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JELLYFISH ALERT

Taking the Sting Out

Jellyfish, most Americans would agree, are beautiful blobs that can ruin a day at the beach. In the Far East, however, Asians don't mind biting the fish that sting them, and jellyfish are anything but snubbed.



Au naturel...

Koreans, for example, can stock up on packaged jellyfish at the supermarket, complete with sauce packets (center). They consider it a low-calorie health food and skin beautifier. And in China it might be flavored with soy sauce, sesame oil and wine vinegar, perhaps a sprinkle of sugar, served on a bed of

lettuce and garnished with oranges, tomatoes and cucumbers (right).

Now the Florida fishing industry is trying to promote a taste for jellyfish and at the same time dispose of the small Gulf Coast cannonballs (or jellyballs, as they're called on the Atlantic side), which foul its shrimp nets. "Catching jellyfish is a low-technology business that could re-employ out-of-work fishermen," says Parrish Barwick of the Florida Department of Agriculture

ple, is now shipping 440,000 pounds a month to Asia.

The problem with promoting a taste for jellyfish here is that jellyfish don't really have a taste. They have a texture, a crunch. And whatever added zip condiments and garnishes can give them.

But Jack Rudloe, who started the Florida jellyfish boomlet, isn't giving up. He's marketing jellyfish in sushi bars and boosting their high-protein attributes in health-food magazines. And should those efforts prove underwhelming,



... wrapped up ...

in Tallahassee.

Thus far, the industry has been most successful exporting the blobs. Raffield Fisheries of Port St. Joe, for exam-



... on the table.

he's even developing medical uses for them, based on their high collagen content, at his Gulf Specimen Marine Laboratories in Panama.

FRESHMEN (CONTD.) Students now arriving at colleges that were other than their top choices might be consoled by this, from a rejection letter sent by Jane E. Reynolds, dean of admission at Amherst College: "The limitations that cause this decision are . . . not shortcomings of the applicants. Indeed, we are aware of your accomplishments, wish we could recognize them more appropriately and expect you to demonstrate in the future by further accomplishments just how shortsighted this decision is."

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