



RESOLUTION 2011 - 02

A RESOLUTION OF THE SOUTHWEST ALASKA MUNICIPAL CONFERENCE IN SUPPORT OF INCREASING STATE PARTICIPATION IN THE PROMOTIONAL PROGRAMS OF THE ALASKA SEAFOOD MARKETING INSTITUTE

WHEREAS, the Alaska Seafood Marketing Institute (ASMI) is a partnership between the State of Alaska and Alaska's seafood industry, with a mission of raising the value of the seafood harvest; and

WHEREAS, the State of Alaska, its citizens and communities benefit from a strong, sustained promotional effort for the Alaska Seafood brand that boosts the value of the products to the producers as well as boosting revenues to state and local governments;

WHEREAS, one of the top priorities of the citizens of Southwest Alaskan communities is economic development, including economic development of the renewable Alaska seafood resources; and

WHEREAS, statewide, Alaska's seafood industry contributes nearly \$100,000,000 in direct tax revenue to state and local governments; and

WHEREAS, the Alaska seafood industry employs 54,000 people in harvesting or processing, and provides more than 11,000 jobs for 9 months each year, including significant employment in Southwest Alaska; and

WHEREAS, the seafood harvests of the Southwest Alaska are the greatest regional contribution to the statewide seafood economy, the estimated economic output of which was valued at \$5.8 billion dollars in 2008; and

WHEREAS, Southwest Alaska region boasts vibrant commercial fisheries for key commercial species including salmon, Alaska pollock, sole, halibut, cod, and crab; and

WHEREAS, ASMI plays a key role in raising the economic value of the harvest, including raising the ex-vessel and first wholesale value of key commercial species in Alaska and boosting the value of seafood exports; and

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WHEREAS, competition from foreign farmed seafood significantly devalued wild Alaska salmon in the past and threatens to devalue other wild Alaska whitefish and shellfish species in the future unless brand value for wild and sustainable Alaska Seafood can be retained and increased; and

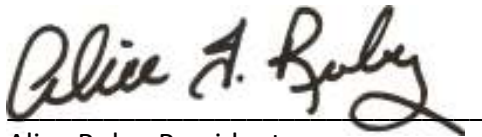
WHEREAS, Alaska seafood industry contributions to ASMI form the core of ASMI's budget, with industry assessment contributing an average of \$7,000,000 to \$8,000,000 per year to the ASMI budget, funds that are used to leverage federal dollars for promoting Alaska Seafood in the U.S., Japan, China and the European Union; and

THEREFORE, BE IT RESOLVED that the Southwest Alaska Municipal Conference supports increased financial match by the State of Alaska in the public-private partnership of the Alaska Seafood Marketing Institute to support economic development.

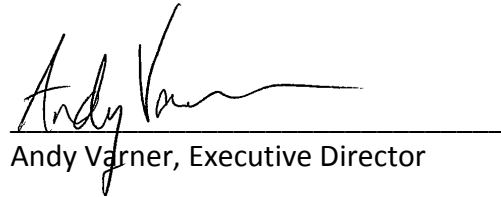
PASSED AND ADOPTED by a duly constituted quorum of the Southwest Alaska Municipal Conference Membership this 11th day of February, 2011.

Signed:

Attest:



Alice Ruby, President



Andy Varner, Executive Director