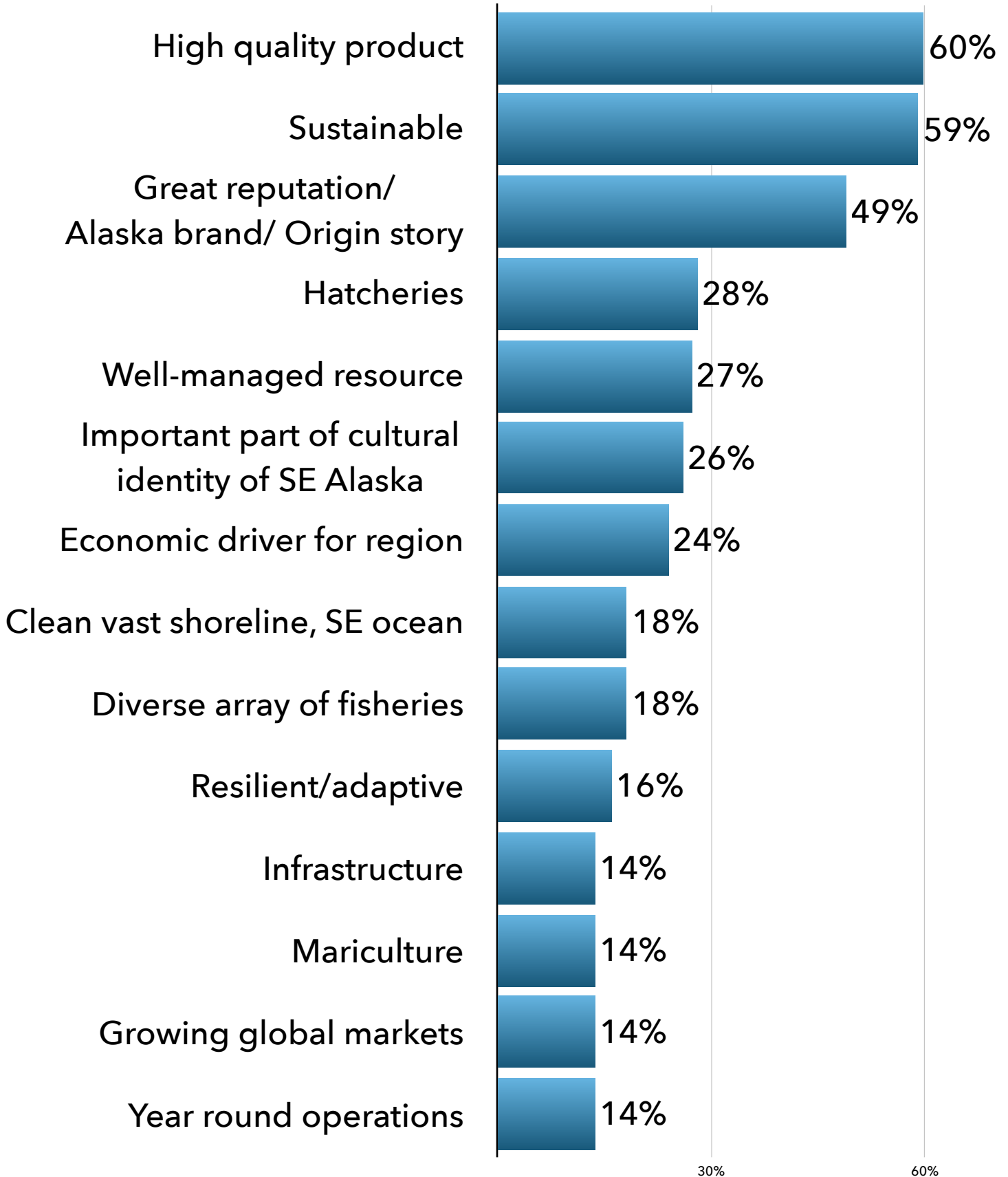


Southeast Seafood SWOT

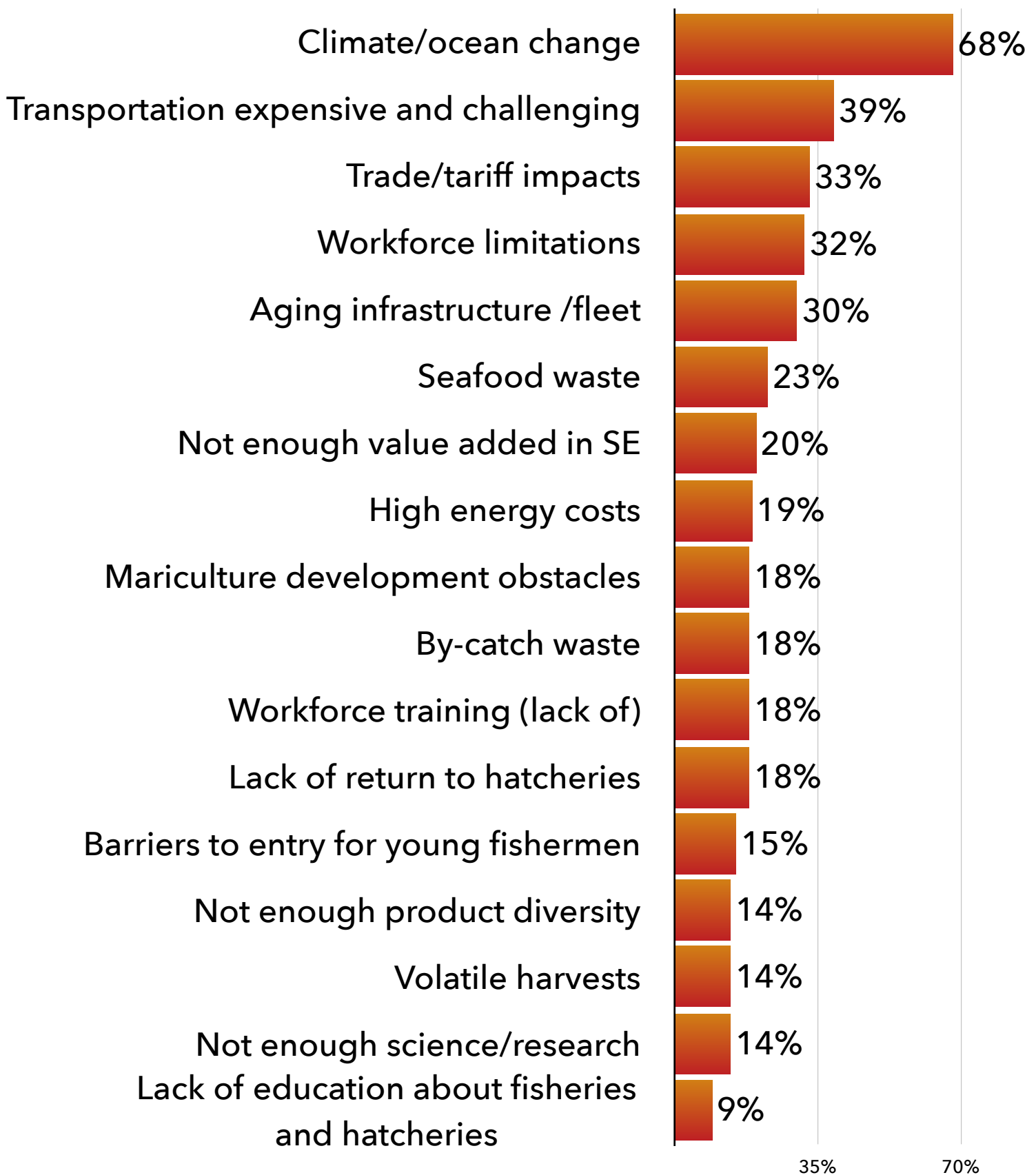
SOUTHEAST SEAFOOD SWOT SUMMARY

The Southeast Alaska Seafood SWOT analysis was conducted by 24 members of the Southeast Conference Seafood and Maritime Industry Committee in a series of meetings on February 4th and April 27 2020. Participants were asked to develop key elements, and then prioritize by individually choosing the top three items that they felt were most representative of regional strengths, weaknesses, opportunities, and threats. The results of this exercise are presented on the following pages.

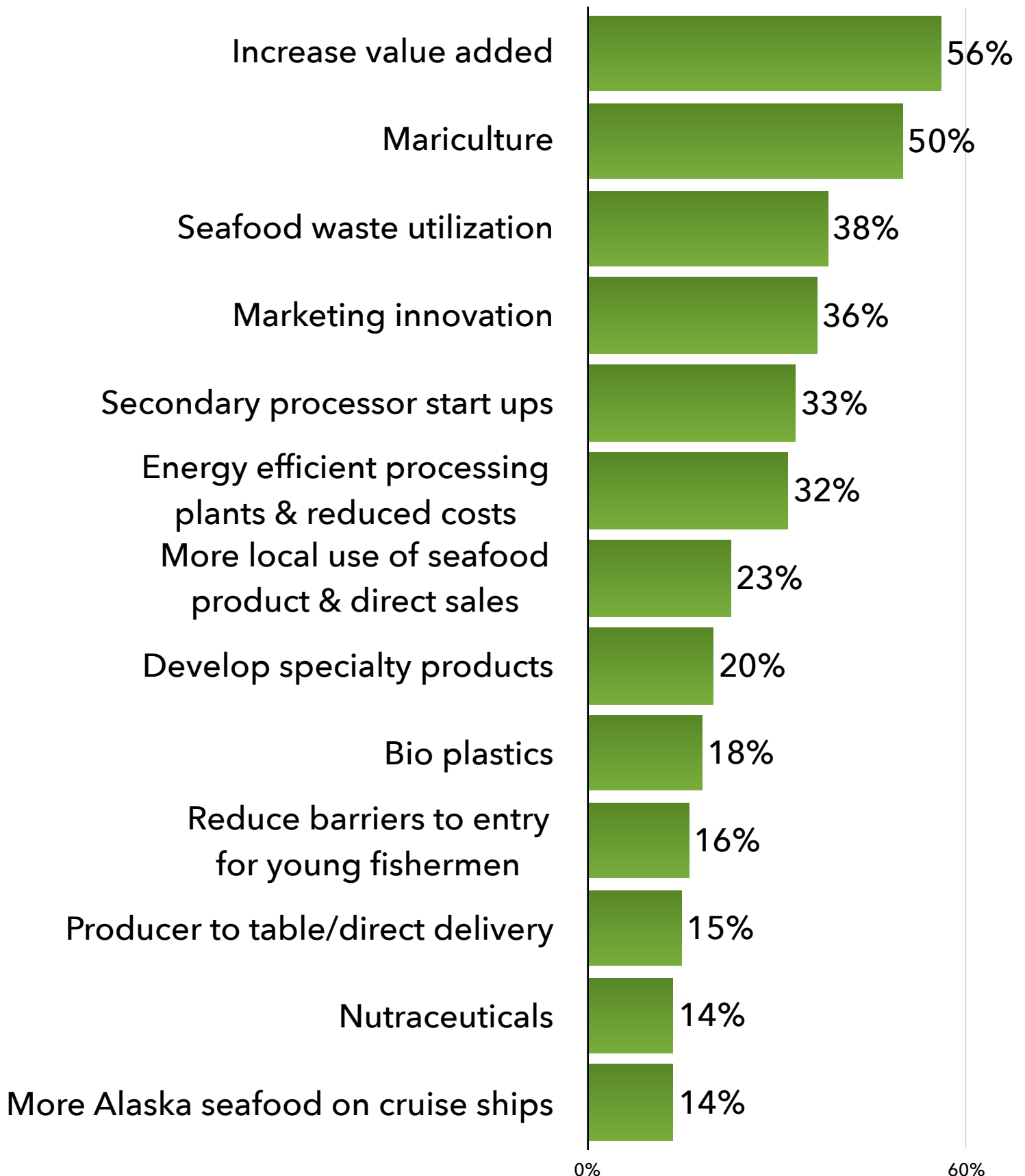
Seafood Strengths



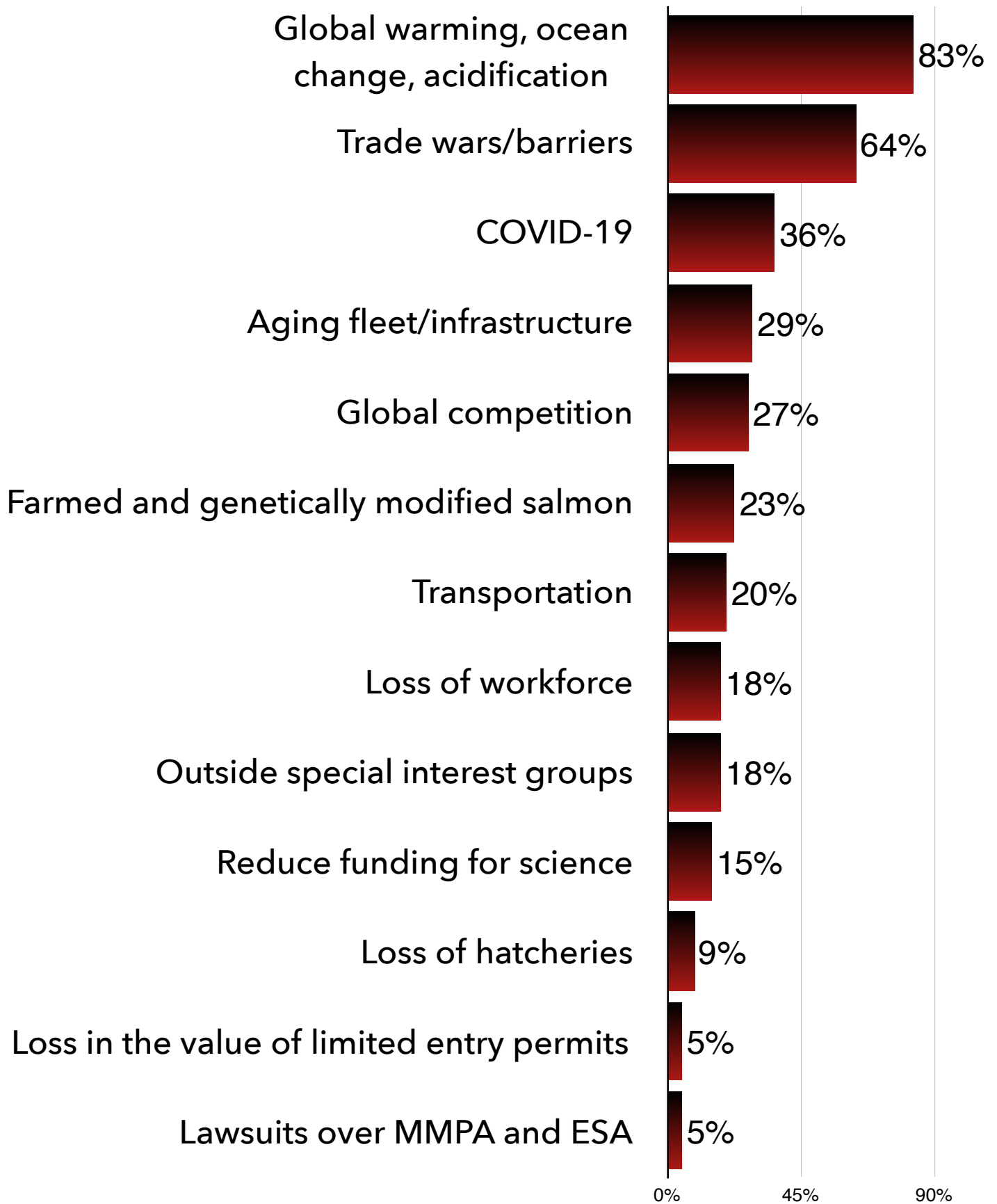
Seafood Weaknesses



Seafood Opportunities



Seafood Threats





SEAFOOD INITIATIVES

Southeast Conference
Mid-Session Summit 2021

Introduction

The Southeast Alaska Seafood initiatives were developed by 24 members of the Southeast Conference Seafood and Maritime Industry Committee in a series of meetings in 2020.

Overview of Seafood Initiatives

1. Mariculture Development
2. Work to Further Promote a Year-round Seafood Economy in the Region
3. Further Develop Seafood Markets
4. Maintain a Stable Regulatory Regime to Support the Seafood Sector
5. Increase employment and training opportunities for Southeast Alaska residents in the Marine Industrial Support Sector
6. Research the effects of changing ocean conditions on the marine environment:
7. Support Regional Processors Becoming Economically Competitive
8. Communicate the Importance of Salmon Hatcheries
9. Seafood Sector Workforce Development
10. Increase Energy Efficiency and Reduce Energy Costs.
11. Full Resource Utilization & Ocean Product Development
12. Expand Regional Marine Industrial Support Capacity.
13. Increased Sea Otter Utilization

1

Mariculture Development

- Support development of the mariculture industry, including enhancement, restoration and aquatic farming of shellfish and seaweeds.
- Work with the Governor's Office to promote regional mariculture objectives. Support the Governor's Alaska Mariculture Task Force and successor organization, the Alaska Mariculture Alliance.
- Increase shellfish and seaweed production and farming efficiencies, including the number of species from aquatic farms.
- Increase the number of mariculture operations, providing financial and technical support for interested mariculture entrepreneurs.
- Support the marketing of mariculture products, mariculture eco-tourism and shellfish enhancement.

1

Mariculture Development

- Support increased hatchery development and capacity, including financially stabilizing OceansAlaska to increase seed production, quality and species.
- Support increased capacity of an Alaska Shellfish Authority, including capacity and funding for shellfish safety testing in the region.
- Leverage existing seafood processing capital, including bringing additional seaweed processing capacity to the region (drying/blanching/sorting).
- Increase shellfish sorting and packaging capacity in the region.
- Work with mariculture farmers to develop a shellfish frozen stable product with a viable market. Support development of non-food ocean products.
- Support research, outreach and education for mariculture in the region.

2

Work to Further Promote a Year-round Seafood Economy in the Region

Determine

Determine ways to expand existing economic activity before and after the summer salmon season to better insulate local economies by further developing a longer, expanded seafood season.

Provide

Provide incentives to seafood processors to develop value-added or emerging Southeast Alaska seafood products that will be produced outside the traditional salmon harvest and processing season (from June through August).

**Develop
and process**

Develop and process products throughout the year to help establish a more year-round processing workforce and create more economic activity in-between fishing seasons.

3

Further Develop Seafood Markets

01

Support ASMI's work to expand existing and develop new domestic and international markets for Alaska seafood. Support the industry's efforts to develop new products.

02

Support ASMI and the Alaska seafood supply chain to restore markets impacted by COVID by taking advantage of funding, new opportunities, and efficiencies.

03

Partner with ASMI and other resources to provide more opportunities to source local seafood for Alaska businesses to build markets locally.

04

Work across the region to create more direct marketing opportunities.

4

Maintain a Stable Regulatory Regime to Support the Seafood Sector.

Protect

Protect commercial fisheries by advocating for stable regulatory and management regimes.

Use

Use the best science available at state and federal levels.

Educate

Educate policy makers to employ responsible and sustainable harvest decisions for Alaska seafood while promoting access to the resources.

Advocate

Advocate for an adequate ADF&G management to ensure data is available to manage fisheries to the maximum extent possible.

5

Increase
employment and
training
opportunities for
Southeast Alaska
residents in the
Marine Industrial
Support Sector

- Support development of school and University programs and curricula focused on industrial knowledge, skills and experience transferable to Marine Industrial Support employment opportunities, i.e. UAS Ketchikan Maritime and Multi-Skilled Worker Program.
- Create a model for youth 18-24 and adult internships in regional Marine Industrial Support businesses and municipal maritime enterprises.

5

Increase employment and training opportunities for Southeast Alaska residents in the Marine Industrial Support Sector

- Identify Marine Industrial Support subject matter experts to participate in school programs and public lectures disseminating Marine Industrial Support career opportunities.
- Identify public education programs, apprenticeships, private training entities, and Marine Industrial Support business supporting internships for Southeast residents desiring employment in the Marine Industrial Support sector.
- Identify private and public fund programs to support implementation of this objective.

6

Research the effects of changing ocean conditions on the marine environment

- Research ocean acidification and ocean warming in Alaska and look to reduce impacts on the fisheries. Educate and advocate regarding mitigation pathways.
- Work with the University of Alaska College of Fisheries and Ocean Science on their research into temperature impacts on North Pacific marine ecosystems, range shifts, recruitment failure in salmon, cod, rockfish, pollock, and crab.
- Support this work, and continued funding by NSF, NPRB, Alaska Sea Grant, etc.
- Support researchers in developing advice to management agencies regarding sustainable management of fisheries in face of climate driven changes.

7

Support Regional Processors Becoming Economically Competitive

1

Support continued and increased seafood processing and manufacturing within the region.

2

Support processors to increase the overall capacity, as well as expand the variety and availability of seafood products.

3

Support the broadening of marketing efforts. Increase the number of firms producing high-value products.

4

Support development of necessary infrastructure for seafood processing activities. Update processing plants and update/improve transportation routes to get products to market.

5

Support processors getting seafood to market cheaper, faster, and fresher.

8

Communicate the Importance of Salmon Hatcheries.

Hatcheries are critical to the larger Southeast Alaska economy.

Southeast Alaska's salmon hatchery program is an example of **sustainable economic development** that directly benefits subsistence fishermen, personal use fishermen, sport fishermen, charter fishermen, commercial fishermen, seafood processors, as well as **state and local governments**, which receive raw fish tax dollars.

Support a more robust outreach program to clearly communicate the value of the hatcheries and the science under which the hatcheries are managed.

The absence of young Southeast Alaskan fishermen is compounded by the rise in nonresident permit ownership in local fisheries.

01

Work with the seafood industry and state to promote increased seasonal workforce attraction and development.

02

Engage in workforce development efforts to attract young Southeast Alaskans to participate in the seafood economy.

03

Work with UAS to build a program that parallels seafood/mariculture programming.

04

Secure funding for a workforce apprenticeship program for young Alaskans for mariculture.

05

Work with processors to support workforce development and advancements.

9

Seafood Sector Workforce Development

10

Increase Energy Efficiency and Reduce Energy Costs

Support

Support programs that aim to increase energy efficiency of vessels and processing plants.

Reduce

Reduce reliance on diesel for both boats and processing plants.

Move

Move the commercial fishing fleet away from diesel dependency using concepts such as diesel/electric hybrid vessels, hydrogen, or other energy alternatives.

Find

Find alternatives to reduce use of diesel for processing plants and cold storage facilities that could include increased energy efficiency or hydropower.

11

Full Resource Utilization & Ocean Product Development

- Increase total revenue from existing commercial fisheries in the region by **developing new, higher value products and markets** from parts of the fish that are currently either thrown away or that go to lower relative value markets.
- Work with seafood processors to **develop new products and identify businesses or entrepreneurs not currently in the seafood industry who can contribute** to this effort.
- Collaborate with private, state, federal and university researchers needs to be encouraged to identify and **accelerate opportunities for commercialization of improved or new products.**
- Support **development of new specialty products that utilize 100% of harvested seafood resources** in order to create value-added products with the same resource and provide additional economic benefits to local economies.

12

Expand Regional Marine Industrial Support Capacity

The Marine Industrial Support (MIS) Sector includes marine vessel repair and construction, marine civil construction, and ports and harbors development.

- Create a digital Marine Industrial Support catalogue of SE Alaska public and private marine industrial businesses and facilities providing information on capabilities and capacities.
- Create a digital campaign contacting and distributing the contents of MIS Catalogue to inform marine vessel owners and operators of regional MIS capabilities and capacities.
 - Recipients include Port Authorities, Port and Harbor Masters, Maritime NGOs, and marine vessels operates, pilotage agencies, training providers and other coastal municipalities with ports or harbors in Alaska and the West Coast region.
- Estimate cost of this program and seek private and public funding to manage this program. Include a statewide perspective.

13

Increased Sea Otter Utilization

Sea otter population growth, and predation on important shellfish species fully utilized by commercial, sport, personal use and subsistence, are of increasing concern to harvesters in Southeast. The associated economic loss has been in the tens of millions.

Expand the scope of allowable uses for sea otters taken for subsistence purposes and increase access to sea otters. Support development of new products and markets for otter products.

Support development of sea otter sewing businesses and strategies for increasing value of these products.

Support the development of management plans to target and protect important shellfish areas, expand and enhance sea otter-related small business and economic opportunities for Southeast residents.

Support the sea otter stakeholder group in their efforts regarding sea otter management and utilization.