Alaska Global Food Aid Program
Expanding Consumers with Wild Alaska Seafood

All Hands Meeting 2019

Presented by Bruce Schactler
Director, Alaska Global Food Aid Program
### USDA Purchases CY 2019

<table>
<thead>
<tr>
<th>Product</th>
<th>Total (lbs)</th>
<th>Total Price ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SALMON</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wild Alaska Canned Salmon - Pink</td>
<td>13,855,560</td>
<td>$34,968,467</td>
</tr>
<tr>
<td>Wild Alaska Salmon Fillet Portions - Sockeye</td>
<td>648,000</td>
<td>$5,970,564</td>
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<tr>
<td><strong>TOTAL WILD ALASKA SALMON:</strong></td>
<td>14,503,560</td>
<td>$40,939,031</td>
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<tr>
<td><strong>ALASKA POLLOCK</strong></td>
<td></td>
<td></td>
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<tr>
<td>Wild Alaska Pollock Block</td>
<td>2,296,860</td>
<td>$3,728,050</td>
</tr>
<tr>
<td>Wild Alaska Pollock Portions</td>
<td>7,714,000</td>
<td>$19,611,051</td>
</tr>
<tr>
<td>Wild Alaska Pollock Sticks - Breaded</td>
<td>11,552,000</td>
<td>$24,910,232</td>
</tr>
<tr>
<td><strong>TOTAL WILD ALASKA POLLOCK:</strong></td>
<td>21,562,860</td>
<td>$48,249,333</td>
</tr>
<tr>
<td><strong>GRAND TOTAL:</strong></td>
<td>36,066,420</td>
<td>$89,188,364</td>
</tr>
</tbody>
</table>
EXPANDING CONSUMER EXPOSURE  55 million people of all ages

30,000,000+ CHILDREN

10,000,000 FAMILIES

91,000 INDIVIDUALS

7,500,000 WOMEN, CHILDREN & OLDER ADULTS
NEW CONSUMERS → NEW CUSTOMERS

EXPANDING OFFERINGS
From kosher, to breaded and naked fillet portions – access to larger health conscious, consumer base, to super athletes, to growing children, to the elderly

EXPANDING RETAIL DEMAND
Consumers introduced to these new products through programs will look for them in their local markets

EXPANDING PRODUCTS
• Frozen Wild Alaska Whole Grain Breaded Pollock Fish Sticks
• Frozen Wild Alaska Frozen Pollock Portions
• Wild Alaska Kosher Canned Pink Salmon
• Wild Alaska Frozen Sockeye/Coho Salmon Fillets
• Wild Alaska Herring Fillets
• Wild Alaska Canned Herring

Started with Wild Alaska Canned Salmon
PRODUCT, PROGRAM & MARKET EXPANSION:

USDA Programs

6 PRODUCT FORMS
5 PROGRAMS
3 SPECIES
Wild Alaska Seafood Event at USDA
A Taste of the Programs they Support

- Secretary of Agriculture championing the Event
- Three days of Wild Alaska Seafood for lunch
- USG decision makers will taste Wild Alaska Seafood in a restaurant setting
- Highlighting Wild Alaska Seafood during National Seafood Month (October)
- Leveraging our work with DGA to underscore importance of seafood in diets for Americans of all ages
- Helping USDA offer more nutritious, delicious seafood in all programs to get closer to 2 servings a week