



**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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## FALL 2012



Look inside for info about our summer marketing programs, including Taste of Cordova and Media Tours

### PRESIDENT'S REPORT

With 2012 quickly coming to a close, it's important to take stock in how this year went and look ahead to next year. This fall's Chinook Salmon Symposium in Anchorage showed the ADF&G has some real concerns for the State's king salmon runs and the Copper is not immune. With more inside closures than ever before, we know that more needs to be done to understand these runs and ways we can protect the sustainability of our fishery.

I'm reminded of how fortunate we are to have multiple runs on the Copper and in Prince William Sound to protect the livelihoods of our fishermen in years when some runs are poor. Your Marketing Association is working with all of the regional processors to continue to improve quality in the Sound. For the first time this year retailers were calling out PWS in their promotions and we expect this trend will continue in years to come.

I hope that everyone has a restful winter, we look forward to seeing the fleet back in Cordova in the spring!

### STAY INFORMED & WIN!

Sign up for our e-mail listserve to get updates and news from the Marketing Association.

Visit [www.copperrivermarketing.org](http://www.copperrivermarketing.org) and sign up for email updates and you will be entered to win a \$100 gift certificate from Redden Net.

The winner will be announced at our Annual Meeting!

### BOARD ELECTION RESULTS

Three board seats, two drift gillnet and one set gillnet, renewed their terms in this year's Board of Directors Election. Eric Harvey, who has served as the set gillnet representative on the board for three years, opted not to run again. Scott Thomas ran unopposed in the setnet election and won.

Five nominees ran for two seats in the drift gillnet election. Danny Carpenter and David Salmon ran to renew their terms on the board and were joined by Derek Blake, Bill Meyer and Mike Michelson. In a close election, the winners are Danny Carpenter and Mike Michelson with 51 and 36 votes respectively.

New board members will be sworn in and officers elected on the November 28th board meeting.

Also included in this year's ballot was a Fishermen Survey - we thank everyone who submitted their comments and feedback. You can still send your feedback online at:

<https://www.surveymonkey.com/s/P52CMD9>

Welcome aboard Scott Thomas and Mike Michelson! Glad you're still with us, Danny Carpenter & thank you for your dedicated service, Dave Salmon.

### CRPWSMA BOARD OF DIRECTORS

Brian Rutzer  
Bill Webber  
Thea Thomas  
Bill Bailey  
Danny Carpenter  
Micah Ess  
Scott Thomas  
Mike Michelson

You can contact any of these Board members by e-mailing [info@copperrivermarketing.org](mailto:info@copperrivermarketing.org). All board meetings are open to the public and member input is always welcomed and appreciated.

## QUALITY HARVESTER AWARDS

*by Thea Thomas*

The PWS Quality Harvester Awards Program caused quite a big stir this summer. In 2011 and again in 2012 the processors of Prince William Sound salmon worked together with fishermen and the CR/PWS Marketing Association to develop a set quality handling guidelines for fishermen. This season the marketing association asked fishermen to sign a pledge committing to follow the guidelines and asked the processors to track the quality and at the end of the season to select two fishermen who delivered the highest quality PWS salmon or had made the most improvements in their handling methods.

Processors were asked to track the quality their fishermen delivered, several noticed an immediate difference. Fishermen in PWS were taking more ice, bleeding their fish and delivering early. At the end of the season, processors named 20 fishermen who exemplified the best or the most improved in handling practices. Many fishermen cited using slush bags as a way they were able to improve quality. The Marketing Association will continue to promote quality improvements by funding the Ice Barge, educating fishermen on handling techniques and working with processors to track quality. Look for the PWS Quality Harvester Awards program in 2013, maybe you could be the winner!



### 2012 PWS QUALITY HARVESTER AWARD WINNERS

#### TOP QUALITY HARVESTERS:

Dave Aers, F/V Rupleminze, Homer, AK  
Bill Craig, F/V Canvasback, Anchorage, AK  
Shane & Ronda Blough, F/V Mayhem II, Hoonah, AK  
David Blake, F/V Rocky Point, Marysville, WA  
Marty Wise, F/V Kaygan, Homer, AK  
Dan Bilderback, F/V Summertime Sage, Anchorage, AK  
Bill Lindow, F/V Red Sky, Cordova, AK  
Ivan Kasachev, F/V Defiance, Wasilla, AK  
Mike Webber, F/V Amulet, Cordova, AK  
John Grocott, F/V C-Runner, Ilwago, WA  
Bruce Petska, F/V Tazlina, Homer, AK  
Eric Harvey, PWS Setnet, Eagle River, AK

#### MOST IMPROVED QUALITY HARVESTERS:

Eric Lian, F/V Fine Line, Cordova, AK  
Jasen Metz, F/V Wanderlust, Homer, AK  
Michael Hand, F/V Sprite, Cordova, AK  
Richard Wheeler, F/V Camilou, Ardenvoir, WA  
Greggor Bosick, F/V Revelation, Kasilov, AK  
Scott Thomas, PWS Setnet, Anchorage, AK  
Wesley Woods, F/V Albatross, Cordova, AK

#### PARTICIPATING PROCESSORS:

Copper River Seafoods – Great Pacific Seafoods – Ocean Beauty Seafoods – Peter Pan Seafoods – Icicle Seafoods – Prime Select Seafoods – Snug Harbor Seafoods – Trident Seafoods – Inlet Fish Producers

## PWS QUALITY INITIATIVES GROW

Ever since the Marketing Association got started there has been interest in branding and marketing Prince William Sound salmon to follow in the path of Copper River. Processors and fishermen both agreed that before we could do that, quality had to improve.

The Marketing Association knew that this would take the cooperation and effort of all of our regional processors and fishermen. Each year we've worked to establish new quality programs and build on existing ones to continue to push the bar forward in Prince William Sound and its starting to pay off. A recap of our PWS Quality Initiatives:

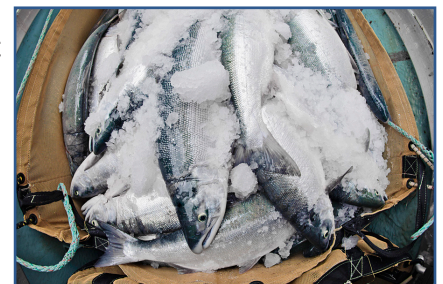
**PWS ICE BARGE:** This was the 4th year of the ice barge program. We had a smaller platform and a cooler summer, which meant ice distribution was lower than in years past, but we were happy to see other ice barges, including the Snug Harbor barge, out servicing the fleet in addition to tenders.

**PWS QUALITY GUIDELINES:** Developed in 2011 with the participation and input of 9 regional processors and fishermen, we are proud to work with all processors to clearly identify what steps should be taking place for the best quality product possible. The guidelines are available at all processing plants, at the Marketing Association and online. In 2013 We hope to include tenders in a bigger way as the 2nd link in the chain of custody from harvester to market.

**PWS CHILLING STUDY:** 2012 marks the second year of this important research project that tracks the chilling effort and quality in Prince William Sound salmon. The first year of the study, conducted by Anchorage based Northern Economics, set baseline data that will be updated and compared in 2012. The study is going out to processors this fall and results will be published in the spring.

**PWS QUALITY MEETINGS:** We started meeting with all PWS processors and fishermen in the Spring of 2011 with the goal of developing the PWS Quality Guidelines. The group has met twice a year since and met again on November 28th at the Pacific Marine Expo to review the 2012 season and plan ahead for next year. Having input from all regional processors is so important to knowing that we're working together toward the common goal of improving quality in PWS.

All of these programs directly serve our mission of 'increasing the value of salmon from the Copper River and Prince William Sound.' We're starting to see results - for the first time, we had retailers calling us to set up PWS promotions this summer. We hope that this trend will continue, but know that it will take the cooperation of all fishermen, tendermen and processors to make it happen.





## MARKETING SNAPSHOTS



A few photos of our summer marketing programs. Top to Bottom: Alaska Air Copper Chef Cook Off, Author Mark Kurlansky, Copper River @ Retail, Boxes labeled @ Prime Select, July Media Tour, 5 species tasting dinner

## COPPER RIVER & PRINCE WILLIAM SOUND MARKETING PROGRAMS

Raising awareness about Copper River and Prince William Sound Salmon with retailer, food service and consumer audiences is a strategic priority of the Association. With that priority in mind, several programs ran this summer to work toward that goal.

### COPPER RIVER LOCATOR APP

We launched the first salmon locator app, where consumers across the country could find where Copper River Salmon was being served and sold near them. With over 1,000 locations inputted this season, we're looking forward to continuing to expand the database this year.

### TRADE SUPPORT

Several retailers and restaurants used our new Point of Sale materials (posters, in-ice signs and static clings) to promote Copper River and Prince William Sound this summer. All Kroger locations across the country ordered posters and ice-signs - totalling over 2,200 pieces.

We were also thrilled to see Seattle Fish Company use our online resource tools to develop their Alaska retail promotions that included Copper River in June and Prince William Sound in July. This was the first time we saw PWS called out in stores and we hope to see more of it next year!

### PRODUCT SHIPMENTS

Two programs send shipments of Copper River and PWS salmon to food writers and chefs. This year we sent a monthly shipment of salmon to 22 folks who blogged, posted and wrote about each species. We got some great coverage and recipes for each species that we used for our social media content and will be incorporating into our recipe database this winter.

### TASTE OF CORDOVA

The Taste of Cordova cook-off has been a much-anticipated event by Cordovans for years. Locals know that the feast presented will rival that of any fine-dining establishment in Anchorage, and visitors who come to Cordova for the Copper River Wild! Salmon Festival have been surprised and delighted by the fusion cuisine presented. This year we enjoyed, Copper River Salmon Tartare, a Lox Layer Cake, and smoked salmon deviled eggs topped with delicious roe.

Salmon Festival reinforces the community's tie-in to the salmon season, and the Taste of Cordova kicks off the celebration. For

### MEDIA TOURS

This summer we had more press come through Cordova than any other. With a goal of exposing food writers, editors and media to Cordova and our fishery - we had the opportunity to host:

- **Seattle's Evening Magazine** to capture the first opener of the season
- **ASMI press trip** - Chef Christine Keff from Seattle's Flying Fish and Jose Souto from Kings College Culinary School.
- **Shira Bocar**, Food Editor of **Whole Living Magazine**
- **Mark Kurlansky**, Best selling author of *Cod, Salt, a World Without Fish* and many other books.
- **July Media Tour:** Ivy Manning, Hank Shaw, Holly Heyser, Kate Parham, Chandra Ram, Daniel Klein. We've gotten some great coverage in USA Weekend Magazine, Plate Magazine, and a full feature in the Sacramento Bee newspaper. We anticipate even more coverage in the coming year.
- **Coho Tour:** Marge Perry and David Bonom created a fabulous Fungus & Copper River Coho feast as part of the Fungus Festival and we welcomed food bloggers Kaela Carpenter and Megan Pense.
- **Duke Moscrip** from **Duke's Chowderhouse** in Seattle came for the final opener of the season in early October to source Coho for his restaurants.

### ONLINE ADVERTISING: ADREADY

For the third summer we ran display ads online that connected people to our website and social media. With themes linked to our Locator App, Recipes and each species of Copper River & PWS salmon, the ads generated almost 17 million impressions online, adding one more way that we're reaching out to consumers.

*by, Erica Thompson*

the Marketing Association, sponsoring the 2012 Taste of Cordova provided an opportunity to introduce the summer media tour participants to the food lover community within the Cordova population. The fillet demo taking place prior to the dinner provided their first glimpse of the finesse of the town's top-ranked filleters, while the silent auction to support watershed educational programming showed them just how much this community values its future fishermen. As an organization that promotes the most vital resource for our area, the chance to highlight the community connection to salmon during the media tour was not one to be missed.

## SOCIAL MEDIA UPDATE

by Jessyka Dart-McLean

This summer has been a large step forward in the social media realm. We started with a goal to introduce Pinterest and LinkedIn and integrate all our social profiles (including Facebook, Twitter) together. I'm happy to say we were very successful in this endeavor.

**Pinterest** is a photo/ link online sharing website. Copper River Salmon is using this program to make recipes available to the public. We started with the recipes already published on our website, which drove more traffic to the site. As the Fresh Catch Crew progressed this summer, we added their original recipes to our "boards:" On The Stovetop, In The Raw, On The Grill, In The Oven, In The Skillet, and From The Smoker. Each new recipe added is called a "pin." Fans can "repin" the recipes to their profiles and their friends gain access. The new "pins" are made available to the existing fans of our profile and promoted on our **twitter** page. The benefits of promoting on twitter are a larger audience and the "retweet" function.

**LinkedIn** is a professional networking website. Copper River Salmon uses this network to keep involved with past

media tour participants. All press releases are posted on the Copper River/ Prince William Sound Marketing Association's page.

**Facebook** is our largest social media network; we reached over 20,000 fans this summer. Facebook proved an excellent way to promote the blog posts written by our Fresh Catch Crew this summer. We saw high activity with our content; in return the Fresh Catch Crewmen had higher traffic on their Copper River Salmon posts. Facebook mainly reaches individual Copper River Salmon lovers but also restaurants and markets.

**Twitter** is our most productive social networking site. All the content that shows up on Pinterest, LinkedIn, and Facebook is also posted on Twitter. It proved highly successful in the distribution of our press releases this summer. Our Twitter audience is mainly individuals in the food business. We have a high number of active bloggers sharing our content and using us to promote their Copper River Salmon dishes.

Where there is success, there's also room for growth. With the world of social media changing daily, I look forward to planning out the strategy for next summer. In the meantime, we are keeping the channels alive by promoting self-stable and frozen recipes, along with encouraging Copper River salmon holiday meals.

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