

News Release

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FOR IMMEDIATE RELEASE

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GAPP Selects Quantis to Conduct Comprehensive Wild Alaska Pollock Industry Life Cycle Assessment

Life Cycle Assessment will further aid in developing industry's sustainability story

SEATTLE, WASHINGTON—The Association of Genuine Alaska Pollock Producers (GAPP) announced today that it has selected renowned sustainability consultancy Quantis to complete a comprehensive Life Cycle Assessment (LCA) of the Wild Alaska Pollock industry. LCA is an internationally-recognized approach that evaluates potential environmental impacts of products and services throughout their life cycle, beginning with raw material extraction and including all aspects of transportation, manufacturing, use, and end-of-life treatment. This LCA will serve as the foundation for the industry's sustainability story, helping to provide the necessary proof points for Wild Alaska Pollock customers and consumers seeking greater detail on the fishery's sustainability indicators.

"We are beyond excited to have partnered with such a respected, qualified firm to help measure our progress in terms of carbon footprint and other key sustainability indicators," said Craig Morris, GAPP Chief Executive Officer. "We believe the results will help our customers get a better picture of the environmental profile of Wild Alaska Pollock and confirm its lower impacts relative to other proteins."

After issuing a formal Request for Proposals (RFP) in April, GAPP received a number of proposals from numerous qualified partners. The proposals were thoroughly vetted by the GAPP Sustainability Committee, and finalists were selected and interviewed in June. A final determination was submitted to the GAPP Board of Directors for approval earlier this month.

"I have no doubt that Quantis is the best choice for this significant project," said Bob Desautel, CEO of Global Seas and Chair of the GAPP Sustainability Committee. "Quantis is well-known amongst many of our key customers and I know they will work to quantify and qualify these results so that we can best communicate them to our key industry decision makers and customers."

The Wild Alaska Pollock industry's customers are seeking information about the relative impacts of sourcing Wild Alaska Pollock compared to other proteins. Much of the recent research into food system environmental impacts indicates that the range of emission intensity differences between food systems,

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and specifically animal protein production systems, is large and driven from a diverse and varied range of greenhouse gas emitting inputs and processes. Evidence would suggest that the Wild Alaska Pollock fishery’s carbon footprint is significantly lower than other proteins. That said, there is relatively little research using LCA methodology that has been published that looks specifically at a protein choice of products sourced from Wild Alaska Pollock.

The full LCA is expected to take approximately seven months and will adhere to the ISO 14040-44 standards and the PAS2050 standard, which are the industry gold-standard methodologies for LCA implementation. After the LCA is completed, including an independent review by a panel of industry experts, Quantis will work with GAPP’s agency of record, Ketchum, to develop materials that communicate the results to both Wild Alaska Pollock customers and consumers, both in North America and abroad.

“Wild Alaska Pollock is an amazing fish that we believe is well ahead of the curve when it comes to sustainability—it’s time we measure the steps the industry has taken to be as conscientious as possible and use those metrics to further develop the Wild Alaska Pollock narrative,” said Morris.

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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

About Quantis

Quantis is a leading international sustainability consulting firm that helps leading organizations in industries such as food and beverage, apparel, consumer products, and others to gain the business benefits of increased environmental sustainability. Quantis helps bridge the gap between the science and the strategy of sustainability, by helping companies to measure the impacts of their products and organizations, develop goals, strategies, metrics and tools to reduce those impacts, and communicate clearly and compellingly about their sustainability commitments, actions, and results.