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**GAPP Partnership Program**

Q&A Document

What is the Partnership Program?

The Association of Genuine Alaska Pollock Producers (GAPP) is an industry organization whose goal is to build awareness and demand for Wild Alaska Pollock.

GAPP has launched a program that offers matching “partnership” dollars to North American and European partners willing to place Wild Alaska Pollock from the U.S. into new channels, new product forms or highlight the species in new marketing campaigns. These are matching funds, so your organization must also commit to support the program with dollars. Our overall goal is put more Wild Alaska Pollock in front of more consumers in more ways every day and to communicate the species’ storied attributes.

What makes Wild Alaska Pollock (WAP) such an amazing fish?

WAP has been called the World’s Best Whitefish. It really is the perfect fish:

* Tasty: Mild in flavor, firm & tender texture
* Healthy: Low fat, protein-rich, heart healthy, high in vitamin B-12 and loaded with omega-3 fatty acids
* Sustainable: Fully traceable ensuring product integrity and consumer confidence; extremely low carbon footprint; incredibly low food waste
* Affordable: On of the high-quality sources of protein at a reasonable price
* Provenance: Product of the USA, caught in the icy-cold waters of Alaska

What is the process to get the dollars?

We have a great amount of information about the species, GAPP & the Partnership program on our website at <https://www.alaskapollock.org/>. For information about the overall program, please click [here](https://www.alaskapollock.org/about-us/programs) and you can download:

* Full details of the Program
* Program Submission Form
* Sample Metrics

What is the Timing?

Proposals are due on July 20th. The Board will review proposals in August and final funding announcements will be made in early September.

What is the market timing of these Partnership Programs?

Timing of the marketing spend will be from when the proposal is approved through 2022 - which means in market in Q4 2021 through end of 2022.

Who can submit a proposal?

GAPP is currently seeking applications for partnerships in both North America and Europe. GAPP welcomes proposals from any organization, in any country, with a desire to build awareness and demand for Wild Alaska Pollock in those specific marketplaces (N.A. & Europe). If you are willing to launch new products, switch current product lines to use Wild Alaska Pollock or tell the story of this amazing species in N.A. or Europe, we want to hear from you!

What region is included in this round of proposals?

If you are willing to tell the story of this amazing species in N.A. or Europe, we want to hear from you! GAPP welcomes proposals from any country who will build awareness and demand for WAP in these markets.

What types of proposals are you looking for?

The goal is to communicate the attributes and story behind this species. We would welcome all proposals willing to focus on awareness of these attributes with a particular focus on new bringing this fish into new channels, new formats, or associating it with influencers and/or recipes.

Can a company submit multiple proposals?

Yes. The Board is willing to consider multiple proposals from a given company.

What are some examples of past Partnership Programs?

We have partnered with a wide variety of Brands and Companies. See a list of both North American & European partners [here](https://www.alaskapollock.org/about-us/programs).

Do I need to be a GAPP Member?

No. Those who are not Members of the Association are eligible to apply for GAPP Partnership Program funds. However, all firms who benefit from a strong and profitable Wild Alaska Pollock industry and market are strongly encouraged to join the Association and receive the benefits, including the latest consumer research and market intelligence regarding how to most effectively market Wild Alaska Pollock and its products such as surimi seafood and roe to consumers around the world. GAPP has a number of Associate Membership levels to meet different membership needs and, if selected for GAPP partnership funds, we will discuss those with you.

Do I need to currently be supplying or selling Wild Alaska Pollock?

No, you do not need to be currently supplying or selling WAP. You can be a new customer to this amazing specie.

What other resources does GAPP have that I have access to?

At GAPP we know this fish better than anyone else. If you partner with us, you can access Marketing Toolkits, Consumer Insights & other resources to help drive growth in your business. GAPP will work with you individually to optimize the execution of consumer messaging about Wild Alaska Pollock

What type of partnership agreement with GAPP to I need to sign to get approval for my proposal?

All partners will align on an agreed messaging strategy, memorialized in a Memorandum of Understanding (MOU) as well as partners agree to adhere to all reporting requirements.

How much money does GAPP have to offer Partners?

Since the inception of the program, GAPP has helped fund over 40 programs totaling over $5M. 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.

What’s the average budget for a program that you offer?

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.

Where can I access the marketing Toolkits?

They can be found on our website [here](https://www.alaskapollock.org/about-us/programs). Just go to [www.alaskapollock.org](http://www.alaskapollock.org) click on “About GAPP” then click on “Discover Programs & Partnerships” - scroll down to the bottom of the page for the link.