

Trade Adjustment Assistance for Firms (TAAF)

Wild Seafood Harvester

CHALLENGE

Competition from less restricted operations in Canada and Russia



We are food producers, not promoters. We felt that our fantastic product was not being promoted in a way that would attract new customers

Owner of Alaska seafood company

In the two years prior to starting TAAF:

Sales Change: -22%

Jobs Change: 0%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach

SOLUTION

NWTAAC worked with management to review and advise on a strategy to improve customer targeting, promotion, and distribution.

Investment NWTAAC secured approval for \$30,000 for outside expertise with the company matching at 25% (\$7,500). The company invested substantial additional funds to fully implement the strategy.

Outside * Website with Medicine Wheel

Expertise * Label Design with Jet City Labels

* Information System with Computer Wise

* Marketing Materials with various contractors

RESULTS

TAAF focused on marketing objectives. The company stabilized at a lower, more profitable level of operations. The firm employed \$22,280 of TAAF assistance over 6 years.

Results from start of TAAF:

Sales Change: -1%

Jobs Change: 0%

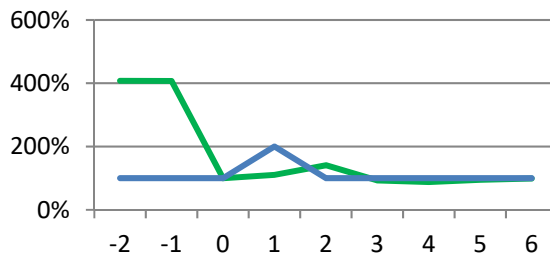
Productivity: -1%

TAAF Usage: Full

Status at Close: Company stabilized

Long-term: Continued operation

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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Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington

