Smithsonian
2012
FOLKLIFE
FESTIVAL

CAMPUS AND
COMMUNITY

CITIFIED

CREATIVITY
AND CRISIS

June 27 to July 1
and July 4–8

On the National Mall
Washington, D.C.

FESTIVAL.SI.EDU

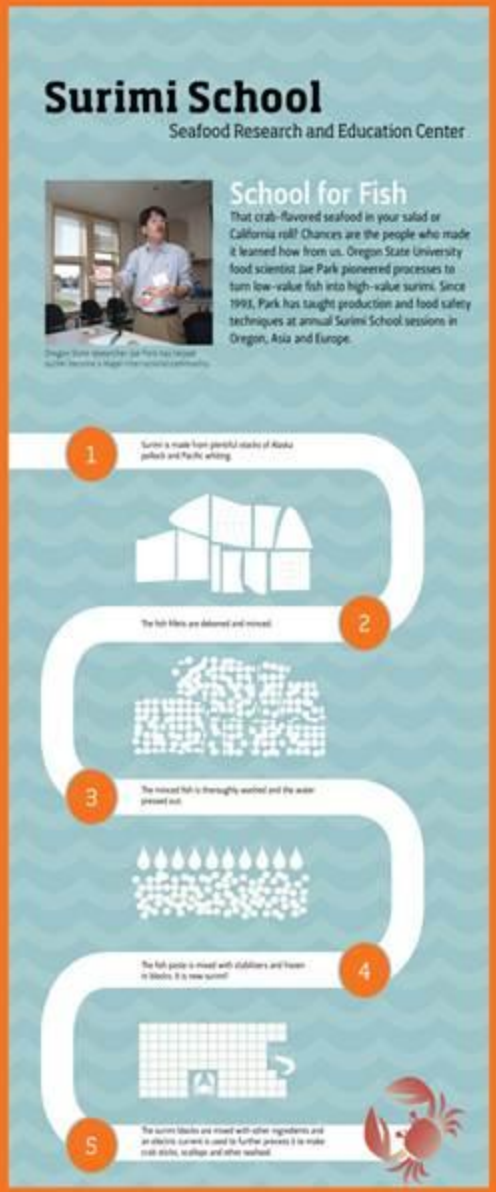
2012

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.

Oregon State University



oregonstate.edu

NATIONAL MUSEUM OF AMERICAN HISTORY

12th Street

NATIONAL MUSEUM OF NATURAL HISTORY

Madison Drive NW

Washington Monument

Capitol

Beverages

CITIFIED

Panorama Room Performance Stage

Community Barbeque

Azerbaijani Food

CAMPUS AND COMMUNITY

Morrill Performing Arts Center

Campus Cafe

Smithsonian U

Family Activities

CENTRAL CAMPUS

Reunion Hall

Univ. of Illinois

Texas A&M

Mississippi State

Washington State

Oregon State

Univ. of Tennessee Solar House

Water Station

CREATIVITY AND CRISIS

Red Hot Performance Stage

Southern Comfort Food

Quilting Bee

Quilt Volunteer Check-in

2362 Market St.

Common Threads

Readers Stage

Reader Check-in

THE AIDS MEMORIAL QUILT

14th Street

Water Station

Fresh Fruit/ Beverages

Good Hope & Naylor Corner

Mural Installation

Douglass Hall

Fresh Fruit/ Beverages

1994 Tribal Colleges

West Virginia Univ./ Univ. of Texas-Pan Am

Univ. of Hawai'i

Montana State

Mississippi State

REINVENTING AGRICULTURE

Lanai

Iowa State

Goats

Garden Complex

BUILDING ON TRADITION

TRANSFORMING COMMUNITIES

Test Kitchen

Michigan State

The Commons

1890s Historically Black Colleges and Univ.

Univ. of Vermont/USDA

Univ. of Missouri

Univ. of New Mexico

Univ. of Maryland

Indiana Univ.

Volunteers/ Lost & Found/ Accessibility

First Aid

Media

Water Station

Fresh Fruit/ Beverages

Kids Create!

Giving Voice

Healing Arts

Call My Name

Remember Their Names

SMITHSONIAN CASTLE

Jefferson Drive SW

U.S. DEPARTMENT OF AGRICULTURE

USDA People's Garden

MARKETPLACE

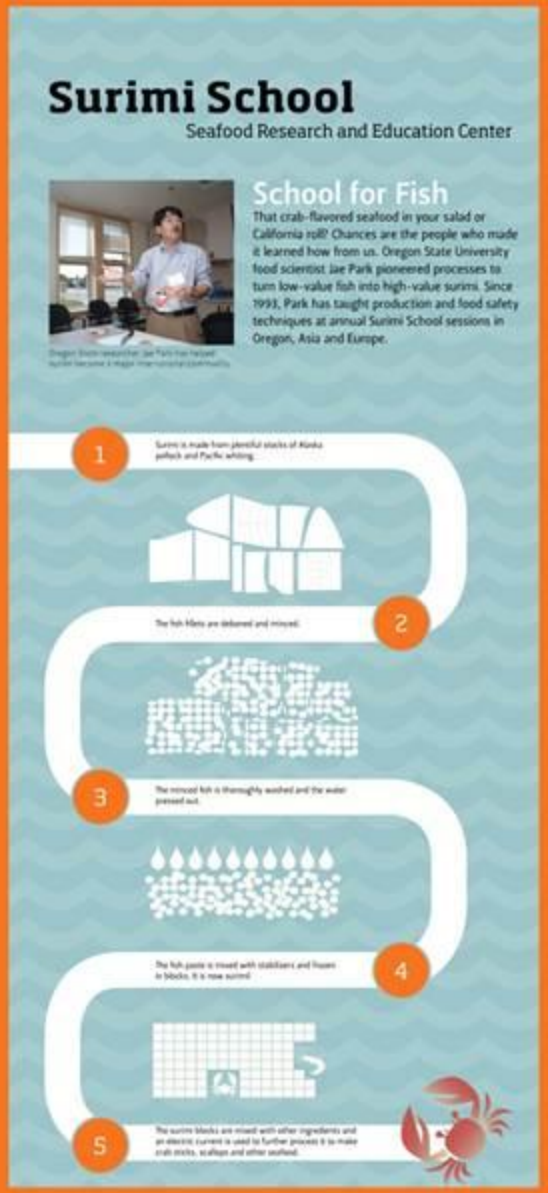
12th Street

- Information
- First Aid
- Media
- Volunteers/ Lost & Found/ Accessibility
- Toilets
- Food & Drink
- Water Station
- Fresh Fruit
- Beverages
- Audio Loop

27


Oregon State University
Surimi School
oregonstate.edu

Oregon State University



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
  - /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

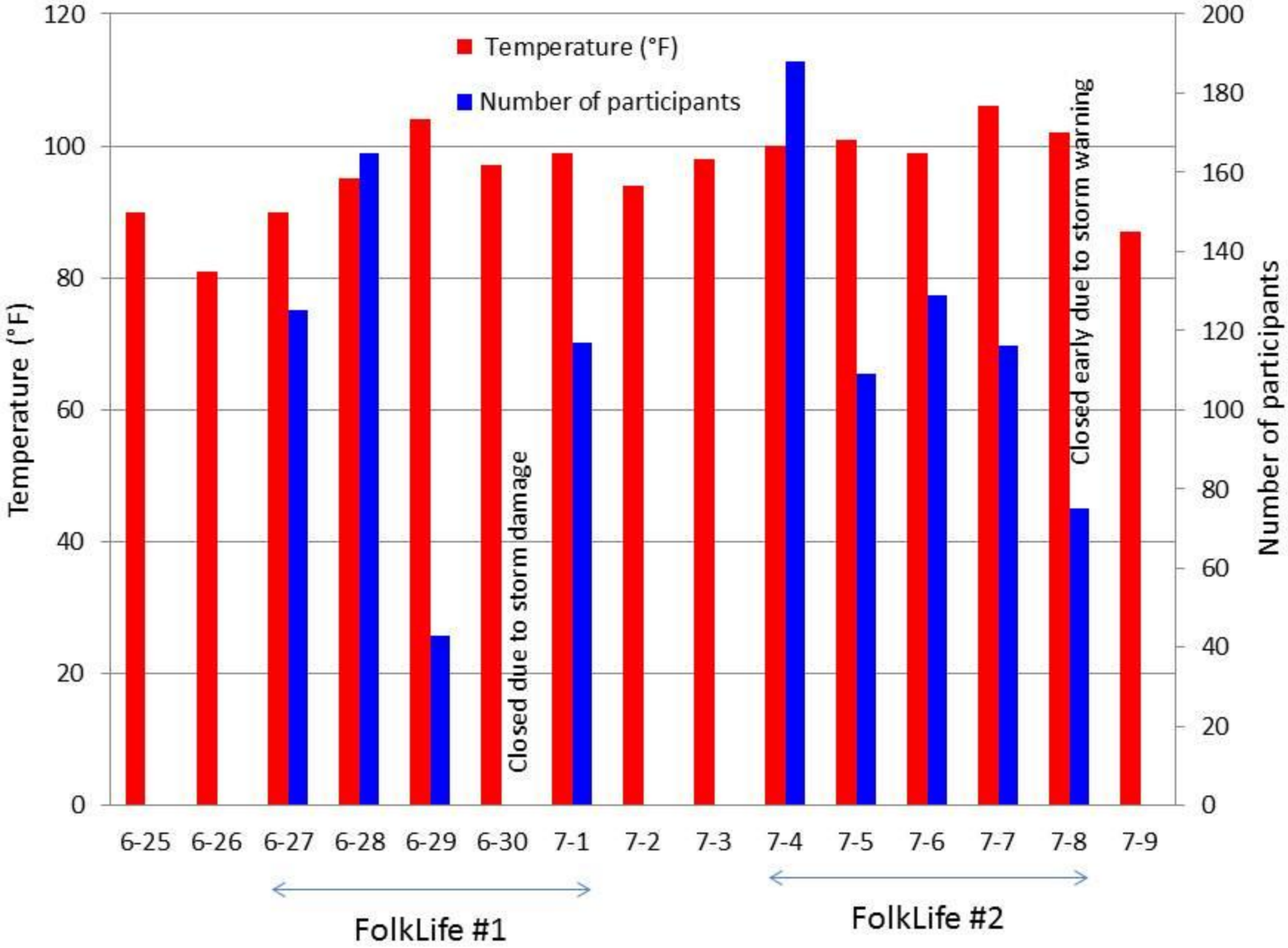
Scorching Weather in DC during the two weeks **(June 25 – July 9)**

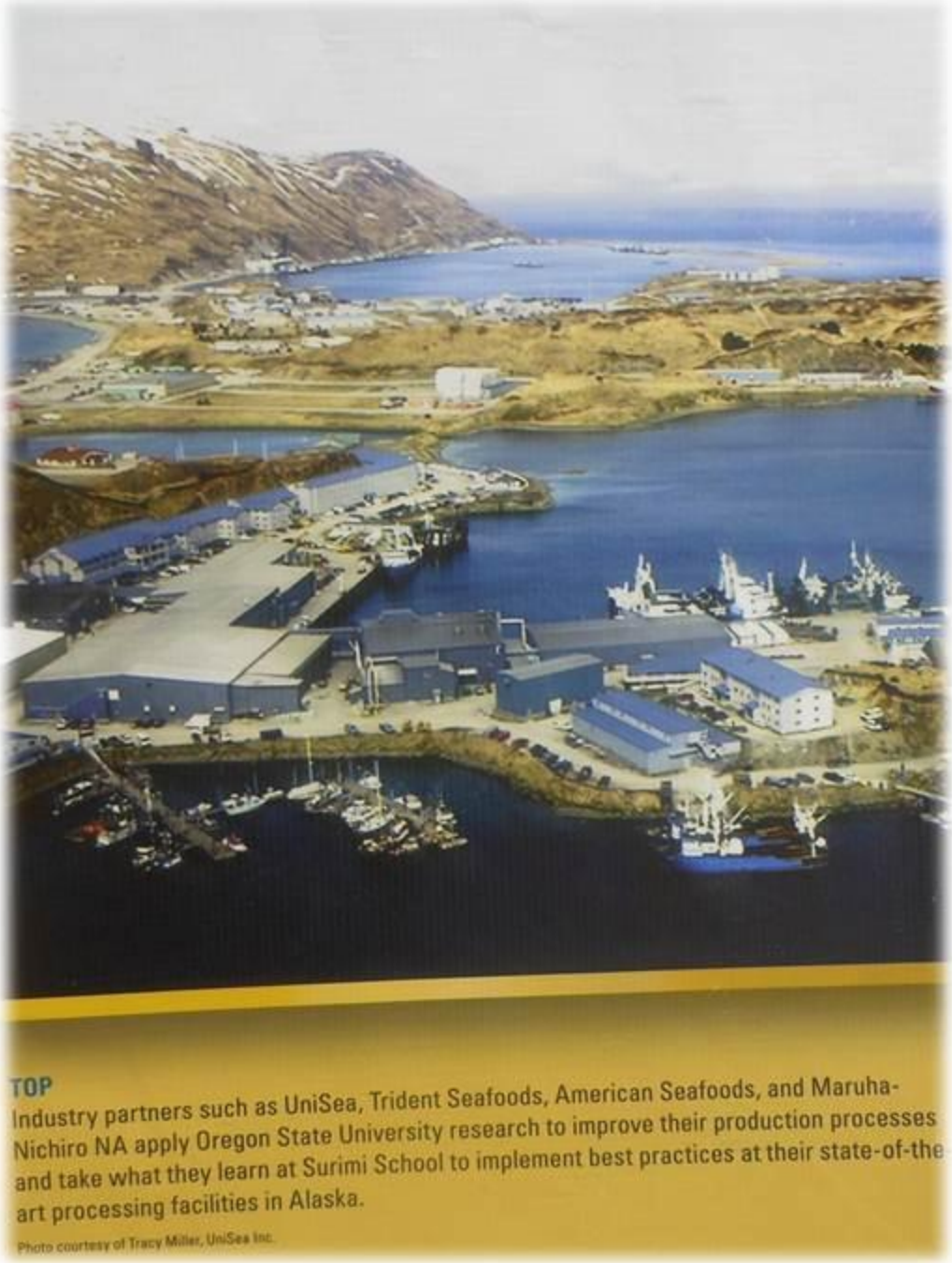
24	25	26	27	28	29	30
OBSERVED	OBSERVED	OBSERVED	OBSERVED	OBSERVED	OBSERVED	OBSERVED
Hi 93°F Lo 71°F	Hi 90°F Lo 71°F	Hi 81°F Lo 62°F	Hi 90°F Lo 66°F	Hi 95°F Lo 71°F	Hi 104°F Lo 73°F	Hi 97°F Lo 72°F
Precip (in) 0in.	Precip (in) 0in.	Precip (in) 0in.	Precip (in) 0in.	Precip (in) 0in.	Precip (in) 0.39in.	Precip (in) 0.59in.

◀ Previous Month **July** Next Month ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat	8	9
1	2	3	4	5	6	7		
OBSERVED	OBSERVED	OBSERVED	OBSERVED	OBSERVED	OBSERVED	OBSERVED	OBSERVED	OBSERVED
Hi 99°F Lo 77°F	Hi 94°F Lo 79°F	Hi 98°F Lo 75°F	Hi 100°F Lo 76°F	Hi 101°F Lo 80°F	Hi 99°F Lo 82°F	Hi 106°F Lo 81°F	Hi 102°F Lo 82°F	Hi 87°F Lo 73°F
Precip (in) 0in.	Precip (in) 0in.	Precip (in) 0.02in.	Precip (in) 0in.	Precip (in) 0in.	Precip (in) 0in.	Precip (in) 0in.	Precip (in) 0.95in.	Precip (in) 0in.

Temperature and the number of attendees participating in sample making





TOP
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.

Photo courtesy of Tracy Miller, UniSea Inc.

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.

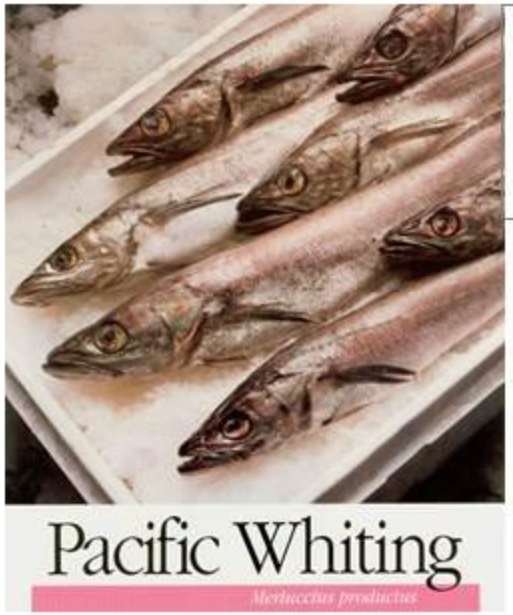
Americanization of Surimi

- 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.

Major fishing grounds:
Bering Sea
Aleutian Islands
Gulf of Alaska



Major fishing grounds:
Oregon and Washington Coast

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

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


Demonstration - Shrimp making
PAM
ORIGINAL
How is surimi made?
How is surimi made?
Oregon State University

Demonstration - Crabstick making


Uncle Curt is showing how to make crabstick his future customer.
WAVE RESEARCH LABORATORY
How is surimi made?


Powered by ORANGE
OSU


WASHINGTON STATE UNIVERSITY


Dr. Barbara Blakistone
(Director of Science and
Technology, National Fisheries
Institute)


Bill and Jae - The 25 years of friendship through the US surimi seafood industry.


Sony invented a new chilling device for Jae
Feed the World.
Power the Planet.
Did You Know?


OSU Surimi School goes to the DC Metro Line!
Smithsonian
The Mall
SURIMI
OSU
SCHOOL

Storms hammer DC area after record-setting heat

Associated Press

Posted June 30, 2012 at 12:36 a.m.

29	30
OBSERVED	OBSERVED
Hi 104°F Lo 73°F	Hi 97°F Lo 72°F
Precip (in) 0.39in.	Precip (in) 0.59in.

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!


RED HOT
After the 6/30 Storm


BIOFUELS
BIOFUELS
After the 6/30 Storm


July 1:
Back to the Business
after the 6/30 Storm
Oregon State University
Surimi School

Curt McIlavy , 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)

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!


OSU
AGTON STATE
VERSITY
Beverag
weredy ORANGE


After long and hot day…….
Powered by ORANGE


We make surimi from pollock and whiting at sea!
WAVE RESEARCH LABORATORY
PRIDE OF THE SEA
AMERICAN
RICH DRAVES
A
4/9/10 C SHIFT

Kanimi

LOBSTER SMART™ Natural

LOBSTER FLAVORED SEAFOOD FLAKES

MADE WITH SURIMI, A FULLY COOKED FISH PROTEIN

†SEE BACK

HEART HEALTHY

OMEGA-3 FISH OIL

400mg/SERVING

†SEE BACK FOR MORE INFO

WILD CAUGHT

SUSTAINABLE PACIFIC FISH WITH LOBSTER MEAT ADDED

0 11029 31184 8

- COLORED BY ANTI-OXIDANT LYCOPENE (0.4mg/SERV)
- NO PHOSPHATES
- HIGH CALCIUM
- LOW FAT
- 0 TRANS FAT

5 min. Meal Prep

Serving Suggestion

NET WT. 8oz (227g)

PRODUCT OF USA

KEEP REFRIGERATED OR FROZEN

PREMIUM QUALITY • READY TO EAT

If product purchased frozen, use within 70 days after thaw while sealed, 7 days after opening.


LOUIS KEMP
Quality Since 1970
HEALTHY
90 Calories • 0 g Fat
CRAB DELIGHTS®
Leg Style
Fully cooked & ready to serve
Recipe on back.
NET WT 8 OZ (227 G)
M211610 06:36:00
USE BY AUG232012
Trident Seafoods


Fully Cooked • Ready To Eat • Ready to Serve
Surimi Shrimp
Low Fat • Low Cholesterol • No Preservatives
Delicious • Economical • Healthy • No MSG
Nutrition Facts


Classic Bay
with REAL CRABMEAT
Trans Fat 0g
No MSG
Fully Cooked
Ready to Eat
No Preservatives
KEEP FROZEN
NET Wt.
16 oz.(1 LB)
454g
Nutrition Facts
Calories 110
Calories from Fat 5
% Daily Value*
Total Fat 1g 1%
Saturated Fat 0g 0%
Trans Fat 0g
Cholesterol 10mg 3%
Sodium 520mg 25%
Total Carbohydrate 17g 6%
Dietary Fiber 0g 0%
Sugars 5g
Protein 7g
Vitamin A 2% • Vitamin C 0%
Calcium 8% • Iron 2%
Calories: 2,000 2,500
Total Fat Less than 65g 80g
Sat Fat Less than 20g 25g
Cholesterol Less than 300mg 300mg
Sodium Less than 2,400mg 2,400mg
Total Carbohydrate 380g 375g
Dietary Fiber 25g 30g
Fat 9 • Carbohydrate 4 • Protein 4
Ingredients:
FOODS, CARTERET, N.J.
6 05453 32103 2


Dyna-Sea
Wild Caught
IMITATION CRABMEAT
CRAB
TM
sticks
CRAB FLAVORED SEAFOOD,
made from surimi, a fully cooked fish protein
LM Foods
6 05453 12007 9
INGREDIENTS: Fish Protein(Pollock and/or Whiting), Water, Wheat Starch, Sugar, Corn Starch, Sorbitol, Contains 2% or less of the following: Salt, Soybean Oil, Mirin Wine, Natural and Artificial Crab Flavor, Calcium Carbonate, Crab Seasoning, Egg Whites, Gel Fiber, Sodium Tripolyphosphate, Tetrasodium Pyrophosphate, Color Additives(Carmine, Paprika).
ALLERGENS: Fish(Pollock and/or Whiting), Wheat, Soy, Crab, Eggs
Fully cooked Ready to Eat
KEEP FROZEN :
Important : Keep Frozen Until Used, Slit and Thaw Under Refrigeration Immediately Before Use.
Nutrition Facts
Serv. Size 1/2 cup (85g)
Serving Per Container: About 5
Calories 90
Calories from Fat 9
Amount/serving %DV* Amount/serving %DV*
Total Fat 1g 2% Total Carb. 15g 5%
Saturated Fat 0g 0% Dietary Fiber 0g 0%
Trans Fat 0g Sugars 5g
Cholesterol 10mg 3% Protein 6g
Sodium 560mg 23%
Vitamin A 0% Vitamin C 0% Calcium 0% Iron 0%
NET Wt.
16 Oz. (1 lb.)
454g


transOCEAN
Products
Fully Cooked
Ready to Eat
Crab Classic

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