



## Wild Alaska Pollock

### North American Partnership Program Overview

**Situation:** Wild Alaska Pollock is one of the most abundant and sustainable fisheries in the world. It has a great story that should make it one of the most popular proteins on the planet. A cousin to cod, it has a mild flavor, beautiful flake, is nutritious and delicious, and is easily adaptable to a wide variety of preparations and applications. However, this highly versatile fish is not much utilized beyond its traditional applications of breaded portions and fish sticks and in surimi seafood products. While the members of GAPP support these traditional applications, we feel that there is a great deal of unrealized potential for Wild Alaska Pollock.

**Request for Proposals:** GAPP wants to work with partners on projects that address barriers, formulate new ideas and new products, and offer innovative solutions for Wild Alaska Pollock to be integrated into product and product lines where it has previously been excluded and into retail, foodservice and other sales channels where it is not yet present. Partners should be prepared to share project ideas and work collaboratively with GAPP to achieve the goals of both partners.

**Proposal Review Timing:** In 2018-19, GAPP will hold three reviews for partnership proposals, as follows. Potential partners can choose the proposal review timing that works best for them and their program

Review 1:	Proposals Due:	November 30, 2018
	Announcement:	January 15, 2018
Review 2:	Proposals Due:	April 15, 2019
	Announcement:	June 1, 2019
Review 3:	Proposals Due:	October 1, 2019
	Announcement:	December 15, 2019

#### Project Requirements:

Geographic Scope: North America

Focus Areas: Projects must address either 1) Wild Alaska Pollock as an alternative protein in new products or current products or product lines where it is not now present, 2) space or channels in retail, foodservice or alternative markets where Wild Alaska Pollock is not sold.

Communications: The project must identify Wild Alaska Pollock by name and communicate the benefits of the product both on pack and through other program components.

Funding Level:	Partners must indicate their investment in the project, any 3 <sup>rd</sup> party commitments, and the proposed investment by GAPP. GAPP funding levels will be determined based on potential ROI, project impact, and available funds.
Reporting:	Written results of the project must be provided to GAPP. Publicity on the project will be determined by agreement between GAPP and the partner.
GAPP Payments:	On proof of performance

### Proposal Submission

All applicants should complete the attached one-page template, providing an overview of your proposal, and submit a proposal including the following information:

1. Name of promotion/project:
2. Promotion/project start date:
3. Promotion/project completion date:
4. Target market:
5. Geographic distribution/coverage:
6. Project/promotion goals:
7. Description of project/promotion: (Please include all strategies, tactics, components, materials, provide visuals, if possible)
8. Description of product to be promoted (Please include product and/or menu description, percentage of Wild Alaska Pollock content, whether the product will be introduced as a permanent item or limited time offer, and anticipated price point.)
9. Suppliers of the Wild Alaska Pollock for this product (list all)
10. Describe how the Wild Alaska Pollock message will be communicated to the target market and audiences.
11. Projected results and how they will be measured, including pre- and post-data that will be collected.



12. Proposed budget for promotion, including total costs and which portions of the budget would be paid for by you and which you propose would be paid for by GAPP.
13. Indicate how the results of the project/promotion will be reported to GAPP.
14. Publicity: May GAPP publicize the fact that we are working together? Once the project is completed, can GAPP publicize the results?

### For More Information

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