



FOR IMMEDIATE RELEASE
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Registration Open for First-Ever Wild Alaska Pollock Industry Annual Meeting
*GAPP hosted-event, themed: “Celebrating our Perfect Protein: Wild Alaska Pollock”
to celebrate all things Wild Alaska Pollock*

SEATTLE, WASHINGTON—The Association of Genuine Alaska Pollock Producers (GAPP) announced today that registration is open for its first-ever Wild Alaska Pollock industry-wide Annual Meeting. The event, to be held on October 29th at the World Trade Center Seattle, will be free to the industry and feature a wide-range of speakers providing updates on the state of the fishery, GAPP initiatives and projects, including the North American Partnership Program, and how overall awareness and demand is being built around the fish domestically and abroad.

“I think the theme for this first-ever event really says it all,” said Craig Morris, Chief Executive Officer of GAPP. “There has never been a more exciting time for this fish and it’s time that the entire industry came together to celebrate, collaborate and continue to build momentum for our perfect protein in the global marketplace today.”

The event will begin at 10:00 a.m. on October 29th and kick off with a fishery and market update including an overview of current market conditions to help ground the audience in the opportunities for Wild Alaska Pollock in markets here and abroad.

The comprehensive market update will be followed by an in-depth presentation provided by GAPP public relations agency of record, Ketchum, who will walk attendees through the groundbreaking learnings about how best to market Wild Alaska Pollock—including insights from comprehensive consumer focus groups and stakeholder interviews that are underway this Summer and early Fall.

“I have no doubt that Ketchum will deliver incredibly meaningful insights about how to best build awareness amongst consumers about the benefits of Wild Alaska Pollock,” said Morris. “We are in the field right now doing that research—determining which of WAP’s many attributes we should highlight—and I can’t want to share those findings with our community so that we can all talk about Wild Alaska Pollock in the most effective way and truly make it a household name that consumers will to seek out and enjoy.”

The afternoon will feature numerous well-known speakers on topics ranging from sustainability to consumer trends and marketing, that will be announced subsequently. The event will be free to the Wild Alaska Pollock community but space is limited, so interested attendees are encouraged to register early in order to secure their spot. To register for the event, please visit: <https://www.eventbrite.com/e/association-of-genuine-alaska-pollock-producers-annual-meeting-registration-66249170051>.

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GAPP is also seeking sponsors for this historic event at various levels. Interested sponsors should contact Craig Morris at Craig.Morris@alaskapollock.org.

“We look forward to bringing the entire Wild Alaska Pollock community together to celebrate our fish and fishery and look towards the future with pride and excitement,” said Morris. “We hope to see you on October 29th—don’t miss it!”

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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

