

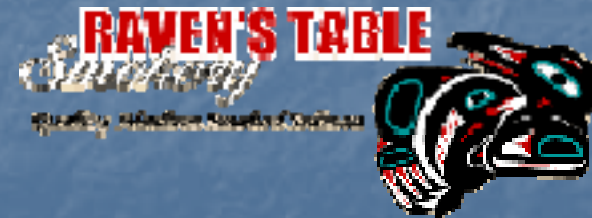
Yakutat Salmon Board

Advisory Board to the City &
Borough of Yakutat

Revitalizing Fishing Communities
Through Branding, Policy and
Habitat Stewardship

Organize

- First, get all local processors together
"Yakutat Branding Association"



Branding

- Identify Local Uniqueness
“Name Brand, Logo Design”



Marketing

- Set up Marketing Plan
- Media; websites, video, magazines, newspapers, trade shows



Production, Policy & Allocation

- Protect sustainable commercial fishing
 - “Magnuson Stevens act / BOF”
- Invest in value-added production
 - “Fillet Machines”
- Invest in local seafood infrastructure
 - “Cold storage, freight consolidation”
- Create new fishing opportunities
 - “Yakutat Wild Sea Cucumbers”

Restoring & Maintaining Fish Habitat

- Fish Passage
- Road condition surveys
- Stream gauging
- Groundwater Monitoring
- Salmon Genetics
- Watershed thinning
- Exotic species eradication
- ORV management





Continued increases in the value of today's commercial fishing industry depend heavily on marketing high quality regional brands, enhanced through up to date processing and transportation infrastructure ultimately supported by productive habitats.