



# BRISTOL BAY

Regional Seafood Development Association

September 4, 2024

Dear Drift Gillnet Permit Holders of Copper River Prince William Sound,

We recognize that you are approaching a critical decision regarding the future support of the Copper River Prince William Sound RSDA. As the only other RSDA in the State of Alaska, we urge you to vote decisively in favor of continuing the essential and transformative work that CRPWSRSDA has been doing for your region.

RSDAs are not just associations; they are the cornerstone of our industry’s ability to represent, advocate for, and elevate our fleets, especially in the crucial area of marketing. The Copper River brand has become a powerful symbol of what strategic marketing and strong branding can achieve—directly increasing the value returned to its fishermen members.

It is imperative that the election results reflect a commitment to allowing the CRPWSRSDA to carry on its indispensable work. We also see this as an opportunity to explore new avenues for collaboration where the value and significance of their efforts are clearly recognized and profoundly felt.

Recently, our two RSDAs have demonstrated the power of collaboration by educating partners and consumers, clearly distinguishing our regions from others. This strategic alliance has proven to be both a fiscally responsible approach and a testament to the solidarity and resilience within our fleets, ensuring that Alaska’s sustainable, premium salmon continues to reach millions across the globe.

We cannot overstate the importance of ensuring the continued success of the CRPWSRSDA. We are eager to discuss how we can further support this mission and explore future collaborations, not just in marketing, but in the broader objectives of our associations to maximize value for our fishermen.

Sincerely,

**BBRSDA Board of Directors**

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