TO: Bruce Schactler

 Area K Seiners

 907-486-7655

FROM: Chris Mitchell, AFDF

 **AFDF PROJECTS**

 **PINK SALMON**

 **on-going as of 3/31/94**

BREADED SALMON NUGGETS - (funded by ASMI's 1% salmon marketing tax) - In late April & early May we will be conducting "tests" of acceptance in 4 school districts (1 in San Bernadino) and 3 in the Seattle area representing over 37,000 students. The tests will range from elementary thru high school and across diverse demographic representation. The idea is to determine whether they accept such a product. If so.....the nuggets will actually be put **ON THE MENU** at least once before the end of the school year.

Should these tests be positive.....we expect to 1) take the test data back to USDA in the likelihood that they will accept such a nuggets for inclusion in their school lunch food purchase program. FYI, USDA only buys @20% of the food consumed by school kids. More importantly....is that the industry ought to be able to take the "positive" data to school districts throughout the country....and sell nuggets.

The goal....is that if this market opportunity is **REAL**, Alaska processors will put up adequate quantities of PINK SALMON Blocks this summer to fuel this growing market next fall...and winter.

SYMPHONY OF SALMON product contest - Held in February at Anchorage's Museum of History & Art. Many luminary judges including former Governor Hickel & Paul Fuhs(commissioner of Commerce & Economic Development). There were three winners.....two of which used Pink Salmon (1 chum). They were (1) PWSAC and their salmon chowder....designed to meet the growing market for frozen/refrigerated soups....now at every supermarket in the country. (2) Trident & their Bell Pepper flavored Pink Salmon wedge. This item designed for institutional food service was designed to provide that market exactly what it needs - a) exact portions every time, b) skinless/boneless(cut from a fillet block), 3) pre-flavored so cook has to do nothing but lay them out on a cookie sheet & bake for 3-3 1/2 minutes. Trident says other flavors are in the wings. The 1st place winner was Health Sea's Salmon Ham....made from chum though we are told Pinks will replace chum for better color.

The prize was a booth at the Boston Seafood Show (mid-March) for these three companies to hawk their wares to the 20,000 buyer attendees. Reports so far.....tell us it was a **FANTASTIC SHOW** for all!

AFDF's PINK SALMON BLOCK project - In February...at Peter Pan's Algona, Washington facility we......AFDF with the technical help of many including Chuck Crapo of Kodiak's FITC.....reprocessed 6,000 pounds of frozen H&G Pinks into Salmon Blocks (Mince, Laminated, Fillet Blocks). Evaluations are now underway re shelf life, yields, etc. Also the majority of the **production** will be sent to the likes of Mrs. Paul's, Gortons, FPI, etc......in the hope that they find they can **craft** neat & new mainstream food products from **WILD ALASKA SALMON!** These and some 15 other reprocessors have been evaluating Pink blocks for 6+ months now. Some are further down the road to a yea or nay decision on the usability of Alaska Salmon in their product mixes.

CKM

3/31/94