



GAPP Wild Alaska Pollock Partnership Program Overview

About GAPP: If ever there was a “big fish,” it’s the Wild Alaska Pollock, and it’s our job at the Genuine Alaska Pollock Producers (GAPP) to tell its story. We do that by bringing together some of the industry’s best seafood producers, food operators, chefs, and representatives. Together we develop messages about product quality, nutrition, and sustainability, and then share them around the world. As a nonprofit organization, we’re advocates for one of the world’s most sustainable and nutritious seafood products. Our mission is to educate customers and consumers, promote sales and best uses of the fish, and create awareness for product safety, traceability, health benefits, and the fishery. We spread our message to whitefish markets worldwide with a special focus on North America, Europe, and Japan. Our audience is made up of seafood buyers, food operators, marketing partners, school administrators, and discerning consumers with whom we collaborate to promote awareness and use of a superior and responsibly produced source of protein.

Situation: Wild Alaska Pollock is one of the most abundant and sustainable wild caught seafood in the world. It has a great story that should make it one of the most popular proteins on the planet. A cousin to cod, it has a mild flavor, beautiful flake, is nutritious and delicious, and is easily adaptable to a wide variety of preparations and applications. However, this highly versatile fish is not much utilized beyond its traditional applications of breaded portions and fish sticks and in surimi seafood products. While the members of GAPP support these traditional applications, we feel that there is a great deal of unrealized potential for Wild Alaska Pollock—both in how its presented, and where. As a result, GAPP has elected to partner with brands to bring more Wild Alaska Pollock to more consumers in more ways, around the world.

GAPP Partnership Program: GAPP wants to work with partners on projects that help to build a brand identity for Wild Alaska Pollock—increasing excitement about the fish and its story. In order to successfully create Wild Alaska Pollock pride, we collectively need to address barriers, formulate new ideas and new products, and offer innovative solutions for Wild Alaska Pollock to be integrated into products and product lines where it has previously been excluded and into retail, foodservice and other sales channels where it is not yet present. We also must bring attention to Wild Alaska Pollock in forums with influencers and consumers that were previously unaware of its existence and make them aware of its strong attributes as both an ingredient and center-of-the-plate protein.

To incentivize this, GAPP developed its Partnership program to serve as a matching grant program where GAPP will match up to 1:1 marketing costs associated with bringing Wild Alaska Pollock to market in new forms, introduce it to new channels, or associate the fish with influencers who resonate with consumers. Partners should be prepared to share project ideas and work collaboratively with GAPP both to achieve these goals and communicate the success of the funded projects.

GAPP currently runs partnership programs in North America and Europe and published requests for proposals on a routine basis as well as accepts off-cycle funding requests that conform to certain specifications.

Examples of Current Partners:



GORTON'S SEAFOOD

Program: "Stick with Fish" Campaign



HIGH LINER FOODS

Program: Alaska Wild Wings and Wild Alaska Pollock Burger launch



MIDWESTERN PET FOODS

Program: Wild Alaska Pollock pet foods marketing campaign



SCHWAN'S HOME DELIVERY

Program: Signature Parmesan Crusted & Beer Battered Fillet marketing campaign



TRANS-OCEAN PRODUCTS

Program: Whole Foods Wild Alaska Pollock surimi promotion and ad campaign



TRIDENT SEAFOODS

Program: Surimi in school lunch programs, Wild Alaska Pollock Burger promotion, Wild Alaska Pollock influencer promotions

Project Requirements:

Geographic Scope: North America or Europe

Focus Areas: Projects must address 1) Wild Alaska Pollock as an exciting protein option in either new product innovations or current products or product lines where it is not now regularly present; 2) Space or channels in retail, foodservice or alternative markets where Wild Alaska Pollock is not regularly sold; or 3) Substantially increase the profile of Wild Alaska Pollock in a forum with influencers or consumers largely unaware of the protein and its attributes.

Funding Level: Partners must indicate their investment in the project, any 3rd party commitments, as well as the proposed investment by GAPP. GAPP funding levels will be determined based on the project's ability to meet GAPP's intended goals for this partnership, the potential ROI, project impact, and available funds.

NOTE: If this proposal is submitted "off-cycle" (i.e. not in response to a specific Request for Proposals put forth by GAPP) then the amount requested must be below \$250,000.00.



Reporting: Proposals should include a detailed description of how the partner intends to communicate publicly about the project as well as share information with GAPP about the progress of the project in real time. Proposals should detail metrics for success and written results of the project must be provided to GAPP following conclusion of the project that track against those metrics. Publicity on the project will be determined by agreement between GAPP and the partner, but partners should be willing to collaborate to determine the best method for on-going promotion and communication about the project and its impact on the Wild Alaska Pollock industry.

Proposal Submission Guidelines:

All applicants should provide an overview of their proposal as well as submit a written project proposal which includes the following information:

1. Name of promotion/project:
2. Promotion/project start date:
3. Promotion/project completion date:
4. Target market:
5. Geographic distribution/coverage:
6. Project/promotion goals & metrics for success:
7. Description of project/promotion: (Please include all strategies, tactics, components, materials, and provide visuals, if possible)
8. Description of the specific product to be promoted or forum where Wild Alaska Pollock will be presented (Please include product and/or menu description, percentage of Wild Alaska Pollock content, whether the product will be introduced as a permanent item or limited time offer, anticipated price point, anticipated reach/target audience, anticipated publicity, desired impact.)
9. Suppliers of the Wild Alaska Pollock for this product (list all as applicable)
10. Describe how the Wild Alaska Pollock message will be communicated to the target market and audiences. Describe how this project and its results will be communicated during the project and following its conclusion both to GAPP members and the broader industry. How can GAPP help amplify your communications efforts?
11. Projected results, anticipated impact and how they will be measured, including any pre- and post-data or sentiment analysis/reach that will be collected. Indicate how the results of the project/promotion will be reported to GAPP and how GAPP can publicize the results of this project.
12. Proposed budget for promotion, including total costs and which portions of the budget would be paid for by you and which you propose would be paid for by GAPP.



Decision: Proposals will be evaluated by the appropriate GAPP Committee(s) and the GAPP Board of Directors. The Board, in its sole discretion, will select the proposals to be funded based on which proposals best address the Program Focus Areas (set forth below). The decision of the Board will be final.

For More Information:

info@alaskapollock.org

(206) 913-3930

