**MEMORANDUM**

DATE: July 5, 1994

TO: MATT McMINDES, Protein Technologies

 CHA-WEI CHANG, AMPC

 TORBEN LANGE, Royal Proteins

 BOB WALDROP, NorQuest

 CHUCK CRAPO, Univ. of Alaska, FITC

FROM: Chris Mitchell

SUBJ: ASTF SALMON PROJECT FUNDING PROPOSAL

As you can see from the attached, ASTF decided NOT to fund our proposed work on firming up pink salmon flesh.

Frankly I am a bit confused by ASTF on this one. Usually they tell us (and others) that they will not fund certain work because it is "marketing" rather than technical. In this case they seemed to fault us because there did not appear to be any industry marketing pull. Oh well!

Admittedly, Alaska processors were not over enthusiastic over the concept. We attribute that to the fact that they've been doing what they're now doing for 40-50 years and believe that there are few new stones to turn. That will and **is** changing. We'll keep this in the hopper in the event that future $$$ come available or may be able to shoehorn it into a future S-K submittal.

Thanks for your efforts and I am sorry that it has come to naught.

CKM

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