

2004 Alaska Salmon Marketing Grant Program
Final Award List

Grantee	Project Title	Program	Final Award
Alaska Salmon Purchasers Inc.	Packaging and Market Development Project	Mini	\$25,454.81
Alaska Seafood Source	Alaska Salmon Candy	Micro	\$7,293.00
Alaska Troll Salmon Processors Association	Marketing Wild Alaska Hook & Line-Caught Salmon in Japan	Mini	\$173,846.59
Alaska Wild Salmon Company	Marketing Alaska Wild Salmon Products	Micro	\$5,165.82
Alaska Wildsides	Alaska Wildsides Promotions	Micro	\$1,847.29
Aleutia	Aleutia Trade Show Marketing	Micro	\$24,576.07
American Surf N' Turf	Alaska Fish Hugger	Micro	\$1,081.11
Arctic Circle Seafood	Yukon River Alaska Salmon Marketing	Micro	\$9,029.41
Arctic Paws, LLC	2004 Tradeshow Marketing Plan	Mini	\$50,000.00
Bering Sea Fishermen's Association	Kotzebue Sound Arctic Salmon Marketing Program	Mini	\$35,488.69
Botz, Norman	Marketing Kodiak Cohos and Pinks	Micro	\$11,004.36
Cape Cleare Fishery	Cape Cleare Proposal	Micro	\$19,750.00
Captains Glacier Fresh Salmon	Pacific Pleasures Market Up Grades	Micro	\$8,319.66
Chulyen Corporation	North Americans Like Alaskan Sockeye Too!	Micro	\$8,084.83
Clover Leaf Seafoods	Alaskan Salmon Salad Sampling Program	Major	\$181,000.00
Coal Point Trading Company	Progressive Innovations in Salmon Canning	Mini	\$44,645.11
Cross Sound Marketing Association	Cross Sound Marketing Association Proposal	Micro	\$8,857.24
Deep Creek Custom Packing, Inc.	DCCP Marketing for Revitalization	Mini	\$45,370.03
Desire Fish Co.	Marketing Desire Fish Products	Micro	\$15,308.67
Elfish Company	Alaska Salmon: Wild by Nature	Micro	\$16,066.00
F/V Moondance Wild Alaskan Products	F/V Moondance Wild Salmon Pouch Direct Marketing Program	Micro	\$5,666.82
Family Pride	Family Pride Salmon Quality Initiative	Micro	\$25,750.00
Fields & Sons, Inc.	Label and Market Development	Micro	\$13,117.42
Horst Alaskan Seafood	Horst Seafood Marketing	Micro	\$10,550.00
Icicle Seafoods	Honey Boy and Black Top Brand Marketing	Major	\$764,804.03
Icicle Seafoods	Ship Ahoy Brand Marketing	Major	\$210,000.00
Icy Strait Seafoods	Marketing flavored ikura	Micro	\$25,700.00
Indian Valley Meats	Marketing Value-added Products from Pink and Chum Salmon	Mini	\$25,667.00
Interior Alaska Fish Processors, Inc.	Yukon River Salmon Marketing	Micro	\$22,200.00
Kodiak Island Smokehouse	Kodiak Island Smokehouse Wild Alaska Salmon Marketing Plan	Micro	\$2,748.88
Kwikipak Fisheries, LLC	Lower Yukon Keta Marketing Program and	Mini	\$198,000.00
Leader Creek Fisheries	Western Alaska Sockeye Marketing Plan	Major	\$96,101.00
Lofoten Fish Company	Lofoten Salmon Marketing	Micro	\$7,850.00
NorQuest Seafoods	Alaska-Made Specialty Products for Japan	Major	\$157,065.00
NorQuest Seafoods	Launch National Distribution	Major	\$175,766.93

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	Campaign Shelf-Stable Smoked Salmon Pouch		
NorQuest Seafoods	Live-Processed Alaska Salmon Products	Major	\$36,295.86
NorQuest Seafoods	Retail Ready Pink Salmon	Major	\$12,440.46
NorQuest Seafoods	Opening New Frontiers for Alaska Wild Salmon in the Growing East Coast Market	Major	\$340,776.24
Northern Keta Caviar	Salmon Caviar Marketing	Mini	\$83,061.30
Ocean Beauty Seafoods, Inc.	Canned Pink	Major	\$894,700
Ocean Beauty Seafoods, Inc.	Pillar Rock Pouch	Major	\$914,529.00
Ocean Beauty Seafoods, Inc.	Smoked Salmon	Major	\$232,751.00
Ocean Beauty Seafoods, Inc.	Sockeye Salmon Portions	Major	\$152,234.00
Old Harbor's Finest	Old Harbor's Finest National Marketing	Micro	\$4,003.95
Omega Foods, Ltd.	2004 Salmonburger Marketing Plan	Mini	\$122,653.59
Peninsula Processing & Smokehouse	PPSI Salmon Marketing	Mini	\$50,000.00
Peter Pan Seafoods	Peter Pan Canned Salmon Market Expansion	Major	\$36,802.63
Peter Pan Seafoods	Tall Pink Promotion under "Double Q" Brand	Major	\$260,615.21
Plitt Company	Plitt Company Event Marketing	Mini	\$161,856.72
Sea Products, LLC	Marketing Smoked Salmon Sausage	Mini	\$79,323.89
Seafood Producers Cooperative	Brand Equity Development Project for Wild Alaska Salmon	Mini	\$106,693.07
Signature Seafoods	Chum and Pink Salmon Market Expansion	Mini	\$6,999.05
Smith, Leslie	Increasing the Direct Marketing Capacity of Kodiak Fishermen	Micro	\$8,659.04
Smoky Bay Fisheries	Vacuum-Packed Sockeye Marketing	Micro	\$9,715.20
Sockeye Alaska	Expanding High-Value Markets for Wild Alaska Salmon	Micro	\$23,311.70
Taku River Reds	Taku River Reds Salmon Marketing	Micro	\$11,935.00
Trappers Creek Smoking Co. Inc.	Taste Alaska's Best Wild Alaska Salmon Jerky	Mini	\$175,000.00
Trident Seafoods	Alaskan Salmon Burger Costco Promotional Program	Major	\$1,275,000.00
Trident Seafoods	Canned Salmon Label Revision	Major	\$5,424.33
Trident Seafoods	Canned Salmon Retail Product Sampling	Major	\$77,500.00
Troller Point Fisheries	Go Wild	Micro	\$16,000.00
Wild By Nature, LLC	Copper River Salmon, Window to Alaska's Treasures	Micro	\$21,668.00
Wildcatch	WildCatch Retail	Mini	\$153,851.15
Wildsource	Marketing Ready to Eat Pink Salmon	Micro	\$25,596.02
Wind and Tide, Inc.	Rose Fisheries Product Promotion	Micro	\$18,881.00
Wrangell Seafoods Inc.	Marketing Wrangell Salmon	Mini	\$25,407.13
Yakutat Salmon Board	Yakutat Regional Branding Marketing Project	Mini	\$60,000.00
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		Total	\$7,836,860.31