



**FOR IMMEDIATE RELEASE**  
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**FOR MORE INFORMATION, CONTACT:**  
Craig Morris, CEO (703) 254-8841  
Craig.Morris@alaskapollock.org

**GAPP Seeks Partner to Conduct a Life Cycle Assessment for Wild Alaska Pollock**  
*Comprehensive Assessment will Help Bolster Industry's Phenomenal Sustainability Story  
with Customers & Consumers*

SEATTLE, WASHINGTON—The Association of Genuine Alaska Pollock Producers (GAPP) announced today its quest for a partner to conduct a Life cycle assessment (LCA) for the Wild Alaska Pollock industry. GAPP is looking for a partner to work with GAPP members to apply accepted methods to assess those environmental impacts associated with all stages of product catch, processing and distribution to commercial channels and, ultimately, determine the carbon footprint (CF) and other relevant sustainability indicators of Wild Alaska Pollock as a protein choice compared to other protein choices.

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 contributions indicates that the range of emission intensity differences between food systems, and specifically animal protein production systems, is enormous and driven from a diverse and varied range of greenhouse gas emitting inputs and processes. Importantly, however, recent research indicates that many fisheries systems are sources of relatively low greenhouse gas emission sources of animal protein.

"We know that Wild Alaska Pollock has an incredible sustainability story—but stories alone in today's marketplace are not enough," said Craig Morris, GAPP Chief Executive Officer. "Our customers and consumers are looking for substantiated numbers about our carbon footprint and we must stand ready to provide that data."

There is relatively little research published that looks specifically at a protein choice of products sourced from Wild Alaska Pollock using an LCA methodology. LCA is an internationally-recognized approach that evaluates potential 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.

GAPP is requesting proposals from qualified partners to aid in conducting an LCA for the Wild Alaska Pollock industry utilizing accepted methodology. Other life cycle resource inputs (energy, abiotic resource depletion, biotic resource use, etc.) or other emissions may also need to be examined. Sub-systems to potentially be analyzed for the Wild Alaska Pollock industry include the two areas of primary catch (Bering Sea and Gulf of Alaska), method of catch and processing (at least at-sea processors, catcher boats delivering to shore-based plants, and catcher boats delivering to at sea processing ships), as well as the product forms to be assessed (frozen blocks of fillets, individually quick-frozen fillets, etc.).

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

(206) 913-3930  
www.alaskapollock.org

Through this assessment, GAPP intends to be able to draw conclusions about whether encouraging consumers to eat more meals from Wild Alaska Pollock, compared to other animal protein sources, would result in an environmental benefit. Additionally, GAPP also hopes to identify other emission “hot-spots” for possible targeted reductions and looks to benchmark current performance against future industry performance and continuous improvement.

“The GAPP Board of Directors continues to demonstrate its desire to lead on behalf of the industry and be proactive when it comes to backing up our story and identifying areas for continued industry improvement and growth,” said Morris. “We look forward to finding the perfect partner to help conduct this important project on behalf of our perfect protein and our industry.”

Firms interested in applying should review complete application instructions available on the GAPP website here: <http://www.alaskapollock.org/aboutNews.html>.

### **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)

