

# ALASKA SYMPHONY OF SEAFOOD CALL FOR PRODUCTS

ENTRIES DUE OCTOBER 7TH, 2023

[WWW.AFDF.ORG/ALASKA-SYMPHONY-OF-SEAFOOD/CALL-FOR-PRODUCTS](http://WWW.AFDF.ORG/ALASKA-SYMPHONY-OF-SEAFOOD/CALL-FOR-PRODUCTS)



**HOOK'D**  
WILD ALASKA  
SOCKEYE SALMON  
WITH KELP CHIMICHURRI  
RIBBON KELP, PARSLEY, LEMON, CHILES  
Frozen Portions | Skin On | Boneless | Ready To Cook

PER 6 OZ SERVING

140 CALORIES	3g SAT FAT	190mg SODIUM	<1g TOTAL SUGARS	29g PROTEIN
10% DV	6% DV	4% DV		58% DV

NET WT 12 OZ (340 g)

KEEP FROZEN





Dear Seafood Representative,

**AFDF is proud to announce the 2024 Alaska Symphony of Seafood & 30th Anniversary!**

Since 1994, the Alaska Fisheries Development Foundation has conducted the Alaska Symphony of Seafood celebrating creative products made from Alaska seafood. The purpose of the event is to encourage and promote the development of value-added products made from fisheries resources taken from the pristine waters of Alaska. This year we have four categories: **Retail, Foodservice, Beyond the Plate and Around the Plate (New!).** Additionally, products will be eligible to win eight special awards: **Seattle People's Choice, Juneau People's Choice, Bristol Bay Choice, Whitefish Choice, Salmon Choice, Best Packaging (new!), Best Grab & Go (new!) and the coveted Grand Prize.** Any questions about qualifications of products should be directed to Julie Cisco (jcisco@afdf.org).

The Alaska Symphony of Seafood begins with the private judging of qualified entries in Seattle on November 7, 2023. All products will be prepared and displayed by professional culinary staff. Following the judging, an Open House will be held for all entrants, seafood industry invitees, sponsors, the press and the judges. The next event will be an awards ceremony in Juneau on February 21, 2024, allowing the display and sampling of products by the Alaska Legislature and other special guests. Again this year, first place winners in each category will also be entered into the Seafood Expo North America (SENA) competition for new products, called the Seafood Excellence Award.

In order to participate in the Alaska Symphony of Seafood, your product must be **market ready and in commercial production by the date of the event.** First place winners from each category are sent to SENA in Boston in March, 2024. Additionally, if your product wins any category or special award, including People's Choice or the Grand Prize, you will be able to market your product as an Alaska Symphony of Seafood winner, helping to distinguish it from others as a high-quality product. After the contest is over, you will also receive the judges' scores and comments about your product. This kind of feedback is invaluable to any new product development effort.

The Alaska Symphony of Seafood enjoys excellent coverage by national and international seafood trade publications. For anyone interested in Alaska seafood, the renowned Alaska Symphony of Seafood is a great way to learn about the extraordinary efforts the industry has made to develop value-added products, to reduce fish waste, and to increase the value of Alaska's seafood.

From start to finish, the Alaska Symphony of Seafood offers a platform to publicize new quality products, promote innovation and utilization, and help expand markets for products made from Alaska seafood. We look forward to having your products participate in this exciting event!

Sincerely,

Julie Decker  
Executive Director, Alaska Fisheries Development Foundation

# 2024 ALASKA SYMPHONY OF SEAFOOD

## BENEFITS & MISSION

### PURPOSE

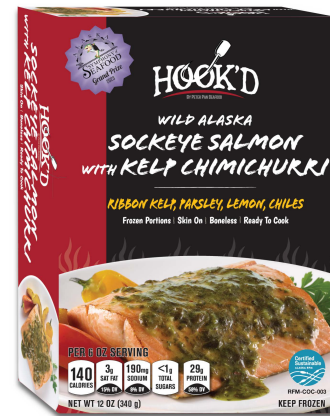
The Alaska Symphony of Seafood was created to encourage the development of value-added products made from Alaska seafood. Its three goals are:

- To increase innovation and utilization in product development of Alaska seafood;
- To diversify and expand markets for Alaska seafood through promotion of new high-quality products;
- To raise awareness within the industry of the importance of value-added product development.

### PRODUCT CATEGORIES

First place winners from each product category, including the Grand Prize and Bristol Bay Choice, will receive free booth space at the Seafood Expo North America in Boston in March, 2024. Airfare for one company Representative to attend the show will be provided by Alaska Air Cargo and Bristol Bay Regional Seafood Development Association (BBRSDA). All first place products will be photographed by a professional photographer, featured on the Symphony website, and made available for marketing and sales efforts. Bristol Bay Choice includes promotional and marketing support from BBRSDA, including a feature on website and booth space at both PME and SENA at the BBRSDA booth. Winners will also have the use of a winner's sticker that can be featured on the winning product's packaging and used for other marketing efforts. The media opportunities associated with the Alaska Symphony of Seafood are endless. Many articles and editorials will be written featuring the event and its winners. It is a great promotional boost for any new product!

The Symphony events in Seattle and Juneau are also great networking opportunities. Even entrants who did not win any of the prizes felt that the competition was useful for them: "We got exactly what we wanted from the event—contacts for production partners. Overall, a very positive experience," said David Chessik of Ed's Kasilof Seafoods with Baltica Fish Broth.



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**FOR PETER PAN, THE SYMPHONY OF SEAFOOD PROVIDED A WONDERFUL OPPORTUNITY TO SHOWCASE THE POTENTIAL OF THE NEW PETER PAN SEAFOOD CO., LLC TO BOTH OUR INDUSTRY AND CONSUMERS AS WE CONTINUE TO REFOCUS OUR EFFORTS TOWARDS VALUE-ADDED SEAFOOD PRODUCTS.**”

— Michael DeCaro, Peter Pan Seafood, 2023 Grand Prize and First Place Retail for the Wild Caught Alaska Salmon with Ribbon Kelp Chimichurri

# 2024 ALASKA SYMPHONY OF SEAFOOD

## RULES & GUIDELINES

### WHO CAN PARTICIPATE?

Any company, domestic or foreign, that is commercially producing value-added products made from Alaska seafood may participate. Products must be new within the last two years, be market ready, and fit into one of the contest categories listed below. A product that has been submitted to the Alaska Symphony of Seafood in the last two years may re-enter as long as the product did not take first, second, third place, or a special award.

### WHY ENTER?

Your product must fit into one of the following contest categories:

- **Retail:** Best overall product for retail  
*Eligibility:* all Alaska seafood products sold at retail
- **Foodservice:** Best overall product for foodservice  
*Eligibility:* all Alaska seafood species sold at food service
- **Beyond the Plate:** Best value-added product made for use outside of human consumption, such as pet treats, supplements or bath products.  
*Eligibility:* Must be manufactured from Alaska seafood waste or by-products of the primary processing
- **Around the Plate:** Best value-added product that is not center-of-the-plate, such as condiments, sauces, snacks, appetizers, or desserts.  
*Eligibility:* Alaska seafood products, described above

### SPECIAL AWARDS

Products are also eligible for eight special awards this year:

- **Seattle People's Choice:** Awarded by ballot voting at Seattle event
- **Juneau People's Choice:** Awarded by ballot voting at Juneau event
- **Grand Prize:** Awarded to any category product with the best overall score from judges
- **Bristol Bay Choice:** Awarded by BBRSDA to the best sockeye salmon product.  
*Eligibility:* all Alaska sockeye products entered

- **Whitefish Choice:** Best overall scoring Alaska whitefish product  
*Eligibility:* all cod, pollock, halibut, flounder and rockfish products entered

- **Salmon Choice:** Best overall scoring Alaska salmon product  
*Eligibility:* all Alaska salmon products entered

- **Best Packaging:** Best score for packaging criteria  
*Eligibility:* all products entered

- **Best Grab & Go Item:** Most convenient product  
*Eligibility:* all products entered

### HOW TO ENTER

1. Make sure your product qualifies.
2. Select the appropriate product category.
3. Fill out the entry form completely. Submit one entry form per product entered.
4. Include a \$250, non-refundable entry fee for each product submitted.
5. Follow the contest entry checklist provided. Any incomplete entries will be disqualified.
6. Send digital photos of your product and any handouts or spec sheets you have available with your application. **The completed form and entry fee is due by 5PM on Friday, October 7, 2023.** Sorry, late entries will not be accepted.

### ABOUT THE ENTRY FORM

Please provide clear and precise information about your product for all questions on the application. The details will be used to determine the eligibility of your product. Please also provide as much information as possible for the judging criteria. We ask for serving suggestions that will represent your product in an advantageous way, e.g. "slightly grill with olive oil and basil," "serve hot on a bed of lettuce," or "thaw and serve with drawn butter." No complex recipes, please! The purpose is to present your product, not a meal.

# RULES & GUIDELINES *(cont.)*

## WHAT'S NEXT?

Your company will be notified by Friday, October 13, 2023 if your product qualifies for participation in the Symphony. If your product qualifies, you will need to arrange for shipment of enough product to serve 300 sample size portions at the event venue in Seattle, and 400 samples at the Awards Ceremony in Juneau. A sample size is approximately 2 ounces or larger, at the discretion of the manufacturer. If you are entering a non- edible product, you will need to arrange for shipment of at least 20 product samples. Product will be used for the official judging and for the public tasting at the Open Houses.

Eligible applicants must provide a representative sample of the product's packaging that will be displayed and judged along with the product. You are also welcome to send copies of company brochures, product specification sheets or other relevant handouts for display during the events. We reserve the right to limit the number of products.

## ABOUT THE CONTEST JUDGING

Each product entered in the Alaska Symphony of Seafood contest will be evaluated individually by a panel of expert judges during a private judging session on November 7, 2023. Each product will be prepared and displayed by professional staff. Each product will be judged on criteria such as its packaging/presentation, overall eating experience that includes aroma, flavor and texture, perceived value for its niche in the market, level of convenience, resource utilization, and potential for commercial success. Products will be judged with respect to the market category in which it is entered. Results will be tabulated and held in confidence by a third party. The announcement of the "Seattle People's Choice" will occur during the Seattle Open House on Nov. 7. All entrants are encouraged to attend. This event presents an opportunity to talk with judges, media and potential buyers, and to get additional feedback from the people tasting your new product. Announcement of the first place in each category, plus the Bristol Bay Choice special award will occur at the Pacific Marine Expo on Nov. 9.

## ABOUT THE AWARDS CEREMONY

In February 2024, the Alaska Symphony of Seafood will open their doors to a very special Awards Ceremony in Juneau, Alaska. All contest entrants, seafood industry invitees, sponsors, the press and the interested public will join the festivities to taste and evaluate each contest entry and vote for the coveted "Juneau People's Choice" award. This event culminates with the announcements of the winners of the Alaska Symphony of Seafood by very special guest presenters. Announcement of the first, second, and third place winners from each category, plus the 2024 Grand Prize, and each of the special awards will be made at the Awards Ceremony.

## ACCEPTANCE OF THE RULES

By entering the Alaska Symphony of Seafood, each contestant agrees to the rules, accepts the limitations of a dynamic competitive environment, and waives all claims against the Alaska Symphony of Seafood, its organizers, judges or sponsors, for the outcome of the contest. All judges' decisions are final. The Alaska Symphony of Seafood is not liable for any inconvenience, expense, or damages associated with participation in this contest.

## COMPLAINTS

Complaints about the contest or its outcome should be submitted to the Alaska Symphony of Seafood organizer, the Alaska Fisheries Development Foundation (AFDF). If such communication is unsatisfactory, further complaints may be made to the Board of Directors of the Alaska Fisheries Development Foundation, P.O. Box 2223, Wrangell, Alaska 99929-2223. AFDF is a non-profit group, representing harvesters, processors and support businesses in the Alaska seafood industry.

## IMPORTANT DATES

**FRIDAY, OCTOBER 7, 2023**

Contest entry deadline

**FRIDAY, OCTOBER 13, 2023**

Contest entrants notified

**FRIDAY, NOVEMBER 3, 2023**

Product due- Seattle

**TUESDAY, NOVEMBER 7, 2023**

Private Judging & Open House- Seattle

**FRIDAY, FEBRUARY 16, 2024**

Product due – Juneau

**WEDNESDAY, FEBRUARY 21, 2024**

Awards Ceremony & Open House- Juneau

# 2024 ALASKA SYMPHONY OF SEAFOOD

## ENTRY FORM

Fill out one Entry Form per product

Please answer all questions to the best of your knowledge. Judging criteria is based on information provided by entrants from this questionnaire. Any information you choose to leave out may negatively affect the final score of your product. Information will be confidential to other entrants. By entering this contest, ***you guarantee that your product uses Alaska seafood.***

**Product name:** \_\_\_\_\_

**Company name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Contact name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Product's market category (select only one):**

- Foodservice    Retail    Beyond the Plate    Around the Plate

**Product ingredients:** \_\_\_\_\_

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**Nutritional information:** \_\_\_\_\_

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**Product description and use (please be clear, concise, and complete):** \_\_\_\_\_

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**What is innovative or cutting edge about this product?** \_\_\_\_\_

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**Preparation and serving suggestion:** \_\_\_\_\_

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# ENTRY FORM *(cont.)*

**Describe any requirement for storage and handling of the shipped product:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**How long has your product been commercially manufactured?** \_\_\_\_\_

**In what other varieties or flavors is this product available? Be specific:** \_\_\_\_\_

\_\_\_\_\_

**List methods of distribution** (where or how can your product be purchased? / region or regions): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**What is your product's annual sales volume?** \_\_\_\_\_

**Product pricing** (If actual price is not known, please estimate.)

Serving / unit size: \_\_\_\_\_

Serving / unit price: \_\_\_\_\_

**Use the CONTEST ENTRY CHECKLIST to make sure your entry is complete.**

**Entry deadline:   October 7, 2023**

**Return entries via email to:** Julie Cisco, Alaska Fisheries Development Foundation, [jcisco@afdf.org](mailto:jcisco@afdf.org)

***Include \$250.00 per entry. See payment options below:***

- **Check:** Payable to Alaska Fisheries Development Foundation (AFDF).  
Mail to: P.O. 2223, Wrangell, Alaska 99929-2223
- **Venmo:** @afdfish
- **Email:** jcisco@afdf.org

# 2024 ALASKA SYMPHONY OF SEAFOOD CHECKLIST

Please make sure your contest submission is complete, and that it arrives in time. Late submissions will be disqualified.

## TO ENTER:

- \_\_\_\_\_ Fill out the Official Contest Entry Form completely.
- \_\_\_\_\_ Are your preparation instructions clear and complete?
- \_\_\_\_\_ Does your product information sheet tell everything you want the judges to know about your product? This is your chance to make sure they fully understand your product.
- \_\_\_\_\_ Attach \$250 entry fee (non-refundable) for each product entered.  
Payment options are on Page 2 of the Entry Form.
- \_\_\_\_\_ This year we do not require a representative sample of your product shipped to us with the application, but please do email photos of your product, any product brochures, spec sheets, company brochure, or other literature that would provide more information about your product.
- \_\_\_\_\_ ***We must receive your entry by 5:00 PM on Friday, October 7, 2023.***
- \_\_\_\_\_ Mail to:                   AFDF, PO Box 2223, Wrangell, AK 99929  
Or email to:               [jcisco@afdf.org](mailto:jcisco@afdf.org)

## FOR THE CONTEST:

- \_\_\_\_\_ We must receive the 300 sample-sized portions of your product by Friday, November 3, 2023 for the Seattle event.
- \_\_\_\_\_ We must receive the 400 sample-sized portions of your product by Friday, February 16, 2024 for the Juneau event.
- \_\_\_\_\_ Include the product's commercial packaging.
- \_\_\_\_\_ Send along any brochures, handouts, product spec sheets that you would like distributed at the Alaska Symphony of Seafood events.
- \_\_\_\_\_ Please plan to attend the Alaska Symphony of Seafood events in Seattle & Juneau.

# SEE YOU AT THE SYMPHONY!