
Commercial Fishery and Market Trends

Sitka's Commercial Fishery

- 551 Commercial Fishing Permits
- 547 Active Crew Members
- 589 Commercial Fishing Vessels
 - 296 Longline
 - 250 Troll
 - 55 Seine
 - 67 Misc.

Seafood Producers Cooperative

FY 2009

- 520 Member Owners
- State Fish Tax assessment \$794,933
- City of Sitka Fish Tax Allocation \$397,466

FY 2010 “Troubled Times”

- Uncertain business environment.
 - 70% of Seafood is sold to food service
 - 4,000 Restaurants have closed since October 2008
- Credit crunch.
 - Buying smaller lots % reducing inventories
- Global recession.
- Concurrent decline in harvest and price.

FY 2010

■ Ex Vessel Prices	2008	2009	%
■ King Salmon	\$7.00	\$3.00	-57%
■ Coho Salmon	\$2.30	\$1.40	-39%
■ Halibut	\$4.52	\$3.00	-34%
■ Sablefish	\$4.74	\$4.88	+ 3%
■ July FY 2010 Sales Values			
□ King Salmon down	\$2.50		
□ Coho Salmon down	\$.80		
□ Halibut down	\$1.20		

Economic Conditions

- Consumers are looking for value
- One in three consumers are eating out less often
- Dining down – People are eating at less expensive restaurants.
- 90% will continue to buy private label

Five Essential Ways to Meet Business Challenges

1. Visibility

Assess true picture of health of your business

2. Cash

Make targeted cost cuts and short up cash flow

3. Be Right

Look for opportunities

4. People

Empower team to take coordinated action

5. Now

Act quickly to make an impact