



FOR IMMEDIATE RELEASE

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**GAPP STATEMENT ON USDA ANNOUNCEMENT OF SIGNIFICANT WILD ALASKA POLLOCK PURCHASE
COMMITMENT FOR NUTRITION ASSISTANCE PROGRAMS**

From Craig Morris, Chief Executive Officer

SEATTLE, WASHINGTON—"Today the U.S. Department of Agriculture (USDA) notified the Association of Genuine Alaska Pollock Producers (GAPP) of their commitment to purchase an additional 30 million dollars of Wild Alaska Pollock products to support the nation's food banks and food assistance recipients. GAPP, on behalf of the entire wild Alaska pollock industry, commends and thanks the Administration and the USDA for this commitment and strong support for our nation's fishermen and women—especially as they, just several days ago, left the shores of Alaska to officially commence the Wild Alaska Pollock season.

"While details of this purchase commitment are still forthcoming, it is known that this purchase will be used to feed America's most food insecure populations, providing them with a delicious, nutritious and incredibly versatile protein that comes from the icy cold depths of the Bering Sea and the largest, most sustainable fishery in the world. Thanks to this purchase commitment, Wild Alaska Pollock being harvested off the Alaska coast this year will reach even more homes, and even more hungry consumers.

"This purchase could not have come at a better time for GAPP and the broader Alaska Seafood Industry, especially as we seek to build awareness and overcome competition both domestically, and in foreign markets. The recently announced GAPP increased marketing investment, coupled with this significant purchase, will further support the producers of Wild Alaska Pollock by presenting Americans of all ages with new, exciting ways to use this perfect protein and helping them to fully understand the great story of nutritious, delicious and sustainable Wild Alaska Pollock."

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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.

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