



**FOR IMMEDIATE RELEASE**

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**FOR MORE INFORMATION, CONTACT:**

Craig Morris, CEO (703) 254-8841

Erin Jundef, Ketchum, (415) 984-6269

[Media@alaskapollock.org](mailto:Media@alaskapollock.org)

## **GAPP Announces First-Ever Wild Alaska Pollock Annual Meeting**

*Meeting designed to bring Wild Alaska Pollock industry together to learn and celebrate fish*

SEATTLE, WASHINGTON—In order to continue to grow and serve the mission to increase demand for and raise awareness of Wild Alaska Pollock, the Association of Genuine Alaska Pollock Producers (GAPP) announced today that they will host the organization's first-ever industry-wide Annual Meeting on October 29, 2019 in Seattle.

"We're thrilled to be in a position to bring the industry together to celebrate our amazing fish," said Craig Morris, Chief Executive Officer of GAPP. "We see this as an incredible opportunity to provide our members—and the broader Wild Alaska Pollock industry—with an update on GAPP initiatives, but also the forum to share ideas and celebrate our perfect protein."

The meeting will bring together GAPP's members, associate members and the broader Wild Alaska Pollock industry to receive updates around GAPP's progress against its strategic plan, hear from informative, engaging and forward-looking speakers about the state of the industry, and network with colleagues and peers.

The one-day event to be held at the Seattle World Trade Center will feature an agenda jam packed with speakers that will update attendees on GAPP's progress against its Board-approved strategic initiatives, but also on the state of the industry and opportunities to continue building demand for and increasing awareness of Wild Alaska Pollock. The meeting will be immediately followed by an evening reception and preceded the evening before by an exclusive dinner for GAPP Board members and Gold-Level and above GAPP Associate Members.

"I think this event is a recognition by the GAPP Board of Directors that we need opportunities to bring our industry together and collaborate, but moreover, a recognition that we have a lot to share and celebrate and I look forward to our first-ever Annual Meeting accomplishing those goals," said Morris.

A full agenda and registration information will be forthcoming. If you are interested in sponsoring the event or for more information, please contact Craig Morris at [Craig.Morris@alaskapollock.org](mailto:Craig.Morris@alaskapollock.org).

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Association of  
Genuine Alaska  
Pollock Producers  
P.O. Box 9968  
Seattle, WA 98109

(206) 913-3930  
[www.alaskapollock.org](http://www.alaskapollock.org)

## About GAPP

The Association of Genuine Alaska Pollock Producers (GAPP) is dedicated to the marketing of once-frozen pollock products, harvested and processed in Alaska. A non-profit Alaska corporation formed in 2003, GAPP is working to promote Genuine Alaska Pollock in major whitefish markets around the world, with a focus on Europe, North America and Japan. It is our goal to educate both seafood buyers and consumers about the superior benefits of Genuine Alaska Pollock®. [www.alaskapollock.org](http://www.alaskapollock.org)

