

Trade Adjustment Assistance for Firms (TAAF)

Wild Seafood Harvester

CHALLENGE

Competition from less restricted operations in Canada and Russia

In the two years prior to starting TAAF:

Sales Change: -13%

Jobs Change: -5%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach



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

SOLUTION

NWTAAC worked with management to review and advise on a strategy to improve operations and target high end, quality-oriented segments.

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 * Cold Storage Design with WE Stone

Expertise * Website Design & IT Upgrade with Arctic IT

* Other marketing with Jeff Gutterud & Prisma Design

RESULTS

TAAF focused on marketing and processing capability. This non-profit organization expanded the range of operations and substantially improved marketing. The firm employed \$34,173 of TAAF assistance over 7 years.

Results from start of TAAF:

Sales Change: 36%

Jobs Change: 3%

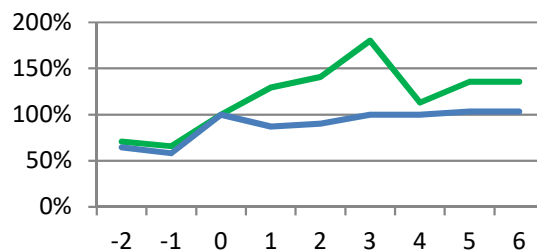
Productivity: +31%

TAAF Usage: Limited

Status at Close: Company expanded

Long-term: Continued growth

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



*Active for 7 years with 0 years 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



NWTAAC is a private, non-profit organization with over 35 years experience in the Pacific Northwest