2012

The Smithsonian Folklife Festival

June 27 – July 1; July 4 – July 8

Celebrating the 150th Anniversary of USDA establishment and the Morrill Act that established the Land Grant Colleges and Universities.
OSU Surimi School was invited to the 47th FolkLife Festival to help:
General public understand

1) What surimi and surimi seafood are,
2) How they are made, and
3) Our fishery resources used for surimi production, Alaska pollock and Pacific whiting are the two most sustainable white fish in the world.

Sustainable Solutions section:

Surimi School
For nearly 20 years, Oregon State food scientist Jae Park has taught production and food safety techniques at annual Surimi School sessions in Oregon, Asia and Europe. Park pioneered processes to make surimi seafood that's low in fat and cholesterol from abundant fish stocks, helping revitalize North Pacific fisheries.
OSU Surimi School Participants

• The US Industry
  – 6/28-6/29: Curt McIlravy (Trident Seafoods, Motley, MN)
  – 6/30: Bong Hyo Ko, Andrew Davidoff, Sami Cheon, Sungik Hur (LM Foods, Carteret, NJ) – Due to the storm damage, they stopped by the site and delivered their samples and pins (I love surimi seafood).
  – 7/5: Bill Ott (Trans Ocean Products, Bellingham, WA)
  – 7/6-7/7: Richard Draves (American Seafoods, Seattle, WA)
  – Yamasa Fish Cake provided samples of tenpura, kamaboko, and chikuwa

• OSU
  – Matt Fowler
  – Angee Hunt
  – Jae Park
### Scorching Weather in DC during the two weeks (June 25 – July 9)

<table>
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<tr>
<th>Date</th>
<th>Observed</th>
<th>Precip (in)</th>
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<tbody>
<tr>
<td>24</td>
<td>Hi 93°F</td>
<td>0.02in</td>
</tr>
<tr>
<td>25</td>
<td>Hi 90°F</td>
<td>0.02in</td>
</tr>
<tr>
<td>26</td>
<td>Hi 81°F</td>
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<tr>
<td>27</td>
<td>Hi 90°F</td>
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<tr>
<td>28</td>
<td>Hi 95°F</td>
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<td>29</td>
<td>Hi 104°F</td>
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<tr>
<td>30</td>
<td>Hi 97°F</td>
<td>0.59in</td>
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<tbody>
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<td>0.02in</td>
</tr>
<tr>
<td>2</td>
<td>Hi 94°F</td>
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<tr>
<td>3</td>
<td>Hi 98°F</td>
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<tr>
<td>4</td>
<td>Hi 100°F</td>
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<tr>
<td>5</td>
<td>Hi 101°F</td>
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<tr>
<td>6</td>
<td>Hi 99°F</td>
<td>0.95in</td>
</tr>
<tr>
<td>7</td>
<td>Hi 106°F</td>
<td>0.95in</td>
</tr>
<tr>
<td>8</td>
<td>Hi 102°F</td>
<td>0.95in</td>
</tr>
<tr>
<td>9</td>
<td>Hi 87°F</td>
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</table>
Temperature and the number of attendees participating in sample making

- Temperature (°F)
- Number of participants

6-25, 6-26, 6-27, 6-28, 6-29, 6-30, 7-1, 7-2, 7-3, 7-4, 7-5, 7-6, 7-7, 7-8, 7-9

FolkLife #1
Closed due to storm damage

FolkLife #2
Closed early due to storm warning
Industry Partners such as UniSea, Trident Seafoods, American Seafoods, and Maruha-Nichiro NA apply Oregon State University research to improve their production processes and take what they learn at Surimi School to implement best practices at their state-of-the-art processing facilities in Alaska.
OSU Surimi School also proudly presented general public:

1) How surimi is manufactured and how it has been Americanized using the US fish (Alaska pollock and Pacific whiting).

2) How sustainable Alaska pollock and Pacific whiting are.

3) Surimi is made primarily from clean and lean fish from uncontaminated seawater.

4) How surimi crabstick and surimi shrimp are made.

5) How low fat and cholesterol in surimi seafood.

6) Applied colors on the crabsitck are all natural from paprika, tomato, and/or carmine.
Americanization of Surimi

- Surimi production yield increased from 12-15% (1990) to over 30% (2010-2012) and the industry enabled to save our fishery resources.

- The US surimi production is the largest by country for the last 20 years.

- US leads the production technology of surimi and crabstick.

- US leads the surimi research and education by OSU Surimi School since 1993.
Sustainable Fish for Surimi

- Alaska pollock is very sustainable with its annual TAC (total allowable catch) at 1.2 million tons per year in average for the last 25 years.

- Pacific whiting is also very sustainable with its annual TAC at 0.25 million tons per year in average for the last 20 years.

Major fishing grounds:
- Bering Sea
- Aleutian Islands
- Gulf of Alaska
- Oregon and Washington Coast
How much are 1.2 million tons?

1,200,000 tons = 60,000 containers
= 60,000 x 40 ft = 2,400,000 ft
(1 mile = 5,280 ft)
= 454 miles

454 miles long with 40 ft containers lined up bumper to bumper.

Washington DC → Boston
Uncle Curt is showing how to make crabstick his future customer.
Bill and Jae - The 25 years of friendship through the US surimi seafood industry.
Sony invented a new chilling device for Jae
OSU Surimi School goes to the DC Metro Line!
Storms hammer DC area after record-setting heat
Associated Press
Posted June 30, 2012 at 12:36 a.m.

6/29: 104°F

6/30: 1:00am – 4:00am: 70-90 miles/h wind

Over million customers without power.
After the 6/30 Storm

Our tent was wiped out completely!
After the 6/30 Storm
July 1: Back to the Business after the 6/30 Storm
Curt McIlvay, Marketing Manager of **Trident Seafoods**
(OSU Surimi School Sponsor)
Bill Ott, R&D Director of **Trans Ocean Products** (OSU Surimi School Sponsor)
Team LM Foods arrived after the 6/30 Storm
(OSU Surimi School Sponsor)
Richard Draves, VP of Development, American Seafoods (OSU Surimi School Sponsor)
God knows I worked at the surimi tent, not came to DC for a sightseeing!

Nick Buscovich (National Manager, Shining Ocean OSU Surimi School Sponsor). He worked at the festival on the first day (6/27). But no pictures were taken at the photo line: Jae’s fault!
After long and hot day.......
We make surimi from pollock and whiting at sea!
LOUIS KEMP

HEALTHY

90 Calories • 0 g Fat

Crab Delights®
Leg Style
Fully cooked & ready to serve

Crab flavored seafood, made from selecting fully cooked fish protein

NET WT 8 OZ (227 G)

Trident Seafoods
Classic Bay

Crabmeat

Dyna-Sea

CRAB™

sticks

Crab Flavored Seafood,
made from surimi, a fully cooked fish protein

Keep Frozen

LM Foods
Yamasa Fish Cake (Los Angeles, CA)
ACKNOWLEDGEMENT

- Smithsonian Institute
- Shelly Signs (OSU Director – University Events)
- Steve Clark (OSU VP – Communication)
- Shining Ocean
- Trident Seafoods
- LM Foods
- Trans Ocean Products
- American Seafoods
- Yamasa Fish Cake