



Alaska Fisheries Development Foundation, Inc.

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Contact: Krys Holmes
(907) 276-7315

Five food industry experts served on contest panel

A nutritionist, two food marketers, a scientist and a specialist in introducing new products in the U.S. served as evaluators for Alaska Fisheries Development Foundation's New Prototype Product Contest.

The panel evaluated 36 contest entries according to five criteria:

- How well each product idea promised to broaden product diversity for Alaskan seafood;
- its uniqueness and marketing potential;
- the volume of Alaskan fish products that would be used in commercial production;
- and how well each entry demonstrated the basic attributes and functionality of the raw materials.

The five evaluators were:

Dr. Joyce Nettleton -- author of the popular new book Seafood and Health. Nettleton a nutrition consultant and lecturer at the Frances Stern Nutrition Center at Tufts University in Boston. The author and broadcaster has long been involved in nutrition education programs in supermarkets, and is a recognized seafood expert.

Felix Germino -- president of F. Germino and Associates in Chicago, a management consulting firm in technical marketing and new product identification and development. He is the former vice president of human foods for the Quaker Oats Company, and currently runs the annual Gorman Conference on New Products.

Robert McMath -- founder and chairman of Marketing Intelligence Services Ltd. of Canandaigua, NY, is widely noted for his expertise on new consumer product introductions and new product trends. He writes for AdWeek, Food and Beverage Marketing, and Progressive Grocer, and also is a contributing writer for Time, Newsweek, and Business Week.

Dr. Donald Kramer -- noted seafood technology specialist currently serving as chairman of the University of Alaska's Marine Advisory Program. Kramer has done research in the U.S. and Japan, and is frequently called upon to direct research, advise industry projects, and contribute to conferences and publications. He has been widely published for many years.

Paul Peyton -- director of the Office of Commercial Fisheries Development, a division of the Alaska Department of Commerce. Peyton is a chemist and a commercial fisherman, and has spearheaded the state's pink salmon product and market development efforts since 1984.