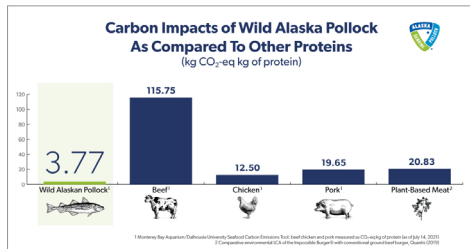




HOW TO COMMUNICATE WILD ALASKA POLLOCK'S UNIQUE SUSTAINABILITY STORY

The following content may be used to promote Wild Alaska Pollock's sustainability message across social media channels. Messages should be customized to reflect each member company's brand, and can be adjusted as necessary for unique social channels.



1. A Lifecycle Assessment (LCA) of #WildAlaskaPollock evaluating its environmental impact from fishing to transportation and processing all the way to shore, revealed Wild Alaska Pollock has a significantly lower carbon footprint than many other animal proteins, including beef and chicken. #ClimateFriendlyPollock

Learn more at WildAlaskaPollock.org.

Wild Alaska Pollock Is Among the Most Climate-Friendly Proteins In the World

3.77 kg CO₂-eq per kg of protein

2. Our [PRODUCT NAME] uses #WildAlaskaPollock – a fish that's good for you and good for the planet. Recognized as one of the 20 most nutritious foods on the planet, Wild Alaska Pollock is also one of the most climate-friendly protein options available. We're happy to use this fish that can help meet the challenges of the present and ensure future generations live in a clean, safe, and prosperous world. #ClimateFriendlyPollock

Learn more at WildAlaskaPollock.org.

Research Proves **Wild Alaska Pollock** Is A Climate-Smart Fish:

3.77 kg CO₂-eq per kg of protein

3. Wild-caught in the Bering Sea, Wild Alaska Pollock comes from the most abundant, certified-sustainable fishery in the world. We're happy to use #WildAlaskaPollock in our [PRODUCT NAME], a climate-friendly fish that is also fully traceable from sea to table. #ClimateFriendlyPollock

Learn more at WildAlaskaPollock.org.

Consumers and the Planet Love **Wild Alaska Pollock**

4. #WildAlaskaPollock is delicious, nutritious and easy to cook, and happens to be one of the most sustainable protein sources for the planet. Wild-caught by U.S. fishermen off the coast of Alaska, Wild Alaska Pollock is top-ranked and verified by a Lifecycle Assessment (LCA) as a climate-smart fish choice thanks to abundant wild populations, our sustainable harvest practices, and careful management all the way to shore. #ClimateFriendlyPollock

Learn more at WildAlaskaPollock.org.

BE SURE TO FOLLOW GAPP'S SOCIAL CHANNELS FOR CONTENT MEMBERS CAN RESHARE.

@wildAKpollock

@wildAKpollock

@wildalaskapollock

SOCIAL GUIDELINES

When communicating about Wild Alaska Pollock on social media channels, always consider the following guidelines:

- Members are encouraged to follow GAPP and share our social posts on their own social channels. Always tag GAPP and #WildAlaskaPollock on your posts for increased engagement.
- GAPP posts are great to share on Instagram Stories.
- Use #ClimateFriendlyPollock when referencing sustainability or LCA messaging.
- Please refrain from making comparative claims, and do not engage in debates or arguments.
- Do not engage with comments that are offensive and/or discriminatory in any way.

Please refer all questions and inquires relating to Wild Alaska Pollock's LCA to Craig Morris immediately at craig.morris@alaskapollock.org or 1-206-913-3930.

