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GAPP Announces Funding Awards for North American Partnership Program
Program designed to spark innovation and market development for Wild Alaska Pollock

SEATTLE, WASHINGTON—The Association of Genuine Alaska Pollock Producers (GAPP) announced today that it will provide funding to key industry partners for four new projects designed to develop new market opportunities for Wild Alaska Pollock. The awards will go to Trident Seafoods and True North Seafood for projects that will expand consumer awareness of Wild Alaska Pollock in new market channels and support new product introductions.

“The GAPP North American Partnerships program was designed by our Board of Directors with the goal of further developing new products and market channels for Wild Alaska Pollock in our critically important North American market,” said Craig Morris, Chief Executive Officer of GAPP. “We are pleased to assist these innovative partners in furthering our mission to spread the Wild Alaska Pollock story far and wide and help consumers experience this great fish more often in new and exciting ways.”

GAPP provided matching funding for three new projects with Trident Seafoods, including a publicity campaign to introduce Wild Alaska Pollock to white tablecloth restaurants in seven major U.S. markets, a foodservice sector where the species currently has little penetration. Two other awards will fund projects introducing new Wild Alaska Pollock portions and protein noodles made from Wild Alaska Pollock surimi in North American club stores.

“I am extremely grateful and excited to be partnering with GAPP,” said Joe Bundrant, Trident’s Chief Executive Officer. “The funding from this Program enables Trident to stretch its marketing dollars even further, to reach more people, in more places, more often and to help us introduce innovative new products like our all new Protein Noodles made with Wild Alaska Pollock to consumers.”

GAPP will also provide matching funds for a new project with True North Seafood to introduce IQF Wild Alaska Pollock fillets in grocery stores across North America. The Program will be supported by accompanying consumer messaging detailing the mild taste and versatility of Wild Alaska Pollock.

“We look forward to partnering with GAPP and are excited about the opportunity to work together to drive consumer awareness and interest in Wild Alaska Pollock,” said Andrew Young, Senior VP of Global Sales & Marketing at True North Seafood. “We feel there is a lot of potential for this species to be more top-of-mind for chefs and consumers and we want to play a role in getting more North American consumers to try this sustainably sourced, delicious fish.”

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These awards represent the first round of funding under GAPP's North American Partnership Program, a new initiative funded by an increased investment in GAPP by the Alaska pollock industry. Award amounts are confidential. Subsequent funding rounds and GAPP partnerships will be announced later this year, following two separate requests for proposals. The North American Partnership Program is part of a larger industry effort to create pride in and a build a strong brand identity for Wild Alaska Pollock.

"We look forward to partnering with even more companies within the Wild Alaska Pollock family to support ground-breaking product innovations and promotion efforts throughout 2019," said Morris. "This Partnership Program is the first exciting step in realizing the GAPP Board's dynamic vision for a more targeted, strategic and comprehensive marketing effort meant to drive consumer awareness about Wild Alaska Pollock and increase value in the category, both here and abroad."

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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 Trident Seafoods—A Sea Change in The Fishing Industry

Founded in 1973, Trident Seafoods is a vertically integrated harvester, processor and marketer of seafood from Alaska. The company operates a fleet of more than 40 vessels, including floating processors, catcher-processors, fishing boats and support vessels and it partners with hundreds of independent fishermen. Trident's onshore facilities include processing plants in more than a dozen Alaska communities. Additionally, it operates value added facilities in the states of Washington, Minnesota and Georgia. Aligned with its mission to make "fish the food of the future" it is proud to offer the finest sustainable Wild caught Alaska Seafood to its broad range of customers which include food service distributors, chain restaurants, retailers and club stores.

About Cooke Aquaculture

True North Seafood is a part of the Cooke Family of Brands.

The Cooke family of companies includes global aquaculture divisions under Cooke Inc. and its wholly-owned subsidiary Cooke Aquaculture Inc. -- a vertically integrated corporation based in Blacks Harbour, New Brunswick, Canada with salmon farming operations in Atlantic Canada, the United States, Chile and Scotland as well as seabass and seabream farming operations in Spain. Cooke is the largest seafood company in North America under Cooke Seafood USA, Inc., Icicle Seafoods, Inc., and Wanchese Fish Company, Inc. The company recently acquired Omega Protein and now employs 6,000 people world-wide. Cooke Aquaculture has earned a spot on Canada's Best Managed Companies list and their mission is to be a global seafood leader driven by an innovative team that delivers superior products, service, and value to customers in a safe and environmentally sustainable manner.

