



Enhancing the Quality and Markets for Alaska Salmon

**January 27, 2003 - January 28, 2003,
University of Alaska Commons Building, Room 106
Anchorage, Alaska**

"Enhancing the Quality and Markets for Alaska's Salmon," scheduled for January 27-28 in Anchorage, is the second in a series of statewide workshops addressing the economic crisis facing Alaska's salmon industry and its coastal communities. The workshops are part of a University of Alaska, Alaska Sea Grant and Washington Sea Grant initiative called Tools for the Salmon Industry. Conference coordinators include Paula Cullenberg, Quentin Fong, and Chuck Crapo of the Marine Advisory Program and Pete Granger of Washington Sea Grant Program.

Preliminary Agenda:

Monday, January 27th:

- 9 am **Welcome** – Pete Granger and Paula Cullenberg
- 9:15 Keynote Speaker – John Sund, Norquest Seafoods
**“Overview of Options for Upgrading Quality and
Enhancing Markets”**
- 10 **“Should Quality Standards Be Mandatory?”**
moderator: Chuck Crapo, Marine Advisory Program
Ray Riutta – Executive Director, ASMI
Lisa Goche – Surefish
Steve Grabecki – AKMA
Jim Yonker – Ocean Beauty Seafoods
- Noon – lunch
- 1 pm - **“How Great Can You Make An Alaskan Salmon?”**
moderator: Paula Cullenberg, Marine Advisory Program
Don Kramer, Marine Advisory Program
Ray Wadsworth, AlaskaCatch
Rick Tennyson, Bristol Bay Economic Development Corp.
John Lowrance, Leader Creek Fisheries
Pete Knutsen, gillnetter (by phone)
- Break
- 2:30 pm **“How are Export Markets for Alaska Salmon Changing”**
moderator: Quentin Fong, Marine Advisory Program
Chris McDowell – McDowell Group
Marcus Hartley – Northern Economics
Mike Turner – Ocean Dragon Seafoods (invited)
New Sagaya buyer – (invited)
- Break

3:45 **“What are Domestic Customers Expecting?”**
moderator: Pete Granger, WA Sea Grant
Larry Andrews – ASMI
Jim Yonker – Ocean Beauty Seafoods
Jeff Bailey – Prime Select Seafoods
Chuck Long - Whole Foods, Inc.
Greg Favretto – FAVCO

Tuesday, January 28th

8:30 am – Keynote speaker – Bob Waldrop, Redpoint Associates
“How do you increase domestic market share?”

9 - **“To Brand or not to Brand?”**
moderator: Bob Waldrop, Redpoint Associates
Pat Shanahan – Strategic Planning & Comm.
Jeff Bailey – Prime Select Seafoods
Mark Powell - Kenai Wild brand
Tom Wischer – USA, Kodiak (invited)
Terry Elwell- Oneanta brand apples

Break

10 **“Direct Marketing by Alaska Fishermen”**
moderator: Pete Granger, WA Sea Grant
Steve Aghjayan – “Fairweather” Brand
Pete Knutsen – SE gillnetter (by phone)
Terry Johnson – Marine Advisory Program, UA

12:30 - Lunch

1:30 - **“Marketing with Cooperatives and Commodity Success Stories”**
Moderator: Paula Cullenberg, Marine Advisory Program
Hans Geier – School of Management/UAF
Chignik Cooperative representative
Terry Elwell – Oneanta brand apples

For more information contact Paula Cullenberg, University of Alaska Fairbanks Marine Advisory Program, 907-274-9691, E-mail: paulacullenberg@uaa.alaska.edu.
You may register on the web at: <http://www.sfos.uaf.edu/salmontools/index.html>