



**COPPER RIVER**  
Wild Alaska King, Sockeye & Coho

[www.copperrivermarketing.org](http://www.copperrivermarketing.org)

# Copper River/Prince William Sound Marketing Association



**PRINCE WILLIAM SOUND**  
WILD ALASKA SOCKEYE

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## SPRING 2012

### PRESIDENT'S REPORT

With so much snow still on the ground in Cordova, it's hard to imagine that we'll be hauling in our first sets in just a few weeks as another season begins. This winter the Marketing Association has been hard at work developing new marketing programs as well as quality initiatives to keep our fishery moving forward.

We launched a new Copper River Salmon Locator App in February, followed by a successful Boston Seafood Show and new point of sale materials for retailers this spring. We're in the midst of lining up media tours and product shipment programs for this summer to educate and create awareness about Copper River and Prince William Sound salmon. We're gearing up for the 4th year of the Prince William Sound Ice Barge project and just returned from our spring PWS Quality Meeting with our regional processors. We're excited to announce the launch of our new PWS Quality Recognition Program and hope you'll participate this summer to show your support for quality handling in Prince William Sound.

We hope to see you at our annual meeting on May 8th from 11am - 1pm at the Masonic Hall.

Good fishing to everyone,  
Brian Rutzer, *President*

### REPORT FROM BOSTON

by Micah Ess, *F/V Midnight Express*

The International Seafood Show in Boston was an exciting venue this year! The event was a sellout with over 900 booths displaying their various commodities or technologies. The expo hall was packed with members of the seafood industry for 3 days straight!

Michelle and I, along with Beth Poole and Jeremy Storm, had a great time manning the booth for the Association. We spent our time communicating with people about the merits of our salmon fishery, handing out helpful marketing media, and providing contacts for eager buyers, as well as fielding a few questions from the odd skeptic. It became clear to me that in the often-shady world of global seafood production, Copper River and Prince William Sound salmon have developed a wonderful reputation for quality and sustainability.

We need to keep at it though, because the farmed salmon industry is making a comeback. We will no doubt feel the effects of Chile's massive salmon farming industry coming back online, as well as several political moves to legitimize genetically engineered salmon. Farm-raised salmon are handled and processed using a consistent quality guideline. We can help keep our prices strong and our buyers loyal only by making sure we also have a high quality standard. Every single hot, squished, or poorly handled fish that is delivered and consumed poses a threat to our reputation and market share.

We are producing one of the world's most acclaimed seafood resources, and our fleet should be constantly working to improve salmon quality, fleet efficiency, and environmental stewardship in order to remind seafood lovers that there is no substitution for Copper River salmon.

Senator Mark Begich visited booth #1655 after speaking at a conference session about Seafood Jobs in America. He shared stories of how much he and everyone in Washington DC loves Copper River Salmon.



## SPRING PWS QUALITY MEETING

Prince William Sound processors and fishermen first sat down together last spring to develop quality handling guidelines and identify ways to continue to improve quality in the Sound. The group reconvened in November and again on April 11th in Anchorage.

Aside from being a cooperative forum for processors to join with fishermen to talk about quality in Prince William Sound, the goals of the meeting were to report on progress and plan for the season ahead. Representatives from eight processors attended the meeting, along with CRPWSMA board members and several more PWS fishermen.

Alexus Bond and Jonathan King from Northern Economics presented the 2012 PWS Chilling Study and discussed their key findings. Alexis will also be joining us in Cordova for our May 8th Annual Meeting at the Masonic, which will be a great time for fishermen to ask questions and understand more about the study and what it tracks. (see below)

Rob Eckley discussed the plan for the 2012 PWS Ice Barge Project and the new platform that will be servicing the fleet this summer (see pg. 3).

The group reviewed the PWS Quality Guidelines that were developed last spring and made

recommendations for changes and outreach to the fleet (see pg. 7). Changes included adding an optimum temperature range for chilling and adding more information about the importance of quality for finished fillets and roe recovery.

We also presented a new [PWS Quality Recognition program](#) for this summer. Fishermen and tendermen can sign on their support for the quality guidelines at our annual meeting and at pre-season picnics. A drawing will be held on June 15 for everyone who has signed up to participate. Processors will track quality over the season and nominate a top PWS Quality Harvester and a most improved Quality Harvester from each plant, each will receive a great prize at the end of the season. We hope all PWS fishermen will sign up for the recognition program and show your support of quality in Prince William Sound.

A major theme of the meeting was discussing the potential ramifications the fishery will face with Chilean farmed salmon coming back online. One estimate is that the increased production in Chile alone equates to more than the total Alaska salmon harvest - with farmed salmon back and stronger than ever and at historically low prices, we all need to do our best to differentiate our wild salmon product by it's premium quality.

## PWS CHILLING STUDY REPORT

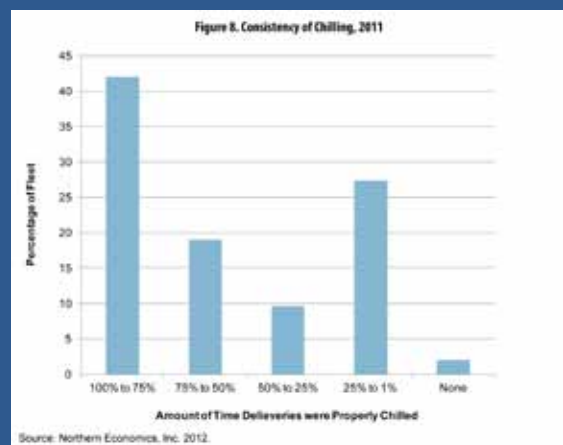


Last year our board took up the question of how we can gauge progress in quality handling in Prince William Sound without having some baseline data on where we're at? We contracted Northern Economics, an Anchorage-based economics research firm, to gather baseline data by surveying PWS processors this winter.

The results of the survey were released earlier this spring and can be found on our website at [www.copperrivermarketing.org](http://www.copperrivermarketing.org) under [Projects > Quality Enhancement > PWS Chilling Study](#). You can also come by the office to read a copy of the study or email [beth@copperrivermarketing.org](mailto:beth@copperrivermarketing.org) to have one sent to you.

## KEY REPORT FINDINGS

- Nearly half of fishermen chill 75-100% of the time, but close to 30% chill less than 25% of the time.
- Most processors agree that there is inadequate ice available in PWS.
- #2 quality fish are discounted up to 40% compared to #1



## PWS ICE BARGE 2012: INTRODUCING THE M/V COGHILL & F/V KOKUA

For the past three seasons we have been fortunate to have the services of the Alaganik barge for our PWS Ice Barge program. Barge crew have worked with processors to distribute over 410 tons of ice to the PWS gillnet fishery - icing even more fish and providing a valuable quality infrastructure for fishermen and processors.

This year we are welcoming a new barge platform and power boat, the M/V Coghill and F/V Kokua. The 66 foot long Coghill is an aluminum high speed barge designed by the navy originally conceived to be a quick response platform for oil spills and marine disasters. It was designed to be towed by a helicopter at 50 knots with a load.

The Coghill is being re-purposed (and slowed down) to serve as this year's Ice Barge platform. Coupled with the F/V Kokua and outfitted with cranes, the barge will maintain a 40 tote rotation of ice with the goal of getting even more ice to the fleet this season.

Losing deck space means that we won't be providing net storage for fishermen this year, but the barge will have space for dry-good storage and will be a great resource for fishermen to pick up tools, mend nets and re-ice during closures.

We're looking forward to working with our processor partners for the 4th season of the PWS Ice Barge program.



## 2012 SCHEDULE

**June 11:** Load totes of ice in Cordova, depart for Prince William Sound

**June 12:** Arrive in Main Bay for season

**July 20:** Depart Prince William Sound

## PARTICIPATING PROCESSORS

**Ocean Beauty Seafoods**

**Copper River Seafoods**

**Trident Seafoods**

**Great Pacific Seafoods**

**Inlet Fish Producers**

**Peter Pan Seafoods**

**Icicle Seafoods**

**Snug Harbor Seafoods**

## ICE BARGE CONTACT

**Captain:** George Eckley

**Crew:** Eli Eckley & other TBA

**Phone:** 907-253-3459

Also available on VHF Channel 6



Top: F/V Kokua is being readied in Homer for the trip over to Cordova this summer.

Left: The M/V Coghill will undergo some modifications, including installing a crane system, to be put into use as this year's PWS Ice Barge.



## COPPER RIVER LOCATOR APP LAUNCHED

Consumers in markets across the country have a new way of finding out where Copper River Salmon is available near them. At this year's Boston Seafood Show we launched the Copper River Salmon Locator App, the industry's first seafood locator app.

Consumers can enter their address into the database and FIND what stores and restaurants are carrying Copper River Salmon. Alternately, consumers, markets and food service establishments can enter locations into the searchable database to make sure others know that where Copper River salmon is available.

Our database is growing each day as we lead up to the season. We'll be assisted by key retail and restaurant outreach this summer as well as with our Fresh Catch Crew - a group of 15 bloggers in cities across the country who will be finding out where Copper River Salmon is available and reporting back via blog posts, social media and inputting locations into the Locator database. We'll be gaining important knowledge about where Copper River Salmon is available throughout the season, which we can pass on to consumers.

## SEASON FOR FLAVOR SAMPLING

Each year we select a group of writers, bloggers, editors and chefs to sample the full season flavor of each salmon species coming out of our region, including Copper River King, Sockeye, Coho, and Prince William Sound Sockeye salmon.

Participants receive monthly shipments of salmon along with species information, recipes and harvest information. This year we're working with a partner for each shipment to show some fun ways to prepare and enjoy salmon through the summer. This season we're very excited to be pairing our salmon with:

Talkeetna Condiments: marinades & spices  
Big Acres Gourmet: salmon smoker bags & Marinades  
Taco Loco: Fish Taco kit  
Cameron Products: cedar grilling planks



## SOCIAL MEDIA ENGAGEMENT

by Jessyka Dart-McLean

This summer we are kicking it up a notch with our Social Media plan: from expanding our reach on our established channels of Facebook and Twitter, to piloting our first summer with LinkedIn and YouTube and branching out into the blog-o-sphere.

On Facebook, we will continue to promote our new Copper River Salmon Locator App. Once a week we will pick a new location from the App and highlight them on our social channels, calling it the "Location of the Week." Not only will this amplify excitement, it will draw consumer attention back to the App.



On Twitter, we reach a larger group of consumers and food writers. With a little "Twitter magic," we can find people who are talking about Copper River Salmon and become a part of the discussion. Twitter is also an important part of our Fresh Catch Crew program; bloggers can let all their followers know where to find Copper River Salmon.



On LinkedIn, we will build relationships with writers and food industry influencers. We can share company news, press releases, and the e-newsletter. LinkedIn works as a "behind the scenes" social channel for us, reaching out to those who want a relationship with CRPWSMA instead of consumers.



On YouTube, we will be debuting the videos made by Chris Miller of interviews he took last summer. Maybe you've made a video on your boat, send it in, we would love to have it on our YouTube channel. Want to make some videos this summer? Let us know and we'll get you the equipment!



On the Copper River Salmon blog, we will be posting multiple times a week about Cordova and the fishing life-style. Also we'll house our summer contests (Haiku, photo, recipe) and recipes on the blog. We are looking for guest bloggers for the summer; let us know if you want to tell your story! The blog will go live a week before the season opener.



Our main goal across the board is to get as much information out to the public. Working with these 5 channels, with their different audiences and their interactions with each other, our brand will continue to grow this summer.

## THE LAST WILD WEST IS ALASKA

Retailers have a new set of point of sale materials for promoting Copper River Salmon this summer. Posters, ice spears and clings are all available for markets to utilize in their promotions.

Graphics, photographs, logos and other artwork can also be downloaded from our newly redesigned website, which features new fishermen profiles and videos along with species information, recipes, recent news and our new Copper River Salmon locator app.

With feedback from our fall strategic plan review, we are currently working on designs for Prince William Sound designs for point of sale materials with the hopes of arranging a test promotion with one of our retail partners this summer.



## ALASKA SEAFOOD ANNUAL REPORT

The Alaska Seafood Marketing Institute has issued its annual report, Alaska Seafood 2012. This report offers a snapshot of Alaska's seafood industry today, provides some context as to how Alaska fits into the global seafood market, and provides some specific examples of the economic contributions made by a healthy seafood industry to Alaska's economy.



We particularly like the photo of PWS fisherman John Bocci on the cover of ASMI's 2012 annual report. We also love the photo of Thea Thomas on page 16.

This report also summarizes the role of Alaska Seafood Marketing Institute (ASMI) in raising the value of Alaska's seafood harvest, and outlines how that maximizes revenue to Alaska's public and private sectors.

The report can be downloaded at: [http://ebooks.alaskaseafood.org/ASMI\\_annual\\_report\\_2012/#/1/](http://ebooks.alaskaseafood.org/ASMI_annual_report_2012/#/1/) or stop by our office to view a copy.

## SUMMER PRESS TRIPS SCHEDULED

One of our favorite parts of summer is when we get to show off our community and fishery to food writers and chefs from across the country. We've been organizing press trips since 2008 and have hosted some wonderful guests each year and have seen excellent coverage in both print and online publications.

We have two trips scheduled for this summer and we're looking for fishermen, families and interested folks to help us host and show our guests what Cordova and Copper River/Prince William Sound salmon is all about.

We'll be hosting New York Times bestselling author [Mark Kurlansky](#) and his family in late-June through early-July. Mr. Kurlansky's books include *Cod*, *Salt*, *Big Oyster*, *The Food of a Younger Land* and the children's book *World Without Fish*. He writes that he knows Cordova and once attended a fisherman's ball here and is looking forward to fishing, hiking, learning about our salmon and experiencing our community.

Later in July, we'll be hosting our annual press trip, with a new twist as we are coordinating our tour with the Copper River Wild Salmon Festival, July 25-29. Six food writers will be joining us this year, including:

[Chandra Ram](#): *Plate Online*

[Hank Shaw & Holly Heyser](#): *Hunter, Angler, Gardner, Chef*

[Ivy Manning](#): *Freelance*

[Kate Parham](#): *Freelance*

[Daniel Klein](#): *The Perennial Plate*

With the Salmon Festival as our backdrop, we're excited to show our guests all that Cordova, our fishery and our salmon has to offer. We'll be hosting this year's [Taste of Cordova](#) event and our guests will be judges for this year's [Salmon Cook-Off](#), so start dusting off your favorite recipes now!



## RISING SUPPLIES & FALLING PRICES:

### Alaska Sockeye

*Thea Thomas*

In 2008, when the Chilean farmed salmon industry experienced massive disease problems, market experts predicted it would take 3 years for Norway to make up some of the supply shortage and for Chilean stocks to recovery. By the fall of 2011 this prediction seemed to come true. Global farmed salmon production jumped 19% from the third quarter of 2010 to the third quarter of 2011, the largest third-quarter increase since 1996. Some Chilean companies are reporting an increase of 50% in production for this same time period (Seafoodsource.com). We are seeing an almost complete recovery and actual increase in farmed salmon production, and with this a decline in commodity wholesale values for salmon. There had been a delayed reaction in retail prices, but those too are in decline.

Prices of farmed and wild salmon affect each other at both the wholesale and retail levels. To varying degrees, farmed and wild salmon are substitutes; meaning that buyers will switch between wild and farmed salmon depending upon the relative prices of each. Thus, to some extent, prices of wild and farmed salmon will track one another. If farmed salmon prices rise, buyers are willing to pay more for wild salmon. If farmed salmon prices fall, buyers are not willing to pay as much for wild salmon. As farmed production becomes an ever-larger share of total supply, wild salmon prices are driven more and more

by farmed salmon supply rather than by wild salmon supply as wild salmon becomes a smaller player in the market (Salmon Report). Alaska's salmon production makes up only 13% of the world supply. This results in a weaker inverse relationship between wild salmon catches and prices— which means that wild salmon fishermen can no longer count on a low catch being offset in part or in full by higher prices.

The decline of farmed salmon prices in the retail markets puts downward pressure on wild salmon prices. Consumers seem to tolerate only so much of a price differential between farmed and wild salmon before, they will substitute the less desirable but lower priced farmed salmon for wild salmon. As Gunnar Knapp, a fisheries economist at the University of Alaska Anchorage explains “There are two trends going into the current salmon season that we haven't seen for several years, exchange rates look to be weaker ... (and) farmed salmon prices, rather than rising or holding steady, have fallen significantly. So we will be selling into a market where there is a lot more competing product available at a lot cheaper price.”

What does this mean for Copper River and Prince William Sound Salmon? In the face of huge farmed salmon supply and impending price drops, we need to do all that we can to ensure the highest quality product possible - that, along with connecting consumers to our fishermen and region can help set us apart from the rest of the pack and help mitigate some of the outside forces driving prices down.

## BOARD OF DIRECTORS

Have you considered running for the CRPWSMA board of directors? Three seats are turning over in this election cycle, two drift gillnet (currently held by Danny Carpenter and David Salmon) and one

set gillnet. If you have questions about nominating yourself or someone else, please talk to a current board member, stop in the office or come to one of our next board meetings. The nomination period will be open until September 1 and we encourage all members to get involved and think about running.

### *DAVID SALMON, FIV WILD SALMON & CRPWSMA TREASURER*



I ran for the board of this organization mainly to get involved with educating the public about Copper River salmon and wild Alaska salmon in general. Our organization includes every fisherman in the drift and set gillnet fleet for Area E. We as a group have tremendous power for marketing our fish and for being involved in many aspects of fisheries issues. I feel honored to be one of the voices that represents our whole fleet as we move forward with implementing the many programs that our organization is involved with. We are all in this together and you can be more directly involved by coming to a meeting or speaking with board members or our executive director with your ideas and concerns.





**PRINCE WILLIAM SOUND**  
WILD ALASKA SALMON

# Prince William Sound Quality Guidelines

## CRPWSMA Board Members

Brian Rutzer, *FV Contoller Bay*  
 Bill Webber, *FV Gulkana*  
 David Salmon, *FV Wild Salmon*  
 Thea Thomas, *FV Myrmidon*  
 Danny Carpenter, *FV Quicksilver*  
 Eric Harvey, *PWS Setnet*  
 Bill Bailey, *FV Shiloh & CR Seafoods*  
 Micah Ess, *FV Midnight Express*

Wild Alaska salmon has gained notoriety for its health benefits and sustainable management practices, and your quality handling has a direct impact on the overall value of the pack. The industry faces competition from aquaculture, fluctuating economies, global supply of wild salmon and unforeseen environmental threats, which could affect our prices and opportunities going forward.

Everyone, from fishermen to tendermen to processors need to do their part to ensure that each salmon harvested in Prince William Sound are the highest quality possible. Demand for our limited resource has grown and so has the potential for increased value. More and more Prince William Sound sockeye, keta and pink salmon are being sold in fillet form. All PWS salmon - sockeye, chums and pinks - are high value fish for both flesh and roe. We can realize an even better return for the catch if we all take better care of them.

These simple guidelines outline the steps necessary for achieving optimum quality and value for the Prince William Sound salmon harvest.



**COPPER RIVER**  
Wild Alaska King, Sockeye & Coho

## **Soak Time**

- Sets should allow for harvesting and bleeding of live fish
- 1-2 hour max before you pick for drift gillnets, 6 hours for set gillnets

## **Bleeding/Chilling**

- All fish should be bled and chilled (a properly chilled fish is 34-35° F)
- Load up on ice from tenders and the PWS ice barge
- Use slush ice & live immersion bleeding for optimal chilling

## **Handling**

- Handle to reduce bruising – don't slam on deck, kick or throw fish
- Use a deck mat to soften landing and support your feet.

## **Brailer Weights**

- Keep brailer weights below 600 lb to minimize pressure marks, bruised fish and to provide better chilling

## **Delivery Times**

- 12 hrs for slush iced and bled fish
- 8 hours for layer iced and bled fish
- 4 hours for un-iced fish

## **Sanitation**

- Sanitize your fish holds and bags after each delivery

*These quality guidelines were developed in partnership with the CR/PWS Marketing Association board of directors and the processors of Prince William Sound in an effort to benefit the industry as a whole. In no way do these guidelines affect an individual's ability to sell to any processor they choose. Compliance with the guidelines is voluntary and do not affect each processor's right to establish its own independent quality guidelines.*

**BE A QUALITY HARVESTER!** Fishermen & tendermen can register for our Quality Harvester Recognition Program to show your support of these guidelines. Winners will be nominated by each processor at the end of the season and will receive great prizes!

## BOARD OF DIRECTORS

Brian Rutzer, *President*  
Bill Webber, *Vice President*  
David Salmon, *Treasurer*  
Thea Thomas, *Secretary*  
Bill Bailey  
Danny Carpenter  
Micah Ess  
Eric Harvey

## STAFF

Beth Poole, *Executive Director*  
Jessyka Dart-McLean, *Program Coordinator*  
Liz Senear, *Bookkeeper*

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## FIND US ONLINE

MARKETING ASSOCIATION WEBSITE:  
[www.copperrivermarketing.org](http://www.copperrivermarketing.org)

CONSUMER WEBSITES:  
[www.copperiversalmon.org](http://www.copperiversalmon.org)  
[www.soundsalmon.org](http://www.soundsalmon.org)

SOCIAL MEDIA:  
[www.facebook.com/CopperRiverSalmon](http://www.facebook.com/CopperRiverSalmon)  
[www.twitter.com/CopperRiverWild](http://www.twitter.com/CopperRiverWild)



2012 ANNUAL MEETING:  
MAY 8  
11:00 am - 1:00 pm  
MASONIC HALL  
Free Lunch & Door Prizes!

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