Unlimited* to become an Affiliate Partner.

Project Funding: the *Foundation* will provide a matching contribution of $50,000 for product and website development; *Wildfish Marketing* and *Rolf's Choice* will make in-kind contributions.

Project Completion: the website will be up and running in March, 2014; product development will be completed by June, 2014, product marketing and promotion will occur concurrently.