



The Association of Genuine Alaska Pollock Producers

Accomplishments & Goals

1. *Establish a standalone organization that is expertly staffed & fiscally and legally sound.*
 - a. Hired first-ever full-time staff including a Chief Executive Officer (Craig Morris) with extensive protein industry and marketing and promotion experience and additional, knowledgeable Manager of Membership and Communications (Anna Carpenter) as support staff.
 - b. Established accounting and governance protocols to ensure fiscal and legal responsibility; obtained official 501(c)(6) status and all requisite business licenses.
 - c. Ensured return on investment for members by establishing a strategic plan and undertaking a 3-year return on investment study with renowned professor and expert Dr. Harry Kaiser.
2. *Created an organization that is member-led and driven.*
 - a. Established a Committee structure that draws upon industry leadership and expertise with four standing Committees (Communications, Fillet, Surimi and Roe) and two ad-hoc Committees (Sustainability and Metrics) to help drive GAPP's agenda forward.
 - b. Created membership services to share industry information and insights (weekly Meltwater newsclips, weekly and monthly economic updates, monthly member newsletter).
3. *Created industry-wide messaging toolkits to create brand for Wild Alaska Pollock.*
 - a. Conducted in-depth research including stakeholder interviews across the food chain, an 1000 respondent online survey, and comprehensive focus groups.
 - b. Created messaging toolkits to ensure consistent messaging, by dining occasion, for use by GAPP members and the entire industry to promote the most compelling attributes of WAP.
 - c. Launched new, SEO-capable website that showcases Wild Alaska Pollock to all industry customers and consumers.
 - d. Implemented new social media strategy that utilizes all platforms; already increased social media impressions by 70% and engagement by 47% YOY.
4. *Brought Wild Alaska Pollock to new channels and consumers through partnership program.*
 - a. Partnered with 17 new partners, awarded nearly 3 million dollars in funding to new partners under the North American Partnership Program. Partners have invested **more than 5.7 million** into bringing Wild Alaska Pollock to new channels, putting it into new forms or associating it with influencers including Martha Stewart and Antoni Porowski.
 - b. Wild Alaska Pollock can be found in **more than 2,200** new grocery stores and more than **24,000 (8,200 7-Eleven stores alone)** new restaurants *where it previously hasn't been!*
 - c. **More than 13 new Wild Alaska Pollock products** brought to market spanning Foodservice, Retail & Restaurant channels.
 - d. One partnership launched Perfect Pollock Portions in Walmart stores, **the first-ever chilled Wild Alaska Pollock product** distribution, is exceeding expectations in the Florida test market and will expand to more stores this year.
 - e. Placed Wild Alaska Pollock on white tablecloth restaurant menus in key markets including New York, Chicago, San Francisco and Seattle. Chefs shared recipes and to date have generated mainstream media coverage leading to **more than 10 million unique views of recipes** and content featuring Wild Alaska Pollock.
 - f. Through partnership with Gorton's, called out Wild Alaska Pollock by name and experienced **30% sales increase in product YOY.**
 - g. Fish People has launched meal kits in every Whole Foods retailer nationwide.

- h. The partnership program has allowed for High Liner to divert resources and go “all in” on Wild Alaska Pollock innovation. They are bringing the new Alaska Wild Wings to market in the popular snacking category as a result just in time for the Super Bowl.
 - i. Launched new Wild Alaska Pollock products in partnership with Martha Stewart in more than **420 retail stores** in the U.S. All Martha Stewart advertising around the products features Wild Alaska Pollock as the “hero” product.
 - j. More than **158m Wild Alaska Pollock** promotional coupon downloads for Wild Alaska Pollock products
 - k. In total, the partnerships have generated **54.5m social media impressions** (Google + Facebook, Twitter, Instagram); Media reach (through article placement) of **49.9m consumers**.
5. *Protected the Wild Alaska Pollock name abroad.*
 - a. Submitted PGI application to protect the name “Wild Alaska Pollock” in Europe.
 - b. With experts, began lobbying expert to begin discussions with critical European Commission officials.
 - c. Conducting consumer research to demonstrate confusion about the name in order to support industry PGI application.
 6. *Proactively address issues and seize marketing opportunities.*
 - a. Conducting comprehensive, industry-wide Life Cycle Assessment with renowned firm, Quantis and create the proof points around the industry’s sustainability story to reassure customers.
 7. *Established additional funding sources for organization.*
 - a. Created an Associate Membership Program that has already brought over \$130,000 in additional funds to GAPP.
 - b. Held first-ever industry wide Wild Alaska Pollock Annual meeting which generated more than \$60,000 in sponsorship funds so that the event (with free registration) was cost neutral to the organization.
 - c. Apply for grant funding through various federal programs in excess of \$500,000. Have successfully received one grant for exploratory trip to China in the amount of \$60,000.

2020 – 2021 Goals & Priorities

1. Increase awareness of Wild Alaska Pollock among consumers in the North American Market.
 - a. Continue investing in bringing Wild Alaska Pollock to new channels and consumers through partnerships.
 - b. Train customers and partners on new messaging to build consistent narrative and brand for Wild Alaska Pollock.
 - c. Identify competitive advantages and food trends where Wild Alaska Pollock can win and exploit them.
 - d. Bring Wild Alaska Pollock to U.S. schools through distributor and broker networks.
2. Determine new ways to strengthen and diversify export market opportunities for Wild Alaska Pollock.
 - a. Successfully launch European Partnership Program.
 - b. Conduct product tests and exploratory missions in markets including China, Southeast Asia and Brazil.
 - c. Conduct research to better understand opportunities for Wild Alaska Pollock Surimi and Roe.
3. Streamline member services and measure return on investment for all GAPP members.

