Project Concept: **Supporting direct marketers while promoting Bristol Bay Salmon**

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Addressing Strategy #3: by using funds to supplement investments already made by fishermen to promote/market our salmon around the United States, **as well as Strategy #5**: by supporting marketing efforts of the people directly paying into it, BBRSDA strengthens ties and communications with members.

Project Description:

True direct marketers who can prove at least a $10,000 personal investment via receipts for processing/shipping/marketing/etc. for the previous harvest year for selling their own fish to consumers can apply for $5,000-$10,000 to be used only for offsetting direct payments to print, radio, television, and billboard advertising. Bristol Bay Salmon must be the primary focus of the advertisement, with the direct marketer's information and contact info being secondary and listed as a local/regional source for the product. Applicants should be able to apply by submitting quotes for advertising services to a board member. After approval, payment should only be made up to the awarded amount for actual advertising services rendered as documented by official receipts from venders.

This will help a grass roots approach of we, the fishermen, striving to promote and provide the best possible product to people in the towns where we live and beyond. It will help direct marketers grow beyond the farmer's market level and educate consumers in targeted areas about Bristol Bay salmon regardless of who they buy it from.