



FOR IMMEDIATE RELEASE

July 21, 2021

ADVISORY: Peter Pan Seafood increases base price for sockeye in Bristol Bay to \$1.25

WHO

Peter Pan Seafood Co., LLC

WHAT

Bristol Bay sockeye prices

DESCRIPTION

Late last week, Peter Pan Seafood pushed its base price up for sockeye salmon in Bristol Bay to \$1.25 after gauging the strength of the run and the market.

“As the season is winding down now, we are in a position to evaluate the season and how our sales projections look,” said Vice President of Operations Jon Hickman. “With this information, we felt it was only responsible to push the base price up to \$1.25, once again demonstrating our commitment and our partnership with the harvesters.”

Peter Pan is now offering a late season incentive of \$0.10 for harvesters to stay in the water and keep fishing. This is only for fish harvested after July 18.

Last month, Peter Pan announced an initial base price early in the season based on forecasts and information available at the time, to put fishermen at ease that they would receive a fair price and to help them plan their finances for the year.

Peter Pan is dedicated to doing what’s best not just for the fleet, but also for employees and the communities it works in. The company remains committed to the plans and policies put in place due to COVID-19.

“As much as we would like to move away from closed campuses and get back to pre-pandemic normal, with the awareness of hot spots within the state, we feel it is the best for our crews to have a closed campus to keep them safe and working,” Hickman said.

About Peter Pan Seafood Company, LLC

Peter Pan Seafood Company, LLC is a vertically integrated seafood company dedicated to a strong future of prosperity and sustainability composed of Peter Pan Seafood’s assets and the value-added sales channels of Northwest Fish Co., LLC (“Northwest Fish”). The ownership group is Rodger May of Northwest Fish, the Na’-Nuk Investment Fund, LP (managed by McKinley Alaska Private Investment, LLC and McKinley Capital Management, LLC), and the RRG Global Partners Fund (managed by RRG Capital Management, LLC).

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