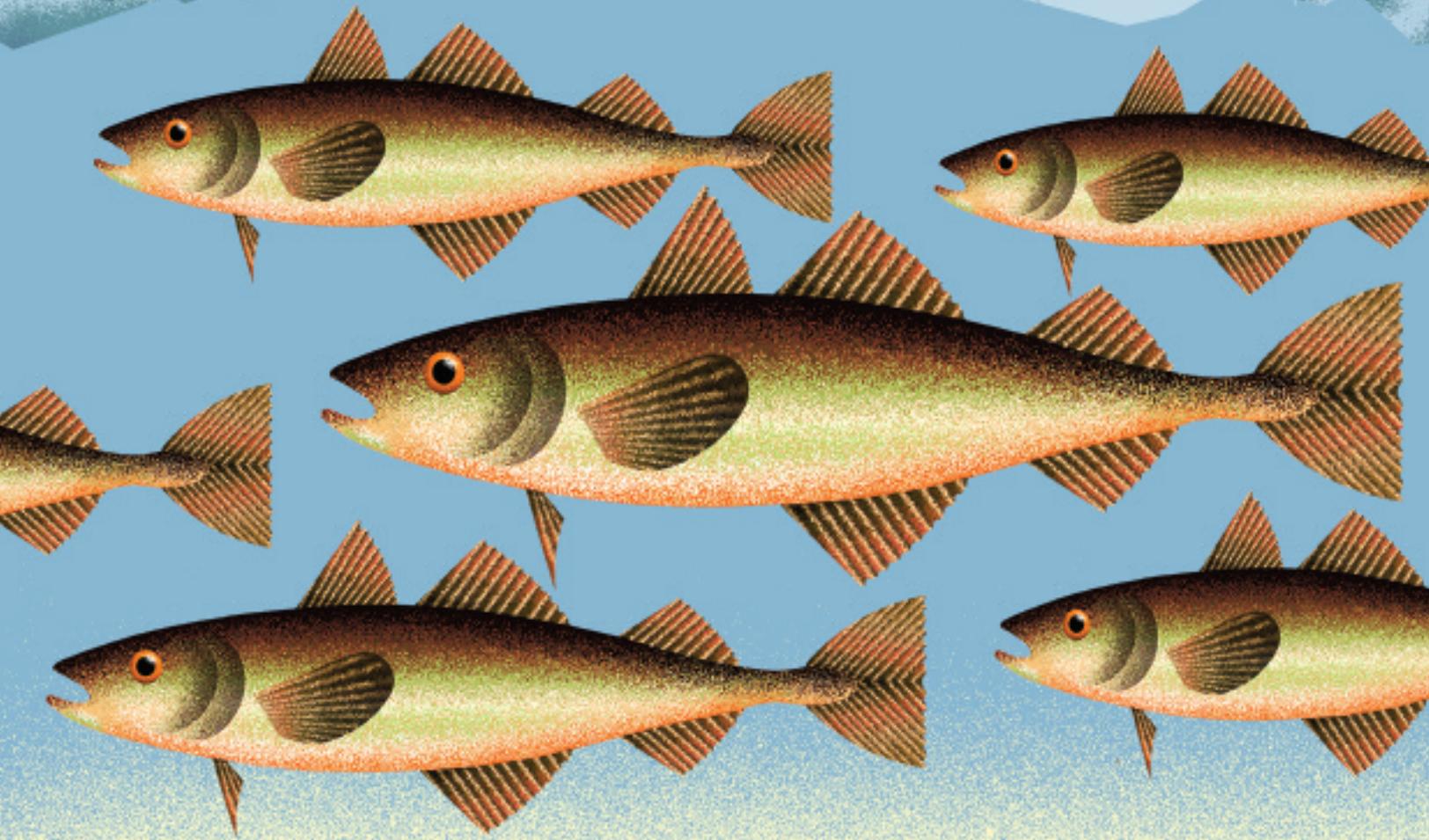


W I L D A L A S K A

POLLOCK



12 *Great Recipes!*



Program Manager's Guide | **SCHOOLS K-12**

Success

with

SEAFOOD



It's easy to offer the great nutritional benefits of seafood to students at your schools with Genuine Alaska Pollock. Just follow these **THREE SIMPLE STEPS:**

1. Source high quality sustainable seafood, like Alaska pollock.
2. Offer new Alaska pollock menu items that kids will love.
3. Create excitement in the cafeteria to encourage students to try the new seafood offerings.

This manager's guide provides information on each of these topics, along with great new recipes and other resources to help you introduce more seafood in your schools.

STEP 1

CHOOSE THE RIGHT SEAFOOD

Success with seafood starts with sourcing the right product. Whether you are buying Alaska pollock as part of the USDA Food Program, or as a commercial item, there are a number of key specifications you should always consider to ensure you receive good quality fish that students will enjoy.

ONCE-FROZEN: Frozen seafood products are available once-frozen or twice-frozen, indicating the number of times the fish has been thawed and frozen before reaching your schools. Like any food product, the quality of the seafood deteriorates the more times it is frozen. Once-frozen Alaska pollock has a fresh, clean flavor that is not "fishy." It also has excellent color and texture, making it a seafood product that students will enjoy again and again.

BUY ALASKA: Seafood is a global business and buying U.S. produced Alaska pollock makes a big difference in your program's success. Smart buyers know to ask for seafood caught and processed in Alaska and further processed in the United States for the best quality and traceability.

SUSTAINABLE SEAFOOD: The health of our oceans is important to parents and students. The U.S. Alaska pollock fishery is the largest sustainable fishery in the world. The stocks are abundant and well managed to ensure the fish will be around for generations to come.

GENUINE ALASKA POLLOCK SOURCES: High quality once-frozen Alaska pollock products developed specifically for schools are available from a number of suppliers and can be sourced through distributors across the country. Once-frozen Alaska pollock is also available as a USDA Food. For an up-to-date list of suppliers or other sourcing assistance, please contact the Alaska Seafood Marketing Institute or the Genuine Alaska Pollock Producers. You'll find the contact details on the back of this brochure.



STEP 2

CREATE SEAFOOD LUNCHES KIDS WILL LOVE

The next step in a successful seafood program is to make the menus delicious and fun. Go beyond the traditional fish sandwich or fish sticks and capitalize on restaurant and ethnic trends that excite students and will have them asking for more! To get started, try the 12 new recipes included in this guide.

1 Breaded fish products are made from raw fish. Some breading is cooked slightly after it is applied to improve crispiness in the finished product, but the fish itself is still raw. All fish products should be fully cooked before serving.

2 Don't overcook! The FDA recommends that seafood be cooked to 145°F. Higher temperatures dry out the fish and make it less appealing.

Tips FOR PREPARING Alaska Pollock

3 Before serving a new seafood product, do a cook test. All ovens are different, so cooking times and oven temperatures might have to be adjusted to obtain the correct temperature and crispy breading.

4 Before cooking unbreaded Alaska pollock portions, brush the fish with oil or a bit of sauce from the recipe to keep it moist during cooking.

Alaska Pollock Banh Mi

Grades 9-12

YIELD: 1 serving = 2 oz. meat/alt
0.625 cup vegetable, 2 oz. eq grains

ASSEMBLY ORDER



Ingredients	Measure
Whole grain hoagie roll	1 each
Soy Mayo (see recipe on back page)	1 tablespoon
2.6 oz. unbreaded, once-frozen Alaska pollock portion, cooked*	1 each
Cucumbers, peeled, sliced thin	5 slices
Red onion, sliced	1 tablespoon
Cilantro, leaves and stems chopped	1 teaspoon
Jalapeño peppers, canned, drained	1 tablespoon (3 slices)
Asian Slaw (see recipe on back page)	1/4 cup

Directions

1. Start with a whole grain hoagie roll.
2. Spread with 1 tablespoon of Soy Mayo.
3. Add a 2.6 oz. unbreaded, once-frozen Alaska pollock portion.
4. Top with 5 slices peeled, thinly sliced cucumbers.
5. Add 1 tablespoon sliced red onion.
6. Sprinkle with 1 teaspoon cilantro.
7. And 3 canned jalapeño slices.
8. Top with 1/4 cup Asian Slaw.

* Lightly spray with pan spray or brush with a bit of sauce to keep it moist during cooking.



Alaska Pollock Pescadilla

YIELD: 1 serving = 2.5 oz. meat/alt
0.125 cup vegetable, 2.5 oz. eq grains

Grades K-12



Ingredients	Measure
8" whole grain tortilla	1 each
Refried beans	1/4 cup
1 oz. breaded, once-frozen Alaska pollock sticks, cooked	2 each
Black Bean & Corn Salsa (see recipe on back page)	2 tablespoons
Mozzarella cheese, shredded	1 tablespoon
Cheddar cheese, shredded	1 tablespoon

Directions

1. Start with a 8" whole grain tortilla.
2. Spread with 1/4 cup refried beans.
3. Arrange 2 breaded Alaska pollock sticks in a spoke pattern. (break one stick in half).
4. Add 2 tablespoons Black Bean & Corn Salsa.
5. Top with 1 tablespoon EACH shredded mozzarella and cheddar cheese.
6. Fold tortilla in half and press down lightly to seal ingredients.
7. Convection bake at 350°F for 10-12 minutes or until tortilla is light brown and cheeses are melted.



Alaska Pollock Fish & Dips

YIELD: 1 serving = 2 oz. meat/alt
1.75 oz. eq grains

Grades K-8



Ingredients	Measure
1 oz. breaded, once-frozen Alaska pollock nuggets or sticks, cooked	4 each
Assorted sauces	2 oz. total

Directions

1. Offer 4 (1 oz.) breaded, once-frozen Alaska pollock nuggets or sticks.
2. Serve with 2 oz. of assorted sauces (see recipes on back page).



Spicy Alaska Pollock Sandwich

YIELD: 1 serving = 2 oz. meat/alt
0.125 cup vegetable, 2 oz. eq grains

Grades 6-12



Ingredients	Measure
Whole wheat hamburger bun	1 each
Sriracha Yogurt (see recipe on back page)	1 tablespoon
2.6 oz. unbreaded, once-frozen Alaska pollock portion, cooked*	1 each
Spicy Pineapple Slaw (see recipe on back page)	1/4 cup

Directions

1. Start with a whole wheat hamburger bun.
2. Spread with 1 tablespoon Sriracha Yogurt.
3. Add a 2.6 oz. unbreaded, once-frozen Alaska pollock portion.
4. Top with 1/4 cup Spicy Pineapple Slaw.

* Lightly spray with pan spray or brush with a bit of sauce to keep it moist during cooking.



Alaska Pollock Naanwich

YIELD: 1 serving = 2.25 oz. meat/alt
0.25 cup vegetable, 2 oz. eq grains

Grades 6-12



Ingredients	Measure
Flatbread (such as Rich's 14010), 6"x6"	1 each
Yogurt Curry Orange Sauce (see recipe on back page)	2 tablespoons
2.6 oz. unbreaded, once-frozen Alaska pollock portion, cooked*	1 each
Masala Slaw (see recipe on back page)	1/4 cup

Directions

1. Start with a 6"x6" flatbread.
2. Spread with 2 tablespoons Yogurt Curry Orange Sauce.
3. Add a 2.6 oz. unbreaded, once-frozen Alaska pollock portion.
4. Top with 1/4 cup Masala Slaw and roll up into a wrap.

* Lightly spray with pan spray or brush with a bit of sauce to keep it moist during cooking.



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Alaska Pollock Tacos

YIELD: 1 serving = 1.5 oz. meat/alt
0.25 cup vegetable, 2.25 oz. eq grains

Grades K-12



Ingredients	Measure
4.5" White Table corn tortillas	2 each
1 oz. breaded, once-frozen Alaska pollock nuggets, cooked	3 each
Mexican Slaw (see recipe on back page)	2 tablespoons
Salsa (see recipe on back page)	2 tablespoons

Directions

1. Start with 2 corn tortillas.
2. Add 3 (1 oz.) Alaska pollock nuggets on top of 2 corn tortillas.
3. Top with 2 tablespoons Mexican Slaw.
4. And 2 tablespoons Salsa.



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Alaska Pollock Parmigiano

YIELD: 1 serving = 2 oz. meat/alt
0.625 cup vegetable, 2.25 oz. eq grains

Grades K-12



Ingredients	Measure
Spaghetti & Marinara (see recipe on back page)	2/3 cup
1 oz. breaded, once-frozen Alaska pollock sticks, cooked	3 each
Roasted Italian Vegetables (see recipe on back page)	2 tablespoons
Marinara sauce	1/4 cup
Mozzarella cheese, shredded	2 tablespoons

Directions

1. Start with 2/3 cup of Spaghetti & Marinara Sauce.
2. Add 3 (1 oz.) breaded, once-frozen Alaska pollock sticks.
3. Add 2 tablespoons Roasted Italian Vegetables.
4. Top with 1/4 cup marinara sauce.
5. And 2 tablespoons shredded mozzarella cheese.



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Alaska Pollock Lettuce Wraps with 5 Spice BBQ Sauce

YIELD: 1 serving = 2 oz. meat/alt
1.25 cup vegetable, 1.75 oz. eq grains

Grades 6-12



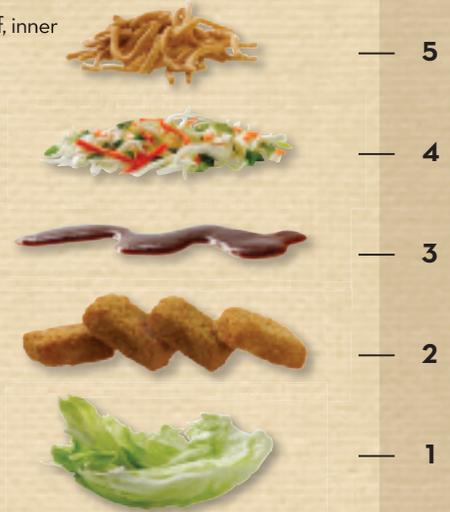
Ingredients

Iceberg lettuce cups	1 leaf, outer + 2 leaf, inner
1 oz. breaded, once-frozen Alaska pollock nuggets, cooked	4 each
5 Spice BBQ Sauce (see recipe on back page)	2 tablespoons
Green cabbage, shredded	1/4 cup
Scallion, thinly sliced	1 tablespoon
Green pepper, 1/4" dice	1 tablespoon
Chow mein noodles	2 tablespoons

Directions

- Place 3 iceberg lettuce cups on plate.
- Add 4 (1 oz.) breaded, once-frozen Alaska pollock nuggets.
- Top pollock nuggets with 2 tablespoons 5 Spice BBQ Sauce.
- Serve with 1/4 cup shredded cabbage, 1 tablespoon thinly sliced scallion and 1 tablespoon diced green pepper.
- Garnish with 2 tablespoons chow mein noodles.

Measure



Baja Fish Salad with Alaska Pollock

YIELD: 1 serving = 2 oz. meat/alt
1.5 cup vegetable, 2.25 oz. eq grains

Grades 6-12



Ingredients

Tortilla chips	9-11 chips (1 oz.)
Salad mix	4-5/8 oz.
Spinach	1/2 oz.
Cabbage, shredded	1/4 cup
Carrots, shredded	1 tablespoon
Red peppers, diced 1/2"	1 tablespoon
Green peppers, diced 1/2"	1 tablespoon
Corn, IQF, thawed	2 tablespoons
Black beans, drained	2 tablespoons
1 oz. breaded, once-frozen Alaska pollock sticks, cooked	3 each
Chipotle Ranch Dressing (see recipe on back page)	2 fluid oz.

Directions

- Start with a layer of 9-11 tortilla chips.
- Add a combination of 2 cups of salad mix and spinach.
- Add 1/4 cup shredded cabbage and 1 tablespoon shredded carrots.
- Add 1 tablespoon EACH diced red and green peppers.
- Add 2 tablespoons EACH thawed frozen corn and drained black beans.
- Add 3 (1 oz.) breaded, once-frozen Alaska pollock sticks.
- Serve with 2 fluid oz. Chipotle Ranch Dressing.

Measure



Alaska Pollock Five-O

YIELD: 1 serving = 2 oz. meat/alt
0.25 cup vegetable, 2 oz. eq grains

Grades 6-12



Ingredients	Measure
Whole wheat hamburger bun	1 each
Sweet Chili Sauce (see recipe on back page)	1 tablespoon
2.6 oz. unbreaded, once-frozen Alaska pollock portion, cooked*	1 each
Asian Slaw (see recipe on back page)	1/4 cup

- Directions**
1. Start with a whole wheat hamburger bun.
 2. Spread with 1 tablespoon Sweet Chili Sauce.
 3. Add a 2.6 oz. unbreaded, once-frozen Alaska pollock portion.
 4. Top with 1/4 cup Asian Slaw.

* Lightly spray with pan spray or brush with a bit of sauce to keep it moist during cooking.



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Zesty Orange Alaska Pollock Rice Bowl

YIELD: 1 serving = 1.5 oz. meat/alt
0.375 cup vegetable, 0.125 cup fruit,
3.25 oz. eq grains

Grades 6-12



Ingredients	Measure
Brown Rice, cooked	1 cup
1 oz. breaded, once-frozen Alaska pollock nuggets, cooked	3 each
Pineapple Roasted Vegetables (see recipe on back page)	1/2 cup
Zesty Orange Sauce (Commercial)	2 fluid oz.

- Directions**
1. Start with 1 cup cooked brown rice.
 2. Add 3 (1 oz.) breaded, once-frozen Alaska pollock nuggets.
 3. Top with 1/2 cup Pineapple Roasted Vegetables.
 4. Drizzle with 2 fluid oz. Zesty Orange Sauce.



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Alaska Pollock Cajun Po' Boy

YIELD: 1 serving = 2 oz. meat/alt
0.25 cup vegetable, 2 oz. eq grains

Grades 9-12



Ingredients	Measure
Whole grain hoagie roll	1 each
Cajun Mayo (see recipe on back page)	1 tablespoon
2.6 oz. unbreaded, once-frozen Alaska pollock portion, cooked*	1 each
Pickled Slaw (see recipe on back page)	1/4 cup

- Directions**
1. Start with a whole grain hoagie roll.
 2. Spread with 1 tablespoon Cajun Mayo.
 3. Add a 2.6 oz. unbreaded, once-frozen Alaska pollock portion.
 4. Top with 1/4 cup Pickled Slaw.

* Lightly spray with pan spray or brush with a bit of sauce to keep it moist during cooking.



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Recipes for Slaws & Vegetables

Asian Slaw

1/4 cup cold water
2 tablespoons sugar
1/4 cup rice vinegar
1/2 teaspoon red pepper flakes
2-1/2 cups shredded cabbage
1/2 cup shredded carrot
1 cup matchstick green pepper

COMBINE water, sugar, rice vinegar and red pepper flakes and stir until sugar is dissolved. Add vegetables and toss to combine.

Pickled Slaw

2 tablespoons cider vinegar
1 tablespoon sugar
2 tablespoons pickle relish
2-1/2 cups shredded green cabbage
1/2 cup shredded carrot
1 tablespoon chopped scallion

COMBINE cider vinegar and sugar and stir until sugar is dissolved. Add pickle relish and stir. Add vegetables and toss to combine.

Mexican Slaw

1/2 cup lime juice
1/4 cup sugar
1 quart + 3-1/4 cups shredded cabbage
1/4 cup chopped cilantro

COMBINE lime juice and sugar and stir until sugar is dissolved. Add vegetables and toss to combine.

Spicy Pineapple Slaw

1/4 cup lime juice
2 tablespoons sugar
1 tablespoon Sriracha hot chili sauce
1/4 teaspoon ground ginger
1 pound shredded cabbage
1/4 cup shredded carrot
1/2 cup pineapple tidbits
1/4 cup chopped cilantro
1 teaspoon sesame seeds

COMBINE lime juice and sugar and stir until sugar is dissolved. Add Sriracha and ginger and stir. Add vegetables, pineapple and sesame seeds and toss to combine.

Masala Slaw

1/4 cup lime juice
1/4 cup sugar
1/4 teaspoon ground ginger
1/4 teaspoon ground roasted cumin
1/2 teaspoon curry powder
1 quart + 3.25 cups shredded green cabbage
1/4 cup shredded carrot
2 tablespoons chopped cilantro
2 tablespoons chopped mint
1 tablespoon chopped canned jalapeño peppers

COMBINE lime juice and sugar and stir until sugar is dissolved. Add ginger, cumin and curry powder and stir. Add remaining ingredients and toss to combine.

Roasted Italian Vegetables

1-1/2 cups zucchini, cut in 1/2" slices
1/2 cup red peppers, cut in 1/2" slices
1 cup red onion, cut in 1/2" slices
2 tablespoons balsamic vinaigrette

COMBINE vegetables & balsamic vinaigrette and spread in an even layer on parchment lined sheet pans. Roast in a 400°F conventional oven for 6-10 minutes or until vegetables are tender and lightly caramelized. Stir vegetables, if needed, to promote even cooking.

Pineapple Roasted Vegetables

1-1/2 cups yellow onion, cut in 1/2" dice
1-1/2 cups green peppers, cut in 1/2" dice
1 cup pineapple tidbits
1 tablespoon olive/canola oil blend

COMBINE vegetables, pineapple and oil and spread in an even layer on parchment-lined sheet pans. Roast in a 400°F conventional oven for 6-10 minutes or until vegetables are tender and lightly caramelized. Stir vegetables, if needed, to promote even cooking.

Recipes for Salsas, Sauces & Dressings

Salsa

1 gallon + 2 cups crushed tomatoes, no salt added
1 quart + 1 cup diced yellow onion
1-3/4 cup + 2 tablespoons lime juice
1 cup chopped canned jalapeño peppers, diced
1 quart chopped cilantro
1/2 tablespoon ground cumin
1 tablespoon kosher salt
1/2 tablespoon sugar

COMBINE all ingredients.

Salsa Roja

3 cups Salsa (see recipe above)
3 tablespoons minced chipotle in adobo
1 tablespoon ancho chili powder
1 tablespoon cider vinegar

COMBINE all ingredients.

Soy Mayo

1 cup mayonnaise
1 tablespoon low sodium soy sauce

COMBINE all ingredients.

Cajun Mayo

2 tablespoons + 1/2 teaspoon light mayonnaise
2 teaspoons yellow mustard
1/8 teaspoon garlic powder
3/8 teaspoon Cajun seasoning

COMBINE all ingredients.

Chipotle Ranch Dressing

2 cups light ranch dressing
2 tablespoons lime juice
2 tablespoons chipotle pepper in adobo
2 tablespoons chopped cilantro

COMBINE all ingredients.

Black Bean & Corn Salsa

3-1/2 cups + 2 tablespoons Salsa (see recipe above)
2 cups corn kernels
2-1/4 cups black beans
1/4 cup green pepper, cut in 1/4" dice
1/4 cup red pepper, cut in 1/4" dice

COMBINE all ingredients.

Yogurt Curry Orange Sauce

1-3/4 cups plain yogurt
1/4 cup honey
1/4 cup orange juice
1 teaspoon curry powder
1/4 teaspoon paprika
1/4 teaspoon kosher salt

COMBINE all ingredients.

Sweet Chili Sauce

2-1/2 cups hot water
2-1/2 cups sugar
1 tablespoon red pepper crushed
1 teaspoon kosher salt
2-1/2 cups ketchup
2 tablespoons pasteurized lime juice
1/4 cup + 1 tablespoon Sriracha hot chili sauce

COMBINE water, sugar, salt, and red pepper flakes and boil for 10 minutes. Remove from heat and stir in ketchup, lime juice and Sriracha.

Sriracha Yogurt

3/4 cup plain yogurt
1/4 cup Sriracha hot chili sauce

COMBINE all ingredients.

5 Spice BBQ Sauce

1 cup barbecue sauce
1 tablespoon rice vinegar
1 teaspoon Five Spice Chinese seasoning

COMBINE all ingredients.

Spaghetti & Marinara

1 (10#) can spaghetti sauce
1 quart cold water
2 pounds whole grain spaghetti (dry to ckd)
1 quart + 1/2 cup diced canned tomatoes

COMBINE spaghetti sauce and water. Heat in a 350°F oven for 15 minutes. Stir in noodles and cook an additional 10 minutes. Stir in tomatoes.

3
STEP

GET THEM EXCITED ABOUT SEAFOOD!

Kids often need encouragement to try new foods and seafood is no exception.

You can create excitement in your schools by sampling new menu items, using posters and other signage to announce new menu offerings, and showing videos about sustainable Alaska seafood.

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FOR MORE
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