

ASSOCIATION OF GENUINE ALASKA POLLOCK PRODUCERS

# 2024-2025 ANNUAL REPORT



# LETTER FROM THE CEO



**T**he year 2024 was again a balancing act for the Association of Genuine Alaska Pollock Producers (GAPP). Numerous challenges required significant pivots in GAPP's tactics while at the same time a continued focus on the metrics that define GAPP's return on investment for its members.

GAPP started the year with a new focus on the reputation and perception of the Alaska Pollock fishery with key audiences. GAPP established a committee of allied pollock trade associations, harvester companies, customers, and CDQ program representatives, as well as scientific and policy experts and named the group the Alaska Pollock Fishery Alliance (APFA). APFA worked throughout the year to promote and protect the reputation of Alaska's pollock fishery through targeted communications and outreach including creating a unified voice to proactively join conversations about Alaska's pollock fishery by providing facts and combating misinformation.

In 2024, GAPP also continued its influencer-led marketing campaign on social media platforms such as Instagram while greatly expanding GAPP's owned social media presence and following with the key demographics on such platforms as TikTok, YouTube, and Pinterest. GAPP's largest investment for the year was in its partnership program that provides up to 1:1 matching spend to support brands who wish to market Alaska Pollock or bring new Alaska Pollock products to market including with some of the nation's largest retailers and foodservice partners including WalMart, Arby's, and Sysco.

Collectively the results of this awareness and demand building work have been undeniable with annual surveys of U.S. adults now showing record awareness and positive perception of Alaska Pollock since tracking began in 2019.

Apart from activities in the domestic market, GAPP also increased its focus on international marketing in 2024 with targeted consumer research in key European markets, the re-launch of the GAPP German-language website, and development of website content related to provenance and labor issues of importance to international buyers. In addition, seven partnership program awards, GAPP's largest-ever international partnership program investment, were made in international markets such as Asia, Latin America and Europe.

2024 ended with the GAPP Board of Directors coming together to take a step back to make sure that priorities were best aligned with member needs and that all workstreams were aligned with those priorities. With that work now behind us, I'm confident that 2025 will provide GAPP's greatest return on investment to our members yet.

On behalf of myself and the entire GAPP team, I want to express our deepest thanks to our members, Associate Members and distinguished GAPP Board Members, for your support, guidance, and enduring commitment to our mission to build awareness and demand for Wild Alaska Pollock.

**Craig Morris, Ph.D.**  
Chief Executive Officer  
*The Association of Genuine Alaska Pollock Producers*

# OUR BOARD OF DIRECTORS



**Bob Desautel**  
*Chairman*

Co-founder, President, and CEO,  
Global Seas  
BS/ AI Catcher Sector



**Doug Christensen**  
*Treasurer*

CEO, Arctic Storm Holding  
Company  
BS/ AI Catcher - Processor Sector



**Inge Andreassen**  
*Director*

President and CEO,  
American Seafoods  
B S/ AI Catcher - Processor  
Sector



**Hunter Berns**  
*Director*

General Manager,  
Bering North LLC  
At-Large Member



**Joe Bundrant**  
*Director*

CEO, Trident Seafoods  
BS/ AI Shoreside Sector



**Eric Deakin**  
*Director*

CEO, Coastal Villages  
Region Fund  
BS/ AI Catcher - Processor Sector



**Tom Enlow**  
*Director*

President and CEO,  
UniSea, Inc.  
BS/ AI Shoreside Sector



**John Henderschedt**  
*Director*

President and CEO, Phoenix  
Processor Limited Partnership  
At-Large Member



**Mark JoHahnson**  
*Director*

President , Westward Seafoods  
and Alyeska Seafoods  
BS/ AI Shoreside Sector



**Jim Johnson**  
*Director*

President and CEO,  
Glacier Fish Company  
BS/ AI Catcher - Processor Sector



**Grant Mirick**  
*Director*

CEO, Aleutian Pribilof Island  
Community Development  
Association  
CDQ Sector



**James Mize**  
*Director*

President, Golden Alaska  
Seafoods  
At-Large Member

# MEMBERS



Akutan Catcher Vessel Assoc.  
Alyeska Seafoods  
American Seafoods  
Aleutian Pribilof Island Community Development Assoc.  
Arctic Fjord/Arctic Storm  
Bristol Bay Economic Development Corp.  
Central Bering Sea Fishermen's Assoc.  
Coastal Villages Region Fund  
Glacier Fish Company  
Golden Alaska Seafoods  
High Seas Catchers' Co-op

Northern Victor Fleet Cooperative  
Norton Sound Economic Development Corp.  
Ocean Beauty Seafoods  
Phoenix Processor Limited Partnership  
Trident Seafoods  
Unalaska Fleet Cooperative  
UniSea  
UniSea Fleet Cooperative  
Westward Fleet Cooperative  
Westward Seafoods  
Westward Seafoods, Northern Victor Division

# ASSOCIATE MEMBERS



## MAKO

USI Insurance Services

## GOLD

Aquamar, Channel Fish, Delta Western, Gallagher Insurance, Gorton's Seafood, High Liner Foods, King & Prince Seafood, Kongsberg Underwater Technology, Trans-Ocean Products



## SILVER

BAADER, Frontier Packaging, Kasowitz Benson Torres LLP, KeyBank, Marel, NORPEL, Perkins Coie, Rabobank, Three Bears Alaska

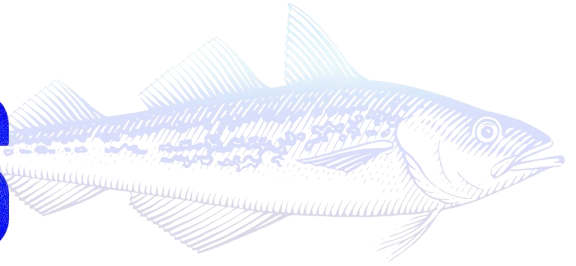
## BRONZE



AgWest FCS, Alaska Reefer Management, Arion Banki, Beck Pack Systems, CFE Seafoods, Coastal Transportation, Gadre USA, Inc., Girard Wood Products, Highland Refrigeration, Ikonika Automation, Industrial Resources, Inc., International Paper Olympia, Islandsbanki, K&L Gates LLP, Kloosterboer Dutch Harbor, Lafferty's EMS, OSU Surimi School, Pacific Stevedoring, Skipsteknisk AS, Sugiyu USA, Wells Fargo, Young Ocean, Inc, Zep, Inc. | AFCO

# 2024

# PARTNERSHIPS



## FY24 Partnership Report

In FY24, GAPP funded 12 Partnerships, at a total of just more than \$1.4 million. These FY24 Partnerships focused on delivering against GAPP's objectives of increasing demand and awareness of Wild Alaska Pollock. In North America, the FY24 Partnerships were with some of the largest users of Wild Alaska Pollock, including Arby's, Gorton's, HEB, Highliner Foods, King and Prince, Trans-Ocean and Trident Seafoods. Our international Partnerships covered three continents with Angulas Aguinaga (Spain), Antillana (Colombia), Nissui, (Japan) and Trident Seafoods (Japan). Our FY24 Partnerships also included an expansion of GAPP's initiative to place Wild Alaska Pollock in sports and entertainment venues with the assistance of a Saltonstall-Kennedy grant from the National Oceanic and Atmospheric Administration (NOAA).

## Wild Alaska Pollock Hits a Home Run at T-Mobile Park

2024 marked the launch of Wild Alaska Pollock at T-Mobile Park through a partnership between GAPP and the Seattle Mariners. Beginning June 28th, fans at Mariners' home games were introduced to sustainably sourced Wild Alaska Pollock tacos, featured at Edgar's Cantina.

Also supported by the NOAA grant, this initiative utilized in-stadium activations to highlight the sustainability and versatility of Wild Alaska Pollock. Rotating in-game and pre-game billboard ads, call-outs from announcers, and branded signage at Edgar's Cantina brought attention to the fish and its attributes. Decals and stickers in the cantina further emphasized its presence, creating a consistent and engaging experience for fans.

The response has been strong, with Wild Alaska Pollock tacos accounting for about 40% of all protein sold at Edgar's Cantina. This success underscores the impact of introducing sustainable seafood options to new and diverse audiences.

Dutch, GAPP's Wild Alaska Pollock mascot, added to the fun by participating in the Mariners' Salmon Run on September 10th, entertaining fans and increasing visibility for the partnership.

This collaboration with T-Mobile Park builds on the momentum of GAPP's sports and entertainment venue strategy, following the successful partnerships at Climate Pledge Arena and UBS Arena. By continuing to innovate and invest in creative partnerships, GAPP is bringing Wild Alaska Pollock to center stage, one stadium at a time.



# PARTNERSHIPS



## Volta McFish Brings the Wild Alaska Pollock Story to Brazil

In August, GAPP partnered with American Seafoods to host the creators of @VoltaMcFish, the popular Instagram account that influenced McDonald's Brazil to reintroduce the Filet-O-Fish. Their journey took them from Anchorage to Dutch Harbor and Seattle, where they experienced every aspect of the Wild Alaska Pollock industry, from sustainable harvesting and processing to enjoying Wild Alaska Pollock tacos at T-Mobile Park.

The visit laid the foundation for a social media campaign launched in late November. Volta McFish is sharing 12 videos with their audience, highlighting the journey of Wild Alaska Pollock and its role in the Filet-O-Fish. Four videos are already live as of December, with the campaign continuing through February.

This collaboration showcases GAPP's commitment to expanding Wild Alaska Pollock's reach into new markets by working with passionate influencers to share its story with consumers in Brazil and beyond.

## Arby's Crispy Fish Sandwich Highlights Wild Alaska Pollock During Lent

This year, GAPP partnered with Arby's to support their Lenten promotion featuring three Wild Alaska Pollock sandwiches: the Crispy Fish Sandwich, Fish 'n Cheddar Sandwich, and King Hawaiian® Fish Deluxe Sandwich. These offerings showcased Wild Alaska Pollock's quality and versatility, driving significant engagement and sales.

Arby's leveraged GAPP funds for a Meta and radio advertising campaign, featuring Ving Rhames calling out Wild Alaska Pollock in digital ads. The campaign reached 62 million people and generated 137.9 million impressions in its first week, setting a record for an Arby's Meta campaign.

Sales exceeded projections by 33%, requiring Arby's to increase Wild Alaska Pollock purchases to meet demand. With 67% net sentiment and 1.7 million video completions, the response highlighted the success of this collaboration in elevating Wild Alaska Pollock's profile during Lent.



# PARTNERSHIPS

## Wild Alaska Pollock Debuts at UBS Arena

In 2024, GAPP proudly partnered with UBS Arena, home of the New York Islanders, to introduce Wild Alaska Pollock to fans in a vibrant and dynamic setting. Supported by a NOAA Saltonstall-Kennedy Program grant, the partnership featured Wild Alaska Pollock dishes in the DIME Club, the arena's premier hospitality space.

Guests enjoyed creative menu options like Blackened Wild Alaska Pollock Street Tacos, prepared by the culinary teams at UBS Arena, while promotional materials such as sneezeguard stickers and placards highlighted the fish's sustainability and versatility. Seafood influencer Emily De Sousa (@SeasidewithEmily) further amplified the campaign's reach by sharing her experience at an Islanders game with GAPP, helping to generate excitement and positive feedback from fans.



As GAPP's second sports partnership, following Climate Pledge Arena, this collaboration expanded Wild Alaska Pollock's presence in the sports and entertainment world. UBS Arena has proven to be an exceptional platform for sharing the story of our "Super-Fish" with new audiences in an impactful and engaging way.

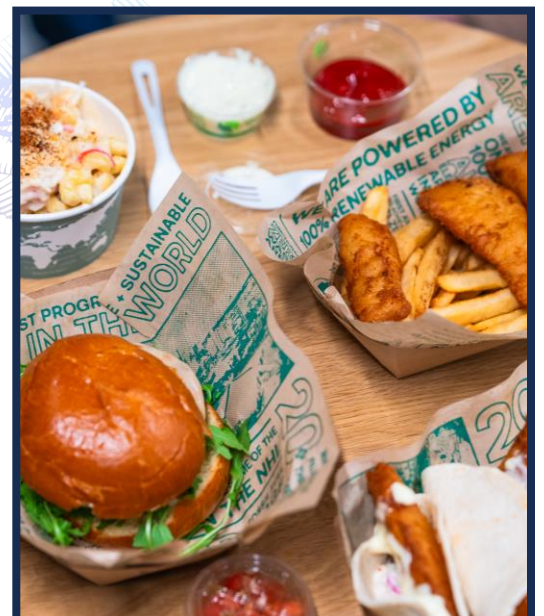
## Climate Pledge Arena: The Starting Line for Wild Alaska Pollock

2024 marked GAPP's first full season partnering with Climate Pledge Arena and the Seattle Kraken, showcasing Wild Alaska Pollock as the "Official Whitefish" of both. Fans at the arena enjoyed creative menu offerings like Fish and Chips, Wild Alaska Pollock Tacos (featured throughout the venue), and Surimi Mac and Cheese at Fork and Fin in the American Express Lounge.

In October, GAPP CEO Craig Morris joined the Kraken on a road trip to Canada, collaborating with the team's marketing division and leaders from the Montreal Canadiens and Toronto Maple Leafs to explore strategies for expanding sports partnerships.

As GAPP's first sports collaboration, this partnership, supported by the NOAA Saltonstall-Kennedy Grant, paved the way for future successes, including UBS Arena and T-Mobile Park.

Climate Pledge Arena continues to be a key venue for introducing Wild Alaska Pollock to new audiences, emphasizing its sustainability and versatility in an exciting setting.



# PARTNERSHIPS

## Angulas Aguinaga

In FY24, GAPP partnered with Angulas Aguinaga to promote its premium Krissia® brand surimi seafood in the Spanish market. The Krissia® brand surimi is Angulas's premium surimi seafood offering in Spain and is made with Wild Alaska Pollock. This promotion leaned into the Japanese origin of surimi seafood and the fact that Wild Alaska Pollock has been the fish species that produces the highest quality product. The Partnership promoted Angulas' Krissia brand surimi seafood items through television broadcasting, influencer marketing, YouTube paid media, social media, PR, press releases, media events. Through these efforts, the Krissia brand sales grew 15.3% by volume and gained 1.2 pp in market share.

## Nissui

This project promoted Wild Alaska Pollock spicy roe at all Japanese Costco locations through temporary price reductions and sampling and demonstrations. The promotion focused on the quality and sustainability superiority of US Wild Alaska Pollock roe over its Russian-origin competition. There were six separate week-long promotions with sales lifts ranging from 130% to 490% compared to prior year during these promotions.

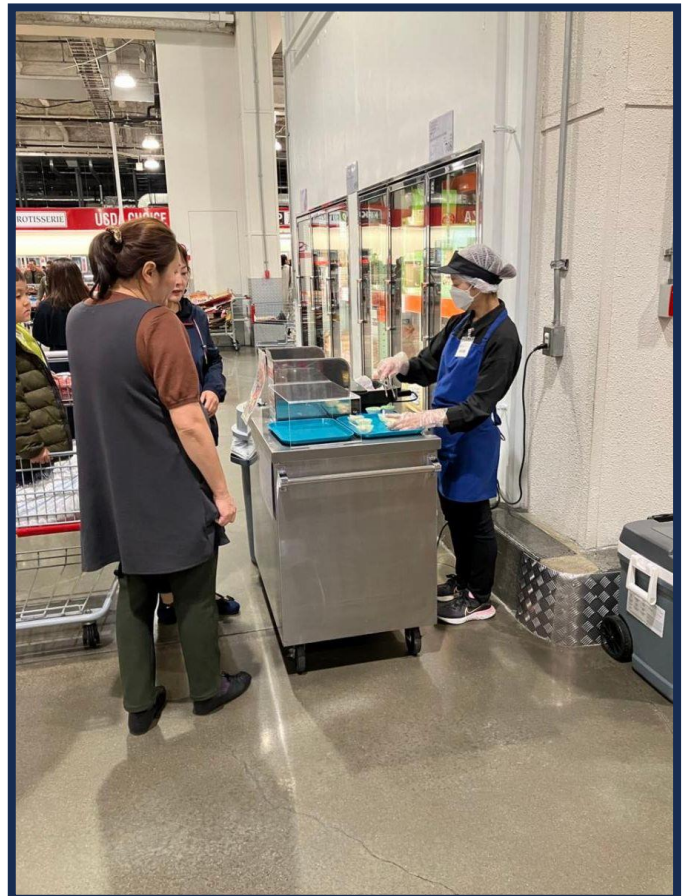
## Trident Seafoods Japan

The objective of this Project was to create incremental sales of Wild Alaska Pollock Kanikama products at all Japanese Costco locations through new packaging, in-store promotion and demo sales, advertisements in Costco publication and POS materials. This project sold more than 485 mt of Kanikama products during the sales period (January – November), a 15% sales lift compared to the prior year.



## Antillana

This project promotes five Wild Alaska Pollock fillet products and one product made from Wild Alaska Pollock surimi in the Colombian retail and foodservice markets through new packaging, in-store demos, POS merchandising and social media. This project is still active and thus, final results are not yet available.





# PARTNERSHIPS



## GAPP Announces 2025 Partnership Program Awardees

At the sixth Wild Alaska Pollock Annual Meeting, GAPP announced its 2025 Partnership Program awardees, with 34 proposals requesting \$4.4 million in funding. This year's partners include returning North American collaborators like Trident Seafoods, continuing promotions in sports venues and at Costco; Gorton's, with its "The Sea Belongs to All of Us" campaign and new club store product; Trans-Ocean, expanding digital campaigns for Crab Classic; King and Prince Seafood, focusing on Parmesan Crusted fillets in non-traditional channels; and High Liner Foods, supporting Lent promotions at a new QSR chain.

New North American partners include Sysco, using targeted emails and publications; Mama Hu's Sushi Bakes, expanding retail distribution; Gourmet Fusion Foods, marketing surimi at Los Mariscos locations in California; Harbor Foods, supporting the Skippers line in convenience stores; and White Castle, promoting Fish Nibblers and Fish Sliders for Lent 2025.

Internationally, returning partners include Angulas Aguinaga in Spain, promoting Krissia surimi products; Nissui in Japan, marketing Spicy Wild Alaska Pollock roe; Trident Seafoods - Japan, launching Kanikama surimi products and portable Wild Alaska Pollock at Cosmos; and Antillana in Colombia, continuing promotions for surimi and fillet products. New international partners include Noronha Pescados in Brazil, promoting Maritos nuggets, and Notorious Fish, showcasing Wild Alaska Pollock dishes at its Sao Paulo restaurant.

This year's partnerships underscore GAPP's commitment to growing Wild Alaska Pollock's global presence, with innovative campaigns spanning North America, South America, and Europe.



# 2024 RESEARCH

## 2024 Year-over-Year Study: Wild Alaska Pollock's Growing Reach

GAPP's sixth annual Year-over-Year Study, conducted with Ketchum Analytics, revealed significant progress in consumer awareness and sentiment for Wild Alaska Pollock. The study, based on a nationally representative survey of U.S. adults, continues to guide GAPP's marketing and communications strategies for this sustainable, wild-caught fish.

Familiarity with Wild Alaska Pollock has increased by 6 percentage points since tracking began in 2019, the largest jump to date. For the first time, the fish outpaced Haddock in familiarity, positive opinion, and intent to eat, while also closing the gap with Tilapia and Cod. Key demographic gains include Millennials (up 10 points), low-income consumers (up 10 points), and sustainability-focused shoppers (up 5 points).

Positive opinion rose by 3 points, and familiarity remains a strong driver of sentiment—72% of those who know “a lot” about Wild Alaska Pollock have an excellent or very good opinion of it.

Economic factors are also influencing behavior, with price-sensitive consumers increasingly turning to frozen options. Ketchum emphasized that Wild Alaska Pollock's affordability and frozen format should be positioned as strengths to meet consumer demand.

Trust in short- and long-form video content grew significantly this year, particularly among younger consumers. GAPP capitalized on this trend with over 1.5 million TikTok video views and a 1,000% increase in social media impressions, further driving awareness and familiarity.

As interest in sustainability, value, and provenance grows, GAPP continues to highlight Wild Alaska Pollock's U.S. origin and versatility. These insights ensure GAPP is well-positioned to connect with evolving consumer needs and further elevate Wild Alaska Pollock's profile.



### 72%

of consumers familiar with Wild Alaska Pollock have an excellent or very good opinion of it.

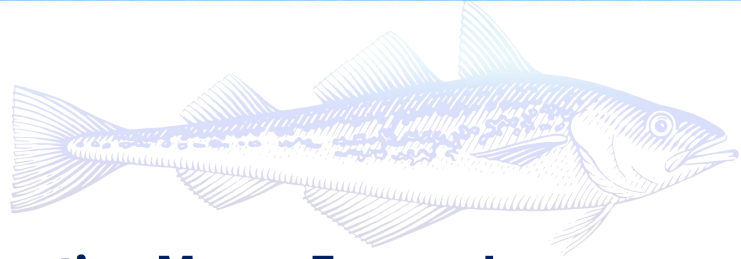
### 6 pts

Total familiarity with Wild Alaska Pollock increased by 6 percentage points since 2019.

### 10 pts

Familiarity among Millennials grew by 10 percentage points in the past year.

# RESEARCH



## Wild Alaska Pollock Roe Innovation Moves Forward



GAPP's partnership with CuliNEX made significant strides this year as Phase II of the Wild Alaska Pollock roe development project delivered innovative product prototypes tailored for the U.S. market. Attendees at the sixth Wild Alaska Pollock Annual Meeting sampled creations like Barako Mediterranean Flatbread, Tarako Tekkamaki sushi, Barako Sriracha Aioli, and a Soba Noodle Salad topped with roe-based Furikaki.

These products, developed to meet U.S. food safety standards, received enthusiastic feedback, highlighting the potential for Wild Alaska Pollock roe to appeal to American consumers. With commercialization as the next step, GAPP is focused on bringing these innovative roe products to market and expanding awareness of this versatile seafood ingredient.

## Surimi Supply Tracker

In 2024, GAPP's Surimi Supply Tracker transitioned to PlutusIQ as its new provider, with Angel Rubio continuing as the lead analyst. This quarterly report remains an essential tool for understanding the composition, size, and trends in the global surimi market, providing valuable insights for forecasting and sales management.

The latest data highlights a 10.5% decrease in global surimi paste production through Q2 compared to the same period in 2023, driven by declines in tropical and U.S. Alaska pollock surimi production. However, Japanese pollock surimi production has seen significant growth, and surimi inventories in Japan remain elevated for Alaska pollock while declining for other species. With prices showing signs of recovery from five-year lows, the tracker offers critical insights for navigating the evolving surimi landscape.



PlutusIQ  
Custom Commodity Solutions

## Surimi Paste Supply Track Q2, 2024

### HIGHLIGHTS

- Global surimi production estimates suggest overall volumes decreased by about 10.5 percent y-o-y through Q2 '24.
- Alaska Pollock Production declined by ~7 percent y-o-y through Q2, and 11 percent through week 40.
- According to our estimates, Russian Pollock surimi production suggests a decrease through Q2 of about 30 percent y-o-y, down from 30 to ~20 thousand metric tons. These figures are subject to revisions.
- Japanese pollock surimi production estimates suggest a 35 percent y-o-y increase through Q2.
  - Please read Tom Asakawa's commentary on the Japanese surimi market (paste and products).
- Tropical surimi production estimates suggest a 13 percent decrease y-o-y through Q2, with Itoyori declining nearly ~36 percent during the same period.
  - Chinese production estimates of all Tropical were also down by 21 percent y-o-y through Q2.
- Carp surimi production estimates suggest an increase of about 24 percent y-o-y through Q2.
- Overall, pricing of the main benchmark species, like Alaska Pollock and Itoyori surimi, to the main markets showed considerable decreases in Q1 but a slight rebound in Q2 and Q3 (the latter is still incomplete).

### World Production – Q2

Global surimi production estimates decreased ~10.5 percent through Q2 2024 compared to a year ago. Significant production contractions continued to be observed for Tropical and US Alaska Pollock surimi, falling ~13 and ~7 percent, respectively. However, the latter showed a slight recovery during Q2. Russian Pollock estimates also point to a significant contraction compared to last year of about 34 percent year-over-year. On the other hand, Chinese carp surimi production estimates revealed an increase of ~23 percent year-over-year. While smaller given their representation in the overall pie, Northern Blue Whiting, Northern Blue Whiting, Alia Mackerel, and Sardine all posted significant decreases through Q2 compared to last year.

#### Global Surimi Production Estimates by Category



Figure 1. Overall surimi production estimates by species' category. Source: Custom, PlutusIQ, GAPP.

Species	2019	2020	2021	2022	2023	2024 Q1	2024 Q2	2024 Q1-2	2024 Q2
Alaska Pollock	100,000	100,000	100,000	100,000	100,000	100,000	100,000	-7%	-11%
Tropical	100,000	100,000	100,000	100,000	100,000	100,000	100,000	-13%	-21%
Japanese Pollock	100,000	100,000	100,000	100,000	100,000	100,000	100,000	35%	35%
Russian Pollock	100,000	100,000	100,000	100,000	100,000	100,000	100,000	-34%	-34%
Chinese Carp	100,000	100,000	100,000	100,000	100,000	100,000	100,000	23%	23%
Other	100,000	100,000	100,000	100,000	100,000	100,000	100,000	-	-
<b>Total</b>	<b>400,000</b>	<b>400,000</b>	<b>400,000</b>	<b>400,000</b>	<b>400,000</b>	<b>400,000</b>	<b>359,000</b>	<b>-10.5%</b>	<b>-10.5%</b>

Table 1. World surimi production estimates by species. Source: PlutusIQ, GAPP.

Table 2. World surimi production estimates by species' category. Source: PlutusIQ, GAPP.

# 2024 MARKETING

## Always On Campaign: Sustained Growth and New Milestones

GAPP's Always On influencer campaign has become a cornerstone of its marketing strategy, delivering year-round visibility for Wild Alaska Pollock in the U.S. In 2024, the campaign reached new heights, wrapping up its third round and marking the start of its fourth year with fresh energy and creativity.

The third round, which concluded in early 2024 as part of Year 3, saw influencers like @angelicacastaneda and @kenneth temple showcasing Wild Alaska Pollock's versatility through engaging Instagram content. This phase, spanning January and February, drove a **57% sales lift** for Wild Alaska Pollock among exposed audiences, with fillet sales increasing by **76%** and surimi sales by **36%**. Influencers like Angelica Castaneda achieved remarkable results, generating a **130% sales lift** and helping amplify the fish's appeal to diverse audiences.

As Year 4 of the Always On campaign begins, GAPP has brought in a new slate of influencers, including @saratane, @joellelol, @brooklynsbites, and @the.daily.balance, chosen for their ability to connect with target audiences through approachable recipes and unique culinary styles. Deliverables include Instagram Reels, Stories, and high-quality photos, ensuring Wild Alaska Pollock remains a vibrant presence on social platforms. While results from this new year are not yet available, the campaign is poised to continue building on its proven success.

With additional support from partnerships like Food52, the Always On campaign continues to elevate Wild Alaska Pollock's profile, leveraging giveaways, custom recipes, and branded content to engage food enthusiasts nationwide. This ongoing effort underscores GAPP's commitment to impactful, data-driven marketing strategies that connect Wild Alaska Pollock with consumers and drive sustained demand year-round.



# MARKETING

## Food52 Partnership Brings Wild Alaska Pollock to New Audiences

This year, GAPP partnered with Food52, a renowned platform for foodie enthusiasts, to showcase the versatility and deliciousness of Wild Alaska Pollock. The collaboration featured a social media giveaway, a custom article, and live engagement at the Wild Alaska Pollock Annual Meeting, connecting the fish with Food52's engaged community of food lovers.

The partnership launched with a highly successful Instagram giveaway, delivering over 1.25 million impressions, 21,000 likes, and exceeding engagement benchmarks. A custom article titled "Why This White Fish Could Become Your New Go-To" was promoted through Food52's social channels and subscriber email, achieving nearly 900,000 impressions and an impressive email open rate of 57%, well above industry benchmarks.

Culminating the partnership, Food52 Test Kitchen Chef César Perez presented a live demonstration at the Wild Alaska Pollock Annual Meeting, preparing the Wild Alaska Pollock recipe created for this collaboration. Attendees had the opportunity to enjoy the dish during the event, further reinforcing Wild Alaska Pollock's place in the kitchens of adventurous home cooks and food lovers alike.

Through creative storytelling, live events, and engaging content, the Food52 partnership has effectively introduced Wild Alaska Pollock to a broader audience, driving awareness and enthusiasm for this sustainable and versatile fish.



# MARKETING

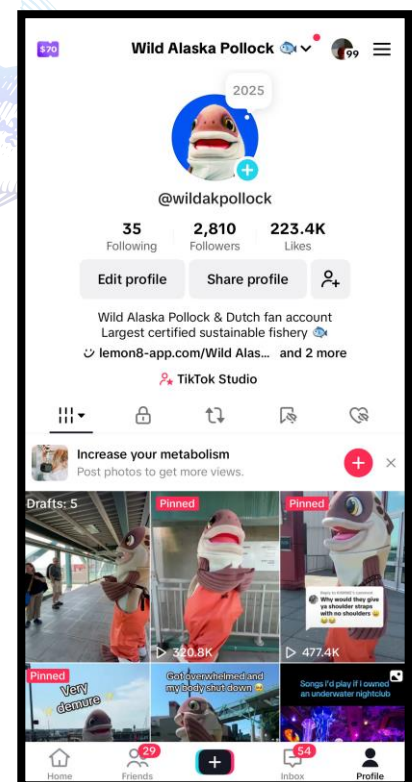
## Social Media Performance: A Transformative Year for GAPP

Over the past year, GAPP's social media strategy reached unprecedented levels of success, marked by significant audience growth and a deeper connection with sustainability-focused consumers. Our efforts resulted in a remarkable 1,624.9% increase in followers, with 3,122 new additions helping us surpass 2,000 Instagram followers for the first time. TikTok and YouTube also experienced substantial growth, contributing to 2,567,078 impressions (+530.5%), 286,881 engagements (+1,440.4%), and 2,274,014 video views (+5,232.4%) across platforms.

The **Pollock People** campaign emerged as a defining achievement, generating 170,165 impressions and 10,633 engagements. To ensure accessibility for GAPP members, we created a dedicated webpage and toolkit, allowing broader distribution and impact. This campaign demonstrated the strength of video content in driving engagement and building awareness for Wild Alaska Pollock.

A standout feature of our revamped strategy has been the shift in tone, led by Dutch, our mascot, bringing a fun and approachable energy to the content. This fresh perspective resonated with younger audiences, fostering over 33,000 shares (+1,837.2% YOY) and overwhelmingly positive feedback—99.9% of reactions and comments were supportive.

These milestones reflect the evolution of GAPP's social media presence into a platform that not only informs but also inspires and connects with a growing community of Wild Alaska Pollock enthusiasts. Looking forward, we're excited to continue building on this momentum to further amplify the reach and impact of our work.



## The Pollock Pod: A New Platform for Wild Alaska Pollock

Launched in January of last year, The Pollock Pod (podcast) has become a valuable resource for industry professionals and seafood enthusiasts alike. Hosted by Jon Ochoa and Ron Rogness, the bi-weekly podcast features 17 episodes to date, with over 1,000 plays, a 4.9-star rating, and 45 dedicated subscribers.

Covering topics like the Wild Alaska Pollock A-season kickoff, surimi tracker insights, and interviews with industry leaders such as SeaShare's Hannah Lindoff and GAPP CEO Craig Morris, the podcast offers fresh ways to connect with the Wild Alaska Pollock community. Live-recorded episodes from events including the GAPP Annual Meeting and Seafood Expo North America have highlighted the fish's versatility and industry innovations.

With engaging discussions and expert insights, The Pollock Pod has quickly established itself as a must-listen for anyone interested in seafood, sustainability, and the future of Wild Alaska Pollock.

# MARKETING



## Wild Alaska Pollock Featured Across Menus for Lent 2024

Lent 2024 brought Wild Alaska Pollock into the spotlight, with fast-food chains and innovative promotions showcasing its versatility and appeal. GAPP's strategic partnerships and campaigns played a key role in connecting consumers with this sustainable and delicious fish during the season.

A standout collaboration this year was GAPP's partnership with Arby's, which featured three Wild Alaska Pollock sandwiches: the Crispy Fish Sandwich, the Fish 'N Cheddar Sandwich, and the King Hawaiian® Fish Deluxe Sandwich. Supported by GAPP-funded Meta and radio ads, voiced by Ving Rhames, the campaign exceeded expectations, driving sales and consumer engagement nationwide.



Other chains also embraced Wild Alaska Pollock, offering creative menu items to satisfy seafood lovers. **Wendy's** reintroduced its popular Crispy Panko Fish Sandwich, while **McDonald's** offered a Filet-o-Fish deal with a second sandwich for just \$1. **Burger King** debuted Fiery and Regular Big Fish sandwiches alongside exclusive member deals. At **White Castle**, Panko Fish Sliders and Fish Nibblers became fan favorites, while **Del Taco's** Beer Battered Crispy Fish Tacos and the return of the Bojangler Fish Sandwich at **Bojangles** added even more variety to Lent dining options.



To celebrate the season, GAPP also hosted a special **Lent Giveaway**, offering two tickets to see the Seattle Kraken play at Climate Pledge Arena. This promotion brought attention to Wild Alaska Pollock in a fun and engaging way, connecting hockey fans with the fish's sustainability message.

From limited-time offers to innovative marketing campaigns, Lent 2024 demonstrated Wild Alaska Pollock's growing popularity and ability to inspire creative culinary offerings. These efforts have not only elevated the fish's profile but also introduced its sustainable qualities to a broader audience.

# 2024 OTHER OUTREACH & ENGAGEMENT

## Exploring Opportunities for Wild Alaska Pollock in Colombia

In 2024, GAPP joined the USDA's trade mission to Colombia, led by Under-Secretary for Trade Alexis Taylor, to explore opportunities for Wild Alaska Pollock in the U.S.'s largest export market in South America. During the visit, GAPP toured retail and foodservice facilities, including those of Antillana, one of GAPP's partners in the region. Highlights included surimi seafood featured in popular sushi chains like Todo Wok and emerging opportunities in pet food and fillet products, underscoring the importance of aligning products with local consumer preferences.

The mission reinforced the potential of Colombia as a key market for Wild Alaska Pollock. By focusing on innovative forms and applications that resonate with consumers, GAPP is well-positioned to expand the reach and impact of this sustainable and versatile fish in South America.



## USDA Purchases and Surimi Initiatives in 2024

In FY-2024 (which ended on September 30), USDA purchases of Wild Alaska Pollock reached historic levels, reflecting the growing importance of this sustainable protein in federal nutrition programs. In total, USDA purchased 28.2 million pounds at a value of \$66.5 million dollars—making this last year the second-highest purchase of Wild Alaska Pollock by volume and third-highest by value. These acquisitions support programs like the National School Lunch Program, providing nutritious options to communities nationwide.

This year, GAPP also worked to expand USDA purchases into new product categories. In collaboration with ASMI and surimi producers, GAPP is advocating for the development of a USDA specification for surimi seafood. This specification would pave the way for Wild Alaska Pollock surimi to be included in federal food assistance programs. Addressing obstacles like protein credit requirements, this initiative aims to make high-quality, affordable surimi seafood available through USDA programs, opening new markets and opportunities for Wild Alaska Pollock.



# OTHER OUTREACH & ENGAGEMENT

## Alaska Pollock Fishery Alliance: Advocating for Responsible Fishing Practices



The Alaska Pollock Fishery Alliance (APFA) officially launched in 2024 as a coalition dedicated to promoting the responsible management and harvesting of Alaska pollock. Representing fishery stakeholders, coastal communities, and nearly 30,000 U.S. jobs, APFA is committed to sharing the story of the fishery's sustainable practices and addressing misinformation with transparency and accountability.

With a strong focus on science-based management, APFA invests in research and advocates for a healthy marine ecosystem while fostering dialogue about continuous improvement within the industry. The coalition's social media presence on Facebook, X/Twitter and LinkedIn has already gained traction, providing a platform for factual and engaging content that highlights the fishery's values and practices.

APFA's efforts are supported by passionate spokespeople, such as Trident Captain Jeff Crain, whose editorial in the Anchorage Daily News shared insights into the industry, and representatives like Stephanie Madsen and Glenn Merrill, who have engaged with media to underscore the fishery's commitment to sustainability. As public awareness grows, APFA is seizing the opportunity to ensure stakeholders and communities understand the fishery's critical role in responsible resource management and global sustainability.

# OTHER OUTREACH & ENGAGEMENT

## Provenance and Labor Transparency for Wild Alaska Pollock

Where does your seafood come from, and what's the story behind it? In 2024, GAPP doubled down on answering these questions with the launch of new initiatives focused on provenance and labor practices for Wild Alaska Pollock. Through a dedicated Provenance and Labor page on the GAPP website, we're shining a light on the fishery's unparalleled commitment to sustainability, ethical sourcing, and transparency. From the pristine waters off Alaska's coast to the rigorous labor standards aboard U.S. vessels, Wild Alaska Pollock stands as a gold standard in the seafood industry.

Expanding its reach globally, GAPP also revamped its German website with pages dedicated to sustainability, provenance, labor, and partnerships, tailored to European customers. These efforts reflect a growing consumer demand for responsibly sourced seafood and position Wild Alaska Pollock as a leader in ethical and sustainable practices. With more initiatives in development, including plans for a Japanese-language website, GAPP continues to elevate the story of Wild Alaska Pollock as a product that consumers can trust and be proud to enjoy.

## SEAFOOD SOURCING: KNOW YOUR CATCH

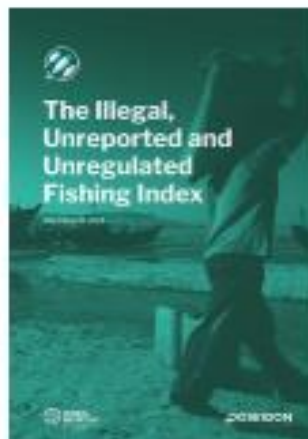
### UNDERSTANDING THE ORIGINS OF YOUR POLLOCK

Not all pollock products are the same in terms of quality, taste, or ethical integrity. In fact, recent reports have shed light on concerning practices surrounding seafood sourced from overseas.

#### WILD ALASKA POLLOCK:



#### NON-US POLLOCK:



#### RUSSIAN-CAUGHT POLLOCK: THREATS TO OCEAN CONSERVATION AND MILITARY FUNDING

Russia can't be trusted to care for our oceans. Their fisheries lack independent managerial safeguards, as evidenced by inadequate observer coverage and numerous cases of manipulated and fabricated catch and location data. **Alarmingly, Russia has been ranked second worst out of 152 nations for illegal, unreported, and unregulated (IUU) fishing risk.**

Moreover, Russia's exploitation of seafood revenues to fund military activities, notably the ongoing conflict in Ukraine, causes serious concerns. Close ties between the Russian government and domestic players in the seafood sector facilitate the diversion of fishing profits towards military activities. Adding to this, new export duties of up to 7% were recently imposed on all seafood products to further finance the Russian government.

Furthermore, fish caught by Russian fleets typically undergo a process of being twice frozen and reprocessed in China before distribution to the EU and other markets. This practice compromises both the quality of the fish and ethical sourcing standards, resulting in a product that falls short of expectations for high-quality seafood from responsible sources.

<http://government.ru/en/docs/8567>

#### UNETHICAL PROCESSING IN CHINA: EXPLOITATION OF SEAFOOD PROCESSING WORKERS

Russian-caught pollock is often sent to China for processing, where troubling labor practices have been uncovered. Investigative reports have confirmed the exploitation of ethnic minorities, including North Koreans, in Chinese seafood processing plants, causing doubts on the integrity of seafood that is sourced from China. Recent in-depth reporting by The New Yorker revealed the persecution of Uyghur and North Korean laborers in numerous seafood processing plants, sparking further concerns regarding the treatment of these workers and the integrity of Chinese seafood processing.



# 2024 MEETINGS & EVENTS

## 2024 Wild Alaska Pollock Annual Meeting: A Record Year for Growth and Innovation

On September 26, 2024, GAPP hosted its sixth annual Wild Alaska Pollock Annual Meeting at the W Hotel in Seattle. With a theme of “Harvesting Opportunity in an Unprecedented Global Marketplace,” the meeting set a new attendance record, bringing together 273 in-person and virtual participants.

The day began with opening remarks from GAPP Chairman Bob Desautel, setting the stage for a packed agenda. Video messages from Senators Lisa Murkowski and Dan Sullivan followed, highlighting the political and trade advancements supporting Wild Alaska Pollock, including the USDA’s purchase of 28.8 million pounds for school programs and ongoing efforts to block Russian seafood imports.

Craig Morris then delivered a “State of the State” address, outlining the industry’s progress and challenges over the past year. This was followed by a creative and engaging “Hot Ones”-style recap of industry headlines, co-hosted by Amanda Buckle of Undercurrent News, which provided attendees with an interactive look at key moments from the year.

Later sessions spotlighted advancements in consumer awareness, with data showing Wild Alaska Pollock gaining ground in familiarity and positive opinion. Millennials, sustainability-focused consumers, and affordability-minded fish buyers have shown the strongest growth. Innovations in surimi seafood and roe were also a major focus, with presentations from Angulas Aguinaga and CuliNex showcasing how these products are being reimaged for global and domestic markets.

The meeting also introduced the 2025 GAPP partnership funding recipients, featuring both new and returning partners from North America, Europe, and South America. These partnerships will drive product innovation and promotions to expand Wild Alaska Pollock’s presence in retail, foodservice, and international markets.

As the day progressed, speakers emphasized the need to strengthen storytelling, leverage digital platforms, and educate consumers on Wild Alaska Pollock’s quality, versatility, and sustainability. GAPP’s social media platforms have seen unprecedented growth, fueled by engaging video content and the popularity of mascot “Dutch.”

The 2024 Wild Alaska Pollock Annual Meeting underscored the industry’s progress, with a strong focus on innovation, collaboration, and education to meet the demands of a rapidly evolving global marketplace.



WE



WE



WE



# MEETINGS & EVENTS

## Celebrating Five Years of GAPP's Partnership Program at Seafood Expo North America



At Seafood Expo North America, GAPP celebrated the fifth anniversary of its **Partnership Program**, marking half a decade of collaboration and innovation that has significantly increased awareness and demand for Wild Alaska Pollock worldwide. Since its launch, the program has allocated more than \$10 million in matching funds to over 90 projects, introducing Wild Alaska Pollock to new markets, formats, and consumers.

The program has supported diverse initiatives, including retail product launches, restaurant collaborations, social media campaigns, and packaging innovations. These efforts have successfully showcased the versatility and sustainability of Wild Alaska Pollock, positioning it as a premium, adaptable option in both domestic and international markets.

The latest round of funding reflected the program's continued growth, focusing on projects designed to expand Wild Alaska Pollock's presence in new channels, develop innovative products, and increase consumer awareness through creative marketing strategies.

As it celebrates this milestone, GAPP's Partnership Program continues to drive innovation and collaboration, ensuring Wild Alaska Pollock remains a leading choice in global seafood markets.

## Tokai Denpun Surimi Forum

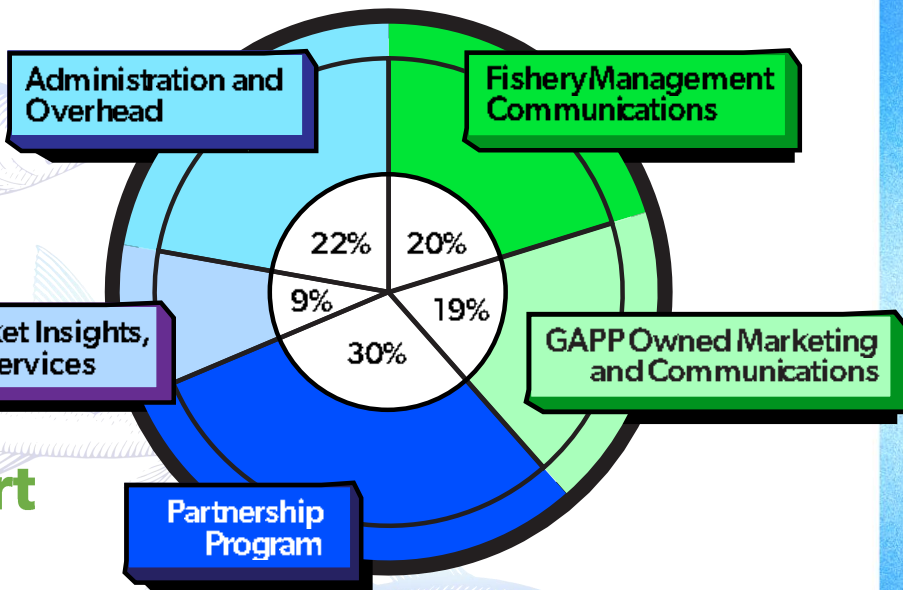
GAPP's Craig Morris recently traveled to Tokyo, Japan to speak at the Tokai Denpun Surimi Forum and attend the Tokai Denpun show. The Surimi Forum, which began before COVID and then took a brief hiatus, happens every other year and has steadily grown in attendance—with this being the largest forum yet.

Morris presented at the forum about the domestic surimi market, showcasing much of the data from GAPP's surimi report as well as highlighting various GAPP Partnership Programs that featured surimi in the U.S. over the past year. Morris also had the opportunity to meet with many of the global surimi companies in attendance at the forum and discuss potential partnership program opportunities for the coming year.

## Global Seafood Alliance's Responsible Seafood Summit

GAPP CEO Craig Morris attended the Global Seafood Alliance's (GSA) Responsible Seafood Summit in Scotland, held October 21-24. As a member of GSA's Board of Directors, Dr. Morris also participated in a Board meeting on October 21. A key focus of the summit was GSA's efforts to bolster demand for the Responsible Fisheries Management (RFM) program as a credible alternative to other sustainability certifications in the global market. GAPP, in collaboration with other Alaska seafood leaders, is actively working to provide strategic guidance to GSA, ensuring that any alternatives in the marketplace align with the unique needs of the Alaska seafood industry.

# 2024 FINANCES



## GAPP Financial Report

For the GAPP 2025 fiscal year, that started on April 1, 2024, GAPP had a total operating budget of \$4,947,183.36 that had five primary budget categories: 1. Fishery Management Communications; 2. GAPP Owned Marketing and Communications; 3. Partnership Program; 4. Research, Market Insights, and Member Services; and 5. Administration and Overhead. For the year, GAPP invested as follows:

### \$1,490,683.36 in Partnership Program

These funds were invested in GAPP's partnership program that provides up to 1:1 matching costs to support brands who wish to market Alaska Pollock or bring new Alaska Pollock products to market. In FY2025, the program funded 12 partners in North America and 7 in international markets such as Asia, Latin America and Europe.

### \$1,000,000.00 in Fishery Management Communications

These funds were invested to develop a proactive, strategic communications approach to share factual information about the Alaska Pollock fishery with key audiences. Under this workstream a coalition representing a broad range of stakeholders, including fishing vessel operators, fishery processors, customers, and Alaskan community and economic development organizations was brought together guided by a committee of pollock trade associations, harvester companies, customers, and CDQ program representatives, as well as scientific and policy experts. Workstreams promoted and protected the reputation of Alaska's pollock fishery through targeted communications and outreach. This communication and outreach included creating a unified voice to proactively join conversations about Alaska's pollock fishery by providing facts and combating misinformation.

### \$1,097,500.00 in Administration and Overhead

This funds GAPP's overhead expenses needed to provide member services and operate the association including staff salaries, legal counsel, accounting services, regulatory costs, office rent, board meeting costs, and travel.

### \$904,500.00 in GAPP Owned Marketing and Communications

These funds were invested to support the GAPP influencer-led marketing campaign, GAPP-owned communications materials development, GAPP social media platform activities, global nomenclature work, translation of the GAPP website into German language, and development of website content related to providence and labor issues, GAPP sponsorship of outside events, and GAPP-held events including the Wild Alaska Pollock annual meeting.

### \$454,500.00 in Research, Market Insights, and Member Services

These funds were invested in GAPP's research portfolio that includes the surimi supply tracking report, consumer surveys in the U.S. and Europe, preparatory work for the next industry-wide lifecycle assessment, and work to develop new market opportunities for Alaska Pollock such as building demand for Alaska Pollock roe in North America.

