



COPPER RIVER
Wild Alaska King, Sockeye & Coho

Copper River/Prince William Sound Marketing Association



PRINCE WILLIAM SOUND
WILD ALASKA SOCKEYE

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FALL 2011

PRESIDENT'S REPORT

With the 2011 season behind us, it's time to take stock in the year and look ahead to next season will bring. The Marketing Association is going back to the drawing board to update our strategic plan to ensure that our programs and priorities make the best use of your 1% assessment. Our mission is the same as always; to increase the value of salmon harvested in the Prince William Sound region through marketing, quality enhancement and partnerships.

As we plan for the next several years, your ideas are always welcome. This is your Marketing Association and your voice is important, make sure you let the board know the directions you'd like to see us move in the coming years. We have two new members joining our board of directors this fall - welcome aboard Bill Bailey and Micah Ess. I want to thank both outgoing board members Mike Poole and Rick Isaacson for your service to the organization, it's greatly appreciated.

Have a great winter,
Brian Rutzer, *President*

BOARD ELECTION RESULTS ARE IN

Five members ran for two open seats in this year's board of directors election. **Bill Bailey** and **Micah Ess** have earned three year terms on the CRPWSMA board of directors. Bill and Micah are replacing Mike Poole, who joined the board in 2008, opted not to seek as second term and Rick Isaacson, who was appointed in 2010 to fill the remaining year of Scott Seaton's seat when he sold out of the fishery.

The five candidates in this year's election were: **Bill Bailey**, *F/V Shiloh & Copper River Seafoods*, **Derek Blake**, *F/V Chinook Wind*, **Micah Ess**, *F/V Midnight Express*, **Rick Isaacson**, *Trident Seafoods*, **Eric Manzer**, *F/V Process*

CRPWSMA bylaws stipulate that each assessed fishery have representation on the board and that up to two seats may be held by non-assessed dues paying members. **150 ballots** were counted and certified by an independent third-party on October 26th. Thanks to everyone who ran and all of you who voted!

FULL SEASON FLAVOR

We're excited to introduce a new full season campaign for Copper River salmon. With a goal of articulating all three species harvested through the 5-month Copper River season, this campaign will be incorporated into our Boston Seafood Show Booth, marketing materials and in summer promotions for 2012.



SPRING KING



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SUMMER SOCKEYE



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FALL COHO



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STRATEGIC PLANNING REVIEW

With the board election certified, our new board members' first charge of duty is to participate in a Strategic Planning Review & Update, being held in Seattle on November 15-16. The organization's first strategic plan was set in 2007 and we've come a long way in developing programs that address our strategic priorities.

Nearly five years later, the board will be assessing our priorities and programs and looking to set the course of the organization for the next three to five years. Seattle-based seafood industry consultant Pat Shanahan will be facilitating the strategic planning process along with our marketing consultants, Schiedermayer & Associates.

As always, your thoughts are welcome and there are plenty of ways to stay informed and let us know what programs you think are most important and effective. A questionnaire went out to our e-news list, you can fill it out by visiting: <https://www.surveymonkey.com/s/MDKMTWW>. You can also sign up for our e-newsletter, visit our website (currently under construction), call us in the office at 907-424-3459, talk to a board member or email beth@copperivermarketing.org.



**Strategic Planning
November 15-16
Seattle, WA**

PWS QUALITY GROUP RECONVENING

Last April, representatives from eight regional processors and board members of the Marketing Association met to discuss quality guidelines for the PWS salmon fishery. The group developed a set of simple guidelines that were distributed at processor picnics, on tenders and at processing plants this summer. The goal of the Prince William Sound Quality Guidelines is to encourage all fishermen, tenders and processors to adopt quality practices that will improve the quality and value of the catch. This working group will be meeting again on November 17th in Seattle to identify ways to continue and improve the effort for next season.

PWS CHILLING STUDY

One of the key strategic priorities of the CR/PWS MA is Quality Enhancement, specifically in western Prince William Sound. The organization has focused efforts on improving quality in PWS before undertaking any concerted marketing efforts. With this in mind, the board approved a study to research the chilling effort currently taking place in PWS. While most of the fleet can agree that chilling could be increased, without baseline data we can't track any improvement over time.

Anchorage-based Northern Economics is conducting the survey of area processors this fall, with results expected in early 2012. The Bristol Bay RSDA has conducted a similar study for three years running. Reports can be found on their website www.bbrsda.org under Resources and Reports.



Steve Barnes, *F/V Taylor Maid*, delivers Copper River King Salmon to a tender in early June. By the looks of the sun low in the sky, this shot was captured late at night as we neared the summer solstice.

Photo by C. Miller.

PRINCE WILLIAM SOUND ICE BARGE

This season marked the third year of the PWS Ice Barge program. Run in cooperation with regional processors, the Alaganik barge increased the amount of ice distributed to fishermen and tender boats, even with a much smaller Sound season this year. The report from the crew: Justin Nuzzi, Tracey Nuzzi & Eli Eckley:

The 2011 season for the Prince William Sound Ice & Net Barge concluded with the delivery of 331 totes of ice and the storage of 91 nets. While the volume of ice delivered increased this year from the past two years, so did the positive feedback provided to the barge.

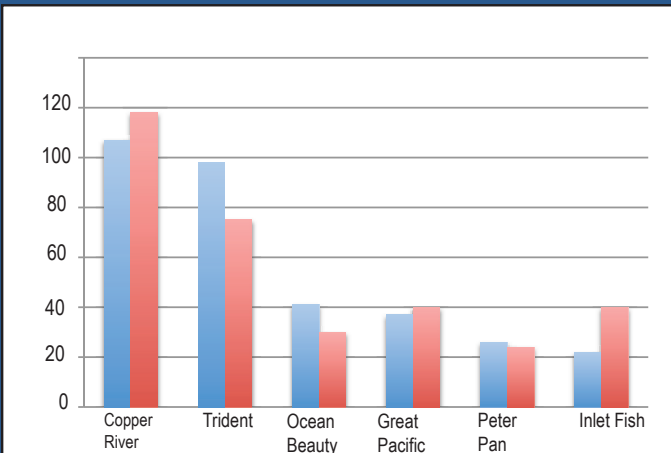
I. ICE

This season 331 totes of ice were delivered to the fleet: 55% of ice delivered to tenders, 26% delivered to drift gillnetters, and 19% delivered to set gillnetters. 418 ice delivery transactions occurred: 45% being to set gillnetters, 36% being to drift gillnetters, and 19% being to tenders. Using these total figures, it can be derived that the average tender took 2.3 totes of ice per transaction, average drift gillnetter took .6 totes of ice per transaction, and the average set gillnetter took .3 totes of ice per transaction.

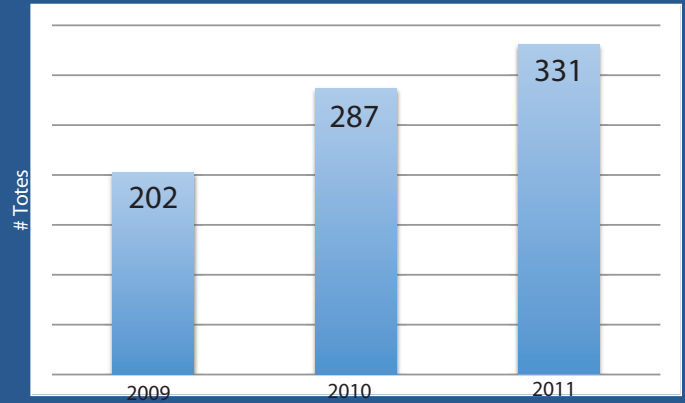
II. NETS

This season 91 nets were stored onboard. Out of these 91 nets, 57 belonged to fishermen delivering primarily to Trident, 19 belonged to fishermen delivering primarily to Copper River Seafood, 7 belonged to fishermen delivering primarily to Ocean Beauty Seafood, 7 belonged to fishermen delivering primarily to Peter Pan Seafood, and

2011 ICE DELIVERY & DISTRIBUTION BY PROCESSOR



ICE BARGE DELIVERY TO FISHERMEN & TENDERS



1 belonged to an independent fisherman. Communication between fishermen and the barge improved with directions of net delivery at the end of the contract. A list of nets delivered to each processor was provided to Beth Poole at the end of the contract.

III. MISC

F/V Alaganik improved its function by installing a new crane with longer reach. This helped with the tender fleet when boats came alongside and never had to use their rigging to move totes across their vessel. We even had tenders asking us to move nets and totes around their deck to places their rigging would not reach.

Additional services included a battery charging station, cell phone and internet services, announcement print offs, and freezer storage. Our zodiac was used to help tow three boats and our starboard side was home to a few vessels broken down.

Thanks for a great season!



MARKETING HIGHLIGHTS FROM 2011

While you were out harvesting some of the finest salmon in the world, here are a few ways that we were working to promote it to retailers, restaurants and consumers:

COPPER CHEF COOK-OFF

We kicked off the start of the season by flying south with the first load of Copper River Salmon to participate in Alaska Airline's Copper Chef Cook-Off. We took off at 2am and landed to a full press corps, Executive Chefs from three of Seattle's best restaurants and celebrity judges who tasted the season's first Copper River King Salmon.



The chefs were awarded with custom Copper River Salmon medals and certificates of appreciation signed by Alaska Air and Cordova's Mayor Kallander. Also auctioned off at the event was a grand prize trip to Cordova to witness the fishery first hand. The story was picked up by news stations throughout the Pacific Northwest and beyond. We followed up with a First Fish Celebration at the Reluctant with fresh Copper River Sockeye and appetizers to welcome the return of the run.

WHOLE FOODS MARKET

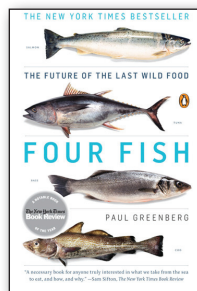
WHOLE FOODS VIDEO

Whole Foods Market sent a film crew to Cordova in late-May to document their salmon buying process and how wild Alaska

salmon makes its journey from the ocean to their seafood cases and eventually home to consumers' kitchens. We coordinated the crew's trip and set up interviews of fishermen, managers and processors. The finished piece will be shown at seafood counters and is available online on YouTube if you search for Whole Foods Alaska Salmon.

FOUR FISH IN CORDOVA

Paul Greenberg, author of New York Times Best seller, *Four Fish*, visited Cordova in June to research his next book. Paul met with fishermen, processors, managers and community members to talk about the history of Copper River Salmon as well as how the fishery has fared post oil spill. Paul experienced



4 Cordova at its finest and left saying he'd love to spend a summer here - we hope he does!

FULL SEASON MEDIA TOUR

For the fourth year, we invited a group of food writers and chefs to our community, fishery and salmon first hand. Lucky for us, the sun shone brightly from July 19th-23rd

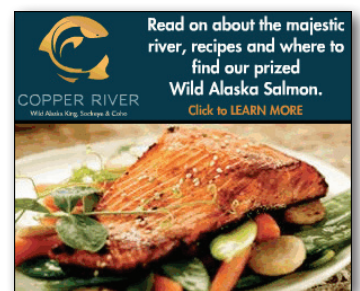
and the group went away having an experience of a lifetime. We kept a busy schedule, from kayaking in Orca Inlet to grilling at the glacier, gillnetting on bowpickers to processor tours, management presentations, community dinners and the Highliner Dinner to finish the tour off. One goal of the tour is to raise awareness about the length of our season - inviting people to come in July is a way to show our full season offerings beyond the early May king and sockeye run. We're looking forward to following up with our visitors and helping them with stories over the next few years. This year's participants included: Tom Philpot, Rowan Jacobsen, Maria Finn, Bonnie Powell, Allison Ashton, Matt Armendariz and chefs Dan Enos, Karim Anguin and John Taylor.



You may have missed it, but two feature articles were published this spring by past media tour participants. Julia Rutland visited Cordova in 2008 and came back in 2010 for her Coastal Living feature. John Kirkpatrick came in 2009 and published a great piece on wild salmon in Cuisine at Home.

AD READY - INTERNET ADVERTISING

Like most of us, you probably get a lot of your news and information online, whether it's logging on to the Anchorage Daily News, New York Times or searching for recipes online. You've probably noticed the ads on pages you're searching for. For the past two summers we've been working with Seattle-based AdReady to manage our online advertising. Through creative design, site optimization and targeting we ran four successful campaigns this summer, each focused on a different part of the fishery. The metrics may sound like a lot of gibberish, but the bottom line is that the ads drove people to our website, where they searched for recipes and information about Copper River Salmon.



SEASON FOR FLAVOR SAMPLING

This was the second year of our Season for Flavor Sampling Program, aimed at raising awareness about the full season salmon offerings from our region. We work with Prime Select Seafoods to send samples of each salmon species harvested in the region to a group of writers, editors and chefs along with recipes, species information and cooking tips. Following last year's successful pilot run, we increased the number of participants in this year's group, extending invitations to retail, food service and consumer publications in addition to a mix of print and web based writers. The group received five shipments, one each month:

- May: Copper River King
- June: Copper River Sockeye
- July: Prince William Sound Sockeye
- August: Copper River Coho
- September: Smoked Copper River salmon

Feedback from the writers was overwhelmingly positive and we anticipate several stories to be published in time for next year's season. Participants in this year's program were:

- Michael Pollan
- Christopher Herscheimer & Melissa Hamilton, the Canal House Restaurant & Bon Appetite columnists
- Deborah Cassell, Gourmet Retailer
- Dana Bowen, Saveur Magazine
- Francis Lam, Gilt Taste
- Jesse Price, Eating Well
- Hunter Lewis, Bon Appetite
- Lia Huber, Nourish Networks
- Amanda Baltazar, Restaurant Management
- Lucy Burningham
- Kath Younger, Kath Eats Blog
- Shauna James Ahern, Gluten Free Girl



Coho tour participants ducked out of the weather to do some fish printing with Pat McGuire at the Copper River Watershed Project.

FRESH CATCH CREW



One of the biggest questions we get from consumers is - where can I find Copper River Salmon? To answer that question this season, we turned to bloggers in select markets to be our eyes and ears on the ground. Six bloggers based in Boston, New York City, Chicago, Dallas and San Francisco researched and reported on where they were finding Copper River Salmon in their city throughout the summer.

- **Boston:** Tiny Urban Kitchen
- **New York:** Manhattan Food Project
- **Chicago:** What's Cookin' Chicago, City Girl Chicago
- **Dallas:** Joylicious
- **San Francisco:** Chez Us

In return, they received shipments of salmon, which they cooked up and posted about on their blogs, Facebook and Twitter. Joelen Tan, of What's Cookin' Chicago, won the grand prize for her posts - and visited us in Cordova as part of our Coho Press Tour in September. We were able to share availability in real time with our social media followers and plan to continue the program in new markets for next season.

COHO PRESS TOUR

Bringing writers up in July has been such a success we decided to host a second trip in September to educate writers about Coho season and Cordova's fall bounty. Where we lucked out with weather in July, the same could not be said for September. The intrepid travelers fought hurricane force winds the first day, but came away with a great sense of our community and fishery.

Writers (pictured left) Amy Sherman, Missy Trainer, Joelen Tan and Shauna James Ahern & Danny Ahern (not pictured) experienced Copper River Coho in every form from a community potluck to a fall feast at Orca Adventure Lodge. The group toured a processing facility, a gillnetter, talked with managers, met with fishermen and the skies cleared enough for them to get up in the air for a flight seeing tour over the flats to see fishing in action on their last day.

You can check out their posts on these websites:
cookingwithamy.blogspot.com
joelens.blogspot.com
www.aldenteblog.com/melissa_trainer.html
glutenfreegirl.com



SUMMER PARTNERSHIPS

One premium seasonal protein joined another in perfect harmony in this summer's partnership with the California Avocado Commission. We developed custom recipes that were distributed in a recipe booklet at retail displays in several grocery chains, including Fred Meyer, throughout California. The partnership garnered visibility in retail and food service venues and press at several trade outlets including Plate Online, Supermarket News, Seafood Source and the Produce News.

One of the Association's strategic priorities is to seek out cooperative partnerships to leverage organizational resources and brand recognition for Copper River and Prince William Sound salmon. Other marketing partnerships have included Alaska Brewing Company, Alaska Airlines, Trincherro Family Estates Winery, Seattle Fish Company and the Rock Fish Grill in Texas.

Rock Fish Grill promoted Copper River Salmon in a big way this summer and wanted photos from the grounds to kick off their celebration. Thanks to Kenny Jones, Jose Ceballos, Dave Glasen and Buck Brown for humoring us - the promotion was a great success!



SOCIAL MEDIA ENGAGEMENT

by Jessyka Dart-McLean

Marketing through social media is a very important aspect of reaching consumers today and it is only going to get more important in the future. The Copper River/ Prince William Sound Marketing Association is active on both Facebook and Twitter, interacting with not only consumers, but also food writers and restaurants.

On Facebook, **Copper River Salmon** has over 10,000 followers; the largest demographic is the 45-54 age group. We are using Facebook to post recipes, salmon related articles and harvest updates throughout the season. The Facebook page fans are highly active when it comes to viewing our updates but tend not to click through to links and articles. This summer we ran poetry and photo contests to encourage consumer engagement. We are working on making our Facebook presence even more interactive and helpful to our followers – stay tuned for developments in the spring.

On Twitter, we have a good-size network of 1,276 followers that is highly engaged. **Copper River Wild** interacts with top writers, chefs, restaurants, retailers, and seafood industry influencers. Twitter is a platform that allows us to promote and educate our followers about Copper River Salmon in 140 characters or less. The short posts are great for responding to questions about where to find Copper River Salmon and the best ways to prepare it.

In October, I attended a 3-day seminar on Social Media. The class focused on finding and interacting with industry influencers, encouraging relationships on Twitter, administrating a Facebook page, promoting through videos on YouTube, and creating professional contacts with LinkedIn. Over the winter, I will be putting together a Social Media execution plan to have in place for the 2012 season.

Connect with us online:

facebook.com/CopperRiverSalmon

twitter.com/#!/CopperRiverWild

youtube.com/user/CopperRiverWild

www.linkedin.com/company/copper-river-prince-william-sound-marketing-association



One of the many shots taken by photographer, Chris Miller, who documented the fishery in both June and September. Miller's photos will be added to our image library for marketing purposes.

FY2012 RESERVE ACCOUNT

We're just over a third of the way in to our 2012 Fiscal Year, which started on July 1. Part of our fiscal management policy is to allocate 10% of each year's assessment into a Reserve Account. The account will be funded until we reach one-year's operating expense based on a 10-year rolling average. The fund is held in FDIC insured no-risk laddered CDs that have maturity dates spread throughout the year. The reserve account is meant to be used only in extreme events such as a run failure or fishery disaster. This year we contributed \$50,000 to the fund, which has a current balance of \$194,100.

LOOKING AHEAD TO 2012

It may feel like the season just ended, but we're well into planning for the 2012 season. Here's a brief snapshot of some of the programs that we're working on - sign up for our e-newsletter for get monthly updates on project progress! Just email beth@copperrivermarketing.org to get your name on the list.

REVAMPED ASSOCIATION WEBSITE

When we launched copperrivermarketing.org in 2006 it was our sole website and we wanted to incorporate all things Copper River & Prince William Sound into one site. In 2009 we went live with copperriversalmon.org and soundsalmon.org, our brand sites aimed at consumer, retail and food service audiences. These sites have been updated each year to offer more recipes and resources for people wanting to learn more about our salmon and where to find it.

This year we are revamping the original site to be focus entirely on our membership and resources that are important for you to have to stay informed about what's happening at the Marketing Association. You'll find project updates, meeting minutes, fishery resources, photos and our social media streams in addition to news clips and features out our fishery. We're planning to launch the site by the start of the New Year. Don't miss out on any upcoming projects or events - [sign up for our monthly e-newsletter OnStep](#) by emailing beth@copperrivermarketing.org.

STAY IN TOUCH & STAY INFORMED

Sign up for the OnStep monthly e-newsletter by emailing beth@copperrivermarketing.org

- Strategic Planning - Nov 15-16
- PWS Quality Meeting - Nov 17
- Boston Seafood Show - March 10-12
- Media Tour - July 24-28
- Season for Flavor & Fresh Catch Crew
- Point of Sale Materials for Retailers
- Social Media - Custom Facebook Application
- Consumer Website Updates
- Public Relations - Retail, Foodservice & Consumer
- Marketing Partnerships
- PWS Ice Barge
- PWS Chilling Study
- Quality Education

Check out our booth redesign for this year's Boston Seafood Show **7**

BOARD OF DIRECTORS

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Bill Bailey
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Micah Ess
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FIND US ONLINE

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www.copperrivermarketing.org

CONSUMER WEBSITES:
www.copperriversalmon.org
www.soundsalmon.org

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