

BBRSDA

annual report 2025



BRISTOL BAY
Regional Seafood Development Association



Message from LEADERSHIP

Dear Members and Stakeholders,

I AM PROUD TO SHARE that 2025 was one of meaningful progress, resilience, and continued momentum for the Bristol Bay Regional Seafood Development Association and our brand Bristol Bay Sockeye Salmon.

The strength of BBRSDA lies in its people—the fishermen, partners along the supply chain, including, but not limited to, the Bristol Bay Fisheries Collaborative (BBFC), ADF&G, and of course, the BBRSDA staff who remain deeply committed to protecting and promoting the world's largest wild sockeye salmon fishery. This year, that collective commitment was evident across every aspect of our work.

Marketing and promoting Bristol Bay seafood is our primary mission. Despite ongoing uncertainty in global markets and policy landscapes, Bristol Bay sockeye continued to stand apart. Strong consumer demand, growing brand recognition, and increasing differentiation of sockeye as a premium, wild product reinforced the value of our fishery and the importance of our shared efforts to support it.

Under the leadership of Executive Director Lilani Dunn and with guidance from the Board of Directors, BBRSDA made significant strides in 2025. We expanded engagement with our fleet through in-person meetings and improved communications, strengthened marketing programs and retail partnerships, and continued investing in tools like the Fish Finder to better support direct marketers. These efforts ensure that our members are not only represented—but empowered.

At the same time, BBRSDA remained a strong voice in advocacy and sustainability. From monitoring critical legislation to participating in national discussions on seafood competitiveness and protecting Bristol Bay from development threats, we worked to safeguard both the resource and the long-term viability of our industry.

Our commitment to quality also remained front and center. Through training, partnerships, and innovation, we continue to elevate the standard of Bristol Bay sockeye—ensuring it meets the expectations of today's markets and tomorrow's opportunities.

Importantly, this work is grounded in strong governance and financial stewardship. The organization has made key operational improvements this year, positioning BBRSDA to operate more efficiently and effectively in service of its members.

Looking ahead, I am confident in where we are headed. The foundation we have built—through strategic marketing, industry leadership, and unwavering dedication to the resource—positions us well for continued success.

On behalf of the Board of Directors, I want to thank our volunteer board, committee members, partners, and staff, and of course our member fishermen, for their hard work and commitment. Together, we are not only sustaining Bristol Bay—we are strengthening its future.

Sincerely,

Erick Sabo
F/V Insanity
2025 BBRSDA PRESIDENT



THE WATERS OF BRISTOL BAY

ALASKA'S SOCKEYE SALMON



BRISTOL BAY

Regional Seafood Development Association

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Front cover photo by: Mark Emery
Back cover photo by: Amanda Johnston

Your BBRSDA

WHAT IS BBRSDA?

BBRSDA = Bristol Bay Regional Seafood Development Association

Established by Bristol Bay driftnet fishermen in 2006, the BBRSDA operates through a 1% assessment on the ex-vessel value of salmon catches by the drift fleet. As a Regional Seafood Development Association—a structure specifically created by the State of Alaska—our purpose is to promote and enhance the value of Bristol Bay’s renowned sockeye salmon.

Our Mission

BBRSDA is dedicated to maximizing the value of Bristol Bay’s commercial salmon fishery for our members (S03T permit holders and associate members) through:

- ♦ Strategic **marketing** of Bristol Bay sockeye salmon
- ♦ Salmon **quality** improvement projects
- ♦ Supporting the **sustainability** of the fishery
- ♦ Collaboration with industry partners and **outreach** to the fleet in support of the mission

Why it is important

BBRSDA is the only fisherman-directed organization focused exclusively on marketing our product. This distinction is crucial because while other supply chain partners—processors and retailers—manage diverse product portfolios, Bristol Bay fishermen depend entirely on the market success of our sockeye salmon.

In 2025, BBRSDA advanced its mission to strengthen demand for Bristol Bay sockeye salmon while supporting fishermen, improving quality, and reinforcing sustainability leadership. Across marketing, quality, sustainability, outreach, and finance, the organization focused on increasing market value, strengthening industry partnerships, and expanding direct connections between harvesters and markets.

BBRSDA'S PEOPLE

BBRSDA is governed by a seven-member volunteer Board of Directors elected by the Bristol Bay driftnet fleet. Board members serve on multiple program committees (Marketing, Quality, Sustainability, Outreach, and Finance). The Board consists of 3 Alaska resident seats, 2 non-Alaska resident seats, and 2 open residency seats.

2025-2026 BOARD OF DIRECTORS



PRESIDENT
Doug Morgan
F/V Miss Emma
Anchorage, AK



Mark Niver
F/V Surrender
Wasilla, AK



Fritz Johnson
F/V Jazz
Dillingham, AK



VICE PRESIDENT
Doug Elwell
F/V Tumbling Dice
Marysville, WA



Peter Andrew
F/V Lucky Bear
Dillingham, AK



Casey Coupchiak
F/V Mera
Anchorage, AK



SECRETARY/TREASURER
Sean Guffey
F/V Watermen
Rolla, MO

Thank you to the board members who finished their terms in 2025:



2025 PRESIDENT
Erick Sabo
F/V Insanity
Goodyear, AZ



2025 VICE PRESIDENT
Franz Schonberg
F/V Myrna Mae
Petersburg, AK

STAFF



EXECUTIVE DIRECTOR
Lilani Dunn
Seattle, WA



PROGRAM MANAGER
Frances Bursch
Girdwood, AK



FINANCIAL ADMINISTRATOR
Becky Machain
Star, ID



MARKETING & CREATIVE MANAGER
Aubrey McNeil*
Bellingham, WA



PROGRAM COORDINATOR
Mariah Clemens*
Petersburg, AK

**Aubrey McNeil departed BBRSDA in August 2025; Mariah Clemens joined BBRSDA in November 2025.*

RETURN ON INVESTMENT

Quality

RSW apprentices increased the service capacity of 2 RSW technician companies during the 2025 Bristol Bay season bringing the program's total increase in RSW service to 568 since 2021.

Fireweed photo by: Shannon Ward

Marketing

In 2025, the marketing program distributed 4.4 million Bristol Bay Sockeye Salmon branded labels for packaged sockeye in grocery stores — a 259% increase from 2024 — driving a 28% rise in retail exposure.

Sustainability

The health of Bristol Bay's salmon population is fundamental to our success as fishermen. BBRSDA's support for research, management and policy protections is a long-term investment in Bristol Bay.

Outreach

BBRSDA is stronger with fleet engagement. BBRSDA shares news, market data, opportunities and events with its membership year-round.

A large photograph of several salmon caught in a green fishing net, with water splashing around them. The salmon are silvery with pinkish-red fins and bellies. The net is made of green mesh. The background is a mix of brown water and the green net.

Sustainability PROGRAM

MEETING THE MISSION

Bristol Bay's salmon habitat is extraordinarily productive—a core strength of the fishery. Because value depends on both catch volume and market price, BBRSDA focuses on maximizing sustainable harvests by safeguarding key habitat and advancing sound fishery management.

COMMITTEE MEMBERS (2024-2025)

CHAIR Mark Niver

Peter Andrew

Doug Elwell

STAFF LEAD Frances Bursch

Robert Buchmayr

Loren Kroon

ADVISOR Nels Ure



SUSTAINABILITY EFFORTS in 2025 centered on advancing science, strengthening partnerships, and protecting the long-term health of the Bristol Bay fishery. BBRSDA supported initial phases of research initiatives including salmon enumeration, drone monitoring, and sonar development, contributing to improved data collection and fisheries management.

The organization also remained actively engaged in policy and advocacy efforts at both the state and federal levels. Through collaboration with industry partners and participation in key coalitions, BBRSDA worked to safeguard the Bristol Bay watershed and reinforce its global reputation as one of the world's most sustainable fisheries.

POLICY & ADVOCACY

BBRSDA remained engaged in critical policy discussions:

Bristol Bay Protections - No Pebble Campaign

BBRSDA remains dedicated to protecting the Bristol Bay habitat from mining development that can harm the fishery. BBRSDA, along with many other stakeholders, stayed engaged as interveners in a lawsuit brought by Northern Dynasty Minerals and Pebble Limited Partnership against the Environmental Protection Agency's decision to protect our nation's clean waters from the mining of the Pebble ore deposit.

Engagement with NOAA and federal seafood competitiveness initiatives

In 2025, BBRSDA worked directly with NOAA and federal leaders to make sure Bristol Bay fishermen have a strong voice in national seafood policy. This included engagement around the Executive Order on Restoring American Seafood Competitiveness, with a focus on improving market conditions and ensuring fair competition with imported seafood.

We tracked policy changes, submitted feedback on behalf of the fleet, and worked alongside industry partners to protect and strengthen opportunities for wild Alaska salmon. BBRSDA also stayed engaged with NOAA funding programs, including the Saltonstall-Kennedy (SK) Grant Program, to identify opportunities that can benefit the fishery.

This work helps ensure that decisions made in Washington, D.C. support the long-term value and sustainability of Bristol Bay sockeye—and the fishermen who depend on it.

Sockeye in net photo by: Mark Emery

ENHANCED SCIENCE & MONITORING

BBRSDA expanded its sustainability leadership through science-based initiatives:

Port Moller Test Fishery

The Port Moller Test Fishery counts give 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, the 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. BBRSDA is one of the funders of this important management tool.

Bristol Bay Climate 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.

Bristol Bay Salmon Enumeration Projects

In 2025 BBRSDA dedicated significant project planning to multiple efforts to enhance salmon enumeration capabilities in Bristol Bay. These projects that will come into action in 2026 include different utilization of sonar technology as well as emerging drone and AI technology for fish counting and species distinction.

Quality PROGRAM

MEETING THE MISSION

The Quality Program aims to maximize value through improved handling from harvest to consumer. Since quality cannot be recovered once it is lost—and each fish represents a potential customer gained or lost—BBRSDA supports quality improvement projects.

COMMITTEE MEMBERS (2024-2025)

CHAIR Franz Schonberg

Doug Elwell

STAFF LEAD Frances Bursch

Doug Morgan

Mark Buckley

ADVISOR Robert Cannon

BBRSDA'S QUALITY PROGRAM in 2025 emphasized workforce development and continuous improvement across the fleet. Investments in RSW training programs, apprenticeship opportunities, and educational resources provided fishermen with tools to improve onboard handling practices and product consistency.

At the same time, BBRSDA advanced initiatives to further differentiate Bristol Bay sockeye in the marketplace. Through collaborations on nutrition data, vessel efficiency, and quality-focused grant opportunities, the program strengthened alignment between product quality and market positioning, reinforcing the premium value of the fishery.

2025 PROJECTS

RSW Apprenticeship Program

2025 was the fifth season BBRSDA supported apprentices working with RSW technicians in Bristol Bay during the fishing season. This helps 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. During the 2025 season 92 boats were served through this program and since 2021, participating apprentices have worked on **568** RSW systems total.

RSW Operator Training for Fishermen

The 13 fishermen who took an RSW operator class in 2025 received a 50% reimbursement from BBRSDA. 79 fishermen have taken advantage of this program to date. The classes are offered in Alaska and Washington by Marine Refrigeration Solutions and Integrated Marine Systems. 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. Supporting RSW education and service helps the fleet chill more fish effectively, avoid missed fishing time or avoid the loss of quality incentives due to breakdowns.

Captain Jack's

In 2025 BBRSDA's Quality Committee distilled the handling practice information in the almanac and added RSW 101 information for easy access. Coastwise Press distributes nearly as many Captain Jack's books as there are members of the fleet, making this an important avenue for reaching the fleet with quality handling best practices.

Data & Product Differentiation

BBRSDA advanced product differentiation through collecting nutrition data specifically for Bristol Bay sockeye salmon, and through alignment between quality and marketing to highlight premium attributes on salmon packaging at retail.

Fillet table photo by: Katharina Esletzbichler

Fish Quality at Retail

The fleet is helping BBRSDA monitor the sockeye displayed at retail around the country. The BBRSDA team will use your photos to have constructive conversations with retailers about improving displays or celebrating a job well done. As fishermen, we are proud of our catch and want to see it offered to consumers in the best way possible. Use the linked form below to share what you're seeing at your local store and in your travels. bbrsda.com/monitor-quality-at-retail



Marketing PROGRAM

MEETING THE MISSION

BBRSDA's Marketing Program promotes Bristol Bay Sockeye Salmon—our fleet's distinct brand—throughout the entire supply chain, from harvest to consumption, in both domestic and global markets.

COMMITTEE MEMBERS (2024-2025)

CHAIR Peter Andrew

Fritz Johnson

Franz Schonberg

STAFF LEAD Lilani Dunn

Spencer Burnfield

Matt Dewitte

ADVISORS Reid Ten Kley, Steve Kurian, Arron Kallenberg



BRISTOL BAY SOCKEYE SALMON

DRIVING DEMAND & MARKET POSITION

IN 2025, BBRSDA'S MARKETING PROGRAM focused on strengthening demand and reinforcing Bristol Bay sockeye's position as a premium, distinct salmon category. Through efforts like ongoing retail partnerships, investments in the Fish Finder tool and direct to consumer storytelling, Bristol Bay sockeye maintained visibility across domestic and global markets, strengthening brand recognition and market access.

RETAIL & FOODSERVICE

After years of building broad awareness during high-abundance seasons, the 2025 strategy turned toward deeper engagement with core retail partners, prioritizing lasting brand loyalty over sales velocity. Many partners have made Bristol Bay a regular part of their annual programs, including in-store promotions with Costco, Publix, and Whole Foods Market; co-branded labeling with ASMI; and chef partnerships through D.C. and Seattle Salmon Weeks. The result was an overall increase in retail exposure, turning first-time buyers into repeat customers and strengthening long-term demand.

While 2025 saw a year over year drop in the number of promotions and stores featuring the Bristol Bay sockeye salmon brand, over 10,000 stores still participated in our marketing program in 2025.

2025 TOTAL RETAIL PROMOTIONS

- ♦ Number of Promotions: 35
- ♦ Promotion Store Count: 10,918
- ♦ Retail Exposure: 57,718

Retail exposure measures the scale of our retail presence by multiplying the number of participating store locations by the duration of each promotion. In 2025 our marketing exposure grew by 28%, giving a clear picture that shoppers had increased opportunity to learn about Bristol Bay sockeye at core retail locations. Consistent retail visibility builds the familiarity and preference that drives purchases — and keeps Bristol Bay sockeye competitive as prices increase.



On Pack Labeling Grows as Skin Packs Increase in Popularity

2025 POINT OF SALE ITEM DISTRIBUTION

- ♦ Branded Aprons: 549
- ♦ Branded Hats: 976
- ♦ Seafood Case Clings: 1,145
- ♦ Ice Picks: 869
- ♦ Posters: 656
- ♦ Recipe Cards: 535,000
- ♦ On Pack Stickers: **4.4M**

On pack sticker distribution grew as an increase in skin pack and grab-and-go formats offered more opportunities for on-package labeling. Partners such as Costco (640+ locations) and Publix (1,400+ locations) have implemented ongoing sticker programs on frozen fillets and skin pack sockeye salmon, further enhancing visibility for the Bristol Bay sockeye brand. The roll out of the co-branded ASMI sticker has been popular with retailers featuring both the Alaska and Bristol Bay origin to customers.

Retailers reported a 45% increase in volume and a 24% lift in value of sockeye salmon sales when using Bristol Bay sockeye salmon marketing materials, compared to the same period in the prior year.

20 SALMON WEEK 25
SEPTEMBER 8 - 14 / WASHINGTON, D.C.

Salmon Week in D.C. and Seattle

Our D.C. Salmon Week in September 2025 was a success with restaurant partners celebrating Bristol Bay sockeye salmon dishes on their menus. BBRSDA's own Frances Bursch joined DC's morning news to kick off Salmon Week. Launched in 2019, D.C. Salmon Week is strategically timed to align with BBNC's annual Bristol Bay Wild Salmon Celebration and federal advocacy meetings, maximizing impact across consumer, policy, and stakeholder audiences.

In November, BBRSDA hosted Seattle Salmon Week with over 40 restaurants across the city featuring Bristol Bay sockeye salmon on their menus during the same week as Pacific Marine Expo. Local broadcast and social media amplification, supported by the marketing program, resulted in over 12.5 million impressions. Both weeks also featured Bristol Bay fishermen in D.C. and Seattle-area Whole Foods Markets, speaking with shoppers and serving up sockeye to further amplify engagement.

Bristol Bay Sockeye Showcased at Seattle Food and Wine Festival

Bristol Bay sponsored a seafood-themed evening event as part of Taste WA, the largest single-region wine and food festival in the country, hosted by the Washington State Wine Commission. Bristol Bay sockeye salmon was prepared on site by two celebrated area chefs during a live fire grilling station and a live hand-rolled sushi station, with each dish paired with local sparkling wines. This highly interactive, energetic event placed Bristol Bay front and center before a key growth audience; Seattle's seafood lovers who buy seafood often and are willing to pay more for quality.

FISH FINDER & DIRECT MARKETING

The re-powered Fish Finder database connects seafood lovers directly with Bristol Bay sockeye, helping consumers find local direct marketer fishermen, farmers markets, and national retailers in one place. In 2025, development continued to prioritize BBRSDA member businesses with featured listings, while outreach to compile supplier UPC data improved traceability and product visibility, together helping fishermen capture more value and build lasting relationships with the consumers who enjoy their catch.

INDUSTRY & CONSUMER ENGAGEMENT

BBRSDA maintained strong engagement across the seafood supply chain, from bringing top buyers to Bristol Bay, and by bringing Bristol Bay fishermen to the people who drive seafood sales. Media engagement, events and social media storytelling campaigns further amplified the Bristol Bay sockeye story reach.

Boots On The Ground in Bristol Bay

The BBRSDA marketing team helped bring seafood buyers from Whole Foods (530+ locations, brought in partnership with ASMI) and Wegmans (110+ stores) to Bristol Bay in 2025 to experience the quality, community and excitement of the season. Retailers visited several processing plants, learned about sustainable management with ADF&G officials, and got to experience fishing from the back deck of an active drift boat. Partnerships with influential, quality-focused retailers help signal Bristol Bay sockeye's premium position to both consumers and the wider market.

BBRSDA Board President Energizes Texas

Texas-based retailer H-E-B (450+ stores) featured BBRSDA Board President Erick Sabo as a speaker at its "Seas the Day" convention in October 2025, where he addressed seafood department managers from across the company. Hearing directly from a Bristol Bay fisherman about hand harvesting wild sockeye is one of the most effective ways to build understanding, trust, and long-term loyalty for Bristol Bay sockeye.

Digital Storefronts Deliver Messages Direct to Consumers

As online grocery shopping grows, specialty retailers provide a direct line to customers who are already actively seeking out high quality seafood. Hungryroot, known for simple, sustainable meal solutions, featured Bristol Bay sockeye in an email to 67,000 subscribers, highlighting its wild-caught origin, flavor, and all-natural qualities.

Sizzlefish, an online seafood specialty retailer, partnered with Bristol Bay marketing on a targeted campaign promoting sockeye through social media and Google search ads, direct mail postcards, and an SEO-optimized webpage highlighting issues important to the fishery, including Pebble Mine.

Influencer Collaborations

Social media influencers are a key pillar of our marketing program that allows us to educate a combined audience of roughly 5 million highly engaged home cooks actively seeking recipe inspiration and meal ideas. These influencers delivered messaging about convenience, health and high quality frozen salmon with on-trend recipes like Yogurt and Harissa-Coated Crispy Salmon Nuggets, Sockeye Salmon Hand Rolls With Green Sauce, and Thanksgiving Salmon.



"I've had the pleasure of meeting some (many!) Alaska fishermen who provide fish across the country, and this time of year is a great time to share gratitude for the real fishermen of Bristol Bay who harvest real wild salmon so that we can benefit—on Thanksgiving or really any day."

— Justine Doiron of
[@Justine_Snacks](#)



Social Media Stats at a Glance

REACH:

Facebook: 1.3M // Instagram: 170.6K

PAGE + PROFILE VISITS:

Facebook: 8.7K // Instagram: 5.7K

FOLLOWERS:

Facebook: 23K // Instagram: 11.2K

Bristol Bay Sockeye Salmon in Japan

In a Q1 2025 interview with Suisan Keizai Shimbun, a leading Japanese seafood industry trade publication, BBRSDA Executive Director Lilani Dunn discussed the 2025 Bristol Bay sockeye forecast, market outlook in Japan, recent marketing successes, and ongoing efforts to support global partners while reinforcing the fishery's premium quality and sustainability.

National Whole Foods Market Promotions



In January, Bristol Bay launched a national promotion in Whole Foods Markets (530+ stores) featuring in-store digital displays, inclusion in the weekly emailed sales flyer, and chef cooking demonstrations in select cities.

Outreach PROGRAM

MEETING THE MISSION

BBRSDA is an organization for fishermen by fishermen. Member involvement strengthens BBRSDA's work, and the Outreach Program fosters engagement with fishermen, industry partners, and the public to support all BBRSDA initiatives and advance our mission.

COMMITTEE MEMBERS (2024-2025)

CHAIR Doug Elwell

Fritz Johnson

Mark Niver

STAFF LEAD Frances Bursch

Jaymi Bethea

Peter Andrew

ADVISORS Melanie Brown, George Wilson Jr.



IN 2025, BBRSDA EXPANDED outreach to strengthen connections with fishermen, partners, and communities. Fleet meetings, events, and direct engagement increased participation across the region, while growth of the member database enhanced long-term connectivity. Tools like the Waypoints newsletter, educational programming, and industry events kept the fleet informed, and organizational improvements supported a more engaged fishing community.

BBRSDA prioritized direct communication with the fleet:

- ♦ Fleet meetings across Anchorage, Homer, Naknek, Seattle, and Bellingham
- ♦ Monthly Waypoints newsletters with strong engagement
- ♦ Market presentations and economic updates
- ♦ Promotion of safety training and industry resources throughout the year

Photo Contest and Fisherman Profiles

The fishing families and crews behind Bristol Bay Sockeye Salmon are a core part of our brand. BBRSDA sources real photos and stories through our summer and fall photo contest and year-round fisherman profiles. Share your sockeye story! bbrsda.com/fishermen-profile-form.

Resources for the Alaska Board of Fisheries Bristol Bay Finfish Cycle

BBRSDA provided member education and resources during the 2025 – 2026 Alaska Board of Fish Bristol Bay Finfish cycle, to assist members in participating. Many BBRSDA members utilized resources to participate, and whether through written comment or verbal testimony, their advocacy for the Bristol Bay commercial fishery is commendable.

Board of Directors Election in the Fall

BBRSDA moved its board election to November to boost participation, and the 2025 election saw a record 407 votes cast entirely online. The 2026 election will follow the same format—keep your contact information current at [BBRSDA.com/contact](https://bbrsda.com/contact) to receive your ballot.

KDLG Fisheries Reports

KDLG fisheries reporters created 6 stories during the 2025 season, interviewing processors, fishermen, and biologists to keep the fleet and stakeholders informed. With nearly 800 daily website readers and re-airings on other stations, KDLG is a key way people learn about Bristol Bay.

Associate Membership

In 2025, BBRSDA introduced associate membership for non-S03T permitholders who want to support our mission. Associate members can attend meetings and serve on committees in an advisory role. Learn more at bbrsda.com/associate-membership.

Crew photo by: Laura Sconce

DO YOU COPY?

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

1. Sign up for [Waypoints](#) monthly email newsletters.
Every month the BBRSDA team rounds up fisheries news, BBRSDA activities, resources, opportunities and events for the fleet. Sign up to ensure you are one of the boats receiving these communications.
2. Like BBRSDA Facebook Page: facebook.com/bbrsda
3. Follow BBRSDA on Instagram: @bristolbayallday
4. See market data at bbrsda.com/marketinfo
5. Bookmark bbrsda.com and visit regularly for updates

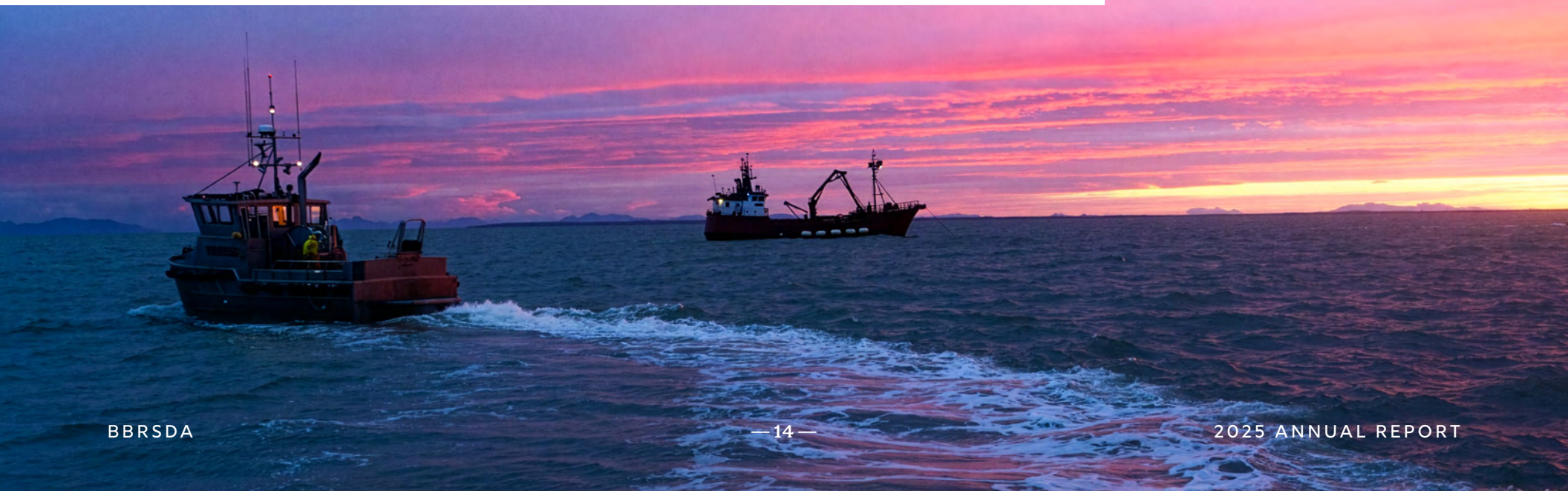
Market Info & Resources

BBRSDA INVESTMENT APPROACH

Our mission to maximize fishery value for our members drives every strategic decision and investment. Your retained value is simply what remains after expenses, so we continuously seek ways to increase sustainable harvest, enhance product value, and reduce costs—a challenging task in today's economy.

In 2025, the Bristol Bay wild sockeye salmon market conditions improved over recent prior years. The supply was strong from another above average harvest and the demand was robust enough to support firm pricing in the wholesale and retail sectors. The ex-vessel price climbed in 2025 while operating costs also increased for fishermen affecting the fleet's margins.

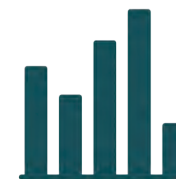
We encourage you to explore the following fleet resources.





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



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



THE BRISTOL BAY BRAND – CONSUMER WEBSITE

While BBRSDA.com is the fleet-facing hub of information, 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



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



Sunset photo by: Theo LaBrusciano-Carris

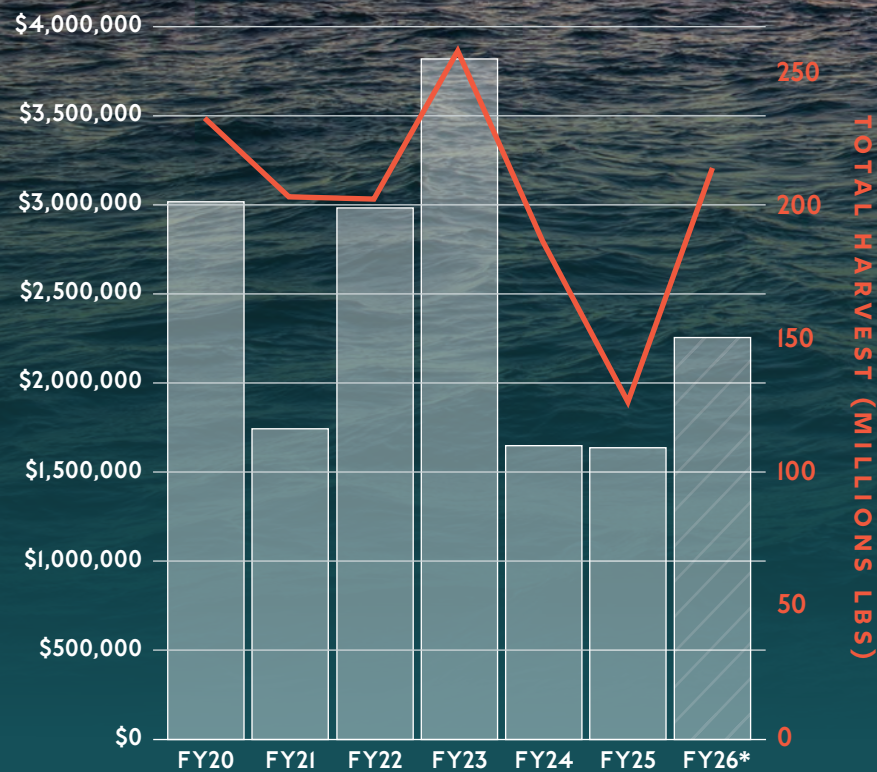
FINANCES

COMMITTEE MEMBERS (2024-2025)

CHAIR Doug Morgan
Franz Schonberg
STAFF LEAD Becky Machain

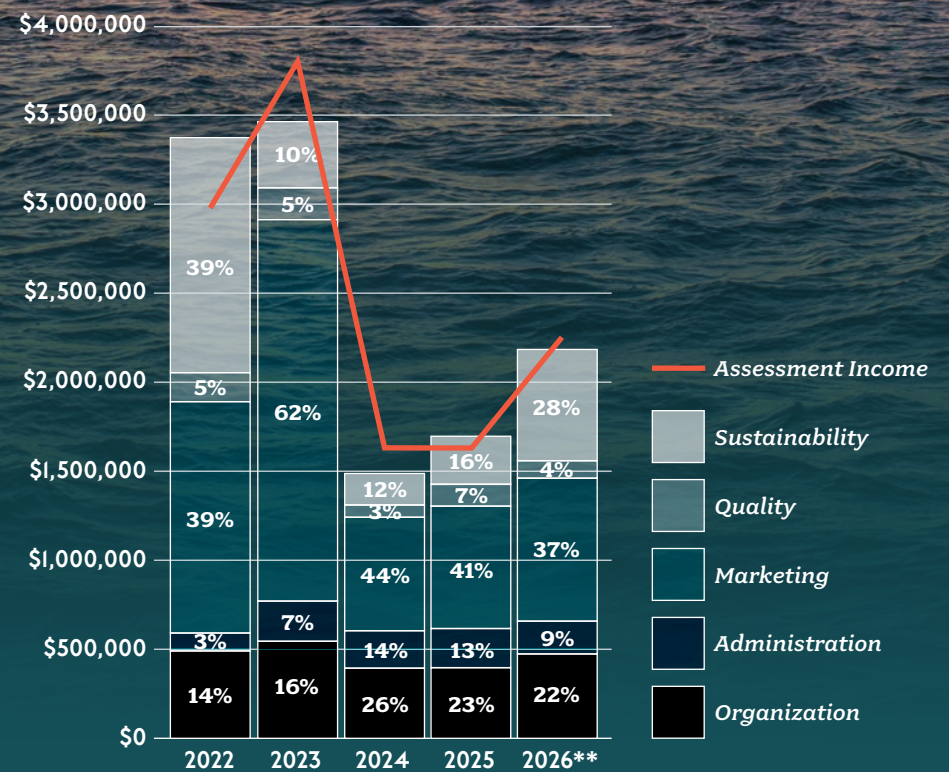
Mark Niver
John Fairbanks

HARVEST & ASSESSMENT



*FY26 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 S03T 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.

EXPENDITURES BY CLASS



**2026 figures represent board-approved budget amounts.

2025 STATEMENT OF FINANCIAL POSITION

Years Ended December 31, 2025 and 2024
Preliminary and Unaudited*

ASSETS	2025	2024
Cash and cash equivalents:		
Undesignated	\$ 2,592,589	\$ 2,606,035
Baseline Reserve	2,500,000	2,500,000
Investment Reserve	354,989	239,391
Accounts Receivable	-	10,000
Prepaid Expenses	22,654	7,180
TOTAL ASSETS	5,470,232	5,362,606

LIABILITIES AND NET ASSETS

Liabilities		
Accounts Payable and Accrued Expenses	41,989	44,205
Projects Payable	45,393	56,587
Total Liabilities	87,382	100,792
Net Assets		
Unrestricted Net Assets	2,527,861	2,522,423
Board Designated Reserve	2,854,989	2,739,391
Total Net Assets	5,382,850	5,261,814

TOTAL LIABILITIES AND NET ASSETS	5,470,232	5,362,606
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2025 STATEMENT OF FINANCIAL ACTIVITIES

Year Ended December 31, 2025
Preliminary and Unaudited*

INCOME	2025
Assessments	\$ 1,634,327
Other Income	212,585
	1,846,913
EXPENSE	
Projects & Program Services	775,470
Personnel	503,298
Other Mgmt & General	449,091
	1,727,859
NET INCOME	119,054

*A copy of the organization's audited financial statements is available by visiting bbrsda.com.

PROJECT LIST

2025

MARKETING

Retail Promotions	\$ 113,436
Point of Sale Costs	68,679
MRJ & Associates Retail Promos	68,394
Christine Fanning Communications	67,260
BBNC Kraken Partnership	50,000
Salmon Week	39,420
Influencer Program	34,515
Edacious Nutrition Discovery Project	15,726
Marketing Events & Digital Boosts	14,292
Hosting in BB	11,065
Samples	1,882
Consultant Hard Costs	1,857
	486,526

ORGANIZATION

Grant Application Support	42,000
KDLG Fisheries Reports	30,000
Market Research & Presentations	10,000
Town Hall Series	8,220
Brist MFG Merch Store	7,602
New PME Booth	6,635
Drill Instructor Training	2,180
	106,637

QUALITY

Skinpack Project	42,175
RSW Apprentice Scholarships	18,000
Captain Jack's Tidebook	8,000
RSW Operator Class Reimbursements	7,200
	75,375

SUSTAINABILITY

BBSRI Port Moller & At-sea Genetics	106,932
	106,932

Projects & Program Services	775,470
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BRISTOL BAY
Regional Seafood Development Association

3705 Arctic Blvd #1188

Anchorage, AK 99503

(907) 677-2371

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