



# 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



*Wild, Natural & Sustainable®*

# USDA Sales = New Consumers

## USDA Purchases CY 2019



	Product Total (lbs)	Product Total Price( \$)
<b>SALMON</b>		
<i>Wild Alaska Canned Salmon - Pink</i>	13,855,560	\$ 34,968,467
<i>Wild Alaska Salmon Fillet Portions -Sockeye</i>	648,000	\$ 5,970,564
<b>TOTAL WILD ALASKA SALMON:</b>	<b>14,503,560</b>	<b>\$ 40,939,031</b>
<b>ALASKA POLLOCK</b>		
<i>Wild Alaska Pollock Block</i>	2,296,860	\$ 3,728,050
<i>Wild Alaska Pollock Portions</i>	7,714,000	\$ 19,611,051
<i>Wild Alaska Pollock Sticks - Breaded</i>	11,552,000	\$ 24,910,232
<b>TOTAL WILD ALASKA POLLOCK:</b>	<b>21,562,860</b>	<b>\$ 48,249,333</b>
<b>GRAND TOTAL:</b>	<b>36,066,420</b>	<b>\$ 89,188,364</b>

# EXPANDING CONSUMER EXPOSURE 55 million people of all ages

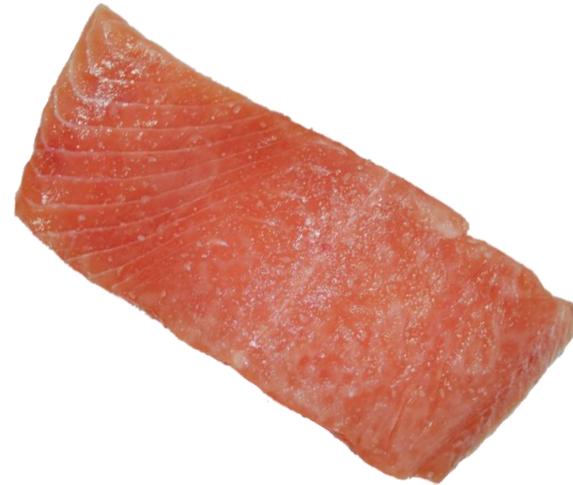
**30,000,000+**  
CHILDREN



**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

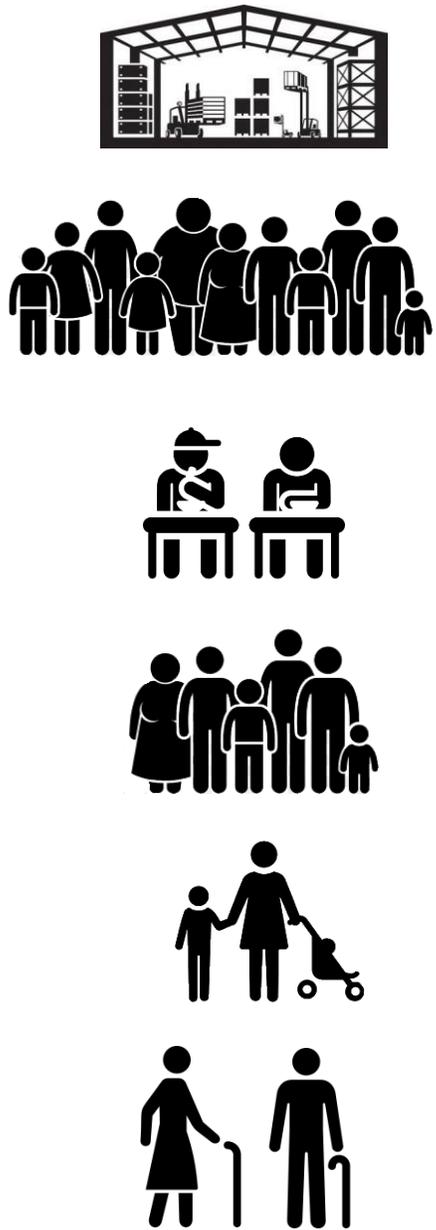
## EXPANDING PRODUCTS

- 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

TEFAP

NSLP

FDPIR

WIC

CSFP

**6** PRODUCT FORMS  
**5** PROGRAMS  
**3** SPECIES

Join  
**SECRETARY PERDUE**  
For a Taste of



*Wild, Natural & Sustainable*®

## LUNCH BUFFET

*A taste of the programs  
you support !*

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AG CONNECTIONS CAFÉ  
OCTOBER 22 TO 24, 2019  
11:00 AM TO 1:30 PM

\$11.95 AND \$15.95 + TAX MENU  
RESERVATIONS AT  
[agconnectionscafe@ilcreations.com](mailto:agconnectionscafe@ilcreations.com)

Thanks to ILCreations for making this event possible.



# 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

# Thank You

All Hands Meeting 2019

Bruce Schactler

Director, Global Food Aid Program



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Photo credit: Mandy Bridges