

To: Seafood Industry Participants

From: Erin Harrington, Kodiak Branding and Marketing Committee

Date: August 21, 2002

R.E.: Kodiak Seafood Market Directory

At its July 18 meeting, the Kodiak Branding and Marketing Committee decided to compile a directory of information of seafood market resources available in Kodiak. This directory, as discussed by the KBMC, might include information about services provided by processors or custom processors; a list of fishermen who are able to provide seafood product to interested buyers; a list of those companies or individuals that may seek large or small volumes of fish to purchase; a list of local businesses or restaurateurs that seek to establish relationships with seafood suppliers; a list of individuals or companies that can help fishermen or other startups prepare business plans or marketing plans, or seek capital support; and individuals or companies with resources such as freezer space, tunnel freezers, processing or dock space, or crane services.

It was the feeling of the committee that such a document may be of assistance to members of our community who are working to market seafood. This idea came after a local restaurateur informed the committee that it had taken him two years of searching to identify a salmon fisherman who could provide him with a small amount of product for use in his restaurant. With a directory, we hope to facilitate the innovative work of our community members by helping them establish contacts with one another.

This memo will be distributed to a rough list of individuals and businesses with involvement in or knowledge about the seafood industry, or relevant services. Please feel free to distribute this memo and the accompanying forms freely. Print copies can be obtained at the Kodiak Chamber of Commerce.

Please submit a one- or two-page description of your services, products, needs, or knowledge to Erin Harrington at PO Box 762, Kodiak, AK 99615 or to Debora King, Chamber of Commerce, 100 Marine Way, Kodiak, AK 99615. Feel free to use the attached form as a guideline, or to provide a more personalized description.