



The Bristol Bay Regional Seafood Development Association Focuses on Storytelling, Quality, and the Global Marketplace in 2024

Organization Welcomes Esteemed Industry Advisor to Build on 35% Sales Lift Average from 2023 Programs

The Bristol Bay Regional Seafood Development Association (BBRSDA) is headed into 2024 with strong momentum from the past year's marketing efforts. The marketing program continues to return substantial results, gaining close to 35% sales lift on retail promotions, and consistently partnering with over 3,000 retail stores in the domestic market.

Bristol Bay Sockeye Salmon's marketing program has evolved to an omnichannel offering of consumer touchpoints, including national media coverage, social media food influencer partnerships, social advertising, in-store branded signage, chef cooking and tasting events, retail training support and fishermen meet-and-greets. After several years of large harvests, the BBRSDA dedicated additional temporary funding to increase sales velocity efforts in April-June of 2023, all of which contributed to an overall average sales lift of nearly 35%.



Looking Ahead

Shifting global market conditions have led the organization to refocus on its core competencies in 2024 through authentic storytelling about the quality, sustainability, and accessibility of Bristol Bay sockeye salmon. The marketing program will continue to offer branding, point of sale, social media, and digital support to retail partners, much of which is available at the organization's [marketing website](#).

"The partnerships and sales velocity created from a busy year of retail promotions have paved the way for our Bristol Bay Sockeye Salmon brand message to resonate across retail, foodservice, and consumer channels heading into this upcoming year," states Lilani Dunn, Marketing Director at BBRSDA. "While there are clear challenges that are out of our control, it is important that we stay focused on what differentiates Bristol Bay sockeye from other options through marketing, quality, and collaboration with the many stakeholders of our fishery."

New Faces

To further aid in this refocused effort in 2024, the BBRSDA recently added esteemed seafood executive, Barry Collier, to advise on industry and global market initiatives. Collier brings extensive industry expertise to the organization including origins in commercial fishing in Southeast and Gulf of Alaska,



Washington, and California for more than five years, followed by executive roles in two vessel-owner associations and, most recently, as President & CEO of Peter Pan Seafoods, Inc.

“The BBRSDA has had incredible success that much of the industry and even fishermen are not aware of,” Collier explains. “I look forward to not only bringing the established programs of the BBRSDA to light throughout the fleet and industry, but also helping gain back global markets in a time when it is needed the most.”

“The Board is confident that the addition of Barry’s experience and the current BBRSDA staff will keep the organization on track to achieving our mission and continuing to elevate our brand and programs,” says BBRSDA Board President, Fritz Johnson.

Beyond Marketing

In addition to marketing, the BBRSDA focuses on quality, sustainability, and member outreach, with the goal of raising the value of Bristol Bay’s commercial salmon fishery for the benefit of its members, the 1800+ drift permit holders of Bristol Bay, Alaska. These efforts have included funding refrigerated seawater systems and ice barges, fighting large scale mining projects, funding the Port Moller test fishery, contributing funding for the Pedro Bay Conservation easement and more.

About Bristol Bay Regional Seafood Development Association:

The Bristol Bay Regional Seafood Development Association is a fishermen-funded group with the mission to increase the value of the Bristol Bay fishery through education, quality outreach, and marketing.

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