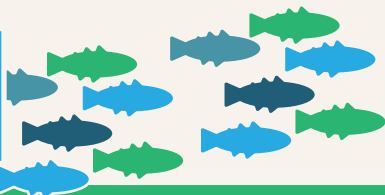


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# All About



# Genuine Alaska Pollock Producers

## ABOUT GAPP

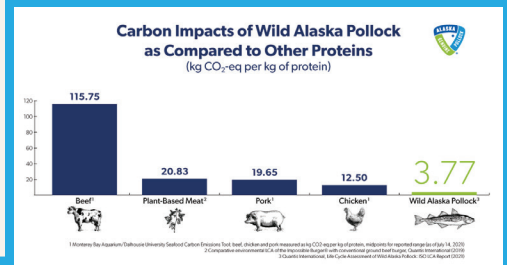
The Association of Genuine Alaska Pollock Producers (GAPP) is a nonprofit that advocates for one of the world's most sustainable and nutritious seafood products, U.S.-caught Wild Alaska Pollock. Our mission is to build demand and awareness for the fish through driving product innovation, conducting research, and creating awareness about product quality and the responsibly managed fishery the product comes from. GAPP's work is executed through four major workstreams: marketing, research, partnerships and membership services.

## MEMBERSHIP

GAPP is the only organization focused solely on building awareness and demand for Wild Alaska Pollock and counts as its membership the entirety of the fishery ranging from harvesters to processors to the community development quota groups that support economic development in Alaska. Through outreach, educational programs, insights, research, and events, GAPP fosters collaboration and strengthens the industry's impact.

## RESEARCH

We prioritize extensive research to understand consumer and customer perceptions around Wild Alaska Pollock and establish it as a sustainable and Environmentally-friendly protein source. Our industry-first Life Cycle Assessment revealed that the carbon footprint of Wild Alaska Pollock is significantly lower than other proteins, such as beef, pork, and chicken, making it a healthier choice for both people and the planet. We have also identified major markets for Wild Alaska Pollock exports through our Wild Alaska Pollock 2040 study. Most significantly, every year GAPP conducts a Year-over-Year consumer analysis to measure awareness and familiarity with Wild Alaska Pollock. Thanks to this ground-breaking research, GAPP is able to create toolkits and communications materials to ensure the industry is consistently talking about Wild Alaska Pollock and its attributes in the same way to build up the brand for the fish and drive demand. The most recent Year-over-Year study showed the highest familiarity of the fish at 66% since the study's inception.



## MARKETING

GAPP works to build demand and awareness for Wild Alaska Pollock through strategic marketing and communications campaigns. GAPP works with lifestyle, food and celebrity influencers like Chef Antonia Lofaso to create recipes and share the story of Wild Alaska Pollock. GAPP also works to tell the story of the fish and fishery through social media and digital activations and by engaging major media. Last year GAPP's influencer campaign drove increased awareness of Wild Alaska Pollock's sustainability story and specific sustainability attributes such as good for the planet and climate friendly. Overall, the campaign resulted in a 57% lift in Wild Alaska Pollock sales among people who saw the campaign versus those that did not.

## PARTNERSHIPS

Every year, GAPP invests in brand partnerships that bring Wild Alaska Pollock to market in new and innovative ways. With approximately 100 different partnerships to date, we have invested close to \$10 million of our own funds to support influencer campaigns, new product development, and lent programs. When partner funds are included, these marketing efforts have exceeded \$50 million in collective global marketing spend. Our partnerships include some of the most influential companies in the industry, such as Walmart, Arby's, Gorton's, Costco, and many more. We are proud to work with these companies to introduce Wild Alaska Pollock to different markets and new customers. We value all of our partnerships equally and look forward to continuing to collaborate with new and existing partners to bring Wild Alaska Pollock to even more people around the world.

### RECENT PARTNERSHIPS



### INFLUENCER CAMPAIGN

