



GAPP Wild Alaska Pollock Partnership Program Overview

About GAPP: The Association of Genuine Alaska Pollock Producers (GAPP) was established in 2003 to include membership from the Wild Alaska Pollock processing industry. Today the GAPP's mission is to work with the industry to increase the awareness and demand of Wild Alaska Pollock. GAPP can partner directly with brands to build demand for products containing Wild Alaska Pollock as the fish isn't typically sold in a commodity form in the seafood case like other Alaskan seafoods.

Situation: Wild Alaska Pollock is one of the most abundant and sustainable fisheries 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. 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, as well as accepts off-cycle funding requests that conform to certain specifications.

Project Requirements:

Geographic Scope: North America

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) New distribution or new 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 up to a \$1 to \$1 match

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 your 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.

For More Information

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