**AFDF/BBEDC/Ocean Beauty**

**TARGET MARKET -** FAMILY STYLE RESTAURANTS

 Two chains - one for chum & one for coho portions

 40-50 units/chain

**TRIAL -** 3 months

 Objective is to "get the item on the menu"

 Initially this might require that we participate in a laminated table tent promotional, sample meal design, etc.

**TONNAGE -** 20 5 oz. portion sales per unit per day = 6.25 lbs

 90 days x 6.25#/unit/day x 45 units = 25,312 lbs.

**YIELD -** From round fish = 22.5%.

 Total tonnage required = 112,500 each Coho & Chum

**FINANCIAL ANALYSIS -**

 Expense Category CHUM COHO Comments

 Landed cost/pound $0.40 $0.65 G-2 + tendering/RSW

 Yield to SB fillet 1.33 2.17 30%

 Fillets to portions 1.78 2.89 75%

 Labor 2.07 3.19 $0.30/pound

 V-PAK & Freeze 2.33 3.44 0.25/pound

 Other + packaging 2.58 3.69 0.25/pound

 Profit 2.84 4.06 10% of cost

 Seattle freight 2.94 4.16 $0.10/pound

 Cold storage 3.04 4.26 0.10/pound

 Distribution 3.49 4.90 15%

 Freight to test market 3.64 5.05 $0.15/pound

 Portion $1.14/0.91 $1.58/1.26 5/4 ounces

 Other food 1.89/1.66 2.33/2.01 $0.75/meal

 **Meal Cost** **$6.30/5.53** **$7.76/6.70** **Food = 30% of meal cost**

**COSTS -** FISH- 122,500# coho @ $0.65 = $73,125

 122,500# chum 2 $0.40 = 45,000

 PROCESSING- Chum = $1.06/lb. Coho = $1.17/lb.

 CS & FREIGHT- Chum = $0.20 Coho = 0.20

 FRT & DISTRIB- Chum = $0.60 Coho = 0.79 SubTotal Chum $1.86 Coho $2.16

 (less fish cost & yield)

 TOTAL PRODUCT COST vs. INCOME -

 including fish, processing & distribution

**SPECIES COST INCOME DIFFERENCE**

CHUM $ 92,100 $92,136 ($36)

COHO 127,800 127,826 (26)