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GAPP Seeks Creative, Innovative Proposals 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 a request for partnership proposals for projects that help to build a brand identity for Wild Alaska Pollock in North America—increasing excitement about the fish and its story. This request for proposals is the second of three opportunities this year for possible funding for companies under the organization’s North American Partnership Program.

“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,” said Craig Morris, Chief Executive Officer of GAPP. “However, if we’re really going to build value for this highly versatile fish, we need to seize the great deal of unrealized potential for innovation around Wild Alaska Pollock—both in how its presented, and where.”

The North American Partnership Program was conceived by the GAPP Board of Directors to recognize and provide support for companies throughout the Wild Alaska Pollock industry who are looking to bring new, innovative products to market or introduce the fish to food influencers and decision-makers at forums where it hasn’t previously had visibility.

GAPP recently announced the recipients of its first funding round under the Program, which 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 funded projects introducing new Wild Alaska Pollock portions and protein noodles made from Wild Alaska Pollock surimi in North American club stores.

“We know that there’s no shortage of unique and creative ideas out there amongst visionaries in our industry—and we want to support and amplify those efforts,” said Morris. “Creating pride for Wild Alaska Pollock is going to take us all, pulling together, and we look forward to these new partnerships building on the success of those projects the GAPP Board has already funded this year.”

Partnership Program proposals are due no later than March 29, 2019 and interested parties should review the complete proposal submission guidelines available on the GAPP [website](#). Submissions are not limited to GAPP member companies. Funding announcements will be made in early June following thorough review by the GAPP Board of Directors.

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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

