

Wild Seafood Processor

CHALLENGE

Competition from fish farms in Chile, Norway, and Canada

In the two years prior to starting TAAF:

Sales Change: -11%
Jobs Change: 22%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

Local Economic Development Office



Usually a program for manufacturers, Northwest TAAC has made a dedicated effort to use TAAF in Alaska in the fishing industry.

SOLUTION

NWTAAC worked with management to review and advise on a strategy to reduce cost through facility improvements and increase sales through improved marketing and expanded products.

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

Outside * Facility Design with Grant & Sinclair

Expertise * Promotional Design & Website with Ketchikan Creative

RESULTS

TAAF focused on marketing, promotion, and facility improvements. The company successfully reduced costs while increasing sales substantially. The firm employed \$38,454 of TAAF assistance over 5 years.

Results from start of TAAF:

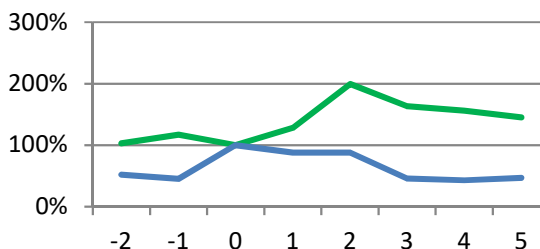
Sales Change: 45%
Jobs Change: -53%
Productivity: +209%

TAAF Usage: Partial

Status at Close: Company expanded

Long-term: Operating with option for further TAAF assistance if needed

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



*Active for 5 years with 1 year of ongoing 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

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