



Copper River/Prince William Sound Marketing Association



PRINCE WILLIAM SOUND
WILD ALASKA SOCKEYE

509 First Street
P.O. Box 199
Cordova, AK 99574
t: 907.424.3459
f: 907.424.3430

www.copperrivermarketing.org

SPRING 2013

PRESIDENT'S REPORT

To all area E gillnet permit holders:

As the fishing season is right around the corner I wanted to give everybody an update on what's happening at the Marketing Association. One of our board members along with our Executive Director recently returned from the Boston Seafood show. Our presence really stood out among the 1,000 exhibitors because we were the one of the few representatives that were primary harvesters.

The board recently voted to add a second ice barge for fishermen and tenders in the Coghill district. With the low price prediction for chums this year it is more important than ever to improve our chum quality to be competitive with the huge glut of farmed salmon that will hit the market this year.

We're sending out a **FLEET SURVEY** to get your input on our programs to collect your feedback as we move forward. You can fill out a print survey or take it online, visit our website (www.copperrivermarketing.org) for the survey link. It's important to let the board know what you think about the direction our marketing association is going, what you like, and what you'd like to see change.

On May 7th, we'll be holding our **ANNUAL MEETING** at 6pm at the Masonic Hall. This is an opportunity for you to share your thoughts and ideas about the Marketing Association in person. Our organization is here to represent all of us. We value your input on how to best use your 1% for marketing the fish you're catching. I've been hearing about all sorts of different plans and opinions so we will have extra time for comments during the meeting.

I also encourage members to take advantage of the Public Comments portion at the beginning of all of our board meetings. You are always welcome to share your thoughts and sit in on board

meetings. In my experience from my short time on the board, I encourage everyone who's going to take advantage of the public comment portion of our meeting to flesh out your thoughts before you speak so we can make the most of your ideas.

After being a part of the Marketing Association since it's initial outreach, our Executive Director Beth Poole will be leaving us this summer. We have received quite a few applications for the position and hope to announce a replacement at our Annual Meeting on May 7th.

As much time as I spend thinking about salmon and fishing, try to remind myself that for all those who enjoy our fish, there are many more who need to be reminded of how good it is, or need to hear about it in the first place. It took a lot of committed individuals to get the Copper River name out there and it's going to take a lot more hard work to keep Copper River Salmon in the forefront and alert people to our Prince William Sound fish. I'm excited about our 2013 season and want to wish everybody good luck getting ready!

Mike Mickelson, *F/V Mariah*
President, CR/PWS Marketing Association



MARKETING ASSOCIATION ANNUAL MEETING

Mark your calendar & join us:

MAY 7th
6pm
MASONIC HALL

Free Dinner - Door Prizes - Net Storage Sign Up

Please join us at our annual meeting for Marketing Association news and to share your ideas and feedback and hear important industry presentations:

- **STATE OF THE SALMON INDUSTRY:**
Chris McDowell, *The McDowell Group*
- **RSDA's: WHAT ARE THEY HERE FOR?**
Glenn Haight, *State of AK Division of Community & Economic Development*

**FREE TRIAL &
INTRODUCTORY
RATE FOR PWS FISHERMEN!**

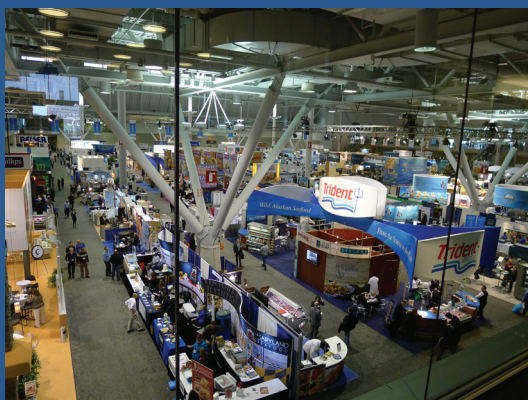


The seafood industry changes by the day, from eco-labels and fish prices to aquaculture, this is all important information for your business. IntraFish offers daily exclusive independent news from across the globe and is offering CR/PWS Marketing Assoc. members a free one-month trial of IntraFish and an introductory year-price of \$100, an 85% discount from their regular price.

To sign up for the IntraFish daily newsletter, which gives you a quick look at what is trending in the seafood industry for the day, visit: www.intrafish.com/newsletter/?action=init

For the free 1-month trial, sign in with this password:
Username: copperriver Password: salmon

If you choose to subscribe, be sure to reference Copper River to get the \$100 introductory rate.



The Boston Seafood Show is North America's largest seafood trade show, with over 1,000 exhibitors and over 9,000 attendees.

BOSTON SEAFOOD SHOW

This was my second year attending the Boston Seafood Show and representing the fishery and fleet. Again, there was lots of activity surrounding the Marketing Association's booth and it was great to see so much interest in our product. Hundreds of people visited our booth, from food-writers, to chefs, and from restaurant owners to large distributors- even multi-national corporations, seeking out what our fishery has to offer. High-quality, sustainable caught salmon, with a face behind the product. Attendees wanted to learn about the individuals that comprise the fleet, the family run small boats, fisheries management, adventure, the geography of the region and how it creates such wonderful fish. This interest is stemming heavily from consumer demand.

Some were unaware of the Copper River and Prince William Sound region, and other just wanted to know this years anticipated forecast and how they could secure more product. Placing more focus on Prince William sound fish pleased some potential customers with the possibility of having variety at different price points throughout the season

We had a great set of materials available this year including pamphlets for people to take that would connect them with all of the major or minor sellers of our salmon. Despite the corporate grip on global seafood we have a strong and growing consumer base, and education through marketing plays a major part in generating a continued interest for our salmon. The unique flavor of our salmon is only part of what creates the demand these days. The rest comes from us telling our story, capturing the imagination of folks worldwide.
- Micah Ess, F/V *Midnight Express*

BOARD PERSPECTIVES: SETNET SEAT, *Scott Thomas*

Hello Fellow Setnetters.

As with every spring, more daylight, warmer weather, and the sound of birds brings back to me the "highlight" memories from summers in PWS. I remember calm sunny days fishing, clear flat water, ice cream and root beer floats, and a distinct lack of rain and bugs. When I am brought back to reality, I am at least comforted by the fact that there will be a lot less snow to shovel this year getting the cabin up and ready.

Some comfort...you might say, cabins, skiffs, pumps, outboards, nets, camp setup, anchors, and running lines. Set up is always so much work. Despite the monumental pile of chores, I always look forward to fishing. I am the optimist. No denying it, I tell myself we all are optimists at heart. Our brains may try to tell us otherwise but by nature, deep down, we are all kids with our fingers crossed.

Who among us does not feel like a kid at Christmas on the first drive past the net in the morning? We tell ourselves not to expect too much, but secretly we're hoping for a bonanza, sunken corks, and maybe a wayward king or two. We hope that the amount of fish will make us overlook cold hands, wind, rain, seasick crew, equipment that is not working right, and of course jellies. It is optimism that, as the snow melts too slowly and the list of chores seems never ending, makes me feel like a king in the sun. I am one of only 30 individuals privileged enough to hold a setnet permit for PWS.

If for that reason only, I must admit that in my eyes, our season looks bright. Good return numbers, high demand, and some of the best quality sockeye salmon in the world. I look forward to seeing you all this spring, hope for your health and safety, and wish you the best as we make our way toward Main Bay

PRINCE WILLIAM SOUND ICE BARGE 2013:

- Two barges to service Main Bay (sockeye) and Esther/Coghill (chum)
- Net storage available onboard the Alaganik Barge, sign up at CRPWSMA Annual Meeting, Processor Picnics, or at the Marketing Association office



PRINCE WILLIAM SOUND ICE & NET BARGES 2013

ALAGANIK/HOOK POINT

LOCATION: Main Bay

TARGET SPECIES: PWS Sockeye

DATES: June 7th - July 17th

- **June 7:** Load ice & nets at processing plants, depart Cordova
- **June 8:** Anchor in Main Bay to service fishermen & tenders
- **July 17th:** Return to Cordova, off load totes and nets



Alaganik was the Main Bay ice barge in 2009-2011.

ICE CAPACITY & SERVICES:

- Capacity for 40 ice totes
- 100 net storage spaces (see back)
- Alaganik Barge manned by 3-person crew
- Central drop off point for groceries & supplies
- Net mending & repair area

COGHILL/KOKUA

LOCATION: Esther/Coghill

TARGET SPECIES: PWS Keta

DATES: June 1st - July 10th

- **June 1:** Load ice totes at processing plants, depart Cordova
- **June 2:** Anchor in Esther to service fishermen & tenders
- **July 10th:** Return to Cordova, off load totes



Coghill was the Main Bay ice barge in 2012.

ICE CAPACITY & SERVICES:

- Capacity for 40 ice totes
- Coghill Barge manned by 2-person crew
- Central drop off point for groceries & supplies

PARTICIPATING PROCESSORS*

Copper River Seafoods

Great Pacific

Inlet Fish Producers

Peter Pan

Trident

Ocean Beauty

ALAGANIK NET STORAGE

GOAL: Provide a fleet service that makes it easier for fishermen to swap nets without running back to town, reduce pressure on tender boat space capacity, allowing them more room to carry ice.

- 100 spaces available on first come, first served basis
- \$200 fee per net space
- Payable through your processors, or directly to CRPWSMA.
- Nets can be swapped throughout the season

SIGN UP FOR STORAGE:

- Call, email or stop in the CRPWSMA office within CDFU, sign up at the CRPWSMA Annual Meeting, or at any processor picnics.
- You'll sign a liability waiver and receive a net tag color coded to your processor.
- Indicate how you want your net returned to you in July: You pick up off barge, arrange tender pick-up or have the barge drop it off at Cordova plant.

LOAD YOUR NET:

- **BEFORE JUNE 6:** deliver your net (with tag) to your processor to be loaded on to the barge.
- **AFTER JUNE 6:** if space is available, deliver your net directly to the barge yourself, or send it on a tender. The Barge & CRPWSMA must be notified that you are sending a net.

ICE STAGING

- Tenders transport ice in totes from processing plants to barges
- Ice is available for tenders and individual fishermen
- Barge crew track all ice coming on and off barge, record all transactions.
- Barge crew maintain regular communications with processors to ensure consistent flow of ice.
- Tenders shuttle empty totes to plants for refilling.

The Prince William Sound Ice Barge is a quality project of the

COPPER RIVER/PWS MARKETING ASSOCIATION

509 First Street, Cordova | 907.424.3459

info@copperrivermarketing.org | www.copperrivermarketing.org

Board of Directors:

Mike Mickelson, *President*

Danny Carpenter

Bill Webber, *Vice President*

Bill Bailey

Micah Ess, *Treasurer*

Brian Rutzer

Thea Thomas, *Secretary*

Scott Thomas

Please contact CRPWSMA staff or board members if you have questions about this, or any other Association projects.

* as of April 1, 2013

SPOTLIGHT: PWS PROGRAMS

PRINCE WILLIAM SOUND SAMPLING

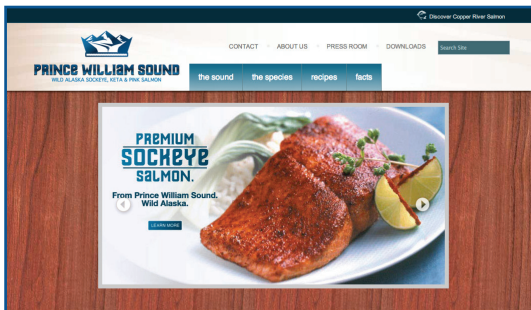
For the past three years we have been sending lucky bloggers a shipment of Prince William Sound sockeye salmon, this summer is the time for Prince William Sound to stand on its own. The Prince William Sound's Bounty Crew will consist of 5 budget-minded bloggers who will receive 4 shipments of Prince William Sound salmon: a whole sockeye salmon, fresh sockeye filet, frozen keta filet, and shelf-stable pink salmon. This introduction of PWS salmon has been focused on family blogs to educate the budget-minded on the opportunity to serve nutritious wild salmon without breaking the bank.

The Sound's Bounty Crew has been asked to use cooking techniques, recipes, and serving tips in their blogs. They will also use their social media outlets to get the word to the masses. Adept in Facebook, Twitter, Pinterest, and Instagram, the crew will use hashtags such as #PWSSalmon and #SoundBounty to alert their readers.

This program is shaping up for the start of the season with help from blogger Sara Tetreault from [Go Gingham: Stylishly Frugal Living](#). She is a Portland, OR based blogger who has posted about the benefits of buying whole salmon and freezing for future meals. Check out her blog this summer for great tips about Prince William Sound salmon!

REDESIGNED PWS WEBSITE

We've redesigned the www.soundsalmon.org website this winter, connecting it to the Copper River Salmon website and making it even easier for consumer and trade audiences to learn more about the premium and affordable species harvested in Prince William Sound.



QUALITY INITIATIVES FOR 2013

PWS QUALITY MEETING

Fishermen and regional processors will meet for the Spring PWS Quality Meeting on Monday, April 15th at the PWSAC conference room to check in on programs for the 2013 season and make recommendations for moving forward with quality in the PWS fishery. The group last met in the fall and developed key recommendations for the Marketing Assoc. to work on over the winter, including:



Updating [PWS QUALITY GUIDELINES](#) to include illustrations for slush icing and weight limits on brailers. *See pages 6-7 of the newsletter for updated quality guidelines.*

Developing a new [SLUSH ICING BROCHURE](#) that fishermen and processors can use to promote slush icing for better quality.

Updating [PWS QUALITY REWARDS](#) program to give all quality handlers a flag for their boat at the beginning of the season. Because processors have so many top quality handlers, this year they will only will nominate and reward the most improved quality handlers at the end of the season.

Year 2 of the [PWS CHILLING STUDY](#). Processors were surveyed on the chilling effort taking place in Prince William Sound. Results of the study will be compared to last years' study to track change over time with the goal of improving effort every year.

Support for [PWS ICE BARGE PROGRAM](#) and inclusion of a second barge for the Coghill district to gain understanding of how better icing can improve the quality and value of the chum fishery. The Alaganik Barge will be back with net storage and ice staging in Main Bay and the Coghill Barge will be used to service the Coghill district. *See page 3 of the newsletter for more Ice Barge information.*

BOARD PERSPECTIVE: PROCESSOR SEAT: *Bill Bailey, Copper River Seafoods*

As a board member, I hold the processors seat on our Copper River / Prince William Sound Marketing Association. I have had the opportunity to work with a very dedicated staff, board members, and also be involved in the direction of where we feel your 1% tax will best help you and this regional areas resource. In the short time that I have been on the board, we have work on improving our regional marketing outreach of our resource. We have improved our outreach thru social media, web site, and education to retailers and consumers (both young and old),

why our fish is better than salmon from other regions. We have worked on ways to educate our members to improve the quality of the fish we market. We have worked with processors in getting ice into the Prince William Sound fisheries, to improve our product quality, and shelf life in the market place. As a board member, I have noticed a need to improve involvement with the members of the association. Our meetings are open and we welcome your input to help the board achieve a direction of where you as a member feel we need to go.

SUMMER MARKETING PROGRAMS

The start of the Copper River Salmon season marks the official start of summer for salmon lovers across the country and we are excited about the programs we're working on to promote Copper River and Prince William Sound salmon this summer.

MEDIA TOUR:

We'll host a group of five writers, chefs and documentary filmmakers from July 24-28 as part of our summer press trip. The Marketing Association will be hosting the Taste of Cordova at the Wild Salmon Festival and a reception at the Reluctant on Saturday, July 29th, and we hope to see plenty of fishermen and community members at these events to help share Cordova and the Copper River fishery with our guests. This year's panel includes:

- **Rebecca & Louis Gerensday: Cooking Up A Story**
- **Ron Ruggless: Nation's Restaurant News**
- **Tara Mataraza Desmond: Crumbs on my Keyboard**
- **Nick Davidson: Outside Magazine**

Visitors from last summer's tours have placed articles in Fine Cooking Magazine, Saveur, USA Weekend and Esquire about Copper River salmon and the benefits of eating wild.

SEASON

KICK OFF

PARTNERSHIPS:

We're working with our partners at **Alaska Airlines** and **Alaskan Brewing Company** to kick off the season. Alaska Airlines will

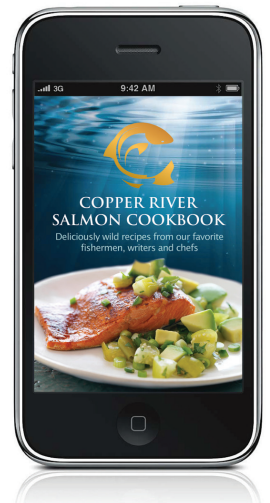


host the 4th Copper Chef Cook-Off at the SeaTac tarmac to celebrate the season opening and we're working with Alaskan Brewing Co. to kick off the season in Texas with an Iron Fork Competition. The winning chef from the competition will come to Cordova to witness the fishery in action and take home Copper River Salmon to serve at a media event in Dallas.

PRODUCT SAMPLING PROGRAMS: A select group of editors and bloggers will receive monthly shipments of Copper River and Prince William Sound salmon to experience the full spectrum of our regional salmon offerings. Participants will develop recipes and share their experiences on their websites, blogs and social media as a way to share our salmon with a wider audience. This year we have a group of 12 bloggers who will make up our Fresh Catch Crew - they'll also be finding where Copper River Salmon is being sold near them to input the locations into our **COPPER RIVER LOCATOR APP**.

COPPER RIVER COOKBOOK APP

With last year's successful launch of the **Copper River Locator App**, the Association has developed and a new **Copper River Cookbook App: Deliciously Wild Recipes from our Favorite Fishermen, Writers and Chefs**. The app gives users a way to search, rate and share recipes as well as submit their own recipes into the app. Recipes are searchable by meal type or cooking method and includes cooking tips for people wanting to find new ways to prepare and enjoy Copper River Salmon. The app is set to launch this month and will be available on the Copper River Facebook Page, on our website and on both iPhone and Android mobile devices.



NEW ORGANIZATION BROCHURE



The Association has developed a new organization brochure to share its purposes, strategic priorities and programs in an effort to get more fleet involvement in the ongoing vision of the organization. In addition to outlining

RSDA purposes as determined by the State of Alaska, the brochure also covers the Association's strategic priorities, finance policies and ways for members to get involved and share their feedback and ideas. Members will receive a copy of the brochure through the mail and it will also be available at our annual meeting, at processor picnics and in our office.

EXECUTIVE DIRECTOR SEARCH

The Board of Directors is currently conducting a search for the Association's next Executive Director. Beth Poole will be leaving the post after working with the organization since its inception, most recently as Executive Director since 2008. The Board has received dozens of applications for the position and following the interview process, anticipates announcing a hire in the coming month to ensure a smooth leadership transition this summer.





PRINCE WILLIAM SOUND
WILD ALASKA SALMON

Prince William Sound Quality Guidelines

CRPWSMA Board Members

Mike Mickelson, FV Mariah
Bill Webber, FV Paradigm Shift
Micah Ess, FV Midnight Express
Thea Thomas, FV Myrmidon
Bill Bailey, FV Shiloh & CR Seafoods
Danny Carpenter, FV Quicksilver
Brian Rutzer, FV Controller Bay
Scott Thomas, PWS Setnet



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 harvest. The industry faces competition from aquaculture, fluctuating economies, global supply of wild salmon and unforeseen environmental threats, which could affect 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 the region's limited resource has grown and so has the potential for increased value. More and more PWS sockeye, keta and pink salmon are being sold in fillet form. ALL PWS salmon - sockeye, keta and pinks - are high value fish for both flesh and roe. Properly handling each salmon directly affects grading, recovery and is our best chance to differentiate our product and maintain market share in an increasingly competitive environment.

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

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 Weight

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

Delivery Times

- Delivery quickly and often, the sooner your fish are delivered, the sooner they are on their way to plants for processing.
- Maximum of 12 hrs for slush iced 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/PWSMA, fishermen and PWS processors in an effort to benefit the industry as a whole. These guidelines do not 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! Show your support for these guidelines and commitment to quality by registering for PWS QUALITY REWARDS. Processors will nominate their most improved quality fishermen at the end of the season to receive recognition and awards.



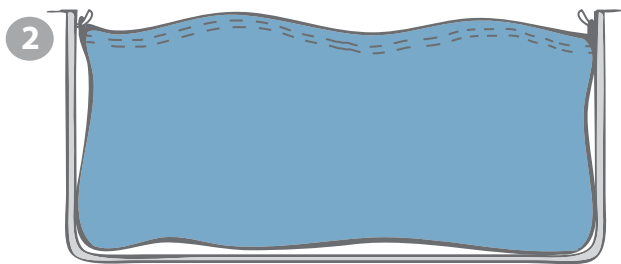
PRINCE WILLIAM SOUND

QUALITY COUNTS: Slushing & Weights

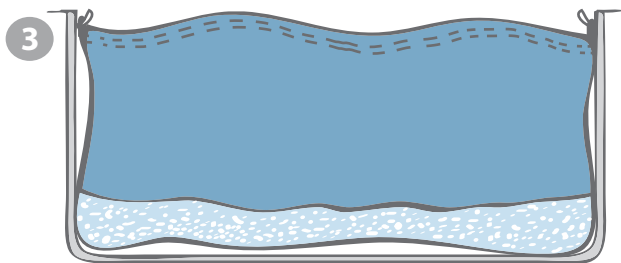
SLUSH ICING FOR BETTER QUALITY: slush iced fish are suspended in water, minimizing bruising, scale loss and crushed fish associated with overloaded brailer bags (over 600#). Several processors have slush bags in stock. You can also order them directly from Nomar Alaska (907) 235-8363 or www.nomaralaska.com



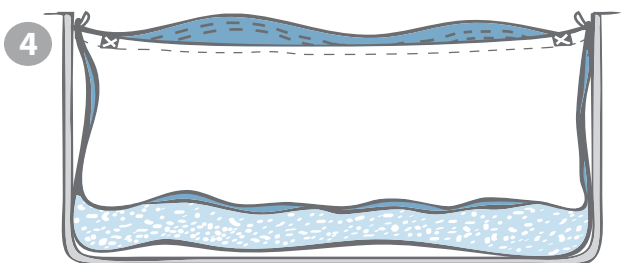
Empty fish holds.



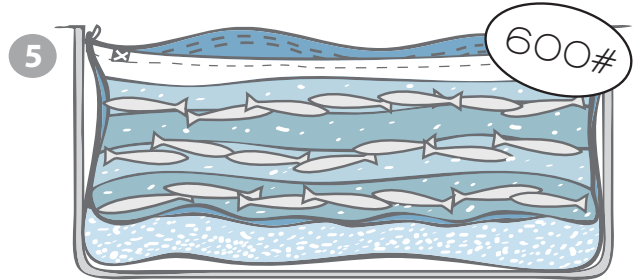
Hang slush bags with hooks.



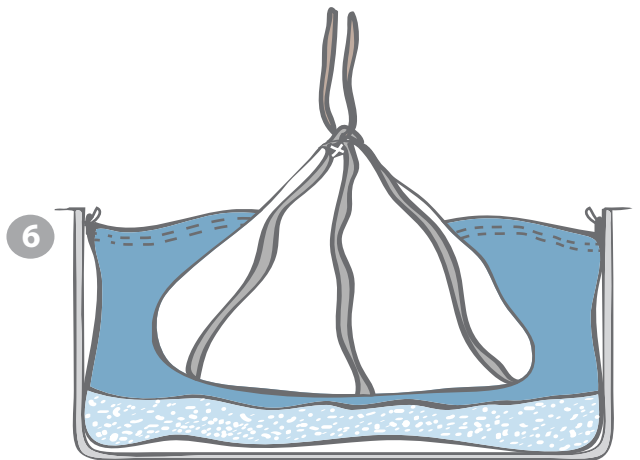
Ice bottom of slush bags 6"-10".



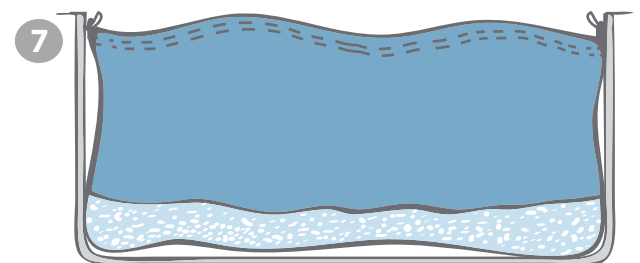
Insert brailer bags.



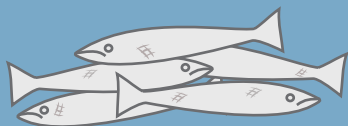
Layer ice, fish and sea water to create a slush.
For optimum quality, limit to 600#.



Deliver. Tender pulls brailer bag out, slush
water runs out, slush bag stays in fish hold.

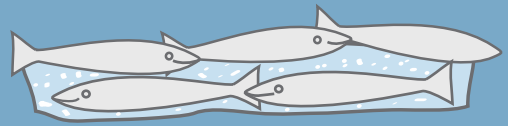


Slush ice remains, Rinse, sanitize & repeat from
step 4.



Squished & Bruised Fish

**QUALITY STARTS
WITH
YOU**



Slush Iced & Layered Fish

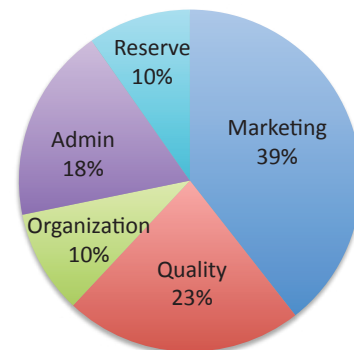
FINANCE: WHY HAVE A RESERVE?

The CRPWSMA has outlined two major programs to enhance the value of Area E salmon; Brand Enhancement and Quality Improvement. We have dedicated the majority of our time and your money to these strategies to improve the value of our salmon. One of the keys to a successful brand enhancement strategy and quality improvement program is consistency year after year. It does no good to develop a marketing program or quality improvement program for one year then drop it the next. The founding board decided early in the life of the organization that we needed a reserve account to allow the organization to continue programs if there should ever be a shortfall in assessment revenue collected from the fishermen, do to run failures.

An operating reserve is a fund set aside to stabilize the organization's finances by providing a cushion against future unexpected revenue shortages. In other words, an operating reserve is a rainy day savings account. When the board discussed how much should be in the reserve account, we looked to our neighbor, PWSAC. PWSAC has a

reserve account, which could cover one year's operating expenses, should there be a run failure. The CRPWSMA board adopted the same policy, that we should have enough in our reserve account to cover one year's operating expenses. The operating expenses vary from year to year, and the account is funded based on a 3 year rolling average. The board has been funding the account each year with 10% of the assessment that is collected. As of March 2013, there is just under \$250,000 in the account.

FY2013 EXPENSES



10% of assessment is set aside each year to fund the reserve account.

In May 2012 the board updated the Financial Management Policy, which clearly outlines how the account is funded and how it can be spent.

- Thea Thomas, CRPWSMA
Secretary & Finance Committee Member

BOARD OF DIRECTORS

Mike Mickelson, President
Bill Webber, Vice President
Micah Ess, Treasurer
Thea Thomas, Secretary

Bill Bailey
Danny Carpenter
Brian Rutzer
Scott Thomas, Setnet

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Wild Alaska King, Sockeye & Coho

COPPER RIVER

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