



Press Release
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Alaska Symphony of Seafood – 2020-21 Changes and Call for Product

Deadline for Entries in the 2020 event is Oct. 06, 2020

Wrangell, Alaska (Monday, August 17, 2020) — AFDF is proud to announce the 2020-21 Alaska Symphony of Seafood, including the [Call for Product](#) (due Oct. 06, 2020), exciting changes to the event and new major sponsor, Bristol Bay Regional Seafood Development Association (BBRSDA). Since 1994, AFDF has hosted and organized the “Symphony”, a competition for value-added products made from Alaska seafood. The Symphony is an exciting platform that encourages companies to invest in product development, helps them promote those new products and competitively positions Alaska Seafood in national and global markets. Product development is critically important to the entire Alaska Seafood industry and the fishing communities that depend on it. Innovative new products position the industry to remain competitive and relevant to consumers, which is especially important in today’s COVID-19 market.

Previous winners and entrants have leveraged the Symphony platform and continue to see increased sales and market exposure of their products. [Bullwhip Hot Sauce, by Barnacle Foods](#), was a triple winner last year (Retail category, Juneau People’s Choice and Grand Prize). Upon receiving the Grand Prize, Barnacle Foods commented, “*When [Alaska] kelp is paired with piri piri pepper, tomatoes, and fresh garlic, the delicious flavor makes you want to put this sauce on everything! The Alaska Symphony of Seafood encourages all seafood processors to prioritize innovation in product development.*”



Symphony Initiative



Julie Decker, Executive Director of AFDF, at the 2020 Juneau Symphony event

Beginning with 2020-21 events, AFDF is embarking on an initiative to expand the Symphony and its positive impact on the Alaska seafood industry. With a solid foundation of support, entries, funders and market recognition, AFDF believes it is the perfect time to invest in the innovation of new products through increased partnerships, marketing and promotions for the Symphony. The industry has invested heavily in quality improvements (both during harvesting and processing) and processing equipment, increasing the capacity to create new products. Across the industry, the quality and sophistication of the new products in the last few years has reached a new level.

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The 2020-21 Symphony will feature Salmon and Whitefish product categories in addition to Retail, Food Service and Beyond the Plate. Product entries can enter into all qualified categories and are eligible for multiple awards (i.e. Retail and Salmon, or Beyond the Plate and Whitefish). Special awards categories will include: Grand Prize, Seattle People's Choice, Juneau People's Choice and the Bristol Bay Choice. These new categories will allow for more opportunities for product awards, promotion and recognition, including increased exposure for products out of Bristol Bay.

Beginning this year, the first-place winners from each category, **plus** special awards and the Grand Prize winner, will receive booth space at the distinguished Seafood Expo North America in Boston and entry into their national new product competition, the Seafood Excellence Awards, as well as airfare to and from the show provided by our sponsor, Alaska Air Cargo.

The deadline for entries into the 2020-21 competition is October 06, 2020. In order to participate in the Symphony, products must be market ready—in commercial production by the date of the event. The Call for Product can be downloaded [here](#). Visit the AFDF [website](#) for more information on the Symphony, including sponsorship opportunities and upcoming dates.

BBRSDA: Symphony's New Major Sponsor

BBRSDA's brand, *Wild Taste, Amazing Place*, is built on the fishing grounds and their brand promise must be supported by a premium product in order to secure long term customer loyalty. The ability to drive up the demand for *Bristol Bay Sockeye, Alaska's Sockeye Salmon*, hinges upon BBRSDA members' commitment to delivering the highest quality sockeye at every offload. The Bristol Bay fleet has done something that many people said was impossible: drastically improving the quality of Bristol Bay salmon. The fleet has invested heavily in quality improvements and it's paying off.

The increase of quality at the point of harvest improves it all the way throughout the supply chain. This allows more value-added potential, because the quality can support additional processing and diversification of products. The increase of quality has also shown an increase of fresh Bristol Bay sockeye at retail stores. BBRSDA and AFDF are the perfect partners to work together to support and promote the value-added products coming out of Bristol Bay. BBRSDA has committed to a 3-year partnership with AFDF on the Symphony Initiative, recognizing the value of the Symphony to the vision that diversified markets and innovative products are imperative to the ex-vessel value of the fishery.



Andy Wink, Executive Director of BBRSDA. speaking to the Symphony partnership at the 2020 Juneau event

Thank You to Sponsors

In order to hold these events, the Symphony is 100% funded by industry and its supporters each year. AFDF would like to recognize and thank our sponsors from last year. Major sponsors include Alaska Seafood Marketing Institute, Bristol Bay Regional Seafood Development Association, Lineage Logistics, Trident Seafoods, Marine Stewardship Council, Northwest Fisheries Association, Alaska Air Cargo, At-Sea Processors Association and the United Fishermen of Alaska. See [here](#) for a complete list of sponsors.

About the Alaska Fisheries Development Foundation

Founded in 1978, AFDF is dedicated to identifying common opportunities in the Alaska seafood industry and developing efficient, sustainable outcomes that provide benefits to the economy, environment and communities. For more information, visit www.afdf.org.

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