



For Immediate Release

Morris Named New CEO of Genuine Alaska Pollock Producers Association

Strategic Investment in Association, New CEO Will Elevate Wild Alaska Pollock

SEATTLE, WASHINGTON—December 20, 2018—After a months-long executive search, the Association of Genuine Alaska Pollock Producers today named Craig Morris, Ph.D., as its new Chief Executive Officer (CEO) effective January 14. Morris has 23 years of experience in animal protein and most recently served as the Vice President of International Marketing for the National Pork Board (NPB).

At NPB, Morris oversaw the organization's largest-ever international marketing budget and worked with pork producer leaders to deploy those resources effectively—identifying emerging export markets both to help manage the U.S. pork industry's risk and diversify its export opportunities. Harnessing the collective power of the pork industry's strategic partners, Morris initiated a groundbreaking, comprehensive food foresight research project that will begin in earnest in 2019. Most critically, Morris worked to build new relationships with buyers and influencers for U.S. pork abroad, traveling to the industry's most critical export market destinations, and also elevated NPB's international marketing communications to demonstrate return on investment to pork producers nationwide.

Previously, Morris served as the deputy administrator over the Livestock, Poultry and Seed Program of the Agricultural Marketing Service at the USDA where his key achievements included building superior export verification programs; reaching international consensus on issues such as meat quality, animal welfare and social responsibility; and providing consumer assurances on the responsible use of antibiotics in livestock production, among other issues. He also oversaw the USDA's Country of Origin Labeling Program, ensuring that seafood sold at retail is correctly marketed by its origin and method of production and was responsible for

setting the standards for foods, including Wild Alaska Pollock, purchased by USDA under Federal food and nutrition assistance programs including the National School Lunch Program.

“On behalf of the entire GAPP Board of Directors, we are thrilled to welcome Craig to the helm,” says Mikel Durham, Chair of GAPP. “Craig’s passion for protein, his creativity and his experience understanding the marketing of protein products in the U.S. and abroad were the perfect match for our goal of raising the profile of Wild Alaska Pollock. I have no doubt that Craig will help GAPP chart a new course for the benefit and betterment of the entire U.S. Wild Alaska Pollock industry.” Durham continued, “The Board also wants to take the opportunity to thank Pat Shanahan for her long standing contributions and we look forward to her continued advice to GAPP and the industry.”

In September, GAPP announced a reorganization and additional funding commitment as part of an initiative to elevate the profile of Wild Alaska Pollock. The reorganization included expansion of the GAPP membership to all those involved in the fishing and primary processing of Wild Alaska Pollock, the commitment to a CEO-level Board of Directors able to make swift decisions, and a minimum commitment of \$10 million in spend.

“I’m excited to join the Association of Genuine Alaska Pollock Producers at such a pivotal time for the organization, and the industry. Pollock has a great story to tell—one of brave American fishermen, model sustainability practices, nutritional credentials and adventures on the Bering Sea,” Morris says. “I think consumers—especially millennials hungry for food with purpose and promise—will gravitate to that story both here and abroad. I can’t wait to work with the industry to tell it.”

Morris has a doctor of philosophy from Texas A&M University where he held the Regents Graduate Fellowship in Animal and Meat Science. He also graduated from Iowa State University in Ames, Iowa, with a bachelor of science (with distinction) in animal science.

Media Questions: Mikel Durham, Chair GAPP 206-374-1647