

Trade Adjustment Assistance for Firms (TAAF)

## Wild Seafood Processor

### CHALLENGE

Lower cost farm salmon from various countries and processing in Asia

*In the two years prior to starting TAAF:*

**Sales Change:** -31%

**Jobs Change:** -17%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach



*The program was streamlined and easy to use; the company is now (at conclusion of program) realizing the benefits of the projects.*

Company executive

### SOLUTION

NWTAAC worked with management to review and advise on a strategy to focus on promotion to gain recognition of superior quality of wild caught salmon in general and the company's products specifically.

**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** \* Facility Design with SEL Engineering

**Expertise** \* Promotional Materials with Jen Brookman Design

\* Website Design with Jeff Gutterud

### RESULTS

TAAF focused on promotional objectives and facility improvements. The company grew rapidly and hired additional personnel in anticipation of further strong growth. The firm employed \$15,180 of TAAF assistance over 5 years.

*Results from start of TAAF:*

**Sales Change:** 118%

**Jobs Change:** 260%

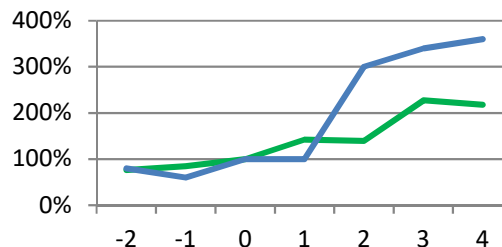
**Productivity:** -40%

**TAAF Usage:** Partial

**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 5 years with -1 years 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.



## NorthwestTAAC

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## Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington

