



## GAPP 2020-2021 Goals

GAPP has been largely focused on the U.S. market over the past year, and more of our activities and dollars have been spent there. As such, we believe that we should focus our efforts against our mandate which is to **build awareness and demand for WAP**, first in the U.S. market.

As such, the first step is to build that awareness and familiarity in Wild Alaska Pollock with the consumer, we will strive to use the Ketchum data gathered in 2019 as our benchmark. It is important to note that the benchmark needs to also be relative to the whitefish species (tilapia and cod) we compete against and analyzed as such. In making comparisons Year-over-Year, we will include awareness, familiarity and quality diagnostic metrics to determine if our efforts in the marketplace are working (are they seeing it more often, do they think better of it, etc.) to understand the drivers of the change in metrics. are moving. We also need to formalize a process to quantitatively assess if the partnerships we're investing in have achieved their stated goals and are supporting our overall mission.

### GAPP/Ketchum Seafood A&U – Sept. 2019

	Aware	Familiar (A lot/Some/Little)	Only Know Name/ Never Heard Of
Salmon	96%	83%	17%
Cod	91%	70%	30%
Tilapia	91%	73%	27%
<b>Wild Alaska Pollock</b>	<b>80%</b>	<b>52%</b>	<b>48%</b>
Haddock	80%	54%	46%
Sole	73%	47%	53%

**Goal 1:** In 2020-2021, GAPP will significantly increase the percentage of people that are familiar (52%) and simultaneously decrease the number of people who haven't heard of it (48%). Our ultimate goal over time is to reach the levels that our competitive whitefish species have achieved. (Note: Absolute levels of lift/decline will be determined once the study design/sample size is finalized).

It is also important to replicate this work on a global scale, as the Wild Alaska Pollock industry depends heavily on its ability to export. As such, we believe it is important to establish and understand the priority export markets and establish awareness and familiarity baselines among consumers in those markets that activities to market and promote Wild Alaska Pollock can be tracked against.

**Goal 2:** In 2020-2021, GAPP will identify the 3-5 priority export markets for Wild Alaska Pollock products and gather research that establishes a clear consumer benchmark for awareness and familiarity of Wild Alaska Pollock in those priority markets.

GAPP is also, first and foremost, a membership organization. As such, it is important that one goal encapsulate the satisfaction of our membership and their likelihood to continue supporting GAPP and its mission and mandate. GAPP will begin conducting an annual membership satisfaction survey to determine the most relevant and important services GAPP provides as well as measuring overall satisfaction.

**Goal 3:** At least 75% of GAPP members will recommend the organization (as measured by a question in the annual membership satisfaction survey).

We believe that these goals demonstrate GAPP's commitment to driving progress against its Board-approved Mission and Vision.