August 20, 2020

Impact of the COVID-19 Pandemic on the Alaska Seafood Industry

Project Overview and Early Findings

Prepared for: Alaska Seafood Marketing Institute
Purpose

This project will identify and describe impacts of the pandemic on the Alaska seafood industry

Key deliverables
• Monthly briefing papers through April 2021
• Online industry survey, date TBD
• A detailed report by January 2021
Methodology

**Interviews**
- Range of stakeholders
- Cohort approach
- Shifts with the season

**Data**
- Harvest & production
- Export/import
- Macroeconomic
- Competing proteins
- Currency rates
- Proprietary
- And more
Interviews

Key Themes

Uncertainty
- Economic
- Operational
- Political

Multi-year crisis
Areas of success
Increased cost at all levels
Transportation disruptions
Shifts in consumer spending

Export challenges
Product form changes
Opportunities for innovation
Data Review

Harvest Volume/Value

The pandemic has not *significantly* impacted harvest volume
- YoY groundfish volume is 6% lower than 2019
- Halibut and BSAI pollock possibly impacted

The pandemic has lowered harvest value, with caveats
- Salmon, halibut, flatfish down
- Pacific cod down modestly
- Pollock flat to down slightly
Data Review

**Export**

Alaska Seafood Export Value ($million), Average 2018/19 & YTD 2020

YTD 2020 down 3% versus 2019

Alaska Seafood Export Volume (Million Pounds), Average 2018/19 & YTD 2020

YTD 2020 down 5% versus 2019

Source: US Census Bureau; NMFS; McDowell Group.
Data Review
Retail/Food Service Spending

U.S. Grocery Store Sales ($billion), 2019 & 2020 YTD

- YTD 2020 up $43 billion versus 2019

U.S. Restaurant Sales ($billion), 2019 & 2020 YTD

- YTD 2020 down $65 billion versus 2019

Source: US Census Bureau.
Data Review

Paycheck Protection Program

A $659 billion program

About 1,000 organizations in the AK seafood industry have received at least $40 million
- ~950 fishing businesses in AK and WA
- ~20 processors
- ~10 hatcheries and cold storage operators

Largest seafood processors do not qualify
Participation and funding amounts will increase
Does not include support businesses
Thank you

Please reach out to us with any questions or feedback. We’d also love to interview you if interested.

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