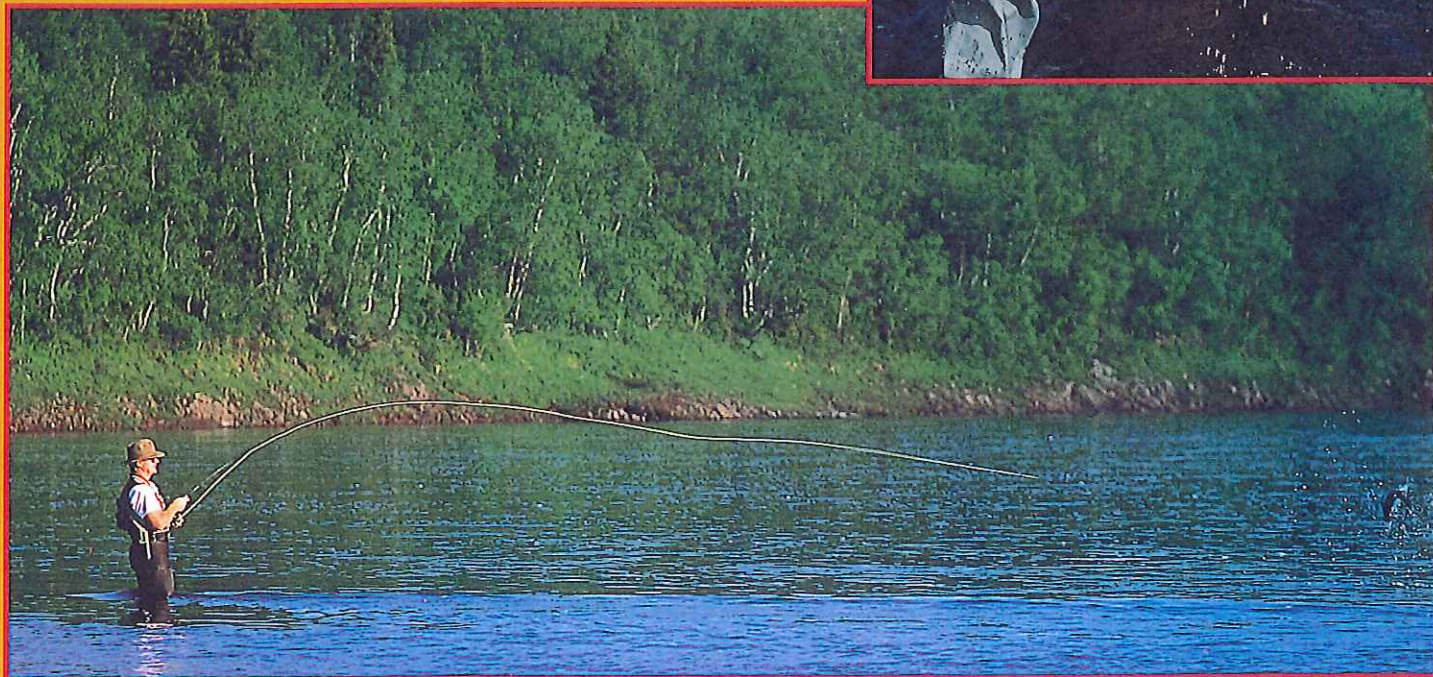
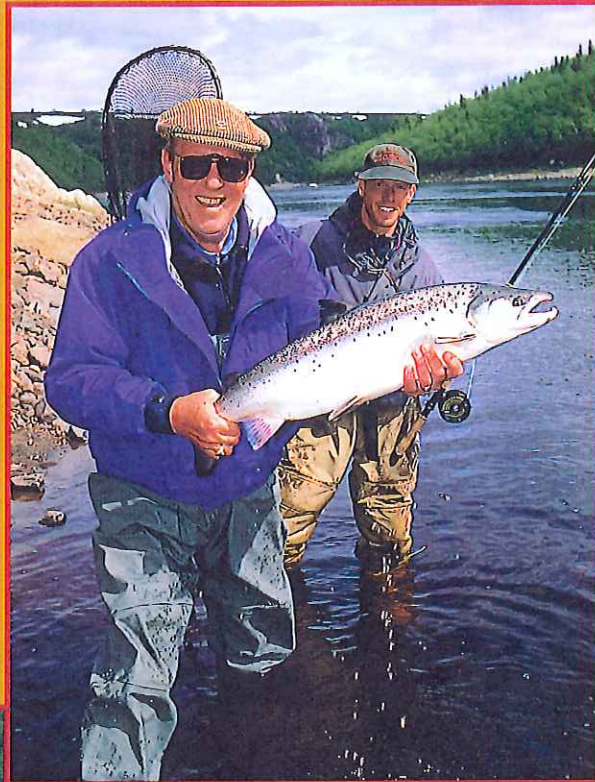
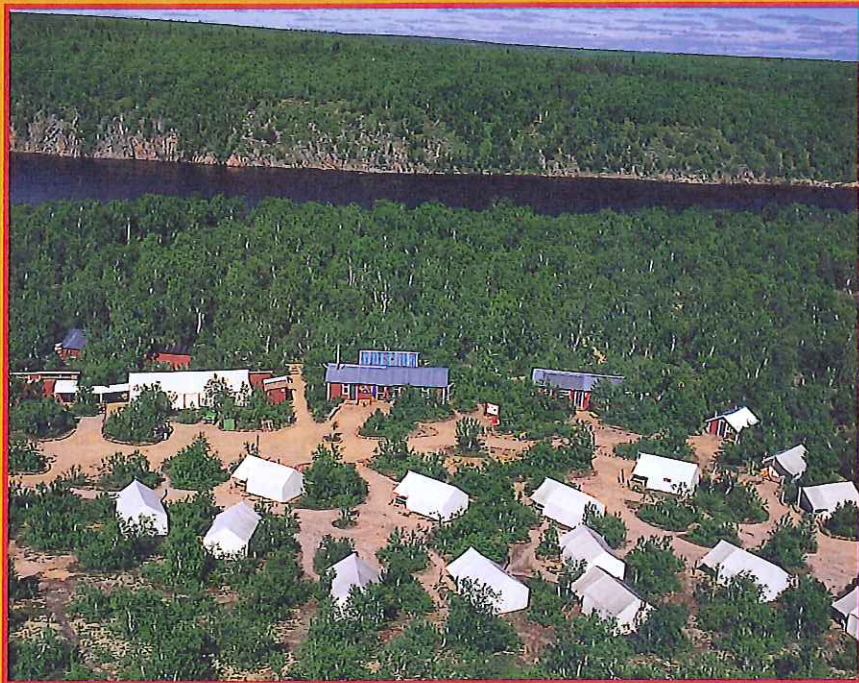


# PONOI

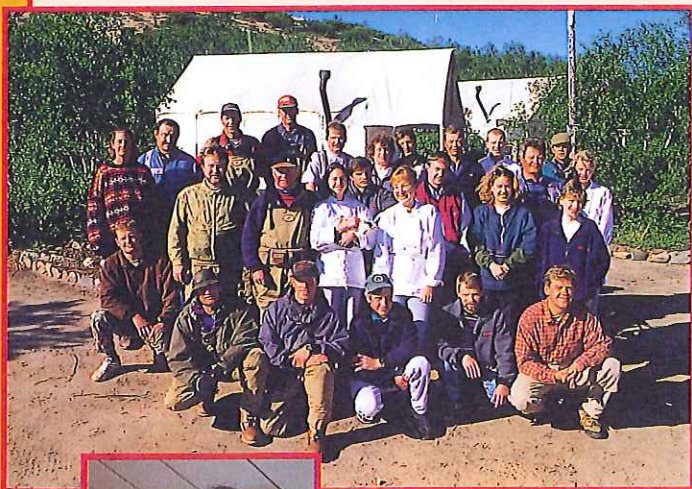
Russia's Greatest Atlantic Salmon Fishing



PRESENTED BY *Frontiers*®

# PONOI

**T**he emergence of salmon fishing on Russia's Kola Peninsula has, for many, introduced, rekindled or enhanced the enjoyment of one of the most traditional types of fly fishing — that for Atlantic salmon. In a few short years the Ponoï has grown from an unknown to being recognized as one of the great Atlantic salmon rivers in the world today. Consistent across a long season, massive and improving runs, and with the aggressive nature of the fish, the Ponoï provides Atlantic salmon fishing in two of its purest forms: almost all floating line fishing — and excellent opportunities to fish skated dry flies. Throughout the 1990s, sound investment in equipment, thoughtful management, attention to detail in a logistically complex part of the world, and good relations with regional government have also earned the Ponoï the reputation as the most reliable operation on the Kola Peninsula. Further, the terrific fishing and stable management is complemented by a superb camp facility and the warm hospitality of a caring staff.



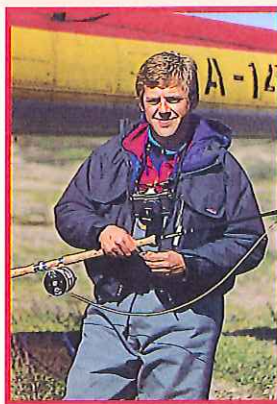
*Ponoï camp staff welcomes you*



*Assistant Camp Manager, Julie Ratko*

The Ponoï is located just above the Arctic Circle, at approximately 67 degrees north latitude. It flows roughly from west to east, entering the Barents Sea on the southeast

coast of the Kola Peninsula. The river is easily identifiable on any map since it's the largest on the peninsula. The length of the river is approximately 400 kilometers, and



*Mariusz Wroblewski, Ponoï River Company President*

it originates in a large tundra plateau which acts as a reservoir, tending to buffer sudden fluctuation in water levels. From the camp at the confluence of the Ryabaga River and the Ponoï, you'll be fishing a stretch of river about 50 miles long to a point relatively near where the river enters the Barents Sea, plus a very good tributary, the Pornache. The Ponoï is a big river, varying from 200 to more than 500 feet wide, but with gentle gradient and easy flow.

For the well-seasoned salmon fisher or for the beginner, there is no better choice. The catch statistics reported in the enclosed rate sheet speak to this fact best. These take into account guests from 10 years to 85 years old, and from first-time fly-fishermen to those who had "seen and done it all before." While there is no doubt that the Ponoï will challenge and duly reward the experienced and aggressive Atlantic salmon angler, we must also emphasize that there is simply no better place to learn to fly fish for Atlantic salmon and to build confidence and develop long-term skills from real-life encounters with these great game fish.

At the end of each day, you will be warmly welcomed at the superb Western owned and equipped tent camp with surprising amenities and excellent meals. Frontiers and the staff at the Ponoï River Company, who host you in Russia, are proud of the Ponoï and remain committed to preserving its pristine nature and wonderful fishery. We hope you'll give us the opportunity to share it with you. The Ponoï experience doesn't just relate to the number of fish — it's the esthetics of the fishing, the ambience of the camp, and the quality of a wilderness experience in a lovely setting. There are less expensive rivers on the Kola Peninsula but none that is so dependable, none that is so reliable, none in a more remote setting, and none that offers so much for the discerning salmon angler.

## The Fishing

The Ponoï is fly-fishing-only and catch-and-release. Ponoï is a big, gentle gradient river with greatly varying character, providing the opportunity to fish the way you like under different conditions — wading, bank casting, or boat fishing. Most of the fishing is with floating line, and it is a





superior river  
or dry-fly  
fishing for  
Atlantic salmon.  
Depending on  
personal  
reference, both  
single- and  
double-handed  
rods are used

effectively here as well as a cross-section of traditional Atlantic  
salmon fly patterns. Frontiers provides comprehensive pre-trip  
information to each registrant, outlining clothing and tackle  
suggestions as well as other important details.

Wide-body 18-ft river boats with 55-hp Mariner outboard  
motors (all with jet units when needed) are used to transport rods  
closer beats and provide a stable casting platform when an-  
chored and dropped through pools. MI-2 twin-jet helicopters  
piloted by veteran crews are used to fly out to more distant beats.

You will have about eight hours of guided fishing daily, plus  
the big home pool right in front of Ryabaga camp is always open  
for those who want to extend their fishing day. This terrific pool  
has produced as many as 200 salmon in a week while being fished  
only during extra hours!

## The Best Time to Go

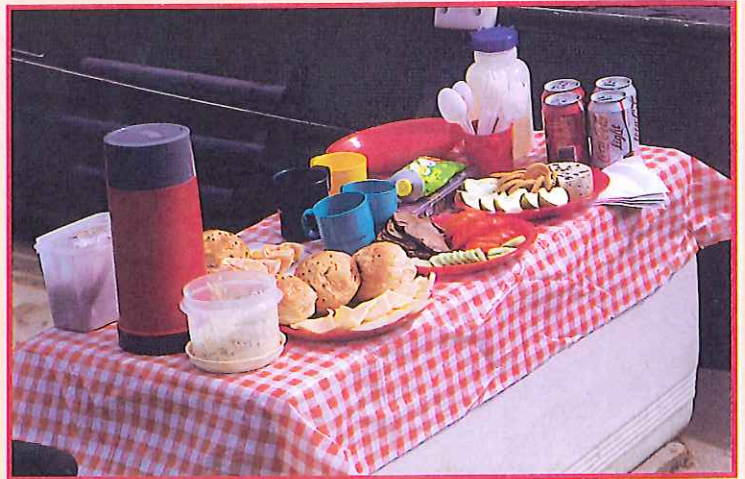
Choosing when to go is somewhat dependent upon your  
personal objectives and fishing budget; costs correlate roughly to  
catch statistics. The first eight weeks of the season are when we  
see the largest number of fish caught during our main spring run  
of Atlantic salmon. These are the famous "white nights" with 24 hours of  
daylight. During this period, grilse run with the salmon although  
salmon-to-grilse ratio is about 3:1. Water and air temperatures  
can be colder and water levels are higher.

The middle weeks of the season provide good value, the  
warmest weather, and tend to be the most productive for those  
who enjoy dry-fly fishing. Water levels are lower and wading and  
bank casting much easier. These weeks produce 16-20 fish per rod  
on average, but many people have caught 40 or more. The autumn  
run of larger salmon begins mid-August at the same time mosqui-  
oes begin to disappear. By September, nearly half the catch are  
10 to 20-plus pounds, bright and fit with only a handful of grilse  
showing. As with salmon fishing anywhere, weekly results are  
greatly influenced by prevailing weather conditions. The Ponoï  
fishes reliably well throughout the season and, quite honestly, we  
believe there is no poor time to fish this river compared to any other  
Atlantic salmon river anywhere.

## A few reflective thoughts about Atlantic salmon fishing at the Ponoï . . .

The catch statistics in the rate sheet with this brochure  
are accurate and have been kept diligently by camp manage-  
ment. The client comments are real statements by real people  
from the season just concluded. Together, they should give  
you the impression that the fishing is excellent at this river,  
supported by an outstanding camp. Organization, transporta-  
tion and logistics are dependable and efficient — uniquely  
reassuring on the Kola Peninsula. Customer satisfaction is  
very high.

However, as with all salmon fishing, the odd week every  
season has proved to be disappointing compared to people's  
expectations. Nothing disappoints us more than to hear of  
unfulfilled expectations or of someone who has been to a great  
river and suffered a modest catch but this is fishing, though  
the Ponoï is much more predictable than most.



*Light summer lunch streamside*

Those of us who have fished for Atlantic salmon for  
many years on less productive rivers often think we're  
understating the excellence of the Ponoï. The great variable  
which we all have come to accept is the profound influence of  
prevailing weather conditions on Atlantic salmon. Even  
though the Ponoï climate is fairly benign considering its 67  
degree north latitude location, extremes can be encountered  
which adversely affect the fishing and sometimes even the  
fighting capability of the fish. The unpredictable Ponoï  
weather the week you are there can mean a 200-fish differ-  
ence compared to the week before or the week after, or what  
happened the same week a season or two ago. This is a risk  
that simply goes with fishing in the Arctic North.

This fishing has to be viewed in the context of Atlantic  
salmon fishing — not salmon fishing in Alaska, for example.  
English fishing writer David Profumo wisely wrote, "A preoc-



*Our international chefs prepare delicious meals on the tundra*



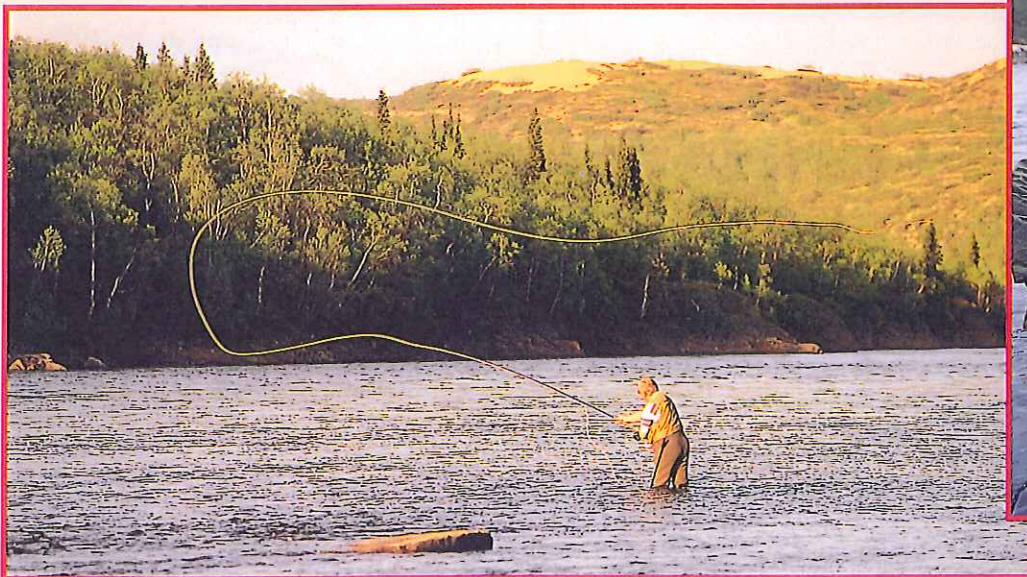
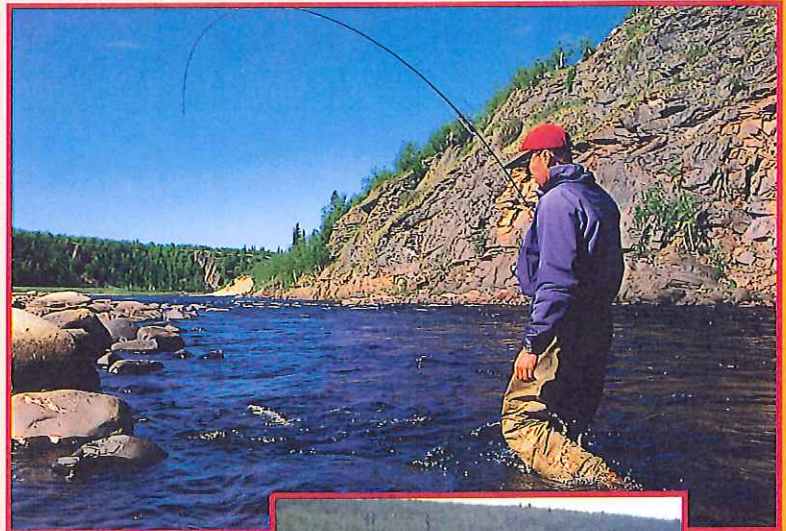
tactics will influence your success; so, too, will the energy people are willing to devote to their fishing day.

When you come to the Ponoï, plan to enjoy Atlantic salmon fishing for what it is, a relatively unpredictable sport with skills sometimes overshadowed by luck, knowing that there's no better river anywhere to give you an excellent chance of success. However, the element of chance, most often weather-induced, is still there, and that's a part of the sport. If you're after fish over 30 pounds, this is not the river for you, even though the average size of Ponoï salmon is quite respectable, currently as good as you'll find in Scotland or Iceland and most rivers in Canada. There's also a type of fishing for all tastes throughout a hundred miles of productive salmon water between the Ponoï and her tributaries.

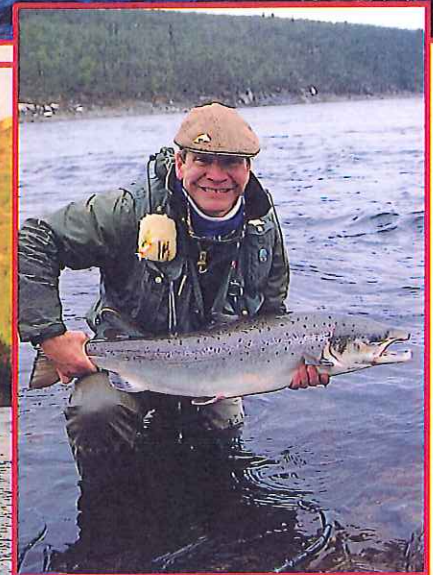
In any case, all of us at Frontiers and our associates with the Ponoï River Company will be doing all we can to help make the Ponoï meet your expectations.

cupation with arithmetic is not a good idea for the salmon angler." Some of our clients have suggested that we de-emphasize the number of fish, yet catch statistics are usually the first question we are asked. For some reason, catch statistics have been a part of salmon fishing for a long time (they have been kept meticulously on some rivers back to the eighteenth century). We have only a short databank from Ponoï, and although the numbers week by week are fact, they are averages. This means that some people catch fewer fish and others many more each week.

Some people prefer to fish only with a dry fly, and that's terrific; others will use only techniques that have worked for them elsewhere, and that's a very personal thing. Certainly your ability to wade, cast and employ different



*A long cast in the evening sun*



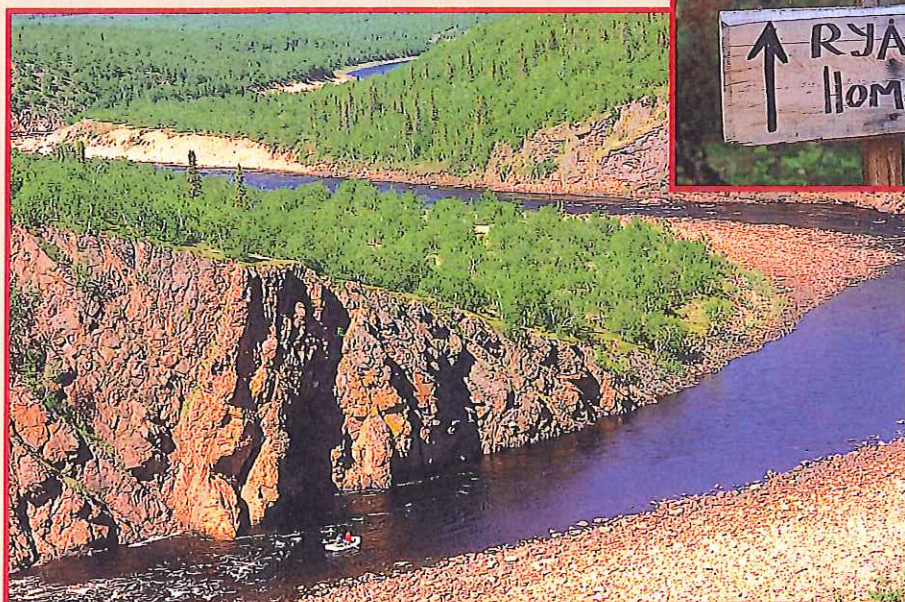
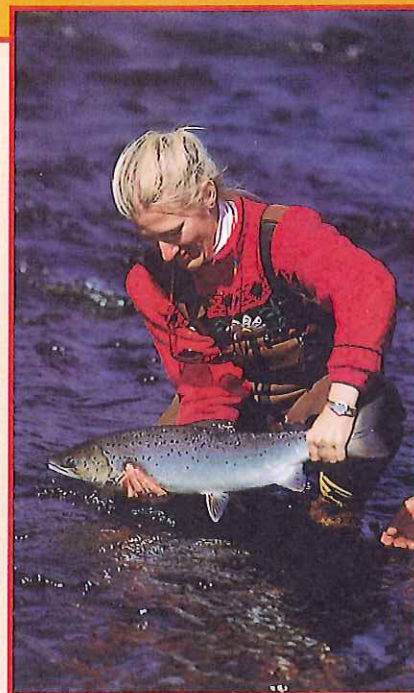
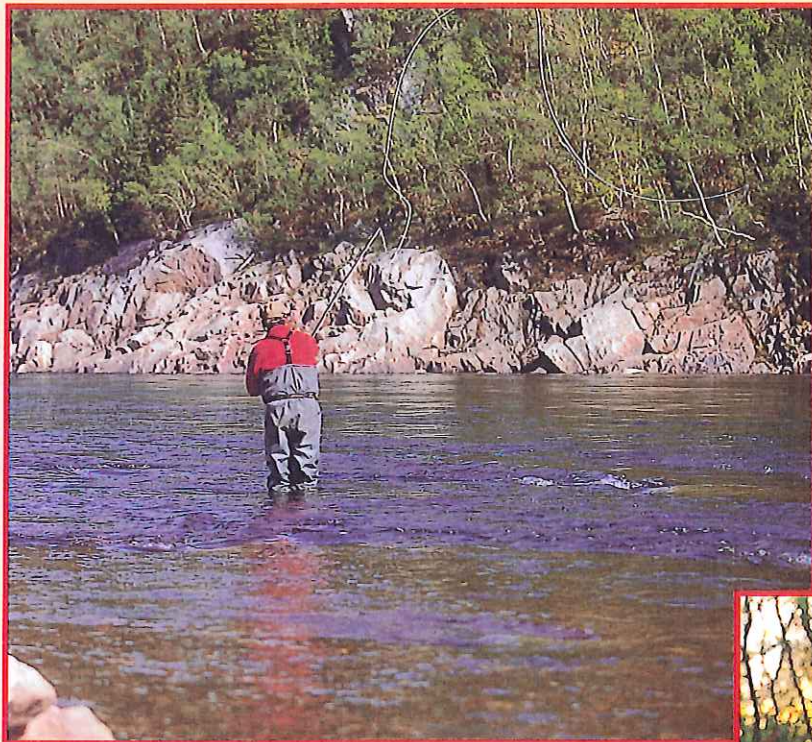
**PONOÏ**

## What makes the Ponoï unique among all Russian rivers?

- Ponoï was the first Kola river to be held on a 10-year lease, thus ensuring longevity and continuity of operations and giving the Ponoï River Company the incentive to make long-term investments in equipment and personnel.
- Ponoï is the only Kola river to be Russian-designated as a "test river" for Atlantic salmon research on site in a joint Atlantic Salmon Federation/PINRO long-term scientific study project.
- Consistency of the fishing throughout the season – Many other Kola rivers have a very narrow prime-time window, and then the fishing deteriorates dramatically.
- No pollution – The water is pure, radiation levels have been measured and readings have been uniformly negative, and there is no mining or deforestation in the area.
- A service-oriented, English-speaking international guide pool, anxious to put their expertise to work for you – real guides who know the river and can communicate.
- Unlike other rivers, there are no long hikes or climbs to reach pools or beats. It's an easy river to handle physically, thus allowing you to direct your energy to fishing rather than getting to or from your fishing.
- No poaching, no local fishermen, no obstructions or nets in the river, and no civilization encroachment. You have both banks exclusively along 50 miles of productive water where no one else but our guests are permitted to fish, plus another 50 miles of tributaries.
- Productive dry-fly fishing under normal conditions throughout the entire season.
- Size of the beats, which are measured in miles. You have more water to fish each day than you can possibly cover.
- In addition to liberal hours of guided fishing each day, there is unlimited productive fishing right at your doorstep at the Ryabaga home pool, which has been called "the jewel of the Kola."
- Comforts of the spacious Ponoï camp, its efficient staff, and fine meals provide a welcome respite each day you're there.
- Reliable satellite telephone and fax communication with the outside world on a daily basis. The Ponoï is the first and only Kola camp with its own resident doctor and Western-supplied medical clinic.
- The size, quality and safety of boats and motors, with one available to every two guests. These are American-manufactured and well maintained so no fishing time is sacrificed or safety compromised.
- We were the first to provide ease of access via reliable Finnair service from Helsinki, an attractive European capital which avoids the hassles, delays, expense and insecurity of large Russian cities.
- Our own staff both in Helsinki and Murmansk, providing every assistance and smooth operations from arrival through departure.
- Over half of the Ponoï River Company employees are Russian, carefully selected, hard-working people who enhance your experience in Russia, together with their international counterparts.
- The esthetics of the fishing – Fish as you prefer, whether wading, bank-casting or by boat. This combination of methods accommodates weather variables, different water levels, and your ability to cast or wade.
- Reliability and reputation of Frontiers – All travel arrangements will be handled professionally according to your objectives.
- The character of the watershed and its origin permits effective fishing through virtually any weather or water-level condition.
- The nice combination of great numbers of salmon, yet very attractive size up to 30 pounds. This presents "the best of both worlds."
- Continuing stable, reliable ownership and management working harmoniously with Russian government officials at all levels to maintain a welcome environment for our guests with no intrusions, interruptions, or on-site hassles.



*Ponoï River Company Murmansk Staff*



*Photo Credits: R. Valentine Atkinson, Frontiers Staff, Ponoï Staff*

# Frontiers®



**U.S. Office**  
P.O. Box 959, Wexford, PA 15090-0959  
**Toll-Free 800-245-1950**  
Phone 412-935-1577 • Fax 412-935-5388  
E-mail [info@frontierstrvl.com](mailto:info@frontierstrvl.com)

**European Office – Frontiers Ltd.**  
18 Albemarle Street  
London W1X 3HA England  
Tel 0171-493-0798  
Fax 0171-629-5569  
U.K. Country Code 44  
E-mail [london@frontierstrvl.com](mailto:london@frontierstrvl.com)