

ALASKA LEGISLATURE SPECIAL COMMITTEE/SUBJECT FILE 8672
2175 SCOMM 83: HOUSE SPECIAL COMM. INTL. TRADE & TOURISM, 1991-92



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SCOMM

83:0

SCOMM 83: HOUSE SPECIAL COMMITTEE ON INTERNATIONAL TRADE AND
AND TOURISM, 1991-92

MEMBERSHIP:

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Established by HR 2, 1991.

Contents: 6" of files. 29 tapes are also available of meetings
held 1/28/91 - 4/23/92

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AND TOURISM, 1991-92

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REPRESENTATIVE TOM MOYER, CHAIRMAN
1991

OVERVIEW: INTERNATIONAL TRADE, EO 79

OVERVIEW: ALASKA TOURISM INDUSTRY

OVERVIEW: USSR-AK TRADE AGREEMENTS

OVERVIEW: AVA & ATMC PRESENTATION

OVERVIEW: ALASKA OFFICE OF INTERNATIONAL TRADE

OVERVIEW: MINORITY TOURISM PROGRAMS

HB 12 WATER'S EDGE TAX

HB 46 ESTABLISH ALASKA AEROSPACE DEVELOPMENT CORPORATION

HB 249 SMALL BUSINESS EXPORT TRADING CONSORTIUM

HCR 9 HOSTING 1995 WORLD TRADE SHOW

HJR 20 ESTABLISH US/USSR CONSULATES

HJR 23 GAMBELL, AK & NUVOYE CHAPLINO, USSR: SISTER CITIES

HJR 24 MANAGE WALRUS POPULATION

HJR 37 50TH ANNIVERSARY OF AK/SIBERIA LEND-LEASE PROGRAM

SB 136 DISPLAY OF ALASKA HIGHWAY COMMEMORATIVE PLATES

SB 183 PROHIBIT ALCOHOL SALE IN HOTEL ROOMS

SCR 20 KODIAK ISLAND BICENTENNIAL

SJR 16 INTERNATIONAL FUR TRADE

files
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MVN
562

not rec'd.

not rec'd.

not rec'd.

HOUSE INTERNATIONAL TRADE AND TOURISM FILES
REPRESENTATIVE TOM MOYER, CHAIRMAN

1992

OVERVIEW: ALASKA SEAFOOD MARKETING INSTITUTE (ASMI)
OVERVIEW: ALASKA TOURISM MARKETING COUNCIL AND DIVISION OF TOURISM
OVERVIEW: SOVIET FAR EAST
OVERVIEW: U.S.-CANADIAN TRADE
HB 249 ESTABLISHING AN EXPORT TRADING CONSORTIUM
HB 490 SALE OR PURCHASE OF BEAR PARTS
HB 576 PROTECTION OF CAVES AND CAVE RESOURCES
HCR 32 STABLE FUNDING SOURCES FOR PROMOTION OF TOURISM
HCR 54 TOURISM REVENUE TASK FORCE
HJR 81 TRAVEL ADVISORIES ISSUED BY DEPARTMENT OF STATE
HJR 82 STANDARD INDUSTRIAL CLASSIFICATION SYSTEM
SJR 41 USE OF ALASKA FACILITIES FOR TRAINING FOR SPORTS TEAMS
SJR 44 SUPPORT KANTISHNA AREA TOURISM DEVELOPMENT

W100S
83:1

MEMORANDUM

TO: Glenn Olds
Commissioner, DCED

FROM: Lennie Gorsuch
Executive Director, ASMI

RE: Strategic Plan for Salmon Promotion Budget

DATE: December 10, 1991

PROBLEM: *the owner state has accomplished just 80 percent of the salmon business plan (production) and needs to focus on the final 20 percent (marketing).*

Each year, we spend tens of millions of dollars managing and enhancing the fisheries' biomass. The results have been obvious--in twenty years salmon production has ballooned from 139 million pounds to 639 million pounds. But the value of Alaska's salmon resource comes from the market and not from the size of the biomass. In the last ten years, farmed salmon production has grown apace with wild salmon production from Alaska. World production of salmon now has surpassed 2 billion pounds (a billion pounds more than was produced in 1980) but world consumption has grown to only about 1.8 billion pounds.

This gap between production and consumption is further exacerbated by temporary anomalies in the salmon markets--the most recent example being the dumping of 37,000 metric tons of excess frozen Norwegian salmon on world markets. The Norwegian salmon cartel holding the fish recently declared bankruptcy. With the backing of an interest-free government loan, the excess industrial salmon now will be sold at firesale prices in U.S., Japanese and other markets important to the Alaska fishermen wild salmon industry.

From a marketing perspective--and from the perspective of the owner state--the

Alaska Seafood Marketing Institute
1111 West 8th Street, Suite 100
Juneau, Alaska 99801
Phone: (907) 586-2902
FAX: (907) 463-3273



problem is not too much salmon but is not enough salmon consumers. Alaska's salmon production regime, nurtured over the long term with an extended commitment of state financial resources and sustained yearly appropriations (over \$40 million in FY91), is now threatened because the other side of the equation, marketing, has not been given the same attention.

This lack of strategic planning resulted in the value of Alaska's salmon harvest dropping from about \$550 million in 1990 to about \$300 million this year. That is a quarter of a billion dollars that is not reverberating around Alaska's economy this fall and winter. It also represents the loss of about \$10 million in raw fish taxes uncollected by the state. A \$10 million strategic salmon marketing campaign that helps restore \$250 million in value to the fishery and restores \$10 million in raw fish tax collections will be an excellent return on investment.

This magnitude of effort is not unprecedented and is much less than one of Alaska's most aggressive salmon competitors. As recently as 1989, Norway spent \$.05 per pound establishing and enhancing market share for their farmed salmon in the U.S. If Alaska spent \$.05 per pound securing and enhancing the domestic market, we would have spent more than \$32 million this year.

GOAL: *to restore value to Alaska's salmon resource by securing and expanding domestic markets.*

ASMI has expanded marketing efforts in major overseas markets by garnering additional funds from a federal program (MPP) designed to protect U.S. commodity producers operating in world markets. In FY92, ASMI was awarded \$8.78 million to market salmon in Japan, France and the United Kingdom--twice the award for FY91. ASMI has requested \$15 million for FY93 in order to maintain existing overseas marketing efforts and expand to other countries and to market additional species of Alaska seafood.

But the additional marketing effort overseas has not been matched in the domestic market--the world's second largest salmon market and the market with the greatest potential for expansion. This year marketing efforts in the U.S. decreased because state appropriations for U.S. marketing dropped from \$1.7 million to about \$1.35 million and the voluntary ASMI industry assessment will drop from about \$3.2 million to \$2.6 million because of the loss of value in the salmon harvest (the voluntary industry assessment is .3 percent of the ex-vessel value of all seafood landed in Alaska).

STRATEGIC PLAN STRATEGY: *regain market dominance for Alaska salmon in the domestic market by 1)expanding awareness, 2)changing perceptions and 3)expanding usage. This strategic plan is interdependent with the three elements supporting the goal of increased consumption of Alaska salmon.*

The marketing campaign will focus on all elements of the salmon trade--consumers, retail trade, foodservice trade, and seafood industry leaders. The multi-faceted approach will be used in strong existing markets and new opportunity markets. All programs will concentrate on instilling positive perceptions of Alaska salmon:

- "Salmon is the new favorite"
- "Salmon is a food for the health conscious"
- "Fresher/frozen ensures high quality"
- "Canned salmon is contemporary food"

1) Expanded Awareness. There are three elements to this task including introduction of a seal of origin to all audiences, increasing awareness with salmon specific advertising that includes network television in 25 top markets, and building public awareness through a public relations program centered on a recognized Alaska salmon spokesperson.

Costs for the first element, expanded awareness, include:

Seal of Origin

Development of an in-state education program (to encourage seal of origin application and use).	\$40,000
Legal copyright of seal.	\$20,000
Introduce seal on industry packaging; initial printing: 2,000 ad slicks.	\$10,000
Introduce seal to trade through trade ads and direct mail to top 500 grocery/restaurant pros.	\$200,000
Introduce seal to consumers through magazine ads.	\$300,000
Integrate seal into collateral and point-of-purchase materials.	\$100,000

Salmon Specific Advertising

Increase awareness with salmon specific ads. Media schedule that reaches 100 million consumers through network TV in top 25 markets, including existing and opportunity markets.	\$2,000,000
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National Public Relations

Spokesperson media tour to 30 major markets.	\$120,000
Salmon editorial/recipes to 100 newspapers with circulation of 40 million.	\$5,000
Television infomercial starring spokesperson sent to stations with potential reach of 20 million.	\$45,000
Sponsorship of health-oriented events in major markets. Tie-in with American Heart Association and radio to promo free cholesterol/blood pressure checkups and participating restaurants promotion of healthy seafood menus.	\$160,000
TOTAL EXPANDED AWARENESS BUDGET	\$3,000,000

2) Changing Perceptions. This element is designed to reposition the consumer and trade perceptions of salmon.

National magazine recipe program including recipe booklets inserted next to salmon ads in magazines with 20 million circulation to run during Lent and Fall promotions.	\$1,050,000
Salmon recipes/cooking demos in shopping malls in 30 metro areas to reach 60,000.	\$150,000
Ads in publications for foodservice and trade professionals with circulation of 200,000.	\$450,000
Expand retail demo program to cover 50 percent of participating chain stores in top 40 markets. Current program covers 25 percent in five markets.	\$500,000
Co-sponsor promo with Weight Watchers to include direct mail to members (about 1 million members).	\$250,000
Develop sampling/recipe demos for major food-service distributors and operators to teach professionals how to handle/prepare Alaska salmon.	\$100,000

Salmon recipes to 10,000 high school home ec and school lunch programs with endorsements from well-known dieticians.	\$150,000
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Create Alaska salmon handling/preparation seminar to travel to every major retail/foodservice show. Seminar includes sampling.	\$350,000
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TOTAL CHANGING PERCEPTION BUDGET	\$3,000,000
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3) Expanding Usage. This element is important because it has the greatest potential for short-term market improvement. Costs include:

Expand ASMI sales force from one (ASMI marketing director) to a contractor staff of 10. This increases the sales calls per year from 33 to 1,832 and the retail grocers covered from 6,600 to 366,400.	\$750,000
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Sales Force Programs

Three salmon specific promos a year with retail co-op ad programs in newspaper and radio including

Lent	\$800,000
Fall	\$600,000
Summer	\$500,000

Two major foodservice promos a year. Top 30 restaurant and hotel chains targeted for menu promos

Lent	\$200,000
Fall	\$200,000

Retail/foodservice incentives supporting promos with top participation earning Alaska fishing trips and cruises and other incentives.	\$400,000
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Expansion of salmon demos to new users at state fairs, theme parks and sports arenas.	\$550,000
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TOTAL EXPAND USAGE BUDGET	\$4,000,000
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<u>TOTAL SUPPLEMENTARY BUDGET REQUEST</u>	<u>\$10,000,000</u>
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CONCLUSION: *this supplemental budget request is necessary to stem the erosion of domestic markets for Alaska wild salmon and to meet head-on the challenge of farmed salmon. Farmed salmon were not on the market a decade ago but farmers now account for as much salmon production as Alaska fishermen.*

As an owner state, we must protect the value of our most important renewable resource--seafood. This common property resource provides 19,000 direct, year-round equivalent jobs (plus another 16,000 indirect jobs) and accounts for about 16 percent of Alaska's annual payroll.

The most important element in the seafood industry is salmon. Our state committed itself to resurrecting the salmon biomass twenty years ago and has been wildly successful. That resource enhancement program required long-term, incremental gains and was successful because of the decades-long financial commitment on the part of the state (intensive management regime and resource rehabilitation programs) and the industry (salmon enhancement taxes that funded hatcheries as well as other programs).

That long-term commitment restored the salmon biomass--not immediately but over time. We need to exhibit the same commitment, and patience over the long-term, to ensure that the restored salmon resource has market value--otherwise we will flush away the hundreds of millions spent rebuilding salmon runs.

IRELAND

Country Living



President meets President

On her first visit as President to ICA Headquarters in Dublin, Mary Robinson was greeted by ICA President, Monica Prendiville. The occasion included a meeting with some 40 visiting Icelandic Women's Federation members.

Photo: Steve Treacy

Canny Ways with Wild Alaska Canned Salmon

From the cold waters of the Pacific off the coast of Alaska comes one of America's most versatile and nutritious fish, wild Alaska salmon.

From river to can, it is a totally natural product and nutritious too — high in protein, vitamins and minerals, and low in fat and calories. Whether pink or red, Alaska canned salmon combines all the taste and goodness of fresh salmon with the convenience of a store cupboard food. Not that it will stay in your larder for long

— just try these easy and delicious recipes.

It is available at most supermarkets and food stores under well known brand names. Look out for the 'USA Salmon' stamp on the can lid of your favourite brand, it's your assurance of taste, quality and convenience.

If you would like to try some more delicious recipes using Alaska canned salmon, write to: **Country Living/Recipe Booklets**, P O Box 506, London SE5 7EF.



Minted Salmon Spinach Salad (Serves 4-6)

213g/7½ oz can Alaska red salmon
50g/3 oz torn fresh spinach
1 large tomato, cut in wedges
50g/2oz each fresh peas, blanched, chopped
sweet red pepper, de-seeded, chopped cucumber
2 spring onions
mint vinaigrette (see below)
2 hard boiled eggs, peeled and quartered

1. Drain salmon, reserve 2 tablespoons liquid for vinaigrette.
2. Break salmon into chunks, set aside.
3. Place spinach on serving dish, place tomato wedges around edge.
4. Combine peas, red pepper, cucumber and green onions, stir in mint vinaigrette.
5. Gently stir in salmon. Spoon onto spinach.
6. Garnish with eggs.

Approximately 140kcal per serving.

Filo Lillies with Salmon and Mushrooms (Serves 4-6)

Using ready made filo pastry along with other convenience products, this impressive supper or picnic recipe is delicious served with a simple mixed salad.

1 x 439g/15½ oz can Alaska pink or red salmon
1 x 400g/14 oz pack of filo pastry sheets
2 tablespoons vegetable oil
1 small onion, finely chopped
2 sticks celery, finely chopped
225g/8 oz button mushrooms, sliced
50g/2 oz butter, melted

1. Preheat the oven to 375°F, 190°C, gas mark 5.



2. Drain the can of salmon and flake coarsely. Set aside.
3. Cut each sheet of filo pastry into 6 equal sized squares. Lay these squares into individual 10cm/4 inch round pie tins, leaving the corners standing proud of the outer rim and rotating each square slightly from the last to produce a water lily effect.
4. Bake in the preheated oven for 8-10 minutes or until golden brown.
5. Heat the oil in a saucepan and gently fry the onion and celery for 3 minutes. Add the mushrooms and continue frying for a further 3 minutes, or until all the vegetables are soft. Stir the cooked vegetables into the flaked salmon.
6. Divide the salmon filling evenly between the baked filo pastry cases and chill until required.

Salmon and Tomato Bisque (Serves 4-6)

439g/15½ oz can Alaska pink salmon

450g/1 lb fresh tomatoes
25g/1 oz butter
1 small onion, peeled and chopped
1 carrot, peeled and chopped
50g/2 oz plain flour
salt and freshly ground black pepper
1 litre/1½ pints fish stock
2 tsp lemon juice
140 ml/¼ pint double cream
90 ml/3 fl.oz dry white wine or sherry
1 tbsp tomato puree

1. Flake the salmon into a bowl and set aside.
2. Plunge the tomatoes into boiling water for one minute, peel off the skins, quarter and discard the

seeds. Chop the flesh finely before stirring into the salmon.

3. Melt the butter in a large saucepan and stir in the onion and carrot. Cook until soft but not browned.
4. Add the flour and seasoning and mix together well. Gradually add the fish stock, stirring well between additions.
5. Stir the fish and tomato mixture into the stock, bring to boil, then simmer for 25-30 minutes. Remove the soup from the heat and cool slightly.
6. Using a liquidiser or food processor, blend the soup to a smooth puree. If a finer texture is required, pass this puree through a metal sieve, pushing it through with a wooden spoon to remove any of the small lumps.
7. Return the soup to saucepan, gently stir in lemon juice, cream, wine and tomato puree. Blend evenly.
8. Reheat the soup gently, taking care not to boil. Serve with warm bread rolls.

Approximately 380 Kcal per serving.

Cook's Tip:
Cut a small cross in the skins of the tomatoes before plunging them into the boiling water to help them peel more easily.

13 OCTOBER 1991

Sunday Express

Marie

SPECIAL OFFER
David Emanuel suit

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**ROYAL
EXCLUSIVE
PULL-OUT**

The Duchess
of York's new
children's book



Rich in vital nutrients and low in calories, wild salmon from the rivers of Alaska is a tasty treat, and it's most convenient canned. Here we present a tempting spread of ocean-fresh delights

An appetising array with the tang of salmon. Clockwise from top left: Salmon Soup; Puff Pastry Salmon With Citrus Sauce; Alaska Salad; Salmon And Tomato Pasta; Sweetcorn And Salmon Crepes

From the rivers of Alaska where wild salmon is spawned, to the cold fishing grounds of the Pacific Ocean, the Alaska canned salmon story is a story of the wild: of fish grown fat on natural marine life, away from artificial methods, then caught and expertly canned to preserve every last ounce of flavour and goodness.

The Alaska canned salmon that reaches your dinner table combines all the rich taste and texture of fresh salmon with the convenience of the best store cupboard foods. It is low in calories and high in vital nutrients, including special oils known as Omega-3s, which can help keep the heart in fit and healthy condition.

And, as our recipes show, both the economical pink salmon and the more luxurious red can be as versatile as you like.

To enjoy all the good things Alaska salmon has to offer, look for the words USA Salmon on the lid of your favourite brands, including supermarkets' own labels, and answer the call of the wild! ▷



CALL OF THE WILD





**SALMON SOUP**

(Serves 4)

1 small onion, sliced

1 tsp butter

1.5oz can red or pink Alaska salmon, drained, with bones and skin removed

 $\frac{1}{4}$ pint vegetable stock $\frac{1}{4}$ pint white wine

1 small clove garlic, crushed

1 bayleaf

 $\frac{1}{2}$ tsp fresh thyme $\frac{1}{4}$ pint milk $\frac{3}{4}$ oz cornflour, mixed with a little water until smooth

2 tsp sour cream

 $\frac{1}{2}$ tsp mace

Salt and freshly ground black pepper

1 tsp chopped parsley

To serve: 4 tsp cream

Using a large saucepan, cook the onion in the butter until transparent, add the salmon, stock, white wine, garlic, bayleaf and thyme, and then cover the pan and simmer for 15 minutes.

Remove pan from the heat, remove bayleaf, pour the soup into a blender or food processor and blend until smooth. Put soup back into the pan and add the milk followed by the cornflour. Bring to the boil, stirring all the time until the soup has thickened slightly. Turn down the heat, add the sour cream, then season with the mace, salt and pepper. Add the parsley, heat through. Serve with a spoonful of cream to top off each bowl, and herb scones or crusty bread.

**SWEETCORN AND SALMON CREPES**

(Serves 4)

Crepes mix $\frac{1}{2}$ oz plain flour

1 egg plus 1 egg yolk

 $\frac{1}{4}$ pint milk

1 tsp chopped parsley

A little salt and pepper

*Oil for frying**Filling* $\frac{1}{4}$ oz butter $\frac{1}{4}$ oz flour $\frac{1}{4}$ pint milk

4 spring onions, sliced diagonally

7oz can sweetcorn mixed with peppers

4oz red or pink Alaska canned salmon, drained, with bones and skin removed

4oz peeled prawns

1 tsp chopped chives

1 tomato, skinned, sliced and seeds removed

 $\frac{1}{2}$ tsp ground nutmeg

1 tsp anchovy essence

Salt and pepper

To make the crepe batter, put the flour into a food processor, turn the machine on first, then pour the egg plus egg yolk, milk, seasonings and parsley down the funnel gently until a smooth batter has been made.

Heat oil and fry crepes; stack on a warm plate with greaseproof paper between them. Cover with foil and keep warm. The mixture will make 6-8 pancakes.

To make filling, melt the butter, draw off the heat and add the flour to make a roux. Slowly add milk until it has all been incorporated. Replace on the heat and bring slowly to the boil, stirring continuously until sauce has thickened. Turn down heat and add spring onions, sweetcorn, salmon, prawns and chopped chives. Stir well, add the tomato, ground nutmeg and anchovy essence, stir again, taste and then adjust the seasoning with a little salt and pepper. Cook for a further minute.

Remove pancakes from the oven and fold each one in

half and then into quarters. Fill the top "pocket" of each crepe with some of the filling mixture and transfer to a pre-warmed serving dish. Serve the crepes straight away, while hot, accompanied by a freshly-made, healthy and crisp green salad.

ALASKA SALAD

(Serves 4)

6oz small, fresh spinach leaves, washed, dried and torn into small pieces

1 red pepper, cut into strips

4oz mangetout, topped and tailed

1 red onion, sliced into thin rings

12 pimento-stuffed green olives, halved

7oz can red or pink Alaska salmon, drained, bones and skin removed

Garnish

One orange, peeled and sliced (see method)

Dressing

1 tsp orange juice (see method)

1 tsp orange rind (see method)

2 tsp mayonnaise

2 tsp sour cream

1 tsp chopped capers

6 baby gherkins, chopped

Sprig of parsley

Prepare the orange by removing the rind with a zester and set aside. Peel the orange with a serrated knife, removing all the pith. Cut between the membranes to remove the orange segments; set these aside for garnishing the salad. Squeeze the remaining membrane into a medium-sized bowl to obtain a tablespoon of juice for the dressing. Combine orange juice, 1 teaspoon of the rind, the mayonnaise and the sour cream. Mix thoroughly, fold in the capers and chopped gherkins, pour dressing into a serving bowl and garnish with remaining orange rind shreds and parsley.

Put the spinach leaves into a salad bowl. Bring a pan of water to the boil and blanch red pepper and mangetout by bringing water back to the boil, draining.

and then refreshing under cold water. Add peppers and mangetout to the salad bowl with the onion, olives and the salmon, broken into chunks; stir to combine all the salad ingredients and garnish with the orange segments.

SALMON AND TOMATO PASTA

(Serves 4)

1 lb fresh pasta
Parmesan to serve
Pasta sauce
1 tbsp butter
1 onion, chopped finely
1 clove garlic, crushed
4 tomatoes, skinned, sliced and seeds removed
1/2 tsp dried tarragon
1 tsp tomato purée
1/2 pint vegetable stock
12 black olives, pitted and sliced
4 oz cooked broccoli
7/8 oz can red or pink Alaska salmon, drained, with bones and skin removed
1 tsp chopped parsley
Salt and pepper

Melt butter in a pan and cook the onion gently until softened. Add garlic, tomatoes and tarragon and cook for about 10 minutes until tomatoes are soft.

Add the tomato purée and vegetable stock and cook for a further 5 minutes, stirring from time to time. Add olives, broccoli, salmon and parsley and heat through gently. Season with salt and pepper. Turn the heat right down to keep the sauce warm while you cook the pasta.

Put a serving dish to warm, then bring a large saucepan of salted water to the boil. Add the pasta and cook according to instructions. Then drain and spoon into preheated bowl. Pour sauce over the pasta, sprinkle with Parmesan and serve immediately.

PUFF PASTRY SALMON AND CITRUS SAUCE

(Serves 4)

Citrus Sauce:
Juice 1/2 lemon
Rind 1/2 lemon
2 generous tbsp mayonnaise
2 heaped tbsp crème fraîche or sour cream
2 tsp chopped dill
Garnish
Paprika, sprig of dill
Puff Pastry Salmon
1/2 fennel bulb, sliced
1 stick celery, sliced
2 tsp chopped parsley
2 tsp fromage frais
2 oz Basmati rice, cooked
1 hard-boiled egg, chopped
1/2 tsp ground nutmeg
Salt to taste
Freshly ground black pepper
1 lb chilled puff pastry
1 tsp chopped parsley
1 tsp chopped dill
1 5oz can red or pink Alaska salmon, drained, with bones and skin removed
1 egg lightly beaten, to seal and glaze

To make the sauce, mix all the ingredients together in a bowl, pour into serving bowl, decorate with a little paprika



ka and the sprig of dill and set aside until time to serve. Then make the filling. Boil the fennel and celery together in a pan until cooked, remove from the heat, drain and put into a food processor. Blend to a coarse purée, then stir in the parsley, fromage frais, rice, egg and nutmeg. Season with salt and pepper to taste. Set aside.

Roll out the pastry to an oblong 8 in wide and 3 ft long. Fold pastry in half so that it measures 1 1/2 ft. Mark out a simple salmon shape with a knife, allowing an extra 1/2 in around the edge for crimping later. Carefully transfer the pastry fish to a greased baking tray.

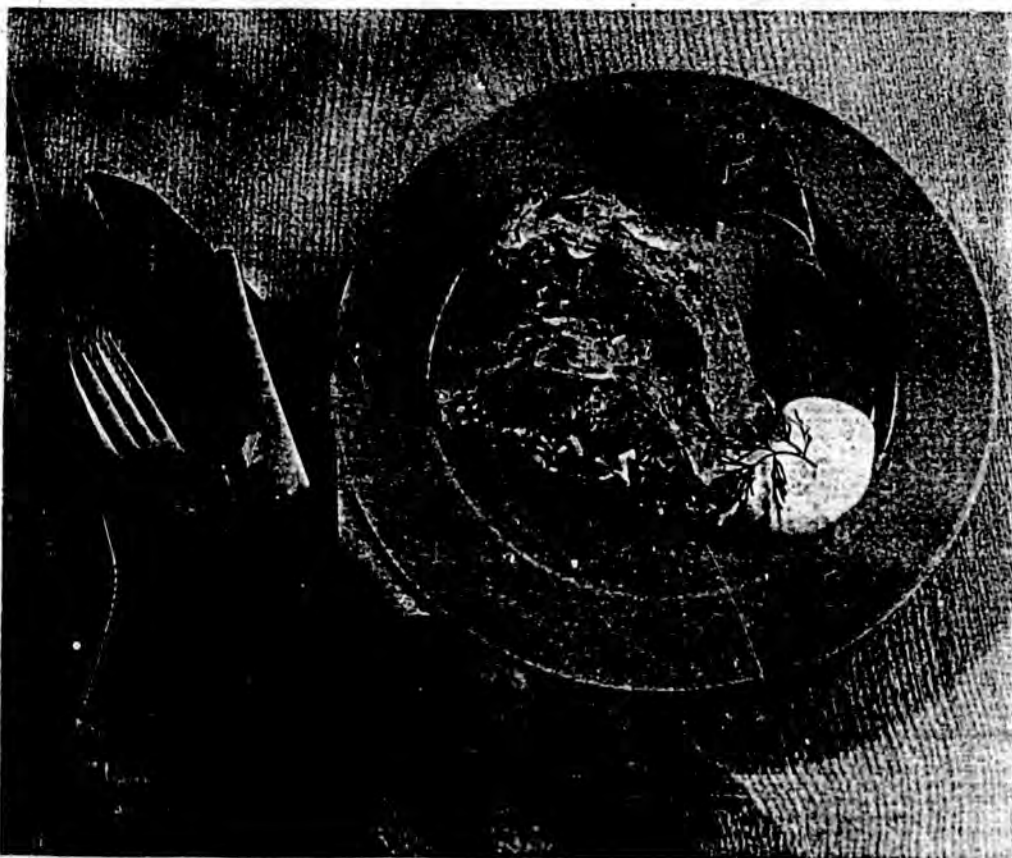
Lift the top layer of the salmon-shaped pastry from the bottom piece and set aside. Spread a layer of the fennel mixture along the length of the bottom piece, following the shape of the fish. Spread the mixture to within 1/2 in of the pastry edge. Over this mixture sprinkle the parsley followed by the dill, then the salmon. The pastry edges can now be moistened with a little egg.

Place the pastry top over the salmon and fennel mixture, seal the edges by crimping or using a fork, and decorate with the pastry trimmings, making an eye and a mouth and marking scales with a knife or cutter. Glaze the fish with beaten egg, make a few airholes with a skewer, put into the oven and bake at 220°C/425°F/gas mark 7 for about 30 minutes. Serve warm or cold with the citrus sauce, a crisp green salad and new potatoes, cooked then tossed in butter and a salt.



ALASKA SALMON – THE INSIDE STORY

If you would like some more delicious recipe ideas using Alaska canned salmon, take up our special offer and send away for the new full-colour, 40-page recipe book entitled *On The Wild Side*. All you have to do is collect two labels from 14 1/2-15 1/2 oz cans of any brand of pink or red Alaska canned salmon, identifiable by the words USA Salmon marked on the lid of the can. Worth around £6, the book is divided into six handy sections for easy reference: Healthy Eating, Quick & Easy, Two's Company, Microwave Dishes, Kids' Corner and Party Food. Send your labels to Recipe Book/Sunday Express Magazine, London SE99 7UU. (Offer limited to the first 10,000 applicants.)





Rivières-Océan, aller-retour :

Le voyage est long.

Les remouilles d'un saumon sont nombreuses.

On ne peut pas aller à l'océan sans passer par les rivières.

On ne peut pas aller à l'océan sans passer par les rivières.





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③ B4横倍ポスター (レシピ編)	
④ A全ポスター (5種類のサーモン編)	
⑤ B4横倍ポスター (5種類のサーモン編)	
⑥ バナー	
⑦ スイングPOP	
⑧ スイング用スタンド	
⑨ フェイスプレート	
⑩ 仕切板	
⑪ シール (1シートよりお申し込みください)	
⑫ レシピリーフレット	

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㉑ パンフレット「アラスカサーモン物語」	
㉒ レシピブック Vol.1	
㉓ レシピブック Vol.2	



天然アラスカサーモン

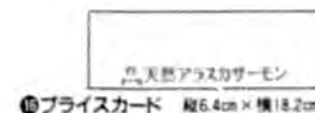
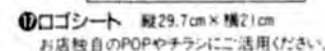
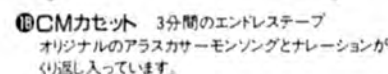
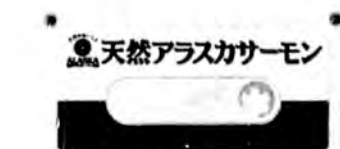
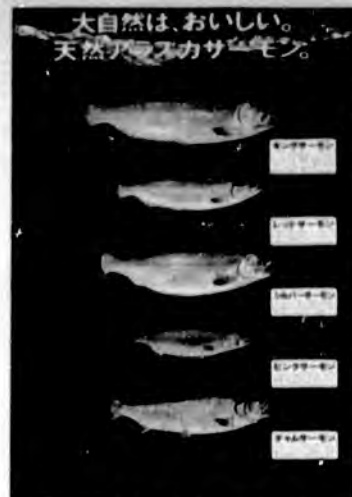
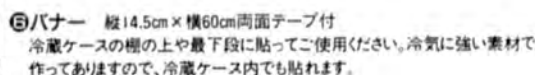
天然の味から来た



目をひく仕掛けで、
天然のおいしさをアピールします。



天然アラスカサーモン



●POP類のデザインは都合により変更となる場合があります。

きめ細かで長期的な 販促計画を進行させます。

プロモーションスケジュール											
	3月	4月	5月	6月	7月	8月	9月	10月	11月	12月	
FOODEX'91 3/12 3/16											
試食デモンストラーション (東京・大阪・名古屋地区)											
サホテル											
ホテル&レストラン											
チェーンストアエイジ											
日経レストラン											
雑誌 専門料理											
エッセ											
オレンジページ											
レタスクラブ											
ミセス											
TV-CF(関西地区のみ)											
ニュースリリース											
料理教室タイアップ											
PR テレビタイアップ											
雑誌タイアップ											
レジビコンテント											
ホテル&レストラン タイアップ											
POP配布(全国)											
パンフレット配布(全国)											
レジビラック配布(全国)											

POPのお問い合わせ・お申し込みは、インフォメーションセンターまでお寄せください。

天然のおいしさ
ALASKA
天然アラスカサーモン

アラスカシーフード マーケティング協会 日本連絡事務所:03(5561)0401 インフォメーションセンター:東京03(5275)2493/名古屋052(443)5642/大阪06(356)8634

売れる売場のムードづくりは、 おまかせください。 豊富なPOPでディスプレイ効果満点。

最も効果的な
ディスプレイの展示例です。



⑤ カットアウト 縦120cm×横44cm
売場での目立ち度No.1です。

売上をバックアップする、 多角的な広告展開。



▲雑誌広告(業界誌)



▲雑誌広告(一般誌)



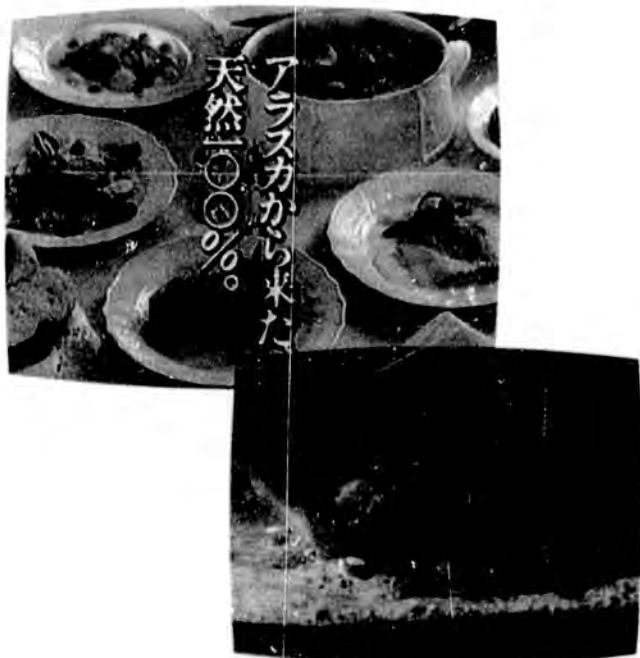
▲雑誌広告(一般誌・レシピコンテスト編)



▲新聞広告(全7段)

映像で生の迫力をお届けする、CF/PRビデオ作戦。

●TVCF 関西地区10月オンエア



●PRビデオ

7月のアラスカ現地取材をもとにビデオを制作。デモンストレーションに、イベントフェア用に、より臨場感ある、高いPR効果が期待できます。ご希望により10分版と5分版の2タイプから、いずれも無料提供いたします。



※実際のPRビデオと画面は異なります。

売上倍増の切り札。 シールと試食販売のダブル作戦。

天然アラスカサーモンについている、
ひと目でわかるおいしさの目印です。

おいしい、
ヘルシー、
シーフード。

アラスカの海から食卓へ。栄養満点のおいしさが届きます。

試食デモンストレーションで、
おいしさの違いをダイレクトにPRします。



試食デモンストレーションと“アラスカサーモンフェア”の実施により

最高3.5倍売上アップ

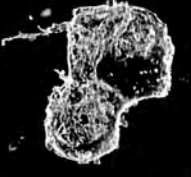
(平均1.6倍売上アップ/当協会調べ90年度資料)

目から手へ、手から舌へ。
次のアクションに結びつけて、確実に売上UP!



ON THE WILD SIDE

ALASKA



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INTRODUCTION



The name 'Alaska' conjures up images of nature at her best – vast expanses of land, majestic mountains, crystal clear waters and fresh air. The wild nature of this scenic land provides the perfect backdrop for many species of wildlife: brown bears, polar bears, eagles, caribou, whales and, importantly, salmon.

All the recipes in this book use wild Alaska salmon, caught in the cold waters of the Pacific following their migration from the clear rivers and streams of Alaska. There are 3,000 rivers and 3 million lakes in the state!

Once caught it is canned and exported.



In the UK and Eire, Alaska canned salmon can be found in all major supermarkets.

Simply look for the words 'USA Salmon' on the lid of the can of your favourite brand of pink or red salmon – it's your assurance of taste, versatility and quality.

All of the recipes in this book use red or pink Alaska canned salmon. Red is best used when the salmon's colour adds to the appeal of the finished recipes such as salads and rice dishes. Pink salmon works well for dishes where the salmon is mixed with other ingredients.

Canned salmon is an ideal food if you want to eat a healthy, nutritious diet. It is low in calories (just 55 calories in a 4oz can), high in protein and low in fat. Alaska canned salmon also contains a high proportion of special oils known as Omega-3s which help lower the risk of cardiovascular disorders.

All the benefits of fresh salmon in a can.





So, don't just keep canned salmon for high tea on a Sunday or for special occasions – use it in a wide variety of tasty, nutritious dishes whether you are cooking a family meal, a cosy meal for two or catering for party guests.



This book is divided into six sections for easy reference. Each section covers a different aspect of your life: Healthy Eating, Two's Company, Quick & Easy, Microwave, Party Food and Kid's Corner.

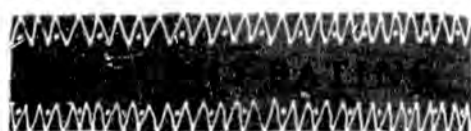


Each of the recipes has been tested for convenience, ease of preparation and enjoyment by our expert consumer panel made up of housewives and working mothers. Every recipe in the book has passed with flying colours. So now it's over to you. Can opener at the ready...!



Courtesy Seafood Intl.





For the health-conscious cook, this section contains tasty hot and cold, well-balanced meals with nutritious ingredients.

SALMON COUSCOUS

(Serves 4)

If you do not have a couscousier in which to cook this recipe, improvise by using a saucepan and colander. Line the colander with a muslin cloth, allowing the sides of the cloth to hang over the edge. Roll up the hanging muslin to make a collar around the edge of the colander. During the method, the base of the couscousier is equivalent to the saucepan and the top to the lined colander.

- 1 x 439g/15.5oz can red Alaska salmon**
- 250g/8oz couscous**
- 900 ml/1½ pints hot water**
- 2 tbsp vegetable oil**
- 2 cloves garlic, crushed**
- 1 green or red chilli pepper, de-seeded and finely chopped**
- 1 tsp caraway seeds**
- 1 large onion, chopped**
- 2 courgette, trimmed and thickly sliced**
- 2 carrots, trimmed and sliced**
- 1 red or orange pepper, de-seeded and sliced**
- 300ml/½ pint vegetable or chicken stock**
- ¼ tsp salt**
- 3 tomatoes, thickly chopped**
- 15g/½oz margarine or butter**
- 2 tbsp pumpkin seeds**

Drain the can of salmon, reserving the juice. Set aside.

Soak the couscous for 20 minutes in a large bowl of hot water. Heat the oil in the base of the couscousier, stir in the garlic, chilli pepper, caraway seeds, onion, courgette, carrot and pepper. Cook gently for 5 minutes.

Add the salmon juice and stock to the vegetables. Put the top of the couscousier on and place the soaked couscous into it. Season with salt. Cover with a lid and steam for 30 minutes.

Remove the top of the couscousier and add the tomatoes and salmon. Heat for 5 minutes. Place the couscous onto a large serving plate and gently stir in the margarine and the pumpkin seeds. Pile the salmon alongside to serve.

ALASKA SEAFOOD TARTS

(Serves 6-8)

- 1 x 439g/15.5oz can pink Alaska salmon**
- 350g/12oz packet filo pastry**
- 3-4 tbsp walnut oil**
- 15g/½oz margarine**
- 25g/1oz plain flour**
- 2 tbsp Greek yoghurt**
- 175g/6oz crab flavoured seafood sticks, chopped**
- 25g/1oz walnuts, chopped**
- 100g/4oz Parmesan or Cheddar cheese, grated**

Pre-heat oven to 180°C, 350°F, Gas mark 4. Lightly grease 8 individual pie dishes or ovenproof pudding bowls.

Drain the can of salmon and make the juice up to 200ml/7fl.oz. with water for fish stock. Flake the salmon. Set aside.

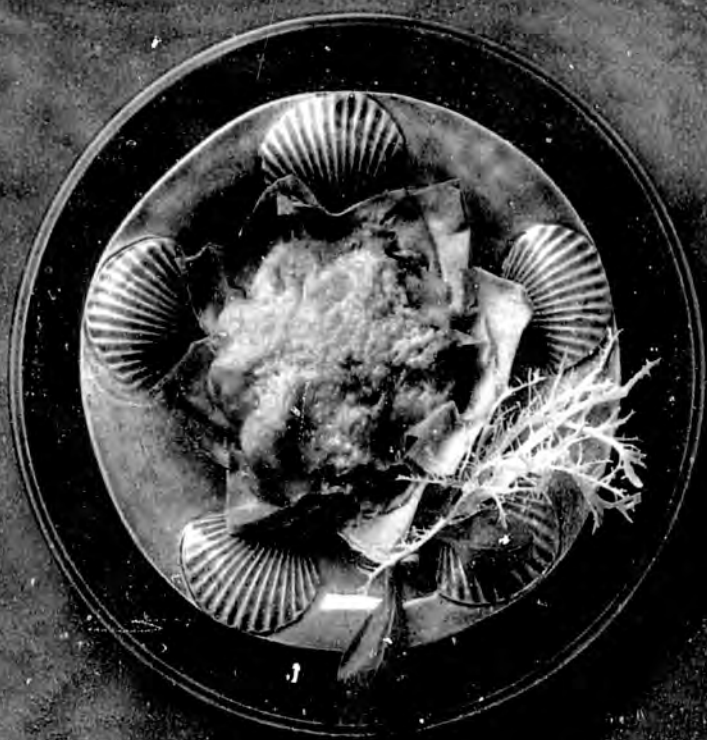
Brush each individual sheet of filo pastry with oil and fold into sixteen 12.5cm/5inch squares.

Put one square into each pie dish leaving the pointed corners protruding over the edge. Brush with oil then put a second square of pastry onto the first, but with the corners pointing up in between the original ones to create a water lily effect. Brush the points well with oil then bake for 5 minutes to set but not brown. Take out of the oven.

Reduce the oven temperature to 150°C, 300°F, Gas mark 2. Melt the margarine and stir in the flour. Blend in the fish stock, beating well to remove lumps. Stir the yoghurt, seafood sticks, walnuts and flaked salmon into the sauce and divide equally between the 8 pastry cases.

Sprinkle the breadcrumbs over the top then return to the oven to heat through for 5-8 minutes or until the cheese and pastry have turned golden brown. Serve immediately.









GINGER FISH ROLLS

(Serves 4)

If you do not have a bamboo steamer use a colander placed over a saucepan and covered with a lid.

1 x 213g/7.5oz can of pink or red Alaska salmon
8 large Chinese leaves, blanched to soften
50g/2oz shelled prawns, chopped
4 spring onions, trimmed, cut into 2.5cm/1 inch lengths then shredded lengthways, finely
½ tsp finely minced fresh root ginger
50g/2oz button mushrooms, chopped
long chives or strips of raffia for tying
4 tbsp light soy sauce
3 tbsp lime juice
2 tbsp water
2 tsp fine shreds of lime rind and root ginger
250g/8oz short grain rice
900ml/1.5 pints of boiling water
lumpfish caviar to garnish

Drain can of salmon reserving the juice. Flake the fish coarsely. Flatten Chinese leaves. Trim away any tough stalks. Place equal amounts of salmon onto centre of each leaf. Surround with prawns, onions, ginger and mushrooms. Roll up tucking ends in securely. Tie up with the chives or raffia. Place in top of steamer. Mix soy sauce, lime juice and rind. Put rice into base of steamer with water and salmon juice. Cover with fish rolls in steamer top and lid. Simmer for 20 minutes until most of liquid is absorbed. Keep fish rolls warm. Drain rice of any excess water and press into 12 small moulds. Turn onto a serving plate and garnish. Serve with the warm fish rolls and sauce.

ALASKAN'S TEMPTATION

(Serves 6)

1 x 213g/7.5oz can pink Alaska salmon
750g/1½lb old potatoes, thinly sliced
1 leek, washed and thinly sliced
150ml/¼ pint skimmed milk
2 tbsp low fat fromage fraise
2 tbsp sunflower oil
salt and pepper
50g/2oz Cheddar cheese

Preheat oven to 190°C; 375°F. Gas mark 5. Grease a shallow casserole dish. Drain can of salmon, flake and set aside. Arrange one third of potatoes and half of leeks in casserole dish. Add half the salmon then a further third of potatoes and remaining leeks and salmon. Sprinkle over the cheese and cover with remaining potato. Mix the milk, fromage fraise and 1 tablespoon of oil. Season. Pour into casserole. Brush top layer with remaining oil, cover and bake for 45 minutes. Remove cover. Continue baking until brown.

TOP RIGHT: WILD MUSHROOM AND SALMON SALAD TOP LEFT: ALASKAN'S TEMPTATION
BOTTOM RIGHT: ALASKA MATELOTE BOTTOM LEFT: GINGER FISH ROLLS

ALASKA MATELOTE

(Serves 6)

1 x 439g/15.5oz can of pink Alaska salmon
2 tbsp olive oil
8 spring onions, trimmed and chopped
2 cloves garlic, crushed
25g/1oz plain flour
300ml/½ pint vegetable stock
300ml/½ pint dry cider
1 tbsp freshly chopped basil
juice of 1 lemon
100g/4oz peeled prawns
175g/6oz mussels in brine
350g/12oz skate or monkfish
50g/2oz baby mushrooms, trimmed
1 small onion, sliced into rings
4 tbsp vegetable stock
salt and black pepper



Drain can of salmon. Make juice up to 300ml/½ pint with water for fish stock. Break fish into large chunks.

Heat the oil. Gently fry spring onions and garlic. Stir in flour. Add the fish and vegetable stocks and cider. Mix well. Stir in basil and lemon juice. Bring to the boil. Add prawns, mussels and white fish. Simmer for 10 minutes.

Cook mushrooms and onion in salt water. Drain and set aside. Stir salmon into soup. Heat through. Serve garnished with mushrooms and onions.

WILD MUSHROOM AND SALMON SALAD

(Serves 4-6)

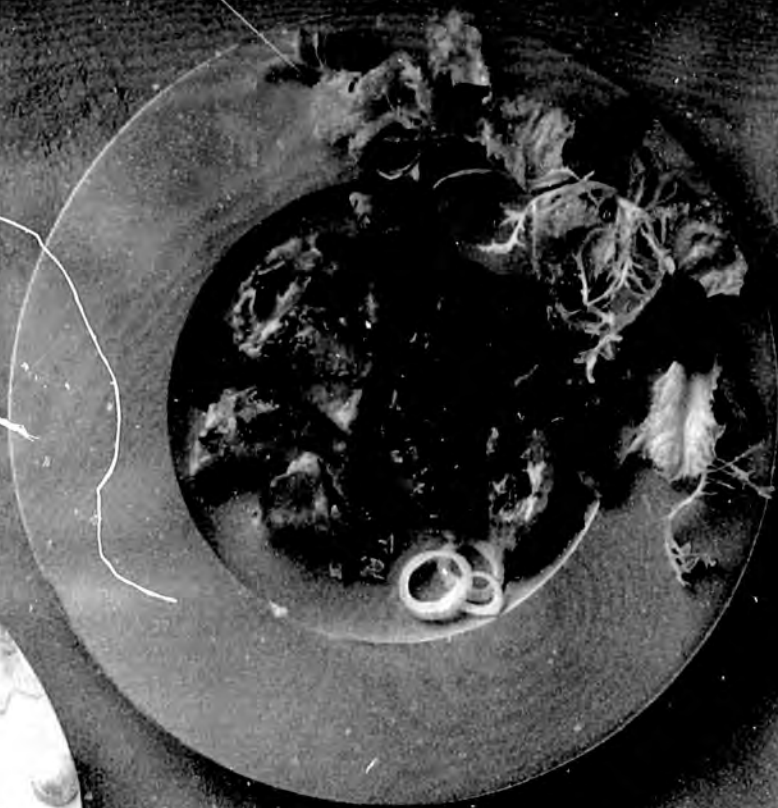
1 x 213g/7.5oz can red Alaska salmon
100g/4oz curly endive
6 juniper berries
6 allspice berries
90ml/3fl.oz dry white wine
2 tbsp walnut oil
250g/8oz wild mushrooms
2 cloves garlic, crushed in ½ tsp salt
1 small onion

Drain the can of salmon, reserve the juice. Flake the fish and set aside. Divide the endive between 4 or 6 serving plates.

Put the salmon juice into a small pan with the juniper, allspice and wine. Bring to the boil, reduce the heat and simmer for 3 minutes. Allow to cool. Discard the berries but reserve the stock.

Heat the oil in a frying pan. Fry the mushrooms, garlic and onions for 2-3 minutes, remove the vegetables and keep warm on a plate.

Pour stock into pan and cook rapidly for 1 minute. Add salmon and vegetables. Heat gently then pile over endive. Serve immediately.





WATERCRESS & SALMON ROULADE WITH ORANGE SALAD

(Serves 6)

- 1 x 213g/7.5oz can pink Alaska salmon
- 3 bunches of watercress, washed and trimmed
- 3 oranges
- 1 carrot, peeled and shredded or thinly sliced
- 2 tbsp sunflower or sesame oil
- 2 tsp sesame seeds
- seasoning to taste
- 15g/1/2oz polyunsaturated margarine
- 15g/1/2oz plain flour
- 50g/2oz peeled prawns, chopped
- 50g/2oz button mushrooms, chopped
- 4 eggs, separated

Pre-heat oven to 200°C, 400°F, Gas mark 6.

Drain the can of salmon, reserving the juice. Flake the fish into a bowl.

Line a 35cm/14inch by 20cm/8inch swiss roll tin with silicone paper and brush it lightly with oil.

Put one bunch of watercress into a bowl. Cut two of the oranges into segments and squeeze the juice of the third.

Mix the orange segments and the carrot into the watercress and set aside.

Mix together the orange juice, oil and sesame seeds. Season lightly.

Melt the margarine in a small pan and stir in the flour. Gradually add the salmon stock, stirring to prevent lumps. Stir the prawns and mushrooms into the sauce and cook gently for two minutes before adding the flaked salmon and mixing well. Set aside.

Chop the remaining two bunches of watercress very finely. Beat the egg yolks and chopped watercress together then season. Whisk the egg whites until they form soft peaks then fold into the watercress mixture. Spread into the lined tin and bake for 10 minutes.

When cooked, loosen the sides of the watercress roulade and quickly turn out onto a flat surface. Peel away the silicone paper and spread the salmon sauce evenly over the roulade. Quickly roll up, swiss roll fashion and trim the edges.

Mix the orange juice dressing into the watercress salad and serve with slices of the roulade.



SALMON AND BASIL RAVIOLI

(Serves 6)

- 1 x 213g/7.5oz can pink Alaska salmon
- 75g/3oz curd cheese
- 2 tomatoes, skinned, de-seeded and finely chopped
- 1 tsp pesto
- 290g/10.5oz strong plain flour
- 1 tsp salt
- 3 eggs, beaten
- 3 tbsp freshly chopped basil
- 1 medium onion, chopped
- 2 cloves garlic, crushed
- 1 x 200g/7oz can tomatoes
- 1 red pepper, de-seeded and chopped
- 8 spring onions
- 1 tbsp olive oil
- salt and black pepper



Drain can of salmon. Add water to juice to make 600ml/1 pint. Mash fish, cheese, tomatoes, pesto in a bowl.

Mix flour, salt, eggs, basil to form firm dough. Turn onto a floured surface. Knead for 1 minute. Break into lemon size pieces, knead thoroughly. Roll into 2mm sheets. Cut dough into 3.5cm/1.2 inch circles. Put small amount of salmon filling into centre of each circle. Fold in half and press edges firmly together. Dry on each side floured board for 1 hour.

Put fish stock, onion and garlic in a pan. Bring to boil then simmer. Drop one third of ravioli into stock. Cook for 10 minutes. Remove and keep warm. Cook remainder in same way. Blend remaining ingredients. Heat until boiling then simmer for 5 minutes. Serve ravioli with sauce and a salad.

SALMON JACKETS

(Serves 6)

- 1 x 213g/7.5oz can pink Alaska salmon
- 6 large baking potatoes, scrubbed and pricked
- 1 x 50g/2oz tin anchovies, drained, rinsed, chopped
- 100g/4oz button mushrooms, sliced
- 1 tsp pesto
- 1 x 200g/7oz can tomatoes
- 1 tsp freshly chopped basil
- 1 clove garlic, crushed

Preheat oven to 190°C, 375°F, Gas mark 5. Drain the can of salmon and set fish aside.

Bake potatoes until soft. Cut a cross into top of each potato. Squeeze base to open. Scoop out half of pulp. Put into a bowl with the salmon, anchovies, mushrooms and pesto. Mix well. Put into potato skins, closing cuts to surround filling. Return to oven for 20 minutes. Blend remaining ingredients until finely chopped. Pour into small pan, bring to boil. Reduce heat. Simmer for 5 minutes. Serve each potato with some sauce.



Unusual, mouth-watering recipes for
cosy suppers or special occasions.
Impress your friends and loved ones.

ALASKA PAELLA

(Serves 2)

Saffron gives this dish its traditional Paella colouring. It is however, expensive. Turmeric can be used as a substitute.

1 x 213g/7.5oz can red Alaska salmon
2 tbsp olive oil
1 clove garlic, crushed
1 small onion, chopped
1 leek, cleaned and sliced
100g/4oz long grain rice
100g/4oz shelled prawns
100g/4oz mussels in brine, drained OR
100g/4oz mussels in shells
375ml/13fl.oz vegetable or chicken stock
juice of ½ lemon
½ tsp ground saffron, or ½ tsp ground turmeric
2 tomatoes, skinned, de-seeded and chopped
10 whole cooked prawns
lemon slices to garnish

Drain the can of salmon, reserving the juice. Set aside.

Heat the oil in a large pan and cook the garlic, onion and leek for 5 minutes. Stir in the rice, prawns, mussels, salmon juice, stock, lemon juice and saffron. Mix well, bring to the boil. Reduce the heat and simmer for 15-20 minutes or until the liquid is almost completely absorbed by the rice.

Stir the tomatoes into the rice along with the salmon, broken into large flakes.

Pile into a serving dish and decorate with the whole prawns and lemon slices. Serve immediately.

CHEESY FISHERMAN'S GRILL

(Serves 2)

1 x 213g/7.5oz can red Alaska salmon
2 small or 1 large crab (ask the fishmonger to dress it for you, but retain the small legs for garnish)
15g/½oz butter or margarine
15g/½oz plain flour
milk for stock, see recipe
2 fresh tomatoes, skinned, de-seeded and chopped
1 tbsp freshly chopped parsley
salt and freshly ground black pepper, to taste
75g/3oz fresh Parmesan, grated

Drain the can of salmon, reserving the juice. Make the juice up to 150ml/ ¼ pint with milk. Set aside.

Put the salmon and crabmeat into a bowl.

Melt the butter in a pan and stir in the flour. Gradually add the fish and milk stock to make a smooth sauce. Add the chopped tomatoes and parsley, season well.

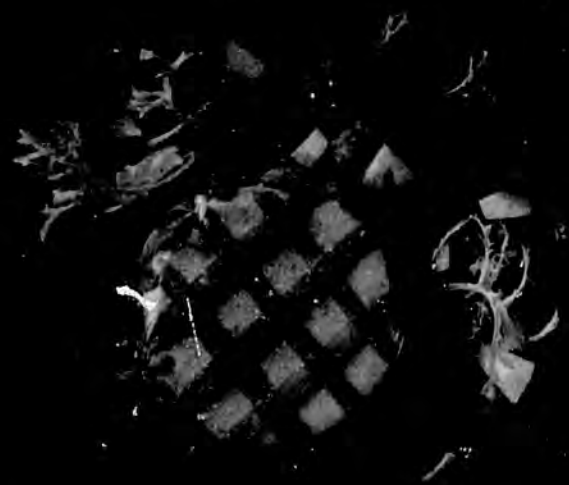
Mix the sauce into the crab and salmon, then pile this mixture into two individual serving dishes.

Sprinkle the Parmesan over the top of the salmon mixture and place under a moderate grill for 6-8 minutes or until the cheese is golden brown.

Serve garnished with two or three crab legs and new potatoes.









SALMON TAGLIATELLE

(Serves 2)

1 x 213g/7.5oz can red or pink Alaska salmon
1 x 397g/14oz can tomatoes, chopped
1 x 213g/7.5oz can pimento pepper, chopped
1-2 fresh chilli peppers, de-seeded, chopped
2 tsp paprika pepper
1 small onion, finely chopped
1 courgette, diced
juice of 1 lemon
1 tsp freshly chopped coriander
salt and black pepper to taste
175g/6oz fresh or dried tagliatelle
25g/1oz creamed coconut
flaked coconut to garnish



Drain the can of salmon, break the fish into pieces, set aside. Put tomatoes, chillies, pimento pepper, paprika, onion, courgette, lemon juice and coriander into a saucepan. Bring to boil. Simmer for 5 minutes, season.

Cook pasta. Add salmon and creamed coconut to sauce. Heat gently, for 2-3 minutes. Stir lightly.

Spoon over drained pasta. Garnish.

FLAKY SALMON SURPRISE

(Serves 2)

1 x 213g/7.5oz can pink Alaska salmon
250g/8oz ready-made puff pastry
100g/4oz cucumber, peeled and diced
¼ tsp salt
15g/½oz butter
15g/½oz plain flour
90ml/3fl.oz milk
3 tbsp sour cream
½ tsp freshly chopped tarragon, optional

Pre-heat the oven to 220°C, 450°F, Gas mark 8. Drain can of salmon, reserve the juice. Set aside.

Roll out pastry to ½cm/¼ inch thick. Cut into four 8.5cm/3-inch rounds. Stand, rolled side down on a dampened baking tray for 30 minutes. Brush upper surface with milk. Bake for 10-15 minutes until golden. Cool. Sprinkle cucumber with ¼ teaspoon salt, leave 15 minutes.

Melt butter in a saucepan. Stir in flour, then salmon juice and milk. Bring to boil. Mix well.

Add rinsed cucumber, cream, tarragon and salmon. Blend well. Cut each pastry round into three slices crossways. Pile half salmon filling onto bottom slices. Place middle layers on top and remaining filling over these. Top with puff pastry tops. Serve hot with vegetables.

SALMON SOUFFLÉS

(Serves 2)

1 x 213g/7.5oz can pink Alaska salmon
2 eggs, separated
25g/1oz fresh white breadcrumbs
50g/2oz cream or curd cheese
¼ tbsp sour cream
50g/2oz smoked salmon
1 tsp horseradish sauce
11g/0.4oz sachet gelatine
15g/½oz watercress leaves, roughly chopped
100g/4oz mixed salad leaves
1 red apple, cored and sliced
juice ½ lemon
25g/1oz walnuts

Drain the can of salmon, reserve the juice, flake fish, set aside.

Line two 330ml/½ pint straight sided bowls with cling film.

Blend the salmon, egg yolk, breadcrumbs, cheese, cream, 25g/1-oz of smoked salmon and horseradish sauce until smooth.

Heat the salmon juice until almost boiling. Sprinkle in the gelatine. Stir until dissolved. Mix into the salmon mixture.

Whisk the egg whites until stiff. Fold the salmon into egg whites. Mix well. Divide between the two bowls, chill in a refrigerator until set.

Invert the bowls onto serving plates. Remove the bowls and cling film. Press the chopped watercress leaves around the sides of each soufflé. Cut the remaining smoked salmon into thin strips and arrange in a lattice across the tops. Serve with a mixed salad leaf, apple and walnut salad.

MINTY SALMON SALAD

(Serves 4)

1 x 213g/7.5oz can red Alaska salmon
2 ripe avocados, peeled, halved
juice of one lime
25g/1oz curly endive
50g/2oz cucumber, peeled and diced
½ tsp freshly chopped mint
2 tbsp Greek yoghurt

Drain the can of salmon, break the fish into large flakes, set aside.

Remove the avocado stones. Slice lengthways from the rounded end. Do not slice completely through the narrow end. Slice each half into 5 pieces, put on a serving plate and spread the slices out fan-like. Brush with lime juice.

Arrange the endive on the plates and place the salmon flakes on top. Mix together the cucumber, mint and yoghurt. Pour onto the salad. Serve at once.







SALMON CONSOMMÉ WITH BITES

(Serves 2)

1 x 213g/7.5oz can red Alaska salmon
100g/4oz whole prawns
600ml/1 pint vegetable stock
1 small onion, un-peeled and quartered
1 bay leaf
2 egg whites
8 thin slices of carrot, blanched and cut into flowers
2 tbsp sherry, optional

Drain the juice from the can of salmon into a saucepan. Break the fish into flakes putting the bones and skin into the saucepan with the juice but setting the flakes to one side.

Peel the prawns. Put the heads and shells into the saucepan and set the prawns to one side with the salmon flakes. Add the vegetable stock, onion and bay leaf to the saucepan. Bring to the boil. Reduce heat, cover and simmer for 45 minutes. Remove the consommé from the heat and strain it into a jug through a sieve which has been lined with damp muslin. Wash out the pan and return the consommé to the saucepan, once again passing it through a sieve, lined with clean, damp piece of muslin.

Whisk the egg whites until they form stiff peaks. Place the consommé over a moderate heat and bring to the boil. Whisking gently, add the egg whites, a spoon at a time into the stock. When the mixture boils, simmer gently for 10 minutes, without breaking the crust of egg white which will form over the top.

Allow to stand for 5 minutes before straining it for a final time through a sieve lined with dampened muslin. Re-heat the soup before serving in bowls along with the flakes of salmon, shelled prawns, carrot flowers and sherry, if used.

SEAFOOD RICE

(Serves 2)

1 x 213g/7.5oz can pink or red Alaska salmon
175g/6oz long grain rice
75g/3oz shelled prawns
2 tsp paprika
2-3 tbsp sherry
175g/6oz curd or cream cheese
4 spring onions, trimmed and chopped

Drain the can of salmon, reserve the juice. Flake the fish, set aside.

Cook the rice in a saucepan with the salmon juice and 450ml/¾ pint boiling water.

Put the prawns, paprika, sherry and cheese into a blender. Blend until well chopped then heat in a saucepan until almost boiling. Stir in the flaked salmon. Warm through but do not boil. Stir the onions into the cooked rice. Pile onto individual serving plates and pour the salmon sauce over.

WILD SALMON CRÊPES

(Serves 2 – makes 4-6 pancakes)

1 x 213g/7.5oz can pink Alaska salmon
75g/3oz frozen chopped spinach, thawed and drained
90g/3.5oz plain flour
1 egg
150ml/¼ pint milk
pinch of salt
4 tsp vegetable oil
15g/½oz butter
90ml/3 fl. oz milk
100g/4oz wild or button mushrooms
½ tsp freshly chopped tarragon
salt and black pepper
2 tbsp Greek yoghurt
1 tsp walnut oil
leaves of red lettuce and fresh baby spinach



Drain can of salmon, reserving the juice. Break fish into large pieces. Set aside.

Mix together the spinach and 75g/3oz of the flour. Beat the egg and milk and add gradually to the flour. Beat well to remove lumps. Season with salt.

Heat a drop of oil in a crêpe or frying pan. Put 2-3 tablespoons of pancake batter into the pan and rotate gently to spread evenly. Cook over a moderate heat until the pancake begins to lift. Turn over to cook other side. Repeat until the batter is used up. Keep crêpes warm.

Melt the butter in a saucepan, stir in the flour then gradually add the juice from the salmon and the milk. Stir briskly to prevent lumps.

Add the salmon to the sauce with the mushrooms, seasoning and yoghurt. Heat through.

Put salmon filling onto each pancake and fold into triangles. Arrange on a serving plate. Keep warm.

Heat the walnut oil in a pan and quickly fry the remaining mushrooms. Garnish the pancakes with mushrooms, lettuce and spinach leaves.





Easy-to-make, delicious recipes which
can be on the table within 30 minutes.

Perfect dishes for busy cooks.

CURRIED SALMON WITH POPPADOMS

(Serves 6)

1 x 213g/7.5oz can pink or red Alaska salmon
2 tbsp mayonnaise
2 tbsp natural yoghurt or sour cream
juice of 1 lime
2-3 tsp medium hot curry paste
2 pickled dill cucumbers, chopped
1 avocado, peeled and chopped
1 red apple, core removed and chopped
salt to taste
2 tbsp vegetable oil
6 poppadoms

Drain the can of salmon and flake the fish. Set aside.

Mix together the mayonnaise, yoghurt, lime juice, curry paste, dill cucumber, avocado and apple. Season lightly and stir in the salmon flakes.

Heat the oil in a frying pan and fry each poppadom, not too rapidly or they will lose their shape and curl up unevenly. Cook until they are crisp and the edges have curled up.

Pile equal amounts of the salmon curry onto each poppadom and serve on individual plates, garnished with a little salad and lime slices.

SALMON AND TOMATO PASTA

(Serves 4)

1 x 439g/15.5oz can pink Alaska salmon
175g/6oz pasta shapes of your choice
1 x 396g/14oz can tomatoes, chopped
1 tbsp freshly chopped basil
freshly ground black pepper, to taste
100g/4oz fresh Parmesan or Cheddar cheese, grated

Pre-heat oven to 190°C, 375°F, Gas mark 5.

Drain the can of salmon, reserving the juice. Flake the fish. Set aside.

Cook the pasta for 5 minutes in salted water, drain and put into 4 individual or 1 large ovenproof serving dish.

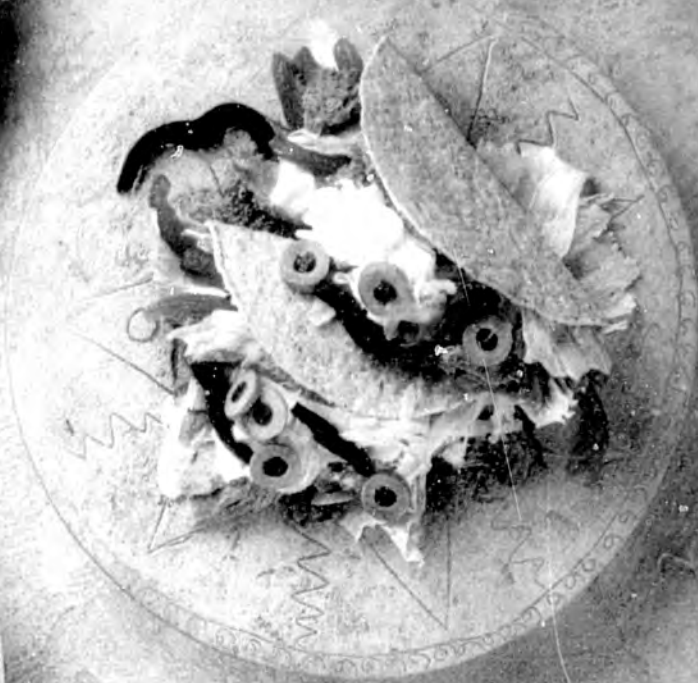
Mix the salmon juice with the chopped tomato, basil and black pepper. Flake the salmon onto the pasta and spread the chopped tomato mixture over the top.

Sprinkle the cheese over the top and cover with lids or aluminium foil. Bake for 15 minutes, remove the lid and bake for a further 10 minutes.

Serve hot with salad.









ALASKA BAKE

(Serves 4)

1 x 439g/15.5oz can pink Alaska salmon
 430g/1lb frozen broccoli, cooked and drained
 150 ml/¼ pint dry white wine
 2 tbsp freshly chopped parsley
 15g/½oz cornflour
 175g/6oz Gruyère or Edam cheese, thinly sliced

Pre-heat the oven to 190°C, 375°F, Gas mark 5.

Drain the can of salmon and make the juice up to 150ml/¼ pint with water for fish stock. Break the salmon into large chunks and arrange it with the broccoli in a single or 4 individual ovenproof dishes.

Put the fish stock, wine, parsley and cornflour into a saucepan and blend until smooth. Heat gently, stirring all the time until the sauce thickens. Pour over the salmon and broccoli.

Arrange the slices of cheese over the top of the dish and bake for 20 minutes or until the cheese has melted. Serve immediately.



ALASKA OMELETTE

(Serves 1)

1 x 98g/3.5oz can pink Alaska salmon, drained and flaked
 2 eggs
 2 tbsp sour cream or fromage frais
 ½ tsp freshly chopped tarragon
 salt and white pepper
 7g/¼oz butter or margarine

Drain the can of salmon and set aside.

Beat together the eggs, cream or fromage frais and tarragon. Season lightly.

Melt the butter in a non-stick or omelette pan. Pour in the eggs and cook over a moderate heat until the base is set.

While the base is setting, pre-heat a moderate grill.

Arrange the canned salmon over the soft top of the omelette.

Place the pan under the grill until omelette is set.

Loosen the omelette in the pan and carefully fold in half.

Slide the omelette onto a serving plate garnished with salad.

SALMON TACOS

(Serves 6-8)

1 x 439g/15.5oz can pink or red Alaska salmon
 8 tbsp fromage frais or Greek yoghurt
 50g/2oz cucumber, sliced
 ½ tsp mint
 8 ready-made taco shells
 100g/4oz iceberg lettuce, shredded
 3 tomatoes, chopped
 50g/2oz Cheddar cheese, grated
 olives, anchovies or chopped peppers to garnish

Pre-heat the oven to 200°C, 400°F, Gas mark 6.

Drain the can of salmon. Flake the fish and set aside. Mix together the fromage frais or Greek yoghurt, cucumber and mint. Set aside.

Heat the taco shells in the oven for 2-3 minutes until pliable. (Tacos can also be warmed in a microwave. 30 seconds on HIGH for each taco.)

Pile lettuce and tomato into each shell then top with chunks of salmon, a spoonful of the cucumber mixture and some grated cheese. Garnish and serve immediately.

SALMON AND BLUE CHEESE PÂTÉ

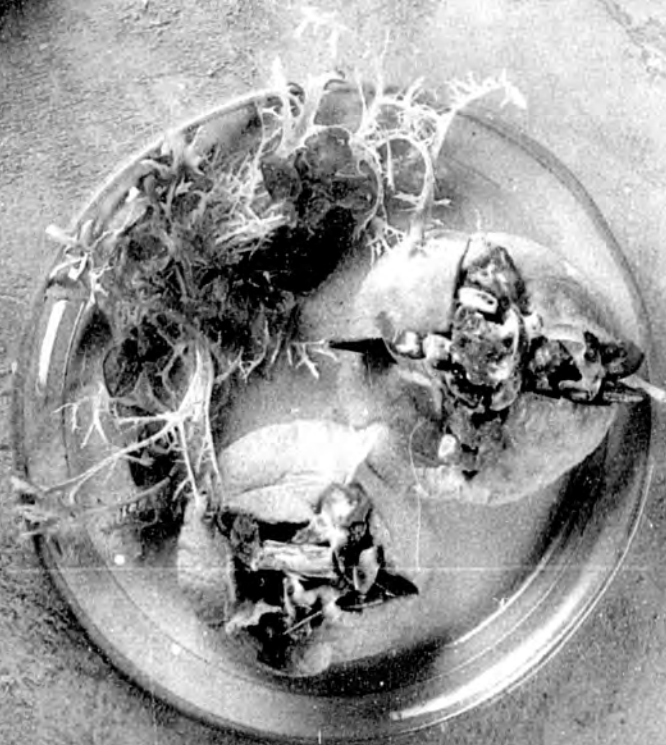
(Serves 4-6)

1 x 213g/7.5oz can pink Alaska salmon
 100g/4oz Dolcelatte cheese
 50g/2oz curd or cream cheese
 50g/2oz unsalted butter, melted
 French or melba toasts, to serve

Drain the can of salmon and put the fish in a food processor or liquidiser along with the cheeses and butter. Blend until smooth.

Pile into a serving dish and chill until firm. Serve with plenty of toast.







SPICY PITTAS

(Serves 6)

- 1 x 213g/7.5oz can pink Alaska salmon
- 2 tbsp fromage frais
- 2 tbsp mayonnaise
- ½ tsp finely chopped fresh root ginger
- ½ tsp ground cumin
- ½ tsp grated lemon rind
- 2 cloves garlic, crushed
- salt and white pepper
- 1 x 213g/7.5oz can kidney or haricot beans, drained
- 100g/4oz cut French beans, cooked, drained and cooled
- 100g/4oz iceberg lettuce
- 3 tomatoes
- 6 pitta breads



Drain the can of salmon and flake the fish. Mix together with the fromage frais, mayonnaise, ginger, cumin, lemon rind, garlic, salt and pepper, kidney and French beans.

Shred the lettuce and chop the tomatoes.

Warm the pitta bread under a hot grill until the pockets puff up. Split with a knife and fill with the lettuce and tomatoes. Top with the salmon mixture and serve immediately.

SALMON SCRAMBLE

(Serves 4)

- 1 x 213g/7.5oz can red or pink Alaska salmon
- 6 eggs
- 6 tbsp cream or fromage frais
- salt and white pepper
- 1 tbsp sunflower oil
- 1 x 213g/7.5oz can red pimento pepper, drained and chopped
- 100g/4oz button mushrooms, trimmed and sliced
- 4 slices wholemeal toast or 4 pitta breads warmed and split

Drain the can of salmon. Flake the fish. Set aside.

Beat together the eggs, cream or fromage frais and seasoning. Heat the oil in a saucepan and gently scramble the eggs, stirring to keep the consistency light.

While the eggs are still soft, but thick, add the salmon, pepper and mushrooms. Continue cooking for a further few seconds to heat through.

Serve hot on the toast or piled into pitta breads.

SPEEDY SALMON PIZZA

(Serves 4-6)

- 1 x 439g/15.5oz can red Alaska salmon
- 2 ready-made 20cm/8inch pizza bases
- 1 x 396g/14oz can chopped tomatoes with herbs, drained
- 100g/4oz button mushrooms, trimmed and sliced
- 100g/4oz green olives stuffed with pimento
- 175g/6oz fresh Parmesan or Cheddar cheese, grated

Pre-heat oven to 200°C, 400°F, Gas mark 6.

Drain the salmon and break the fish into large pieces. Set aside. Place the pizza bases on two silicone paper lined baking trays.

Spread equal amounts of the drained tomatoes over the pizza bases and arrange the salmon on top.

Decorate with the mushrooms and olives then cover with the cheese. Bake for 15-20 minutes or until the cheese is melted and golden. Serve with salad.





For speed, convenience and versatility,
Alaska canned salmon and a microwave
are a winning team. Just open the can
and press the buttons...

SWEET 'n' SOUR SALMON NUGGETS

(Serves 4)

- 1 x 439g/15.5oz can pink Alaska salmon
- 175 ml/6 fl.oz sherry
- 2 tsp soy sauce
- 100g/4oz fresh white breadcrumbs
- 2 tsp finely chopped fresh root ginger
- 1 small onion, finely chopped
- 1 egg, beaten
- 300 ml/1/2 pint apple juice
- 1 x 227g/8oz can pineapple pieces in natural juice
- 1/2 red pepper, de-seeded and cut into strips
- 6 spring onions, trimmed and cut into 5cm/2inch lengths
and then into thin strips, lengthways
- 2 tbsp honey
- 3 tbsp vinegar
- 1 tbsp tomato purée
- 1 tbsp cornflour

Drain the can of salmon. Put the juice into a shallow microwave proof dish with the sherry. Heat on HIGH POWER for 2 minutes.

Put salmon, breadcrumbs, 1 teaspoon of ginger, onion and egg into a bowl. Mash well until blended. Divide into two batches.

Using lightly floured hands and a soup spoon, mould rough balls of the first batch of salmon mixture and drop them into the hot stock and sherry. Cook uncovered on HIGH POWER for 2 minutes. Turn nuggets over and return to oven. Cook on HIGH POWER for a further 2 minutes. Put cooked nuggets onto a plate. Set aside. Cook the second batch in the same way using the same stock. Also set aside.

Strain the cooking liquid through a sieve into a large jug. Add remaining ginger, apple juice, pineapple in its juice, pepper, onions, honey, vinegar, tomato purée and cornflour; mix well.

Cook sauce on HIGH POWER for 1 minute, stir and cook for a further 1 minute or until the sauce has thickened.

Re-heat nuggets for 2 minutes on HIGH POWER. Serve with rice or noodles and sweet 'n' sour sauce.

SALMON PARISIENNE

(Serves 4)

- 1 x 213g/7.5oz can pink or red Alaska salmon
- 2 scallops
- 4 tbsp white wine
- 15g/1/2oz butter or margarine
- 15g/1/2oz plain flour
- 2 tsp freshly chopped parsley
- 2 fresh tomatoes, skinned, de-seeded, chopped
- 4 tbsp fromage frais or single cream
- salt and freshly ground black pepper, to taste
- 50g/2oz fresh white breadcrumbs
- 50g/2oz Cheddar cheese, grated

Drain the can of salmon, reserving the juice. Break the fish into flakes and set aside.

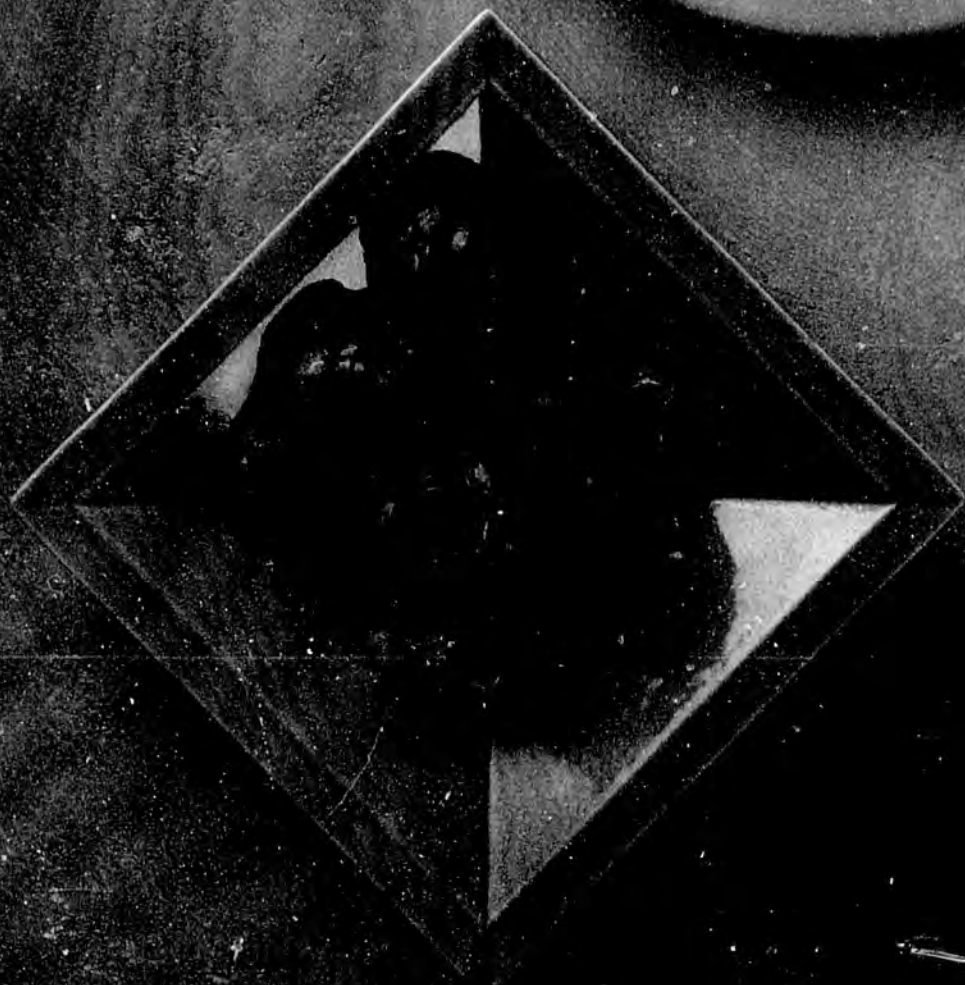
Put the salmon juice into a dish along with the scallops and wine. Cover with cling film and puncture twice. Cook on MEDIUM POWER for 3 minutes.

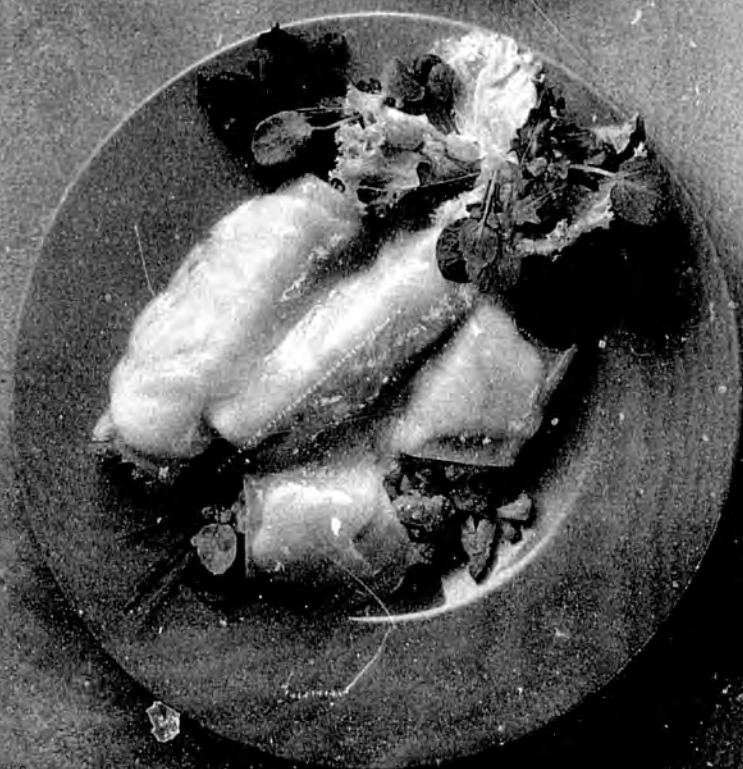
Chop the scallops and mix them into the flaked salmon. Melt the butter in a dish on HIGH POWER for 30 seconds. Stir in the flour, cook for a further 30 seconds on HIGH POWER. Add the liquor from the scallops to the flour, mixing well to prevent lumps forming.

Cook on HIGH POWER for 1 minute. Stir the sauce into the salmon and scallop mixture along with the parsley, tomatoes and fromage frais or cream. Season to taste then pile equal amounts of the mixture into shell shaped dishes.

Mix together the breadcrumbs and cheese. Sprinkle these over the scallops. Arrange the dishes on a microwave proof tray. Cook on MEDIUM POWER for 10 minutes. Brown under a conventional grill, if liked. Serve with salad.









ALASKA GRATIN

(Serves 4)

- 1 x 213g/7.5oz can pink Alaska salmon
- 90 ml/7fl.oz. milk
- 3 tbsp Greek yoghurt
- 450g/1lb old potatoes, peeled and thinly sliced
- 15g/½ oz butter or margarine
- 100g/4oz button mushrooms, sliced
- 100g/4oz courgettes, chopped
- 1 tbsp freshly chopped chives
- 100g/4oz Cheddar cheese, grated

Drain can of salmon. Mix juice with milk and yoghurt. Melt butter on HIGH POWER for 30 seconds. Stir in mushrooms, courgette and chives, cook for 2 minutes on HIGH POWER.

Flake in salmon. Arrange one third of potato slices into base of microwave proof dish. Spread half salmon mixture over. Top with third of potatoes. Add remaining salmon, cover with rest of potatoes.

Pour over salmon stock. Sprinkle with cheese and cover. Cook on MEDIUM POWER for 15 minutes. Uncover and cook for 5 minutes. Stand for 5 minutes. Brown under a conventional grill before serving.

CANNY CANNELLONI

(Serves 4-6)

- 1 x 213g/7.5oz can pink Alaska salmon
- 1 medium onion, finely chopped
- 50g/2oz fresh breadcrumbs
- 100g/4oz button mushrooms, chopped
- 1 tbsp parsley, chopped
- 16 cannelloni tubes
- 25g/1oz butter
- 25g/1oz plain flour
- 300ml/½ pint skimmed milk
- 1 tsp pesto
- 100g/4oz Parmesan cheese, grated

Drain can of salmon. Make juice up to 300ml/½ pint with water. Mash fish, onion, breadcrumbs, mushrooms and parsley. Fill each cannelloni roll. Lay in a microwave proof dish.

Melt butter and stir in flour. Cook for 30 seconds on HIGH POWER.

Beat fish stock and milk into flour mixture 150ml/¼ pint at a time. Cook for 1 minute between additions. Whisk well. Add pesto and 75g/3oz of cheese. Pour over cannelloni. Sprinkle with remaining cheese and cover. Cook on MEDIUM POWER for 25 minutes. Stand for 5 minutes. Serve.



TOP LEFT: ALASKA GRATIN TOP RIGHT: CREAMY SALMON SOUP
BOTTOM RIGHT: TOMATO TREAT BOTTOM LEFT: CANNY CANNELLONI

TOMATO TREAT

(Serves 4-6)

*Puntalette is rice-shaped pasta. Other small pasta may be used.

- 1 x 98g/3.5oz can red Alaska salmon
- 50g/2oz courgette, chopped
- ½ tsp salt
- 75g/3oz puntalette*
- 4 large or 6 small beefsteak tomatoes
- 25g/1oz sweetcorn kernels
- 2 spring onions, chopped
- 2 tbsp olive oil
- 1 tbsp white wine vinegar
- ½ tsp dry mustard
- ¼ tsp caster sugar
- 1 clove garlic
- 1 tbsp freshly chopped basil



Drain can of salmon, reserving the juice. Flake the fish.

Put the courgette in a bowl, sprinkle with salt. Leave for 30 minutes then rinse thoroughly.

Cook puntalette in water in a covered microwave proof bowl for 10 minutes on HIGH POWER. Rinse and drain.

Cut tomatoes into flower shapes. Discard pips and tough core. Allow to stand for a further 10 minutes, then add courgette, sweetcorn, spring onion and salmon.

Whisk salmon juice with remaining ingredients then pour into puntalette mixture. Mix well.

Pile into tomato shells and serve.

CREAMY SALMON SOUP

(Serves 4-6)

- 1 x 439g/15.5oz can pink Alaska salmon
- 3 shallots or 1 large onion, chopped
- 450 ml/¾ pint vegetable stock
- 150 ml/¼ pint dry white wine
- 25g/1oz butter
- 25g/1oz plain flour
- 300 ml/½ pint skimmed milk
- 100g/4oz curd cheese
- 4 tbsp Greek yoghurt
- seasoning

Drain can of salmon. Put the juice into a bowl with onion, stock and wine. Cook on HIGH POWER for 10 minutes. Stand for 15 minutes.

Melt butter on HIGH POWER for 30 seconds. Stir in flour and cook for 30 seconds on HIGH POWER. Add milk 150ml/¼ pint at a time. Whisk well and cook on HIGH POWER for 1 minute between each addition.

Add stock to milk mixture with salmon, cheese and yoghurt. Season. Transfer to a blender. Purée until smooth. Re-heat for 7 minutes on MEDIUM POWER and serve.



Party food for all occasions

— a finger & fork buffet,

a more formal gathering or

even a children's party.

ALASKA VOL-AU-VENTS

(Makes 24)

- 1 x 439g/15.5oz can pink or red Alaska salmon
- 24 pre-cooked, individual vol-au-vent cases
- 250g/8oz cucumber, peeled and diced
- 1 tsp salt
- 150ml/1/4 pint mayonnaise
- 4 tbsp sour cream or Greek yoghurt
- 2 tsp freshly chopped mint

Drain the can of salmon. Flake the fish into a bowl and set aside. Scoop out the soft pastry from inside the vol-au-vent cases.

Put the cucumber into another bowl and sprinkle with the salt. Allow to stand for 15 minutes then rinse thoroughly. Pat dry and mix into the salmon with the remaining ingredients.

Pile equal amounts of the salmon filling into each vol-au-vent case and replace the lids. Serve garnished with salad.

SALMON AND LIME DIP WITH CRUDITÉS

(Serves 10)

- 1 x 213g/7.5oz can red Alaska salmon
- 50g/2oz cucumber
- 1 tsp salt
- 175g/6oz cream or curd cheese
- 4 tbsp sour cream
- 2 tbsp mayonnaise
- 2 tsp paprika pepper
- juice and rind of half a lime
- fresh vegetable crudités to serve

Drain the can of salmon, set aside. Peel the cucumber and dice finely. Sprinkle with salt, leave for 30 minutes. Rinse under cold water and pat dry.

Beat together the cheese, sour cream, mayonnaise, paprika and lime until smooth. Flake the salmon into the cheese mixture along with the cucumber. Mix well then place in a refrigerator to chill. Serve in a dish surrounded by crudités.

TANGY SALMON MOUSSE

(Serves 8-10)

- 1 x 439g/15.5oz can pink Alaska salmon
- 15g/1/2oz gelatine
- 50g/2oz smoked salmon, finely chopped
- 1 1/2 tsp finely chopped or minced fresh root ginger
- 150ml/1/4 pint Greek strained yoghurt
- 175g/6oz curd cheese or Quark
- 2 egg whites
- 2 large grapefruits
- 1 tbsp walnut oil
- 2 tbsp grapefruit juice
- mixed coloured salad leaves and avocado for garnish

Drain the can of salmon. Heat the juice to almost boiling then sprinkle over the gelatine. Stir gently until completely dissolved.

Mash the two types of salmon into a bowl and beat in the yoghurt, cheese and 1 teaspoon of the ginger. Stir in the dissolved gelatine and cool until the mixture is just beginning to set.

Whisk the egg whites until they form stiff peaks. Fold these into the salmon mixture then pour into a single 900ml/1 1/2 pint fish mould or two 450ml/3/4 pint moulds. Put into a refrigerator and leave until completely set.

Peel the grapefruits and remove the pith from around each segment. Put the segments into a bowl along with the remaining ginger, walnut oil and grapefruit juice. Mix well and allow to stand for about 1 hour to marinate.

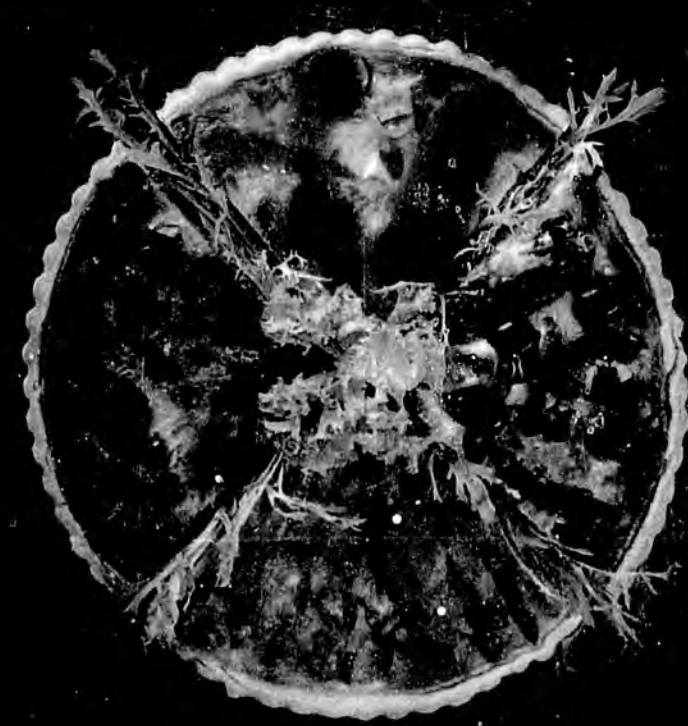
Arrange the salad leaves and avocado on serving plates and very carefully turn the mousse out onto them. Just before serving, arrange the marinated grapefruit segments onto the salad and sprinkle the juices over.

Cook's Note:

To turn out the mousses more easily, first dip the moulds into hot water to loosen the sides then invert them onto the serving plates. Pick up the plates and very gently shake from side to side. The mousses should drop out.









SALMON NACHOS

(Serves 10-12)

1 x 213g/7.5oz can pink or red Alaska salmon
4 tomatoes, skinned, de-seeded and chopped
1-2 green chillies, de-seeded and finely chopped
1 x 210g/7.4oz box of nacho crisps
115g/5oz carton natural yogurt or sour cream
100g/4oz Cheddar cheese, grated

Pre-heat oven to 190°C, 375°F, Gas mark 5.

Drain the can of salmon and flake the fish into a bowl. Mix in the tomatoes and the finely chopped chillies.

Arrange the nachos onto a baking tray and pile equal amounts of the salmon and chilli mixture over them. Top this with half a teaspoon of natural yogurt or sour cream and sprinkle with the cheese.

Bake in the oven for 6-7 minutes or until the cheese is just bubbly. Serve hot.

SEAMAN'S DIP

(Serves 10)



1 x 213g/7.5oz can red Alaska salmon
2 avocados, peeled and chopped
grated rind and juice of 1 lime
4 tomatoes, skinned, de-seeded and chopped
50g/2oz curd cheese
1-2 fresh green chillies, de-seeded and finely chopped
2 tbsp Greek strained yoghurt
salt and black pepper to taste
tortilla chips, oven-baked potato skins and crudité
to serve

Drain the can of salmon and flake the fish into a large bowl.

Mash the avocado with the rind and juice of the lime, stir into the salmon then add the tomatoes, cheese, chillies and yoghurt. Mix well but try to keep the texture quite rough.

Season to taste then serve with the suggested accompaniments.

Cook's Note:

To make oven-baked potato skins, bake 4 large potatoes until the centres are soft. Cut them in half and scoop out the potato pulp, reserving this for another recipe. Slice the skins into 3 or 4 strips and brush very liberally with olive or vegetable oil. Sprinkle with salt and bake in a pre-heated oven 200°C, 400°F, Gas mark 6 for 6-10 minutes or until well crisped. These are best served hot.

PARTY QUICHES

(Makes 4, serves 24-32)

This recipe describes four quiches with different fillings. If preferred, one single filling may be chosen, but the ingredients must be multiplied by four.

- 1. Salmon with Broccoli and Stilton**
- 2. Salmon with Asparagus and Cheddar**
- 3. Salmon and Mozzarella**
- 4. Salmon with Tomatoes and Feta Cheese**

2 x 439g/15.5oz cans red or pink Alaska salmon
550g/1 1/4lb ready-made shortcrust pastry
75g/3oz broccoli florets, blanched
75g/3oz asparagus spears, blanched
1 leek, cleaned and thinly sliced
4 fresh tomatoes, skinned, de-seeded, chopped
4 spring onions, chopped
1 small onion, chopped
50g/2oz smoked salmon
8 black olives, pitted and quartered
50g/2oz Stilton cheese, crumbled
50g/2oz Cheddar cheese, grated
75g/3oz Mozzarella, thinly sliced
50g/2oz Feta cheese, crumbled
1 tsp pesto
12 eggs
600ml/1 pint milk
300 ml/1/2 pint single cream
salt and black pepper

Pre-heat oven to 200°C, 400°F, Gas mark 6.

Drain the cans of salmon. Flake and set aside.

Divide the pastry into four and roll out to line four 22.5 cm/ 9 inch flan dishes.

Spread the salmon evenly over the base of each flan.

Arrange the broccoli in one flan, the asparagus in another, and the leeks and tomatoes in the other two.

Sprinkle the spring onions over the asparagus quiche, onion over the broccoli, smoked salmon into the leeks and olives into the tomato.

Top the broccoli quiche with Stilton, the asparagus with Cheddar, the leek quiche with Mozzarella and the tomato with Feta cheese and pesto.

Beat the remaining ingredients and pour into each flan. Bake for 10 minutes. Reduce the temperature to 160°C, 325°F, Gas mark 3 and cook for 40 minutes. Serve with salad.







FROMAGE FONDUE

(Serves 10-15)

- 1 x 213g/7.5oz can pink or red salmon
- 6 tbsp fromage fraise
- 100g/4oz soft cheese with herbs
- 1 tbsp soy sauce
- 1 tbsp tomato purée
- 2 tomatoes, skinned, de-seeded and chopped
- fresh vegetable sticks and cubes of bread for dipping



Put the can of salmon into a food processor or liquidiser along with the fromage fraise, cheese, soy sauce and tomato purée. Blend until smooth.

Stir the chopped tomatoes into the fondue and serve with sticks of fresh vegetables and cubes of bread.

SMOKEY SALMON BURGERS

(Makes 10-12)

- 1 x 439g/15.5oz can pink Alaska salmon
- 450g/1lb cold mashed potato
- 175g/6oz raw potato, grated
- 1 tsp vegetable oil
- 50g/2oz bacon, preferably smoked, chopped
- oil for frying
- 10 soft round rolls
- salad and relishes for serving

Drain the salmon and break fish into flakes. Set aside.

Mix together the mashed and grated potato in a bowl.

Heat the vegetable oil in a frying pan and fry the bacon until it is crisp. Add the bacon to the potato mixture along with the salmon, mixing well to break up the salmon.

Divide the mixture into 10 or 12 pieces and shape each piece into a burger using hands or a burger maker.

Fry the burgers gently for 5 minutes on each side, or until they are well browned. (It is best to cook 3 or 4 burgers at one time or the pan will be too crowded to turn them over easily.)

Keep the cooked burgers warm whilst preparing the rest, then serve in split rolls garnished with salad and relishes.

FISHY FRIES

(Serves 6-8)

- 1 x 213g/7.5oz can pink Alaska salmon
- 100g/4oz plain flour
- salt and pepper to taste
- 1 tbsp vegetable oil
- 150ml/¼ pint skimmed milk or water
- 2 egg whites
- sunflower oil for deep fat frying
- spicy tomato sauce and/or tartare sauce to serve

Drain the can of salmon and flake. Set aside.

Put the flour into a bowl along with the seasoning and vegetable oil. Gradually beat in the milk or water until smooth and thick.

Whisk the egg whites until they are stiff and fold these into the batter along with the salmon flakes.

Heat the oil for frying in a deep fat fryer, over a moderate heat. Carefully drop tablespoons of the salmon batter into the hot oil. (It is better to cook the salmon fries 4-5 at a time depending on the size of your fryer. Keep the prepared ones warm in a low oven whilst cooking the rest.)

Turn each salmon fry over after about 45 seconds to brown the other side. Use plenty of oil for frying as the batter will need to rise and move about the pan to cook properly.

When golden brown all over, remove from the oil with a slotted spoon and drain on absorbent kitchen paper.

Serve the fries hot with tomato sauce or tartare sauce or both!





Give your kids a chance to try out their culinary skills. Simple recipes for kids to prepare – with a little help from mum!

They'll love eating them too.

SALMON FISH CAKES

(Makes 8)

1 x 213g/7.5oz can pink Alaska salmon
500g/1lb cold mashed potato
100g/4oz Cheddar cheese, grated
flour, for dusting
1 egg, beaten
100g/4oz fresh white or wholemeal breadcrumbs
vegetable oil, for frying



Drain the can of salmon and flake the fish into a bowl. Mix in the potato and cheese.

Dust hands with flour and divide the salmon mixture into eight equal sized portions. Shape each piece into a fish, dusting with flour to prevent sticking.

Brush each fish with beaten egg and coat with a thin layer of breadcrumbs.

Chill the fish cakes for one hour before frying in the heated oil. Drain on kitchen paper before serving with salad or peas.

FISHERMAN'S CATCH

(Serves 4)

1 x 98g/3.5oz can pink or red Alaska salmon
50g/2oz cucumber, peeled and diced
50g/2oz cream cheese
8 slices of bread cut into 8 fish shapes
cucumber slices for garnish

Drain the can of salmon and flake the fish. Set aside.

Mix together the cucumber and the cheese. Spread a layer of this onto four of the bread fish shapes.

Top with a layer of salmon flakes.

Add second fish shape and decorate with cucumber slices arranged as scales.









ALASKA PATTIES

(Serves 4)

1 x 98g/3.5oz can pink Alaska salmon
 25g/1oz cream or curd cheese
 2 spring onions, finely chopped
 ¼ red pepper finely chopped
 200g/7oz strong plain flour
 2 eggs, beaten
 pinch salt
 2 tsp freshly chopped basil
 1 x 435g/15oz can tomato soup
 50g/2oz Cheddar cheese, grated



Pre-heat oven to 375°F, 190°C. Gas mark 5.

Drain the can of salmon. Flake the fish. Mix with the cheese, onions and red pepper. Set aside.

Put the flour into a bowl, add the eggs, salt and basil. Mix well to form a soft dough. Divide into egg size pieces. Knead until smooth.

Roll the dough pieces on a lightly floured board to a maximum 2mm/ 1/10 inch thick or roll each piece through a pasta maker reducing the setting to 5 or 6 over 3 or 4 rollings.

Cut the pasta sheets into 3cm/1 ½ inch squares. Put salmon filling onto one corner of each square then fold in half diagonally to make a triangular "pattie". Dry on silicone paper for 1 hour before cooking, turning each patty over after 30 minutes to dry undersides.

Put the soup into a casserole dish and drop the salmon patties into it. Cover with a lid and cook in the oven for 30 minutes. Uncover and sprinkle with the cheese. Continue cooking for a further 10 minutes. Serve with salad.

OLD SALTY'S INSTANT PIZZA

(Serves 4)

1 x 213g/7.5oz can pink or red Alaska salmon
 2 soft rolls, cut in half
 8 tsp tomato relish
 75g/3oz Cheddar cheese, grated
 olives, sliced gherkins and sweetcorn kernels,
 to garnish

Drain the can of salmon. Flake the fish.

Spread each half of the rolls with 2 teaspoons of tomato relish. Arrange the salmon on top. Sprinkle with cheese and garnish.

Toast under a moderate grill until the cheese has melted and the filling has heated through. Serve immediately.

PIRATE'S PIE

(Serves 4)

1 x 439g/15.5oz can pink Alaska salmon
 25g/1oz butter or margarine
 1 small leek
 1 red pepper, de-seeded and chopped
 1 x 200g/7oz can sweetcorn kernels, drained
 25g/1oz plain flour
 110ml/4fl. oz milk
 salt and pepper to taste
 750g/1 ½lb old potatoes, peeled and cooked
 75g/3oz Cheddar cheese, grated
 3 tbsp tomato ketchup, brown sauce or mild mustard

Pre-heat the oven to 190°C, 375°F, Gas mark 5.

Drain the can of salmon and reserve the juice. Set aside.

Melt the butter in a pan and cook the leeks and pepper until soft. Add the sweetcorn and flour, mix well. Cook for 1 minute.

Blend the salmon juice into the vegetables and flour. Mix well then gradually add the milk, beating to make a smooth sauce.

Flake the salmon into the vegetables and season to taste.

Mash together the potatoes and cheese until smooth.

Put the salmon into an ovenproof dish and spread the chosen sauce over this. Pipe or spoon the potato over and bake for 30 minutes.

Serve with peas, sweetcorn and tomatoes.

SALMON ROSTI

(Serves 4)

1 x 213g/7.5oz can pink or red Alaska salmon
 450g/1lb cold mashed potato
 350g/12oz raw potato cut into very thin chips
 2 tbsp melted butter or vegetable oil
 75g/3oz Cheddar cheese, grated

Pre-heat oven to 190°C, 375°F, Gas mark 5.

Drain the can of salmon and break the fish into large chunks. Set aside.

Mix together the two types of potato. Put the butter or oil into a baking dish and heat in the oven until hot.

Pile the potato mixture into the dish, pressing it into a round cake with the back of a spoon and dribbling a little of the hot fat over the top of the cake. Return to the oven and bake for 45 minutes.

Arrange the salmon over the cooked potato cake. Sprinkle the cheese over this and return to the oven for a further 15 minutes.

Serve with peas, sweetcorn or tomatoes.



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SCOMM

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HOUSE SPECIAL COMMITTEE ON INTERNATIONAL TRADE AND TOURISM

ALASKA STATE LEGISLATURE

P.O. BOX V, JUNEAU 99811
(907) 465-2973



MEMORANDUM

TO: Members, House Special Committee
on International Trade and Tourism

FROM: Representative Tom Moyer *TGM*

DATE: January 29, 1992

RE: Tourism Overview committee hearing

I wanted to remind you that we have an ITT committee meeting scheduled for Thursday, January 30, at 5 p.m. in Room C-17. Conn Murray, the new executive director of the Division of Tourism, and Tina Lindgren, executive director of the Alaska Tourism Marketing Council (ATMC), will present overviews of their agencies.

A preliminary report by the McDowell Group on tourism statistics for 1991 should be available within the next week. I'm sure that both Mr. Murray and Ms. Lindgren will speak to the findings of this report.

If you have questions or comments please contact me or Alexis Miller of my staff at 465-2973.

Experts see record year for tourism

By DEAN FOSDICK
The Associated Press

Despite the nationwide recession, tourism in Alaska appears likely to set records again next year, with cruise ships booked solid and the 50th anniversary of the Alaska Highway drawing adventure-minded motorists.

Tourism has been on an upward swing for years in Alaska, which is perceived as a relatively safe area immune from the violence and currency fluctuations of many foreign countries, officials said.

More than 629,000 people toured Alaska during the summer of 1990, a 12.6 percent gain over the 559,300 who toured the state the previous year, according to the McDowell Group, a consulting firm that compiles visitor numbers for the state Division of Tourism.

Visitor totals for 1991 were not yet available, but it appears the trend is up again, said Mary Klugherz, a McDowell

Please see Page B-2, TOURISM

ADN 12-29-91

TOURISM: Visitors expected to bring banner year

Continued from Page B-1

Group consultant in Ketchikan.

"Nothing solid yet, but things are looking good," said Klugherz, who was working on '91 visitation totals Friday.

"We had a lot of things going for us this year despite the (recessed) economic situation in the Lower 48," she said.

"1992 is a good question. I think it's going to be a solid year for Alaska, but I don't think we'll see the dramatic gains we've made in the past few years.

"The recession has affected certain sections of the country — certain socio-economic pockets — but it hasn't affected everybody. Still, it affects consumer confidence.

"Travel is discretionary and many trips or trip decisions are delayed," Klugherz said. "That's not to say people will put off Alaska this year but it could have some effect."

Alaska has a lot of positives that should help stem

concerns about the country's lingering recession, she said.

"It's (Alaska) a domestic destination, safe. And there's a growing move toward eco-tourism, something of a buzz word in the industry now."

There is no official definition of eco-tourism, she said, but it generally consists of at least two basic elements.

"There's the appeal of the outdoors, nature and the wilderness. People appreciating the beauty of untouched land.

"The other aspect of eco-tourism talked about in some circles is environmentally sound tourism. Going into a fragile area and not damaging it.

"Alaska has all that in spades."

Wendy Wolfe, the state's assistant tourism director, said new travel incentives also are helping to boost the number of visitors to Alaska.

"We had 4,000 Japanese go up to Fairbanks last year and see the northern lights," Wolfe said. "We expect more independent travelers on the (Alaska) highway next sum-

mer because of the 50th anniversary year.

What originally was called the Alcan Highway is a 1,522-mile overland route between Dawson Creek, British Columbia, and Delta Junction, where it connects with the Richardson Highway to Fairbanks.

Starting in March 1942, it was carved through rugged, unmapped wilderness by U.S. and Canadian troops and civilians who worked in conditions ranging from insect swarms in summer to 79-degree-below-zero cold in winter.

It was built in just eight months, for the most part to help counter the invasion threat posed by the Japanese occupation of Attu and Kiska in the Aleutians.

"Organizers are hoping they'll get an extra 30,000 visitors in 1992 because of the road promotions," Wolfe said.

And then there's the cruise-ship industry, which continues breaking passenger records on seven- and 10-day Alaska runs.

"Bookings are up," said Julie Benson, public rela-

tions director for Princess Cruises in Vancouver, British Columbia. "We anticipate another sold-out year."

"We're going up to 73 from 69 departures next year," said Richard Skinner, public relations director for Holland America Lines in Seattle. "Last year, we carried 103,500 people in a four-month period, a record.

"Knock on wood, but our early bookings are tracking slightly ahead of last year," Skinner said. "That's surprising, because the cruise industry is having the same (recession-related) troubles as everywhere else.

"But the bright spot is Alaska. That continues to have appeal."

Alaska offers a diverse kind of travel experience that you can't find anywhere else in the world, Skinner said.

"I think what you're looking at is some hangover from weakness of the dollar in Europe. The safety factor is definitely there. Alaskans speak English, use American currency, those kinds of nice things."

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Foundation for Social Innovations Alaska

Newsletter

Vol. 1, No. 1

Juneau, Alaska

April 1991

Juneau to keep Vladivostok visitors busy

Some 150 Soviets from Vladivostok - everyone from teachers and students to government officials and welders - descend on Juneau April 13 for a busy schedule of business meetings, tours, dinners and social events.

The delegation is part of Juneau's exchange with the Far East port city. A delegation of 102 Alaskans visited Vladivostok last December. Both trips were organized by FSI Alaska.

The Soviets and their Juneau hosts hope to make progress toward establishment of a formal sister-city relationship. They also hope to lay the groundwork for exchanges among educators, environmental experts and set up a pen-pal exchange between Soviet and Alaska students.

"The response by Juneau has been incredibly positive," said organizer Glenn Gray. "There are so many people in this town who either speak Russian, lived there or had relatives sneak across the ice bridge and they all want to help."

The Soviets are scheduled to arrive at Juneau International Airport the afternoon of April 13, one day later than originally scheduled.

The delegation includes Soviets from nearly every walk of life, who Juneau organizers hope to get together with their local counterparts.

Several social and cultural events are planned for the Soviet visit.

An art show of Soviet art opens the afternoon of April 15 and continues through the week in the Behrends Building lobby.

A Vladivostok folk dance group, Veche, performs at Juneau's Centennial Hall at 7 p.m. April 16. The group performs authentic Russian folk music and dance in costume. Tickets are \$10 in advance; \$12 at the door; \$8 for students and senior citizens.



Petropavlovsk-Kamchatski not only looks similar to Alaska's Unalaska but has a common culture, history, industry and interests.

Alaskans hopeful of success on Petropavlovsk-Kamchatski trip

The city that launched Vitus Bering's historic expedition of Alaska nearly 250 years ago will play another important role in the history of the 49th state when a delegation of more than 100 Alaskans visit Petropavlovsk-Kamchatski in mid April.

The Alaskans - mostly from Unalaska in the Aleutian Chain - hope to establish a sister-state relationship with this Soviet city nestled between two volcanoes on the Kamchatka Peninsula. They also plan to take initial steps to reunite Native Aleut people separated when the Russians ended their fur trade in Alaska a century ago.

"The main thing our two cities have in common are the shared resources of the Bering Sea," said former Unalaska Mayor Paul Fuhs, now economic development director for the Alaska Department of Commerce. "We want to work together to protect the resources that we both depend on."

Approximately 102 Alaskans plan to travel to Petropavlovsk-Kamchatski April 13-20 on a trip organized by the Foundation for Social Innovations Alaska. The group will travel on an Aeroflot jet that will deliver a delegation of 150 Vladivostok residents to Juneau on April 12.

Fuhs said the Unalaskans also hope to establish business ties, a student exchange program, scientific and technical exchanges, increase tourism and develop a relationship between the Russian Orthodox churches in both cities. Unalaska's Russian church is the oldest building in Alaska, constructed from California redwood in 1895.

The two communities have a great deal in common. Petropavlovsk-Kamchatski is the Soviet's chief fishing port while Unalaska enjoys that distinction in the U.S. Both cities also have geothermal resources their residents hope to develop.

An estimated 335 Aleuts live in the Kamchatka region, relocated there by Russian

(Please see P-K trip, page 4.)

From the director

FSI Alaska adapts to USSR changes



JoAnn Zentner

After two years in operation, more than 100 exchanges and the expansion of our offices into key cities of the Soviet Far East, the Foundation for Social Innovations Alaska is entering a new phase designed to meet the challenges of a changing era in Alaska-Soviet relations.

These relations are undergoing a transition from the enthusiastic friendship exchanges of 1988-1990, to current complex cooperative undertakings and commercial ventures. Although personal interactions between Soviet and American citizens have broken down many of the ideological barriers separating our two countries for so long, corporate and institutional mergers do not necessarily follow. Many impediments remain - cultural, monetary, technological, logistical and governmental.

Restructuring the Soviet economy translates both into opportunity and uncertainty. FSI Alaska and everyone interested in better relations must recognize the potential and the pitfalls that present themselves in each exchange and project.

FSI Alaska's strategy is to build a foundation for successful ventures by encouraging the growth of a social and economic infrastructure connecting Alaska and the Soviet Far East, thus expanding the knowledge and network necessary to make cooperative programs work.

This means we will be facilitating more exchanges of scientific and technical information designed with the specific objective of establishing a mutually compatible database.

We also will continue to coordinate sister-city exchanges. As the Soviet government becomes more decentralized, local governments - both in Alaska and the Soviet Union - must take on new roles. That already has become evident in Juneau, Unalaska, Fairbanks, Anchorage and Nome.

One facet of our commitment to keeping FSI supporters tuned into the latest developments is this quarterly newsletter designed to present our new undertakings to you.

Because of our supporters, and with each new member of FSI Alaska, we are better positioned to carry out our mission - to facilitate people to people exchanges with our Soviet neighbors.

FSI Alaska believes in and is committed to the ideas and aspirations of the people of Alaska and the Soviet Union. As we continue to meet, consult and chart our shared future, FSI Alaska will be there.

From all of us at FSI Alaska, we extend our thanks to you and continue to invite your ideas and innovations that help to create a new world order.

FSI provides services to both business and cultural groups

The Foundation for Social Innovations is a coalition of dedicated Americans, Soviets and Europeans committed to furthering improved relations with the Soviet Union.

Relying on grassroots efforts, FSI cuts through bureaucratic red tape to promote business and cultural exchanges. Members subscribe to the belief that all relationships are based on cultural understanding.

FSI's Juneau office is an independent U.S. affiliate of FSI-USSR, the first private non-profit foundation ever established in the Soviet Union.

The Juneau headquarters directs the operation of new FSI offices in the Soviet Far East cities of Anadyr, Magadan, Petropavlovsk-Kamchatski, Provideniya and Vladivostok, the Far East's central office. Other chapters are located throughout the Soviet Union, in San Francisco and in Milan, Italy.

By using the latest technology and refined political connections, FSI-Juneau puts citizens in touch with each other across the globe.

For those pursuing business ventures, the Juneau office uses electronic mail to instantaneously connect sister offices in Moscow and San Francisco, the location of the Soviet Union's West Coast consulate. FSI can transmit proposals, obtain the necessary Soviet permissions and coordinate itineraries.

FSI-Juneau specializes in cultural exchanges and is well equipped to arrange missions to the Soviet Union, regardless of their size or duration. The office can coordinate charter flights, expedite visas and arrange meetings with the highest officials as well as cultural groups.

To date, FSI-Juneau can claim a number of successes:

- Coordinating the charter visit of more than 100 Southeast Alaska residents to Vladivostok for a one-week stay.
- Sponsored more than 300 Soviet citizens to visit Alaska.
- Created educational programs that link American and Soviet students via electronic mail.
- Facilitated student exchanges between Alaska and Soviet schools.

The Foundation for Social Innovations-Alaska

A private non-profit corporation established under Alaska law and headquartered in Juneau, Alaska. FSI is dedicated to assisting the pioneering ventures of cultural exchange, commerce and citizen diplomacy between the US and USSR, with an emphasis on the Soviet Far East.

119 Seward St., Suite 3, Juneau, AK 99801

Phone: 907-463-5586; Fax: 907-463-5334

Electronic mail: igc:jzentner

Newsletter, Vol. 1, Number 1

Editor: David Ramseur

Contributors: Dixie Hood, Ke Mell, Jean Cameron

FSI Executive Director: JoAnn Zentner

Volunteers are needed to help with the quarterly newsletters. We also welcome contributions of news stories, tips or information on Alaska-Soviet activities.

Vladivostok trip produces memories, changes impressions

By Dixie Hood

After 10 months of snarled negotiations, two advance trips and last minute visa hang-ups, 102 Alaskans on Dec. 15 boarded an Aeroflot jet for an historic visit to Vladivostok organized by FSI Alaska.

Closed to outsiders - and even other Soviets - for 70 years, the city was mysterious yet inviting for those of us from Juneau and Sitka who paid a bargain \$1,500 for the seven-day adventure.

The purpose of the trip was to lay the groundwork for a sister-city relationship with Juneau. While there was plenty of interest in economic development by many on the trip, most of us considered ourselves "citizen diplomats."

Cold weather and shortages were anticipated, so we came stocked with our Southeast wardrobe. The corners of the single suitcase we were allowed were crammed with every gift imaginable - T-shirts, Levis, sample bottles of shampoo and lotion, canned salmon and postcards of Juneau.

In busloads, on foot in small groups and as single adventurers, we absorbed the sights, sounds and smells of Vladivostok.

Overlooking the ship-crammed harbor from a hilltop, it was hard to imagine that this city of 750,000 was a place of forests and tigers not so many decades ago, or so reported our tour guide. With its grey naval fleet and omnipresent statues and memorials commemorating Lenin or the suffering of wars past, the city seemed grim in its winter landscape of leafless trees and polluting smoke stacks.

As we drove along the streets, we peered through bus windows at dark-garbed, fur-hatted people moving silently about their business. But up close, the Russian people were



The memorial on Vladivostok's waterfront is a favorite for newly married Soviet couples who pose for photos.

generous and welcoming.

In official and unofficial capacities, they helped us with shopping and touring and taught us much about their history, politics, families and culture. Best of all, they invited us into their homes and hearts in a remarkable, even overwhelming way.

In often cramped and sparse surroundings, we were plied with festive food and drink, pastries, chocolates, champagne and the inevitable sausage and dry brown bread. Gifts were bestowed on us - hand-carved and painted laddles and dolls, books, maps, jewelry, perfume, miniature samovars, fur hats and military belt buckles.

The generosity of the Soviets we met exceeded anything in our experience. We found such a sense of shared joy and happiness about our countries coming together after all the years of cold war and hostile propaganda.

There was also in our heartstrings a tug about the ongoing political and economic struggle and deprivation in the lives of these courageous people we came to care about.

Alaska Airlines, Aeroflot, Northern Air to service Soviet Far East

The Soviet Far East will soon be only an airline ticket and a few hours away.

Both Alaska Airlines and Aeroflot, the Soviet national air carrier, have announced plans to begin regular service between Alaska and the Soviet Far East as early as May. A third carrier, Northern Air Cargo of Anchorage, plans to begin weekly cargo service from its hub to Magadan and Khabarovsk in early August.

According to industry publications, beginning May 12 Aeroflot will launch twice-weekly flights to Khabarovsk, Magadan and Anchorage. Another flight will continue to San Francisco. Beginning May 31, Aeroflot plans to offer twice-weekly service between Moscow, Anchorage and San Francisco.

Alaska Airlines' service begins June 17 with three-times weekly flights from Anchorage to Magadan and Khabarovsk. Targeted for West Coast tourists, Alaska's packages include local tours and options to venture as far west as Irkutsk on the Trans-Siberian Railroad.

Tour prices start at \$1,295, which includes food, lodging and local transfers. It will run in the summer only.

Alaska's maiden flight will include a trade mission sponsored by the Alaska State Chamber of Commerce and the US-USSR Trade and Economic Council.

New US/USSR consulates urged

Alaska-Soviet relations have caught the attention of the state Legislature and new administration of Gov. Walter Hickel.

A group of Alaskans doing business with the Soviet Far East told the House Special Committee on International Trade and Tourism in February that there's enormous potential in trade and cultural ties with the Soviet Union, but that the obstacles are many.

The committee introduced a resolution urging the Soviet and U.S. national governments to establish consulates in Alaska and the Soviet Far East to help process the required paperwork for exchanges.

Hickel plans to hold a second meeting of the Northern Regions Conference in Anchorage May 30-31. Launched by Gov. Steve Cowper, the 10-nation group focuses on issues common to northern countries.

P-K trip to explore ties between Native peoples

(Continued from page 1)

fur traders. Many originated from Atka Island and still have relatives living in the Aleutians. They will travel to Petropavlovsk-Kamchatski to meet the Alaskans.

Some 15 Alaskan Aleuts will be among the delegation to lay the groundwork for a larger reunion planned for August as part of the 250th anniversary celebration of Bering's expedition.

Fuhs said the Alaskans hope to learn from the Soviet's use of geothermal resources, which they use to generate electricity and operate greenhouses. Unalaska is 12 miles from a 400 degree fahrenheit geothermal fault, which Fuhs said could supply electricity to his community for 500 years.

The April visit is the result of a protocol signed in May 1990 between Fuhs and Mayor Nicolai Zadaroznei, who met through the efforts of FSI. Zadaroznei invited the Unalaskans to visit his city last October, but processing problems prevented it.

The city has been closed to non-residents for 70 years and only a handful of westerners have visited. The Alaskans comprise the first official delegation and approval had to be obtained from the Supreme Soviet.

Juneau FSI fund-raiser exceeds all expectations

"The enthusiasm showed by the Juneau community was simply overwhelming. The turnout exceeded everyone's expectations. It convinced us that there's a large and growing number of Alaskans committed to better relations with our neighbors across the Bering Strait."

That reaction from FSI board member Steve Nelson summed up the feelings of most who attended the tremendously successful FSI fund-raiser at Juneau's Centennial Hall on Feb. 8.

Attended by an estimated 450-500 - about three times the expectation - the event not only raised the necessary funds to keep FSI operating, but reinforced the spirit behind the organization.

Dubbed "A Russian Celebration," the fund-raiser generated \$5,800, about 60 new memberships and plenty of good cheer.

Courtesy of Alaska Airlines, Sitka's New Archangel dancers performed authentic Russian folk dances. Juneau chef John

DeChemey oversaw a menu of Russian treats, including piroshky, Russian black bread, sausages and tea cakes.

Soviet goods ranging from art to samovars to watches went to the highest bidders during a featured auction while maps, posters, lacquer boxes, chess sets and calendars were sold at display tables.

A live computer link permitted participants to send messages directly to Vladivostok.

Sergey Frolov, on temporary assignment from the Vladivostok FSI office, spoke of the significance of the changes in his own country and how efforts such as those of FSI were improving the status of Soviet citizens.

FSI Executive Director JoAnn Zentner said she hoped to make "A Russian Celebration" an annual event, perhaps featuring a Soviet folk group next year.

Foundation for Social Innovations Alaska
119 Seward Street, Suite 3
Juneau, Alaska 99801
USA



Foundation for Social Innovations Alaska Newsletter

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Juneau, Alaska

July 1991



Dueling banjos and flutes

The Vladivostok folk dance group Veche wows a full house at Juneau's Centennial Hall April 16 with their authentic brand of Russian music played on traditional instruments.

Photo by Monica Rivera

Vladivostok brings its magic to Juneau

By Lesley DeKrey and Ron Clarke

Magic marker numbers on yellow cards came down the escalator, clutched by smiling Soviets. Whoops of delight erupted from the crowd and, one by one, visitors were encircled and swept away by their hosts. Finally, the number matching ours peeked over the moving rail. Our man had made it to Juneau.

James Bond? He chuckled and held up his card, boldly marked "007." "No Kah-Jay-Bay," he laughed. Suddenly, Cold War fear of KGB spies seemed outrageous and silly. We snagged his suitcase from the baggage carousel and headed out to share our lives for a week.

Nikolai was clearly fascinated by the size of our home, but the biggest surprise was the waterbed he was to occupy for the next eight nights. Even simple ideas and sentences were

(Please see Waterbed, page 5.)

Visit successes charted

The April visit to Juneau by 150 Vladivostok residents produced more than goodwill. There also were a number of specific breakthroughs, such as:

- Juneau teacher Judy Maier will spend a year in Vladivostok starting in September on a teacher exchange.
- Local artist Dan DeRoux launched Gallery Still, a Juneau gallery selling Soviet art, some of the proceeds of which go to buy art supplies for Vladivostok artists.
- State tourism officials exchanged a letter of agreement with their counterparts calling for further cooperation.

From the director

FSI contacts, not magic, producer results



JoAnn Zentner

The Wizard of Oz has always been one of my favorite films, especially the part when Toto pulls back the curtain to expose a small man pulling levers and pushing buttons to create the illusion of "the wizard." Some days, while attending to the myriad of details involved in every U.S.-Soviet exchange, we here at FSIA feel a little like that man, arranging the puzzle pieces into a completed picture.

When we stand back and contemplate that picture, it can look impressive. But if people had any idea what goes on behind the scenes, they probably wouldn't believe it. Sometimes it is difficult for us to fathom how seemingly dissonant circumstances can magically transform themselves into harmonious happy endings.

FSIA's success is due in part to its international network, linking 13 Soviet cities and three U.S. cities with our headquarters in Juneau. Through this cooperative structure we coordinate projects with some degree of efficiency. Soviets and Alaskans working together to address obstacles in merging our two systems is crucial.

FSIA has also developed a working relationship with the Soviet consulate in San Francisco as well as the Ministry of Foreign Affairs in Moscow. Frequent communications with both while applying for permissions to enter Soviet "closed" cities is vital.

Another key element to the success of FSIA is vital: The generosity and pioneering spirit of the Alaskan people. During my July trip to the USSR, local officials hailed Alaskans as "pioneers who have persevered, despite the country's instability, to create lasting change."

Creating new models of international cooperation is a difficult but rewarding quest, yet Alaskans have proven we possess the qualities needed to succeed. It takes courage, brains and a heart to make this dream a reality. So close your eyes, click your heels together three times and repeat after me: "There's no place like Khabarovsk, there's no place like Khabarovsk..."

Russians speak out on Yeltsin election

Many Alaskans watched the recent presidential election in Russia, the USSR's largest republic, with the same intensity as an American political campaign. The Russian Republic includes the Soviet Far East, Alaska's closest neighbor and the home to many Soviets with whom Alaskans deal regularly.

To find out what Soviets think about the Boris Yeltsin's election, FSI conducted a "person in the street poll" in the Soviet Far East city of Petropavlovsk-Kamchatsky on July 19. We asked: "How do you feel the election of President Yeltsin will affect future relations between the Soviet Far East and Alaska?"

Andrew Kazhedub, 18, student: I hope the election of President Yeltsin will have a positive influence on relations between the Soviet Far East and Alaska. Yeltsin is a much more progressive leader than Gorbachev. I am sure he will be able to break the last barriers which separate our countries, such as the bureaucracy which people must overcome while getting visas, so that we can exchange visits without any problems.

Shulgina Elena, 28, psychologist: No. The election of Yeltsin won't affect future relations between the Far East and Alaska. One person, even if he is a leader, can't do anything alone. To achieve something, there must be many of them in the government who think in the same way. Besides, the relations between the countries do not depend on one man only; they depend on the attitude of the people of these countries towards each other.

Teslenko Ludmila, 54, economist: We support Yeltsin and his program. We voted for him and we are sure that everything will be changed for the better, especially the relations between people who live in neighboring countries.

Vadim Bogolepov, 35, builder: No, I don't believe in Yeltsin.

The Foundation for Social Innovations-Alaska

A private, non-profit corporation established under Alaska law and headquartered in Juneau, FSI is dedicated to assisting the pioneering ventures of cultural exchange, commerce and citizen diplomacy between the US and USSR, with an emphasis on the Soviet Far East.

119 Seward St., Suite 3, Juneau, AK 99801

Phone: 907-463-5586; Fax: 907-463-5334

Electronic mail: igc:jentner

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FSI Executive Director: JoAnn Zentner

Replicas of Bering's ships sail to Alaska

About three dozen brave Soviet sailors, artists and filmmakers this summer are reenacting Vitus Bering's exploration of Alaska 250 years ago by sailing replicas of Bering's ships from the Soviet Far East to six Alaska communities.

The so-called "packet boats" are scheduled to arrive in Unalaska about Aug. 1 after sailing 1,600 miles across the Bering Sea from Vladivostok. The sailing boats, which only measure 17 meters long (about 56 feet) are similar in design to the St. Peter, St. Paul and St. Gabriel in which Bering explored the Alaska coast in 1741.

Bering, a Danish explorer under contract to Russian Czar Peter the Great, spotted land at Cape St. Elias near current day Yakutat on July 16 and sent some of his crew ashore on Kayak Island searching for plants to alleviate the scurvy of his crew. Bering died later that year en route back to Russia, but his discovery remains one of the most significant for Alaska and Russia.

This year's voyage is sponsored by FSI under the auspices of the Far East Children's School of Traveling based in Vladivostok. In April, officials of FSI and the school signed an agreement to secure the necessary approvals and sponsorship for the trip.

The ships, brightly painted and built of wood, will carry 12-15 persons each, including Soviet artists, photographers, film makers and poets. The crew are



Replicas of boats Bering used to explore the Alaska coast in 1741 are readied in Vladivostok.

Photo by Sergey Frolov

experienced Soviet sailors.

After spending two or three days in Unalaska, the boats will travel to Kodiak with a scheduled arrival date of Aug. 11. Other communities and their tentative scheduled dates of arrival include: Cordova, Aug. 18; Yakutat, Aug. 21; Sitka, Aug. 25; and Juneau, Aug. 28. The boats are slated to remain in each community a couple of days, giving tours to local residents.

This expedition is one of four which is considering making the trip this summer to celebrate Bering's journey. A group of four Soviet ships arrived in Unalaska July 13, but because they lacked visas and official permission, had to remain on their boats for several days while Customs officials decided their fate.

The expedition is expected to produce a book and film to be used in schools in each country.

New American consulate in Soviet Far East closer to reality

The establishment of new consulates in the Soviet Far East and Alaska to aid relations between the two countries is a step closer to reality, apparently at least in part because of a recent Alaska trade mission to the Soviet Far East.

The U.S. State Department has acknowledged plans to open an American consulate in Khabarovsk as early as the summer of 1992. The announcement comes on the heels of a June trade mission during which agreements were signed with four Soviet Far East regions calling for the new consulates.

The agreements, authored by the Alaska House Special Committee on International Trade and

Tourism, were signed with Magadan, Khabarovsk, Sakhalin and Vladivostok. Alaska signers included Rep. Tom Moyer, chairman of the House committee; Sen. Arliss Sturgulewski, a member of the Senate trade committee; state Office of International Trade chief Bill Noll and John Sims of the Alaska State Chamber of Commerce.

The four were among 60 Alaska businessmen and women who spent 10 days in the Soviet Far East in mid June on a Chamber-sponsored trade mission. The group traveled on Alaska Airlines' inaugural service, which serves the Soviet Far East three times weekly.

Petropavlovsk visit emotional for Alaskans

By Garrey Peska

We sat on the Aeroflot jet blinking at the dawn light rising outside the window. Having been up so long that some of us were turning into zombies, I would have understood people being irritable.

But they weren't. Instead, most of the 94 Alaskans were quietly contemplating the emotional experience of that previous week in Petropavlovsk, a picturesque city on the Soviet Kamchatka Peninsula.

The night before we had attended a huge going-away party sponsored by our Soviet hosts. Afterwards, we picked up our luggage and spent several tedious hours clearing customs. We accepted the bureaucratic delays as "part of the Russian experience" and passed the time talking about the new friends we had made in Petropavlovsk.

Many of them were still with us at the airport. There were tearful good-byes and cheerful assurances that "we will see each other again."

Now Glen Reed, one of the delegation leaders, had just asked us all to write our impressions of the trip and I looked out the window at the crowd of well wishers standing in the cold wind at 6 a.m. waving enthusiastically. Behind them stretched rows of Soviet military planes and the bunkers that house them, which provided a stark jolt of reality.

Many of those same people had been at the airport the week before to greet us when we arrived in a snow storm. Then, we were hustled along so fast that the waiting crowd barely had enough time to offer us the traditional Russian greeting of a loaf of bread and dish of salt.

During the week we came to understand what it meant that we were the first Americans the people of Petropavlovsk had met. They were intensely interested in showing us the best that Russian hospitality has to offer. There were times when the local children treated us in a way usually reserved for rock musicians.

They wanted us to tell them everything we could about Alaska and America, and especially about the history that Alaska and Petropavlovsk share.

Vitus Bering sailed to his destiny from Petropavlovsk's beautiful Avacha Bay 250 years

ago and that was a big part of the reason our delegation was there. Many of our group were from Unalaska-Dutch Harbor, in part to make arrangements for a joint US-USSR celebration of Bering's discovery of Alaska to be observed in August.

Some of the American visitors were Alaska Natives hoping to meet cousins they knew about but were unable to contact because of the Cold War. These people who shared common grand parents had a touching reunion.

Petropavlovsk is a large city by Alaskan standards, with an estimated population of 300,000, with between a quarter and a third military personnel.

It is set in spectacular country. A line of volcanoes (some currently active) provide a backdrop for the typical concrete apartment buildings that house the residents. The surrounding countryside boasts numerous natural hot springs and it seemed that everyone, from the military to the Tourist Club, has their own hot bath. We were treated to that age-old cure for everything on day trips.

Most, if not all of the members of our delegation had at least one dinner, lunch or coffee at the home of a new-found Russian friend. We met warm, family-oriented people who want very much to improve their living conditions and hope for a strong, healthy economy for their children.

Like Alaskans, they are teaching their children English, Japanese and Korean languages and telling them that the Soviet Far East economy of the future lies in the Pacific Rim.

We have much in common - our history and future. I know many Alaskans who have decided to open their hearts to the people of the Soviet Far East and I know a lot of Russians who feel the same about Alaskans.

We can't cure the ills of the world with a magic wand but we can try to understand each other and make it a better world as a result.

We had a great time. You should have heard us sing the Alaska Flag Song on stage in front of 600 people and you should have heard their loud and long applause.

Waterbed, cat laxative mystify Soviet visitor

(Continued from Page 1.)

struggles, but a bed full of warm water was too strange. We faced a long, difficult week in the communication department.

The next morning, through a remarkable session of international charades, he showed us that his back was sore. He needed liniment - perhaps that tube on the bathroom counter would do the trick? Through a truly remarkable session of international charades, we think we explained that what he saw was cat laxative. (Lesley is a veterinarian). We would go to the drug store.

After breakfast, Nikolai retreated to his room and shut the door. At first, we thought he had gone back to bed, but could hear him talking. Puzzled, I knocked and asked if he needed anything. No.

After nearly three hours, he emerged and announced, "Now I have learned English." Nikolai had written out about 30 pages worth of Russian words translated phonetically into English with the help of a 1959 phrase book. That smoothed our conversations immensely. He taught us some Russian, we taught him some English. We all tried to polish our rusty German. Nikolai called our new language "Anglaiski-Russki-Deutsche." When an attempt to convey an idea succeeded, Nikolai smiled and said, "I can understand of you."

We showed each other photographs of our friends and families. We tried to describe our respective jobs. Did he like Gorbachev? Nyet. Yeltsin? Nyet, nyet, nyet. George Boosh? Wimp. Hickel? Nyet. Who needs political details?

The days flew by, packed with tours, dinners and evening programs. A day trip on the state ferry was a welcome, relaxing break. Only 40 minutes in Skagway allowed us an Alaskan beer and a couple of rounds of lovely Soviet vodka, accompanied, as always, by lovely Soviet toasts. We returned at 2:15 a.m., stopping at the all-night grocery on the way home for snacks for the flight home the next day. Shopping at 3 in the morning is unheard of in Vladivostok.

Hugs, handshakes, tears and waves sent our new friend back across the ocean. "Clarke," he said, "if only two weeks more together, we are fluent in Anglaiski-Russki-Deutsche, but nobody else understands us." Da, Nikolai. We look forward to the chance to work on it with you.

Chernobyl area students take breather in Alaska

Thirty-five students and four teachers from the areas of the Soviet Union radiated by the Chernobyl nuclear accident were scheduled to visit Anchorage beginning Aug. 1 as part of a rehabilitation effort.

The group is traveling under the auspices of "Chernobyl-Help," a Soviet-based international humanitarian non-government organization that arranges for school children affected by the disaster a brief "time-out" in a clean environment.

The students, who range from ages 13 to 18 and include about 20 girls and 15 boys, are scheduled to stay until about Aug. 18. They will enjoy outings

arranged by volunteer host families in Anchorage and Kenai.

"We want to give them fresh air to breathe and uncontaminated food to eat," said Susan Clark of CAMAI, a Juneau-based humanitarian group sponsoring the visit along with FSI. "It gives the kids some badly needed time out of the radiated areas."

The students and their teachers hail from Byelorussia, the Ukraine and the Russian regions of the Soviet Union affected by the 1986 disaster in which a nuclear reactor melted down, spewing radiation over the countryside.



Nikolai Moskvitchev
on the Alaska ferry Aurora

Return trip to Vladivostok set for Sept. 21-28

Alaskans will have an opportunity to celebrate the 250th anniversary of Vitus Bering's exploration of Alaska from the region of its origin this September when FSI sponsors a return trip to Vladivostok.

Some 150 seats are available for a trip to the Soviet Far East's largest city from Sept. 21-28. In addition to observing special Bering activities, the trip gives Alaskans the opportunity to pursue business ventures and cultural exchanges with Juneau's Soviet sister-city.

"This is an easy and relatively cheap way for Alaskans to cement the relations we've been building with our Soviet neighbors the past three years," said FSI board member Steve Nelson.

Participants will fly from Anchorage to Magadan and then Vladivostok on a chartered Aeroflot TU154 aircraft and stay at the centrally located Hotel Amorskiy Zalif, originally built to house Soviet Olympic trainees.

Cost of the trip is \$1,985, which includes roundtrip airfare from Anchorage, housing, meals, document processing, ground transportation and interpreting services. The deadline for turning in visa applications and a non-refundable deposit of \$200 is Aug. 21.

Vladivostok, a picturesque city of 700,000, rings the deep water bay known as the Golden Horn. Home to the Soviet Union's Pacific Naval Fleet, the city is not only a major seaport, but is the terminus of the Trans-Siberian Railroad. Last December, a delegation of 102 Alaskans under FSI auspices visited Vladivostok (see FSI's April newsletter) and in April, Juneau hosted a like delegation of Vladivostok residents.

A special celebration of Bering's expedition to Alaska is planned in the Soviet city Sept. 23-25. In addition, FSI has been asked to help organize a conference to explore the feasibility of using the Northeast Passage to transport goods from the Pacific over the top of the Soviet Union to northern Europe. Shipping companies from the U.S., Soviet Union, Japan and Australia will attend the conference, set for the same time as the Juneau visit.

In June of 1741, under a contract to Russian Czar Peter the Great, Bering sailed his three ships from the Kamchatka Peninsula to explore the unknown waters to the east. On July 15, his ships spotted land at what is believed to be Prince of Wales Island in Southeast Alaska and went ashore on Kayak Island. The discovery eventually led to Russian domination of the North Pacific and the recognition of Alaska's strategic place in it.

To sign up for the trip, visa and trip application forms and four passport photos must be at FSI's Juneau office by 4:30 p.m. Aug. 21. Contact the office at 463-5586 or stop by at 119 Seward St., for further details.

Russian "survival" class readies Juneau residents

A "Survival Russian" class is being offered by FSI in Juneau this summer, in part to help prepare Alaskans for a return trip to Vladivostok in late September.

Being taught by Moscow State Ballet Theatre ballerina and teacher Valya Elovskaya, the six-week course is designed to help students learn the alphabet and read and speak basic Russian.

"Your face can smile and your hands can gesture, but you can't really express yourself," Elovskaya said.

"After my class you'll actually be able to say something."

The course is being held at the Resurrection Lutheran Church, meets Monday, Tuesday and Thursday evenings and costs \$125, plus \$15 for the textbook.

Foundation for Social Innovations Alaska

119 Seward Street, Suite 3

Juneau, Alaska 99801

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JUNEAU EMPIRE

'The Voice of Alaska's Capital City'

JUNEAU, ALASKA

WEDNESDAY

January 29, 1992

Juneau aid on the way



MARK KELLEY/JUNEAU EMPIRE

Steve Nelson, left, and JoAnn Zentner, right, of the Foundation for Social Innovations-Alaska and other workers check off, tape and label 100 boxes Tuesday night filled with donated food for families in the Russian city of Vladivostok. Dozens of Juneau residents volunteered to fill the boxes with food to help people in the Russian port city, which last year set up a sister-city relationship with Juneau. Nelson said Alaska Airlines, which has donated free freight for the food, also has agreed to take an additional 60 boxes. He said more boxes will be available for volunteers at the Juneau Empire on Thursday morning. The boxes are due back by 5 p.m. Thursday. Though the group's plan was to fly the food from Anchorage on Aeroflot, Nelson said the latest plan is to send the boxes to Seattle, where they will be put on a ship with other goods from the Seattle Rotary Club for delivery to Vladivostok.

JUNEAU EMPIRE

'The Voice of Alaska's Capital City'

WEDNESDAY
January 22, 1992

U.S. offers Russian relief

Local effort
organized for
Vladivostok

By ED SCHOENFELD

One hundred hungry Vladivostok families soon will receive a 20-pound box of food each from Alaska to help them through a long winter of shortages.

But first, Juneau residents are being asked to provide food to fill those boxes.

The Foundation for Social Innovations-Alaska, based in Juneau, has made arrangements with Alaska Airlines and Aeroflot to ship the 2,000 pounds of food from Juneau to Vladivostok in early February.

The port city of Vladivostok — a naval base and shipping center on Russia's Pacific Coast — already has strong ties with Juneau. The downtown district of Vladivostok has a sister-city relationship with Juneau for cultural, educational and business dealings, and plane-loads of people have traveled between the two communities over the past 13 months.

Steve Nelson of the foundation's Juneau office said distribution of the boxes will be handled by Sergey Kirillov, the head of the foundation's Vladivostok office, who visited Juneau in April.

"Kirillov is going to work with the local government and the local sister-city committee to decide what is the best way to distribute the food to the neediest people," Nelson said Tuesday.

Shipping and production problems tied to the breakup of the former Soviet Union have contributed to food shortages in Vladivostok, said JoAnn Zentner of the foundation's Juneau office.

The recent deregulation of food prices by Russian President Boris Yeltsin has pushed the cost of items beyond the reach of many Vladivostok residents, leading to demonstrations this week.

"As winter progresses and the foods are depleted, the situation could become serious," Zentner said.

To meet customs and shipping requirements, the foundation is providing the shipping boxes, which can be filled with no more than 20 pounds of goods each. The foundation also has drawn up a suggested list of 17 items to be included in each box, from dry soup mix to raisins to bandages.

"It's really crucial that they stay at 20 pounds because we're working with two different air carriers and three different transfer points," Nelson said.

The list of items suggested for the boxes was drawn up with the help of the foundation's Vladivostok office.

The pickup and dropoff point for the boxes will be at the Juneau Empire, 3100 Channel Drive.

Boxes may be picked up between 8 a.m. and 5 p.m. Thursday.

Please turn to Local, Page 10



Food for Russia: Soldiers unload 60 tons of food from a military transport plane in Chita, about 155 miles east of Lake Baikal. The food was donated by citizens of the Brittany region of France.

Why should U.S. help?

Proponents say effort
a bargain in long run

By JIM ABRAMS

THE ASSOCIATED PRESS

WASHINGTON — Should America, mired in debt and struggling with recession at home, shell out billions of dollars to help its onetime enemy, the former Soviet Union?

Proponents say aid to ensure that the emerging democracies survive their first winter is crucial — and a bargain.

"We spent trillions to bring about the collapse of communism," said Gabriel Schoenfeld, a Soviet expert with the private Center for Strategic and International Studies. "We shouldn't see our efforts go to waste" by not spending far less to see the Soviet people through their economic crisis and efforts to develop viable free-market systems, he argues.

"Now is the critical time," said Lewis Townsend, executive director of the Fund for Democracy and Development, a clearing house for private aid programs to the former Soviet Union.

"Yes, we've got serious needs and problems here at home," he said, but a former enemy, armed with nuclear weapons, is in disarray and "it's certainly not in our interest to see more civil unrest."

Foreign ministers from 47 nations are converging on Washington today to coordinate aid efforts in one of the largest relief operations since the 1947 Marshall Plan that helped European nations regain the economic strength needed to repulse Soviet expansionism.

House Armed Services Committee Chairman Les Aspin, D-Wis., a sponsor of a \$1 billion aid proposal, has knocked President Bush for being president when the Cold War was won but "having trouble figuring out how to secure the peace."

Yet with the country in recession, even Democrats on Aspin's committee shied away from the higher sum. Congress, said Florida Democrat Charles E.

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Bush seeks \$645 M
in additional aid

By TERENCE HUNT

THE ASSOCIATED PRESS

WASHINGTON — President Bush said today he will ask Congress for \$645 million in new aid for the shattered Soviet Union and challenged other countries to provide assistance to "give these people a reason to hope."

Bush said the new aid would put American assistance over \$5 billion, most of which is in the form of agricultural credits.

He announced his proposal at the opening of a conference of 47 nations exploring strategies for speeding food, medicine and other assistance to the former Soviet republics known as the Commonwealth of Independent States.

The administration, in hosting the aid summit, said it is not meant to be a pledging contest, insisting that the primary goal is to coordinate aid. Nevertheless, the United States would welcome donations, particularly from oil-rich Arab kingdoms, and has been under pressure from Germany and other Western European nations to boost the U.S. contribution.

Russian President Boris N. Yeltsin saluted the participants in a message declaring "humanitarian and other forms of assistance by the international community will no doubt help alleviate the difficulties our population is facing as we move to a market economy."

Yeltsin offered assurances that Russians have made an irrevocable decision to create a civilized, democratic state. "However," he said, "one has to pay dearly for past mistakes and delusions."

Bush, in his address to the visitors at the State Department, said: "A new day has dawned throughout the Commonwealth of Independent States, with hope for a fundamental transformation in the way people live and work and think."

Please turn to Bush, Page 10

Local...

Continued from Page 1 and Friday. Packing instructions and a detailed list of items that may be included will be handed out with each box.

The filled boxes must be returned between 8 a.m. and 5 p.m.

Monday or Tuesday.

The food and other supplies will be carried for free to Anchorage by Alaska Airlines, and an Aeroflot flight Feb. 2 will take the boxes to the Russian Far East. Aeroflot also has donated the air freight.

The airlift was organized at the suggestion of many Juneau residents who called the foundation to

see if they could help Russians hurt by food shortages, Zentner said.

If there is enough interest to arrange another airlift, the foundation will see if a second food drive can be organized.

"If community response is overwhelming, we'll certainly work with it," Nelson said.



TRAVEL TIPS

Western travellers to Russia are often uncertain about the custom of gift giving, which is much stronger there than here. To whom should you give gifts and what should you give?

Here are a few suggestions from our Russian correspondents:

These days gifts should be of a practical bent. Leave the souvenir stickers and picture books at home!

Anything edible or wearable will be warmly received. For instance, tins of coffee, tea or cookies, t-shirts, sweatshirts, gloves, small sample bottles of liquor, perfume, and even children's multivitamins.