



Alaska Fisheries Development Foundation, Inc.

FOR IMMEDIATE RELEASE

January 8, 1993
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**Former director Mitchell to lead AFDF
through new comprehensive salmon project**

ANCHORAGE, ALASKA - Chris Mitchell, long-time seafood industry player and former executive director of Alaska Fisheries Development Foundation (AFDF), will return to Alaska to lead the Foundation's newest fisheries development project.

Mitchell was AFDF's executive director from 1982 through 1986, during its most far-reaching project, the Alaska surimi Industry Development Program, which brought commercial surimi processing to the United States for the first time. He left Alaska to work for a New Zealand company, and subsequently started his own seafood consulting and marketing development business in Seattle.

"These are tough times for AFDF, with funding cuts and tight budgets," said Gil Gunderson, president of AFDF's board of directors. "Chris Mitchell's unique brand of energy, his experience and his ability to start fires under the seafood industry are great assets we're

fortunate to have again".

Mitchell will replace current AFDF director Mel Monsen, who led AFDF through a number of successful development projects in the last six years including developing a breakthrough technology to make surimi from arrowtooth flounder, the most bountiful unused fish in the Gulf of Alaska.

Mitchell's arrival in mid-January will fire the starting gun on a new comprehensive salmon project designed to coordinate and boost the industry-wide individual efforts to increase the value of Alaska's salmon. The project will resemble AFDF's surimi project in that it will bring together all sectors of the industry—fishermen, processors, shippers, food technologists and large food companies—in a coordinated effort to put Alaska's salmon on America's lunch and dinner plates.

Alaska Fisheries Development Foundation is a private, non-profit corporation run by fishermen and processors to develop new opportunities in the North Pacific seafood industry. It is supported through the Saltonstall-Kennedy industry grants program, by the Alaska Science and Technology Foundation, and by industry contributions.