



FOR IMMEDIATE RELEASE
August 5, 2019

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**GAPP Seeks Innovative Proposals for Third Round
of North American Partnership Funding**

*GAPP Board of Directors especially interested in proposals that feature Wild Alaska
Pollock Surimi or Roe*

SEATTLE, WASHINGTON—The Association of Genuine Alaska Pollock Producers (GAPP) announced today that it is soliciting partners for the third round of funding under the GAPP North American Partnership Program. Companies with an innovative new product or channel that they are seeking to place Wild Alaska Pollock in are encouraged to submit their funding request for consideration by the GAPP Committees and Board of Directors. Applications for this third round of funding under the program are due to GAPP by October 1, 2019, and applicants will be notified on the outcome of their application no later than December 15, 2019.

“We are thrilled to be able to partner with even more companies to continue to build upon the incredible excitement for Wild Alaska Pollock in the domestic market today,” said Craig Morris, Chief Executive Officer of GAPP. “The Board is seeking truly innovative proposals that highlight our amazing fish in new and exciting ways – or bring it to new consumers who have never before tasted our perfect protein.”

In April, the GAPP Board of Directors approved one million dollars in funding for the second round of the North American Partnership Program. This substantial investment funded twelve unique projects. Under the program, each partner brings equal or greater funds to the table, meaning that for every dollar of GAPP investment, there is at least a one-to-one, and in most cases greater, investment in bringing Wild Alaska Pollock to market in new forms or channels, or to new consumers in very exciting ways.

The GAPP North American Partnership Program was conceived by the GAPP Board of Directors to recognize and provide support for companies who are looking to bring new, innovative products to market or introduce the fish to food influencers and decision-makers at forums where it hasn’t previously had visibility. In this third round of funding, GAPP is particularly interested in projects that showcase Wild Alaska Pollock surimi or roe in the North American market; although Wild Alaska Pollock fillet-based proposals are also welcome. For 2019-2020, GAPP has set aside fully \$3 million towards its North American Partnership Program and has approximately \$1.7 million remaining for this third round of partnerships.

“We’re looking for companies with a passion for Wild Alaska Pollock who need resources to put our amazing protein, in all of its forms—from fillet to surimi to even Wild Alaska Pollock roe—in front of new customers and consumers in new ways,” said Morris. “We’re also looking for companies with a collaborative spirit, who are looking to share learnings and, proverbially

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speaking, raise all boats in terms of building demand and awareness for the incredible Wild Alaska Pollock. Creating a recognizable brand for Wild Alaska Pollock is going to take us all, pulling together and the GAPP North American Partnership Program is designed to help us do just that.”

Information for interested applicants, including a proposal template, can be found on the GAPP website at: <http://alaskapollock.org/aboutNews.html>.

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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

