



April 2021- Wild Alaska Pollock Partnership Program Request for Proposals

Situation: Wild Alaska Pollock is one of the most abundant and sustainable fisheries in the world. It is also delicious: A cousin to cod, it has a mild flavor, beautiful flake, is nutritious and is versatile enough to be used in all kinds of menus. The members of GAPP believe that Wild Alaska Pollock has so much more to offer and are ready to co-finance innovation and marketing related to this wonderful species. The GAPP Partnership Program is an opportunity to grow your business with matching funds from GAPP. If your program is chosen, we will match a certain amount of the marketing or innovation spend – more details below on funding level.

Partnership Program Objective: To ultimately drive demand and increase purchase intent for Wild Alaska Pollock.

In-Market Timing of Program: 2021/2022 Calendar Year

Request for Proposals: GAPP created the Partnership Program to improve the value of the Wild Alaska Pollock specie by increasing consumer demand by building awareness/familiarity of Wild Alaska Pollock and converting that into repeated purchase intent. GAPP welcomes proposals from any organization that has a proposal that will increase awareness and/or familiarity and ultimately convert that awareness/familiarity into “try and buy” with Wild Alaska Pollock. All product inputs should be considered—fillets, surimi, roe, fishmeal or oil. Multiple projects may be submitted.

This program is designed to be collaborative. Partnership Programs must support GAPP’s over-arching goal of value growth via demand creation programs. One of the preeminent goals is to share learnings throughout the industry about new ways to build demand and raise awareness for Wild Alaska Pollock. Partners should be prepared to share project ideas and work collaboratively with GAPP both to achieve the program goals as well as to communicate the learnings and success of the funded projects. Our goal is to communicate and increase awareness of Wild Alaska Pollock therefore, where appropriate, “Wild Alaska Pollock” should be included in all marketing materials. We have invested heavily in understanding how best to market Wild Alaska Pollock and have included key information in our Tool Kits which are available for use. GAPP will work with each partner individually to optimize execution of consumer messaging about Wild Alaska Pollock. In addition, all partners will align on an agreed messaging strategy, memorialized in an MOU, before the award is complete.

Program Specifications: These programs should be in support of one or more of the following objectives:

- Increase consumer awareness or familiarity of the specie overall and/or driving greater knowledge of key specie benefits or attributes;
- Launch new product innovations, aligned with current consumer or culinary trends or growth categories;
- Expand distribution of the specie into new and desirable channels;
- Expand usage occasions either for in-home or out-of-home consumption; or
- Attract new consumers or expand household penetration.

Proposal Review Timeline: The current review period for the next round of funding is as follows. Partners may submit multiple proposals for review.

Key Dates: Proposals Due: July 20th
Announcement Date: Early September

Project Requirements:

Geographic Scope: North America & Europe

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. We plan to fund a wide range of initiatives at varied budget levels – these include programs as small as a test market to larger programs such as entering a new category or a national campaign.

Proposal Submission Guidelines – Please [click here to download and fill out Attachment A](#)

Please fill out and email the form linked above to Christine Durkin at Christine.durkin@alaskapollock.org by July 20th.

In regards to Attachment A, all applicants should include the following information, providing an overview of your proposal.

1. Name of promotion/project:
2. Promotion/project start date:
3. Promotion/project completion date:
4. Total Project Spend (in USD):
5. Funding Amount Requested from GAPP (in USD):
6. Any additional funds that are being contributed from other sources (in USD):



7. Wild Alaska Pollock Material(s) or Product Used:
8. Raw Material Supplier. Is it a new or existing contract?
9. Is this partnership a new-to-market product or existing product? If existing, is this a conversion to Wild Alaska Pollock from another fish?
10. Target market:
11. Geographic distribution/coverage:
12. Please describe the context and size of the opportunity and any fact-based reasons to believe that the program/product will be successful, such as,
 - Concept or Product tests scores
 - Consumer/Customer/Distributor feedback
 - Third party expert opinion
 - Relative historical experience (with Wild Alaska Pollock/other species/protein)
13. Describe the goals for this partnership, expressed as SMART Objectives.
 - **Specific** - objective is clear and defined
 - **Measurable** – provides specific data or metrics driven targets (quantifiable and verifiable)
 - **Achievable** – is accomplishable with available resources
 - **Relevant** – is aligned to GAPP’s objectives & strategy
 - **Time-Based** – has a realistic timeframe or end date
14. Program specific metrics: What will be collected; how will results be shared with GAPP. (Please see Attachment B for examples of information GAPP wishes to collect).

History of GAPP Partnership Program

The Partnership Program was conceived by the GAPP Board of Directors to recognize and provide support for companies throughout the Wild Alaska Pollock industry who are looking to bring new, innovative products to market or introduce the fish to food influencers and decision-makers at forums where it hasn’t previously had visibility. Since the inception of the program, GAPP has helped fund over 40 programs totaling over \$5MM. 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.

Previously Funded Proposals:

Our past partnership programs have spanned a wide range of Products, Promotions & Channels. Here are just a few examples.

Gorton’s Seafood – U.S.

Gorton’s leveraged a partnership with celebrity chef, Antoni Porowski, star of Netflix’s “Queer Eye” to create new recipes and create buzz for Wild Alaska Pollock. This program not only increased engagement, but it also raised awareness of Wild Alaska Pollock with Gen Z & Millennials.



Louis Kemp – U.S.

Louis Kemp teamed up with Food Network star, Nancy Fuller for a SuperBowl campaign to create crave-able Superbowl recipe classics with its' Louis Kemp® Crab Delights®. The goal was to increase consumption of Surimi.

Neptune Fish Jerky – U.S.

Neptune Snacks, a start-up, Direct to Consumer Brand launched an innovative and healthy line of fish jerky featuring Wild Alaska Pollock. These snacks are Sea-riously delicious & bring Wild Alaska Pollock to a totally new eating occasion. GAPP helped fund the launch of these new products, as well as assisted with funding new packaging & new distribution.

Young's Chip Shop - UK

Young's launched a multi-tiered marketing campaign that included a packaging redesign, in-store promotions, as well as a social & digital campaign. As a result of the program, Young's increased distribution and significantly drove awareness of Wild Alaska Pollock.

For More Information

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