



Press Release
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Media Contact:

Julie Decker, Executive Director
Alaska Fisheries Development Foundation
907-276-7315
jdecker@afdf.org



AFDF Issues Call for Product for the 25th Alaska Symphony of Seafood

Deadline for Entries is October 6, 2017

WRANGELL, Alaska (Tuesday, September 5, 2017) — The Alaska Fisheries Development Foundation (AFDF) announced the Call for Product for the 25th annual Alaska Symphony of Seafood in 2018. The Alaska Symphony of Seafood is a competition for new value-added products made from Alaska seafood. The overall goal is to inspire innovative ways to fully utilize and increase the value of Alaska's seafood. The Call for Product is now available. **Entry forms and fees are due by October 6, 2017.** All information is available at AFDF's website: <http://www.afdf.org/symphony-of-seafood/>.

Product entries are individually evaluated in each category by a panel of expert judges during a private judging session. Evaluations are based on the product's packaging and presentation, overall eating experience, price and potential for commercial success. First, second and third place winners from each category are crowned, as well as an overall grand prize, Seattle People's Choice and Juneau People's Choice. First place winners also receive complimentary booth space as well as free airfare to and from the Seafood Expo North America (SENA), the industry's biggest event of the year.

In response to requests from seafood companies, and in an effort to continuously improve the Symphony, the timeline of the call for product and judging has been moved up. These changes will provide more lead time and allow winning products to also be included in national and international competitions, giving winners additional exposure and value. **Consequently, this year, the winners will also be entered into new products contest held at the SENA called the Seafood Excellence Awards (SEA).**

Judging and open house events will be held in Seattle on November 15, 2017, and in Juneau tentatively scheduled for February 27, 2018. The winners will be given an opportunity to display their winning products at the SENA in Boston (March 11-13, 2018). The event's



multiple locations give seafood companies the opportunity to introduce new value-added products from Alaska seafood and gain exposure with industry and culinary experts, seafood distributors, and national media.

This year, being a special 25th anniversary of the Symphony, AFDF will also be collaborating with Diversified Communications to hold a unique sponsorship at the Pacific Marine Expo (PME) in Seattle on November 16-18, 2017. The activities will include a special “Hall of Fame” displaying 25 years of winning products, a panel presentation about the importance of product development for the seafood industry, announcement of the winners of the Symphony, as well as other promotional activities.

Each product entered in the competition is grouped into one of four categories: Retail, Foodservice, Beyond the Plate, and Beyond the Egg. Product entries are then individually evaluated by a panel of expert judges during a private judging session. Evaluations are based on the product’s packaging, presentation, overall eating experience, price and potential for commercial success.

After the judges are finished reviewing and tasting the products, the chefs, manufacturers, buyers, sellers and media are also invited to vote on their favorite product at the Seattle reception. This award - “Seattle People’s Choice” - will be announced at the end of this event. The overall grand prize, and first, second and third place winners of each category will be kept confidential until the PME on November 17. The “Juneau People’s Choice” will be announced at the end of the Juneau Legislative Reception co-hosted with the United Fishermen of Alaska (UFA).

AFDF depends upon sponsorships to fund this event each year. AFDF would like to recognize and thank our major sponsors from last year: Alaska Seafood Marketing Institute, Alaska Air Cargo, Aleutian Pribilof Island Community Development Association, At-sea Processors Association, Bristol Bay Economic Development Corporation, Alaskan Brewing Company, Marel, Northwest Fisheries Association, Kwik’Pak Fisheries LLC, Trident Seafoods, UniSea and United Fishermen of Alaska.

About the Alaska Fisheries Development Foundation

Founded in 1978, AFDF is dedicated to identifying problems common to the Alaska seafood industry and developing efficient, sustainable solutions that provide benefits to the economy, environment and communities. For more information, visit www.afdf.org. For more information about the Symphony, visit www.afdf.org/symphony-of-seafood/.

Alaska Fisheries Development Foundation
P.O. Box 2223, Wrangell, AK 99929 - Ph: 907-276-7315
www.afdf.org/symphony-of-seafood/