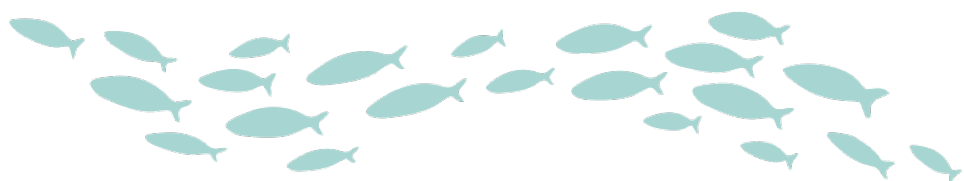


## **Genuine Alaska Pollock Producers** 2019-2020 Fiscal Year Annual Report



## INTRODUCTION & HIGHLIGHTS

2019 was a foundational year for the Association of Genuine Alaska Pollock Producers (GAPP), building upon 2018's major reorganization, expanded membership, new Board of Directors, and a greatly expanded budget, thanks to the support and vision of the GAPP membership. It was also a year of significant achievement in GAPP programs and initiatives. Here are some of the year's highlights:

### Established a standalone organization that is expertly staffed & fiscally and legally sound.

- 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.
- Hired an outside accounting and legal firms with deep expertise in the nonprofit community to ensure compliance with and attainment of established accounting and governance protocols to ensure fiscal and legal responsibility.
- Obtained official 501(c)(6) status and all requisite business licenses.
- Ensured return on investment for members by establishing a strategic plan and undertaking a 3-year return on investment study.
- Hired Ron Rogness, an industry expert to assist the organization with needed expertise in critical areas and retained Ketchum Global PR as GAPP's public relations agency of record.

### Created an organization that is completely member-led.

- 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.
- Created membership services to share industry information and insights (weekly Meltwater newsclips, weekly and monthly economic updates, monthly member newsletter).

### Created industry-wide messaging toolkits to create brand for Wild Alaska Pollock.

- Conducted in-depth research including stakeholder interviews across the food chain, an 1000 respondent online survey, and comprehensive focus groups.
- 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.
- Launched new, SEO-optimized website that showcases Wild Alaska Pollock to all industry customers and consumers.
- Implemented new social media strategy that utilizes all platforms; already increased social media impressions by 70% and engagement by 47% YOY.

### Brought Wild Alaska Pollock to new channels and consumers through partnership program.

- 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, Antoni Porowski and Chef Dan Churchill.

- 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) dining outlets where it previously hasn't been!
- More than 13 new Wild Alaska Pollock products brought to market spanning Foodservice, Retail & Restaurant channels.

### Protected the Wild Alaska Pollock name abroad.

- Drafted for submission a PGI application to protect the name "Alaska Pollock" in Europe.
- With local experts in Brussels, began lobbying European Commission officials on the need for a PGI for Alaska Pollock.
- Identified (for completion in 2020) consumer research to demonstrate confusion about the name in order to support industry PGI application.

### Began to address issues and seize marketing opportunities.

- Conducting comprehensive, industry-wide Life Cycle Assessment with renowned firm, Quantis to create the proof points around the industry's sustainability story to reassure customers.

### Established additional funding source for organization.

- Created an Associate Membership Program that has already brought over \$130,000 in additional funds to GAPP.
- 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.
- Applied for grant funding through various federal programs in excess of \$500,000. Received one grant for exploratory trip to China in the amount of \$60,000.



## GAPP REVAMPS COMMITTEE STRUCTURE

This year, GAPP took a critical look at its Committee structure with the goal of being completely industry led. In order to obtain the best insights for how to grow demand and awareness for Wild Alaska Pollock, GAPP launched 6 new committees to gather industry experts together.



**Communications Committee:** Margery Schelling, American Seafoods (Chair); Joe Bundrant, Trident Seafoods; Jill Cronk, True North Seafood; Catherine Hu, High Liner Foods; Chris Hussey, Gorton's Seafood; Gavin Kennedy, Gorton's Seafood; Amin Nabli, Aquamar; John Salle, Trident Seafoods.

**Fillet Committee:** Mike Cusack (Chair), American Seafoods; Jim Donahue, UniSea; Lars Fanth, Arctic Storm; Daisuke Fukushi, Delmar Co.



**Metrics Committee:** Karl Bratvold, Starbound (Chair); Chris Hussey, Gorton's Seafood; Gavin Kennedy, Gorton's Seafood; Grant Mirick, APICDA; Paul Peyton, BBEDC; Ron Rogness, GAPP.

**Roe Committee:** Mikel Durham, American Seafoods (Chair); Takashi Matsumoto, UniSea; Jostein Rortveit, American Seafoods; Toshihiro Tsunetaka, Trident Seafoods.



**Sustainability Committee:** Bob Desautel, Global Seas; Austin Estabrooks, APA; Trent Hartill, American Seafoods; Grant Mirick, APICDA; Brent Paine, UCBA; Paul Peyton, BBEDC; Ron Rogness, GAPP; Matt Tinning, APA.

**Surimi Committee:** Doug Christensen, Arctic Storm (Chair); Sean Chae, Trident Seafoods; Jason Martin, Golden Alaska Seafoods; Takashi Matsumoto, UniSea; Amin Nabli, Aquamar; Rasmus Soerensen, American



## WILD ALASKA POLLOCK CONSUMER INSIGHTS & TOOLKIT



When purchasing and ordering fish, comprehensive research conducted by GAPP found that across the board, key consumer audiences are looking for a tasty, healthy, sustainable option that is easy to prepare and that Wild Alaska Pollock delivers everything consumers crave in a whitefish! Specifics around how best to communicate those attributes and familiarize consumers nationwide with Wild Alaska Pollock are detailed in GAPP's new toolkit that were released to its membership and partners in its North American Partnership Program.

The quest to tell a unique and consistent story about Wild Alaska Pollock

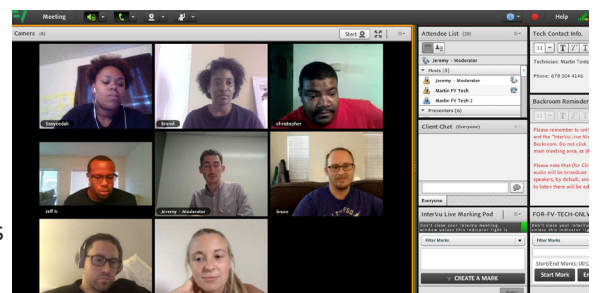
**THE RESEARCH REVEALED "FUTURE WILD ALASKA POLLOCK ADVOCATES" AS BEING EDUCATED, AFFLUENT (HOUSEHOLD INCOME GREATER THAN \$50,000.00), MILLENNIALS (AGE 23-38) AS THOSE WITH THE STRONGEST PURCHASE POWER FOR WILD ALASKA POLLOCK ACROSS ALL BUSINESS CHANNELS.**

consumers think of Wild Alaska Pollock and what would motivate them to purchase or order the fish more frequently.

The research revealed "future Wild Alaska Pollock advocates" as being educated, affluent (household income greater than \$50,000.00), millennials (age 23-38) as those with the strongest purchase power for Wild Alaska Pollock across all business channels.

While the toolkit will help the industry and its customers and partners learn how to talk about Wild Alaska Pollock to all audiences and across all purchasing platforms, specific energy and effort is paid to which attributes are most motivational to this special group of future advocates.

Over the last several months, GAPP has hosted trainings for its members





on how to utilize the toolkit and messaging. In addition, GAPP will be working as part of its 2020-2021 Strategic Plan to provide this messaging to downstream domestic customers who already love Wild Alaska Pollock and want to showcase its incredible story.

## HERE'S WHAT THE GAPP NORTH AMERICAN PARTNERSHIP PROGRAM DID FOR WILD ALASKA POLLOCK IN 2019

GAPP created the Partnership Programs to help meet the unrealized potential for Wild Alaska Pollock around the world. To create Wild Alaska Pollock pride, partners work with GAPP to address barriers, formulate new ideas and new products, and offer innovative solutions for Wild Alaska Pollock where it has previously been excluded at retail, foodservice, or other sales channels. Partners work collaboratively with GAPP to achieve these goals and communicate success of the funded projects.

Each partner brings equal or greater funds to the table, meaning that for every dollar of GAPP investment, there is at least a one-to-one, and in most cases greater, investment in bringing WAP to new channels and consumers. While exact partner investments will remain confidential, the nearly three million dollar GAPP investment has been more than tripled by matching partner funds.

Here's what the GAPP North American Partnership Program did for Wild Alaska Pollock last year:

- One partnership launched Perfect Pollock Portions in Walmart stores. This first-ever chilled Wild Alaska Pollock product in retail distribution is exceeding expectations in the Florida test market and will expand to more stores in 2020.
- 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.
- Through a partnership with Gorton's, called out Wild Alaska Pollock on packaging and experienced 30% sales increase in product YOY.
- Fish People launched meal kits in every Whole Foods retailer nationwide bringing Wild Alaska Pollock to new channels and in front of new consumers across the country.
- The partnership program has allowed for High Liner to divert resources and go "all in" on Wild Alaska Pollock innovation. They brought the new Alaska Wild Wings to market in the popular snacking category just in time for the SuperBowl.
- 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.
- More than 158M Wild Alaska Pollock promotional coupon downloads for Wild Alaska Pollock products through partnerships with Trident, Fish People and others.
- In total, the partnerships have generated 54.5M social media impressions (Google +, Facebook, Twitter, Instagram); Media reach (through article placement) of 49.9M consumers.



## GAPP EXPANDED SUCCESSFUL PARTNERSHIP PROGRAM TO EUROPE

GAPP received 13 applications for funding under its newly created European Partnership Program on March 15, 2020. Four of the applications were for surimi products and the remaining nine for fillet-based products. The proposals spanned four countries including Spain, the UK, Germany and Poland.

The proposals were a mixture of new product launches using fillet and surimi product as well as bringing Wild Alaska Pollock products to new channels in applications where it hasn't previously been.



Nomad Foods



## GAPP LAUNCHED LIFE CYCLE ASSESSMENT TO MEASURE ENVIRONMENTAL IMPACT

After issuing a Request for Proposals in April of 2019, GAPP received a number of proposals from qualified firms interested in conducting a Life Cycle Assessment (LCA) for the entire Wild Alaska Pollock industry. GAPP announced that upon review by the GAPP Sustainability Committee and approval by the GAPP Board of Directors, it has selected Quantis to complete the Wild Alaska Pollock industry-wide LCA. This comprehensive LCA will allow for the Wild Alaska Pollock industry to further quantify its extremely low carbon footprint and help provide assurances to downstream customers who are looking to make claims around environmental sustainability.

The LCA is expected to be completed in 2020 and will include a review by an independent third party to verify the results. After the Assessment is conducted, a comprehensive communications plan will also be implemented to communicate the results up and down the food chain. After the Assessment is conducted, a comprehensive communications plan will also be implemented to communicate the results up and down the food chain. We look forward to unveiling the results of the LCA with a comprehensive communications and media strategy in October 2020.

## GAPP MISSION TRIP: PASSPORT TO CHINA

The export market has never been more critical for the Wild Alaska Pollock industry and GAPP is seeking to learn as much as it can about the opportunities abroad as possible. Recently, at the direction of the Board, GAPP applied for and was awarded grant funding under the U.S. Department of Agriculture, Foreign Agricultural Service Emerging Market Program funds. The following leaders were selected from within the industry to travel to China for a 10-day trade mission trip:

- Jeff Welbourn, Trident Seafoods
- Jason Martin, Golden Alaska
- Jostein Rortveit, American Seafoods
- Margery Schelling, American Seafoods
- Jeff Kauffman, Central Bering Sea
- Jacob Christensen, Arctic Storm
- Bill Maio, Trident Seafoods



GAPP visited key customers in three cities: Shanghai, Qingdao and Beijing and worked to better understand the opportunities available for Wild Alaska Pollock in China. We learned of incredible innovation taking place, the growing QSR sector (where fish has an incredible opportunity), how traditional Chinese dishes like hot pot can feature Wild Alaska Pollock surimi seafood, and how important relationships and loyalty are to Chinese customers. Everywhere we turned we heard from customers just how much they want to use Wild Alaska Pollock because of its incredible story and countless attributes.

On the final day of the trip, industry leaders met with senior officials including the Minister-Counselor of Agriculture, Bobby Richey at the U.S. Embassy in Beijing. Participants received a briefing about the state of the Chinese market, including the current state of play in the trade negotiations. All of the industry representatives impressed upon the U.S. Department of Agriculture staff the importance of China to the Wild Alaska Pollock export market and how the tariffs have impacted our



ability to do business in the region. Department staff were incredibly receptive and worked with the participants to discuss short-term and long-term solutions that may aid in increasing demand and building awareness for Wild Alaska Pollock throughout China.

GAPP will also be submitting proposals for similar trips to Brazil, Southeast Asia (including stops in Thailand, Vietnam and Malaysia) as well as India. Such Federal grant dollars will allow GAPP to maximize its investment and bring along industry thought leaders who can help ask the right questions and put together an overall industry strategy for engagement in these emerging export markets.

GAPP EXPLORED MARKET OPPORTUNITIES IN JAPAN



GAPP CEO Craig Morris traveled to Japan twice in the last year to build relationships with leading Surimi and Roe customers. The trips were hugely educational and gave GAPP a bird’s-eye view into both the challenges and opportunities for Wild Alaska Pollock Surimi and Roe both in Japan and markets around the world.

Through these visits, GAPP started the process of building relationships with major processors in Japan and discussed ways that GAPP can collaborate to further market new product innovations in Japan and also bring leading Roe and Surimi products to the domestic and European markets. The scale and scope of the Surimi and



Roe markets in-country was truly breathtaking, and we believe there are many opportunities to take these amazing products and bring them to consumers around the world in key markets including China, Thailand, Taiwan, Singapore and even the U.S. The attention to detail, passion for quality and commitment to Wild Alaska Pollock was a treasure to witness firsthand and something that GAPP will carry with it in the years to come as it works to build demand and raise awareness for our amazing fish.

KEY EARNED MEDIA COVERAGE FOR WILD ALASKA POLLOCK

| MEDIA OUTLET    | ARTICLE DESCRIPTION  | DATE PUBLISHED    | POTENTIAL REACH |
|-----------------|--|-------------------|-----------------|
| Vogue           | <a href="#"><i>The Sustainable Seafood You’ll Soon Be Seeing Everywhere</i></a>  | November 25, 2019 | 4.85 million    |
| Boston Magazine | <a href="#"><i>The Gorton’s Fisherman Is Also One of People Magazine’s Sexiest Men Alive</i></a>                       | December 11, 2019 | 684 thousand    |
| New York Times  | <a href="#"><i>A Seafood Pie for the Feast</i></a>   | December 13, 2019 | 122 million     |
| People          | <a href="#"><i>Antoni Porowski Dishes on His Holiday Plans and Why His Family Members ‘Don’t Want’ Him to Cook</i></a> | December 18, 2019 | 34 million      |
| Forbes          | <a href="#"><i>Alaskan Pollock Production Continues As Usual Despite The Coronavirus Response</i></a>                  | March 27, 2020    | 66.8 million    |

## SOCIAL MEDIA COVERAGE: CHARTED A NEW STRATEGY:

Receiving guidance from the GAPP Communications Committee, GAPP continues to pivot and hone its social media content to drive engagement and build followers. We have asked members and partners to amplify our content and encourage their followers to do the same.

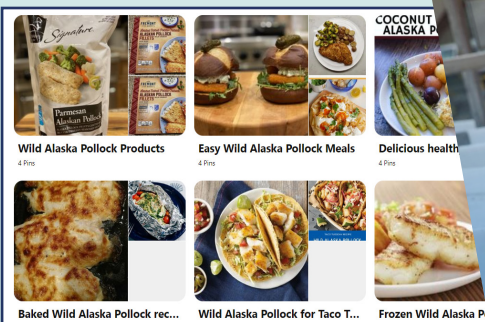
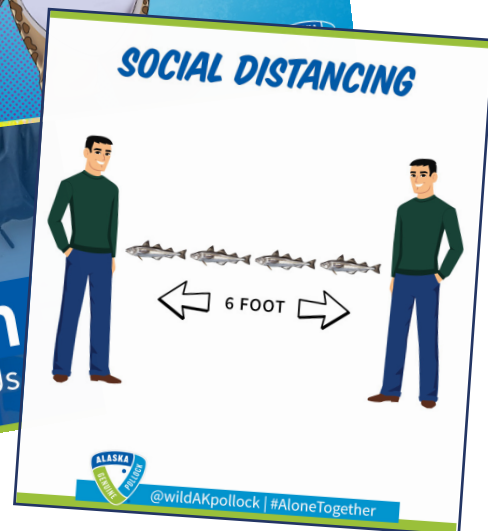
On Instagram, a largely consumer-facing platform, GAPP amplifies Wild Alaska Pollock recipes and other consumer-focused content from members, partners. To continue to grow our reach and build our audience, we have paid to promote a select number of our top posts. The goal of this strategy is to establish GAPP's reputation in the consumer space as a go-to resource for Wild Alaska Pollock recipes and nutrition information.

Alternatively, GAPP's Facebook is industry-facing. GAPP & industry news is at the forefront on this channel, with supplementary content cross-posted from our Instagram account to diversify our Facebook outputs. Our goal is to establish GAPP's Facebook page as a go-to source for GAPP & Wild Alaska Pollock Industry news, updates, and other related information.

We have also launched a GAPP Pinterest page for sharing Wild Alaska Pollock recipes, which we are excited to build out as we continue to develop our content on the platform.



**Genuine Alaska Pollock Producers** @wildAKpollock · Apr 2  
Looking for something to do while you #StayHome? Try your hand at our Dutch coloring pages! 🎨  
Send us a picture of your finished work by April 10 for a chance to win some awesome #TeamWildAlaskaPollock gear! Stay home & stay healthy out there, team. ❤️



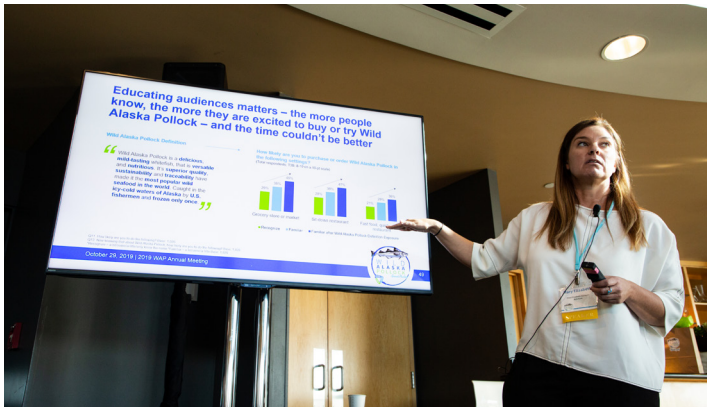
## @WILDAKPOLLOCK

46,000 fans / 1,000 engagements

216 followers / 1,700 engagements

256 followers / 1,800 engagements





## FIRST-EVER WILD ALASKA POLLOCK ANNUAL MEETING

In October, GAPP hosted the first ever Wild Alaska Pollock industry-wide conference at the World Trade Center Seattle. Attended by over 150 GAPP members and Associate Members from across the industry, the meeting can only be described as a huge success and for that we are



hugely grateful! Speakers included Mary Elizabeth Germaine from Ketchum who presented the results of the months-long GAPP consumer insights work, Ron Rogness who provided an economic and market update on the fishery, representatives from Quantis who discussed the forthcoming Wild Alaska Pollock industry Life Cycle Assessment and a big reveal of the new GAPP website by the Garrigan Lyman Group.

There were also several panels that discussed topics including the North American Partnership Program, international marketing and market opportunities, and how the Wild Alaska Pollock industry was “sustainable before it was sexy.”

The event also included a video message from U.S. Senator Lisa Murkowski and opening remarks from Alaska State Senator Gary Stevens as well as GAPP Chair Mikel Durham and CEO Craig Morris. For a full recap of the event including press releases, please visit the new and improved GAPP website.

**The second-annual GAPP Annual Meeting is scheduled for October 12, 2020.**

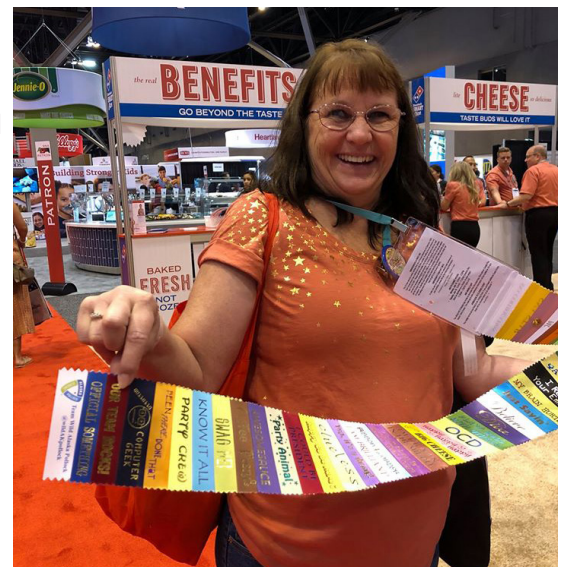


## GAPP EXHIBITED ALONGSIDE MEMBERS AT THE SCHOOL NUTRITION ASSOCIATION SHOW

The GAPP team exhibited at the School Nutrition Association (SNA) Show in St. Louis, MO. GAPP has been a long-time supporter of SNA and has worked to develop recipes and engage with school foodservice directors and staff on how Wild Alaska Pollock is the perfect fit for a healthy and delicious school lunch. While at the show, we worked alongside GAPP members Trident Seafoods and High Liner Foods to tell the story of Wild Alaska Pollock.

Based on discussions at the show, GAPP worked on and launched a long-term strategy for how to most effectively and efficiently engage with school decision makers with the hopes of turning children into life-long Wild Alaska Pollock consumers. While GAPP has historically engaged with the U.S. Department of Agriculture to showcase new Wild Alaska Pollock products as well as the School Nutrition Association, after stakeholder interviews and expert advice and counsel, GAPP has decided to shift its attention to the key decision makers in the school lunch sphere: distributors and brokers.

It became evident that distributors and brokers need GAPP’s help in promoting, educating and engaging their clients (i.e. schools) on the







benefits of serving Wild Alaska Pollock. GAPP's strategy this year is to engage the distributors and brokers to assess what challenges they are currently facing when it comes to promoting Wild Alaska Pollock and then look to build out resources that help to fill in those gaps (excuse the pun!).

We are looking forward to doing more to drive demand and awareness for Wild Alaska Pollock in schools this year and beyond!

## GAPP LAUNCHED RETURN ON INVESTMENT STUDY

After much discussion, GAPP has selected a well-respected expert to conduct a three-year return on investment study that will track the impact that your membership dollars in GAPP have made on the overall GAPP mission and vision, as well as on the Wild Alaska Pollock industry as a whole.

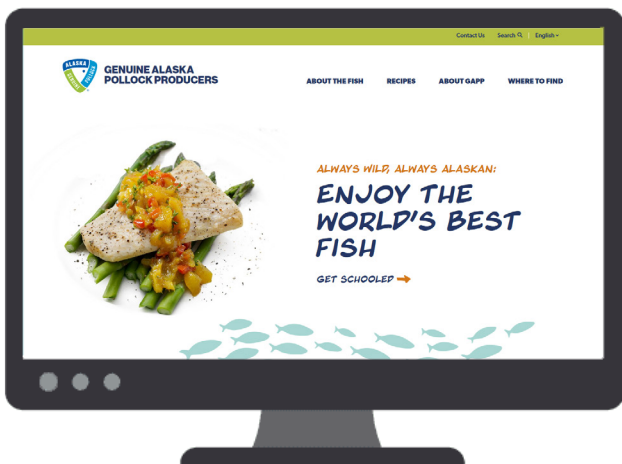
GAPP has selected Dr. Harry Kaiser of Cornell University to conduct this comprehensive and important work. Dr. Kaiser has performed similar studies for many major commodity trade associations including beef, pork, soybean and more. These studies have been instrumental in demonstrating the return on investment for producer dollars against the overall program, but also against specific deliverables.

The GAPP Metrics Committee felt that this level of accountability and measurement was critical. Stay tuned for more on the study and its progress!

## INDUSTRY RELATIONS - NEW GAPP OUTREACH EFFORT

This year also brought new ways that GAPP is reaching out to our membership. Every week, GAPP members receive Meltwater NewsClips that outline key discussions in the media about Wild Alaska Pollock and GAPP. Members also receive a weekly Wild Alaska Pollock Fishery Update, which is a routine update intended to help provide our members with up-to-date information about the state of the fishery.

On a monthly basis, GAPP members have access to the Monthly GAPP Member Newsletter that details key initiatives and progress against our GAPP goals as well as our Monthly Trade Report that tracks the domestic and global trade of Wild Alaska Pollock products.



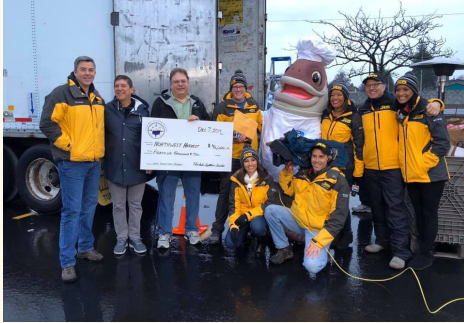
## GAPP LAUNCHED NEW WEBSITE

In October, GAPP launched the new GAPP website at [www.alaskapollock.org](http://www.alaskapollock.org). The website, designed to be a hub for customers, consumers and the Wild Alaska Pollock industry, has a dynamic, engaging and somewhat whimsical feel meant to draw consumers and food decision makers in to the site and invite them to learn more about Wild Alaska Pollock.

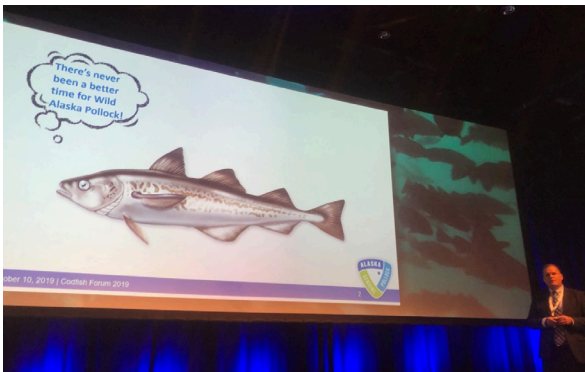
GAPP worked with the Garrigan Lyman Group (GLG), a Seattle-based web design firm, to build the new and improved website. Later this year, GAPP will launch a version of the updated website in German and later on, in Japanese.

## DUTCH AROUND TOWN

Last year, GAPP brought a new friendly, 6-foot friend onto the scene: meet Dutch our Wild Alaska Pollock industry mascot! Dutch swam all over Seattle last year attending events including GAPP's Annual Meeting, member holiday parties and gatherings, and even appeared on Seattle's King 5! Every great industry needs a mascot and now we have one too! Here's to the newest member of #TeamWildAlaskaPollock.



## GAPP WAS AT THE FOREFRONT OF GLOBAL CONFERENCES AND EVENTS!



GAPP has been walking the talk and getting out there to tell the Wild Alaska Pollock story this year!

First, GAPP CEO Craig Morris presented as part of a panel of innovative leaders at the Purpose Summit, an event hosted by Barkley U.S. and Jefferies. Morris extolled the virtues of Wild Alaska Pollock, particularly its strong sustainability story and trend towards new, innovative products to the audience of investors, venture capitalists and brand marketing practitioners at the New York City event.

Next up, Morris headed to Tromsø, Norway to present at the Codfish Conference. Morris discussed GAPP's Year 2 Strategic Plan and opportunities for Wild Alaska Pollock, focusing on much of the marketing

and communications work that has been done to start creating a global brand for Wild Alaska Pollock. Morris met with leaders at the Norwegian Seafood Council and traded insights about consumer preferences around seafood. The trip was the start of a solid collaborative relationship between GAPP and NSC and everyone is excited about working together to increase seafood consumption worldwide.

Morris also presented at the 2019 Global Groundfish Forum in Berlin about the state of the Wild Alaska Pollock fishery and gave an update on GAPP and its projects and initiatives. At the forum, Morris announced the new European Partnership Program that generated considerable industry press.

GAPP team-member Anna Carpenter also presented at the Northwest Fisheries Association Dinner Meeting this year and discussed GAPP's sustainability efforts and Life Cycle Assessment.

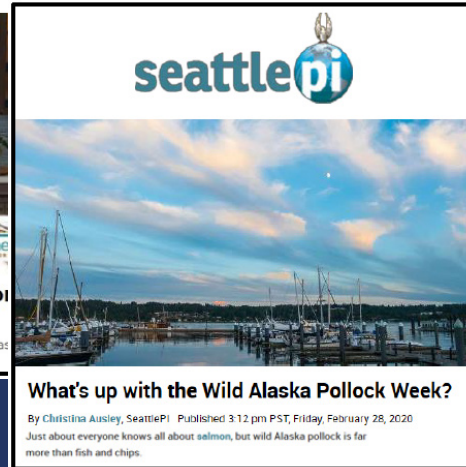




## GAPP, ASMI PROMOTE WILD ALASKA POLLOCK DURING SEATTLE “WAP” WEEK

In partnership with the Alaska Seafood Marketing Institute (ASMI), the Association of Genuine Alaska Pollock Producers (GAPP) supported the first-ever Wild Alaska Pollock Week which took place in Seattle from February 28 - March 8. Some of Seattle's premier restaurants incorporated Wild Alaska Pollock into new dishes for a limited-time.

GAPP also worked with the participating chefs to obtain the recipes they've created to feature Wild Alaska Pollock and compiled those recipes on the new GAPP website. Here's a snapshot of the results and the delicious Wild Alaska Pollock dishes!



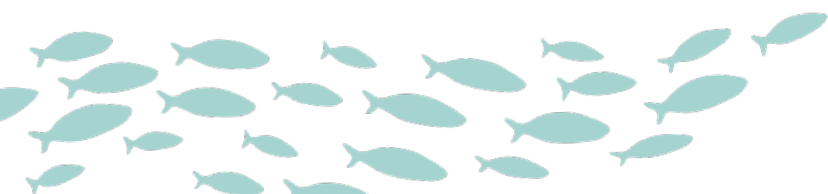
## IMPACT:

- 29 total restaurants participating; 62 outlets
- More than 30 different preparations
- 80 million media impressions during the event
- Lifelong relationships and WAP converts

## GAPP WORKS COLLABORATIVELY WITH SISTER ORGANIZATIONS

In an effort to work more smarter and more efficiently, GAPP reached out and forged strong relationships with the leaders of each of its sister organizations in the Alaska Seafood space including the At-Sea Processors Association (APA), Pacific Seafood Processors Association (PSPA), the Alaska Seafood Marketing Institute (ASMI), and the National Fisheries Institute (NFI). The five organization's CEOs meet monthly on a "Group of 5" call to discuss current issues, overarching industry projects and ensure collaboration and cooperation wherever possible.

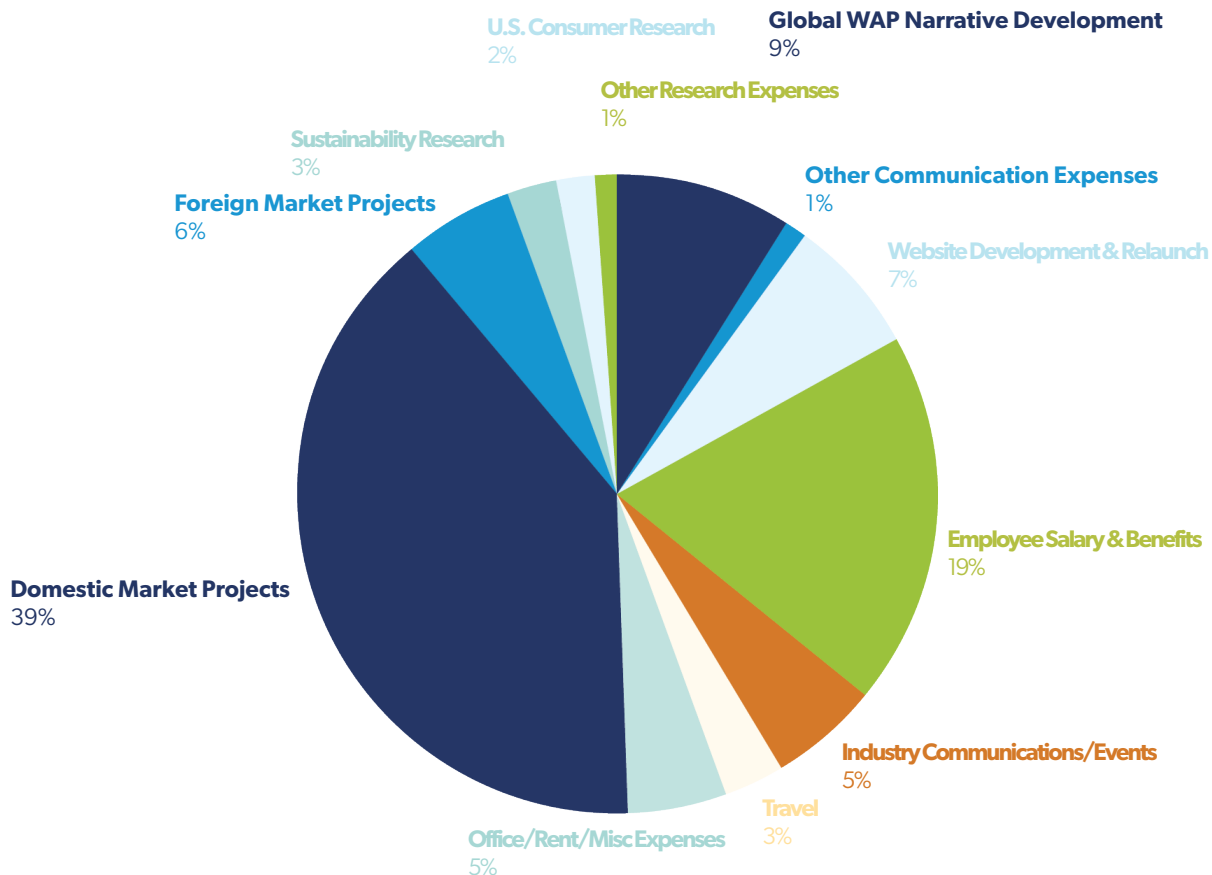
The Group of 5 calls have led to projects including a master-message document that lays out which organization will take the lead with media on certain topics as well key partnership initiatives like the Wild Alaska Pollock week and more.



## FINANCIAL REPORT

Overall, GAPP had a great financial year after setting up stringent mechanisms through its new accounting firm, Clark Nuber, for expense management. Every vendor with GAPP now is required to have a signed Scope of Work and budgets are closely followed and adhered to for each individual project. Over the last fiscal year, GAPP underspent versus total income. Notably, 45% of total expenses was a direct investment in marketing (US + Europe partnership projects). Additionally, administrative costs were 24%, well below the industry average for trade associations.

|                                       |                       |
|---------------------------------------|-----------------------|
| Member Assessments:                   | \$3,079,120.50        |
| Associate Membership Dues:            | \$112,500.00          |
| Other (cash back, sponsorship, etc.): | \$144,843.16          |
| <b>Total Income:</b>                  | <b>\$3,306,663.66</b> |
| FY 2019-2020 Expenses:                | \$2,615,944.19        |



## CONTACT US

### WE'VE MOVED!

This year, GAPP moved into a brand new office space at 2200 Alaskan Way. The space, shared with GAPP member Golden Alaska, allows for GAPP to have a permanent home and place to call its own! Come by and visit!

2200 Alaskan Way, Suite 420 • Seattle, WA 98121 USA

(206) 913-3930 • [info@alaskapollock.org](mailto:info@alaskapollock.org)

