

Seafood Harvester

CHALLENGE

Competition from low cost producers in Korea and China

In the two years prior to starting TAAF:

Sales Change: 0%

Jobs Change: -5%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

Local Economic Dev. Office



Often thought of as a program for manufacturers, NWTAAC has used TAAF successfully in agriculture and related industries.

SOLUTION

NWTAAC worked with management to review and advise on a strategy to differentiate through product development and promotion.

Investment NWTAAC secured approval for \$150,000 for outside expertise with the company matching at 50% (\$75,000). The company invested \$200,000 to fully implement the strategy.

- Outside Expertise** * Label & Package Design with G Design, Suzi Rubino, Cenveo Graphic Arts Center
- * Website Redesign with Jeff Gutterud
- * Product Development with Seafood Consumer Center
- * Product Testing with Seafood Research & Education Center

RESULTS

TAAF focused on aspects of marketing and product development. After TAAF engagement the firm endured a much reported blight. The firm employed \$24,813 of TAAF assistance over 6 years.

Results from start of TAAF:

Sales Change: 99%

Jobs Change: 3%

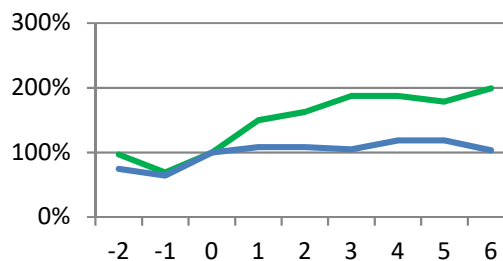
Productivity: +93%

TAAF Usage: Limited

Status at Close: Company expanded

Long-term: Continued operation and growth

Table: Indexed **SALES** and **JOBS** by program year, TAAF start = 100% and year 0.



*Active for 6 years with 1 year of follow-up

TAAF helps companies (typically: small, closely held/family owned) to overcome challenges from import competition. Help focuses on business strategy and outside expertise. The program is single use with a cap on assistance.



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