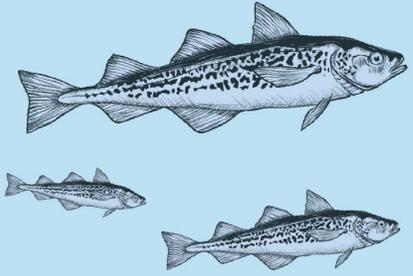


# GAPP Partnership Webinar

May 25<sup>th</sup>, 2021





# Goal for Today

1. Familiarize you with GAPP
2. Remind you how amazing Wild Alaska Pollock is
3. Detail when & how to apply for Partnership Dollars



# GAPP Overview/Goals

## Association of Genuine Alaska Pollock Producer (GAPP)

- Build Awareness and Demand for Wild Alaska Pollock
- Elevate the Perceived Value of the Species
- Educate on the Amazing Attributes of Species



# The World's Best Whitefish



## Tasty



Mild in flavor, firm & tender texture.



## Healthy



A true superfish: low-fat, protein-rich, heart-healthy, high in vitamin B-12 and loaded with omega-3 fatty acids.



## Sustainable



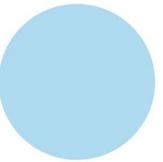
Wild Alaska Pollock is fully traceable ensuring product integrity and consumer confidence.



## Affordable



One of the highest quality sources of protein at a reasonable price.



# Dieticians Agree

## The #1 Best Fish to Eat – Eat This Not That



- 1 Wild Alaskan Pollock is an affordable fish with a mild flavor.
- 2 Wild Alaskan pollock is a nutritional powerhouse rich in vitamins and minerals.
- 3 Wild Alaskan pollock is a great source of omega-3 fatty acids.
- 4 Alaskan pollock has a lower carbon footprint.
- 5 Alaskan pollock is one of the best fish choices to enjoy.



Source: *Eat This Not That*

# Partnership Program



- Designed to increase awareness of Wild Alaska Pollock & elevate the specie
- This is an opportunity to get matching Dollars
- We offer grant money to partners willing to place Wild Alaska Pollock into:
  - New Channels
  - New Products/Formats
  - New Marketing Programs: Influencer, Social Campaign, etc.
- **Looking for partners across the species:** Fillet, Surimi, Roe, Fishmeal & oil
- **Markets: North America & Europe\*\***



*\*\*Footnote: Company submitting proposal can be based in any Country, but the program must be executed in North America or Europe.*

# History of Partnership Program

- We have had tremendous success with past Partnership Programs
- Last year the GAPP Board of Directors approved over \$2MM in funding for Partnerships in North America & Europe
- To Date we have executed over 40 Partnerships & committed over \$5MM to projects



# Examples of Great Partnerships



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.



Young's launched a multi-tiered marketing campaign that included a packaging redesign, in-store promotions, as well as a social & digital campaign.



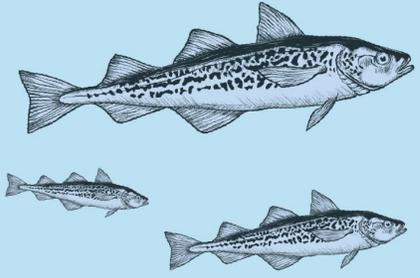
Neptune Snacks, a start-up, Direct to Consumer Brand launched an innovative and healthy line of fish jerky featuring Wild Alaska Pollock.



# This Year: Key Info

- **July 20<sup>th</sup> is the Submission Date for proposals**
  - Board decisions by early September
  - In-Market: Q4 2021-2022
- **Regions: North America & Europe**
- **Capture Learning Objectives & Measurement**
  - Demonstrate ROI for spend to Industry
- **Goal is to gain learning & share that learning within the Wild Alaska Pollock Community**





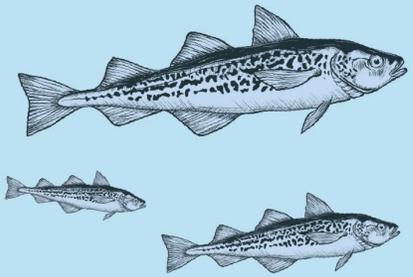
# We've Made this Easy for You



Key Information/Overview on GAPP Website

<https://www.alaskapollock.org/about-us/programs>

1. Full Program Details
2. Program Submission Form (Attachment A)
3. Sample Report Metrics (Attachment B)



# Submission Form





# Source & Geographic Region

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Wild Alaska Pollock Material(s) or Product Used: XXX

Raw Material Supplier. Is it a new or existing contract? XXX

Is this partnership a new-to-market product or existing product? Is this a conversion to Wild Alaska Pollock from another fish? XXX

Target market: XXX

Geographic distribution/coverage\*\*:

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*\*\*Footnote: Company submitting proposal can be based in any Country, but the program must be executed in North America or Europe.*

# Program Description & Objectives

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)

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



# Metrics

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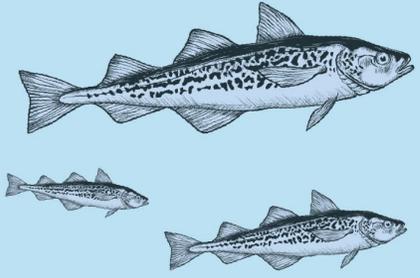
## Program specific metrics:

*What will be collected; how will results be shared with GAPP. (Please see **Attachment B** for examples of information GAPP wishes to collect).* XXX

**Company Name & Contact:**  
*(Email & Phone #)* XXX



*Footnote: Please note which information is CONFIDENTIAL for the review process so we know what we can/cannot share*



# What do we mean by SMART?



- S** — **Specific** – objective is clear and defined
- M** — **Measurable** – provides specific data or metrics driven targets (quantifiable and verifiable)
- A** — **Achievable** – is accomplishable with available resources
- R** — **Relevant** – is aligned to GAPP's objectives & strategy
- T** — **Time-Based** – has a realistic timeframe or end date

# Example: New Product

## SMART Objective:

You are launching a new Surimi Product into Retail and have requested \$X dollars in matching retail activation funds to **drive \$X Sales & achieve X Trial level** by end of **end of first quarter 2022**.

## Examples of Measurable Metrics:

- Target Repeat levels (from household panel or shopper card data)
- Target ACV Distribution of X



# Example: Distribution

## SMART Objective:

You are launching a Fillet product into a new restaurant chain and have requested \$X dollars in matching funds to get into **X number of outlets** by **June 2022**. In addition, the restaurant has agreed to put "Wild Alaska Pollock" on the menu and the goal is to **increase menu placements by X amount**.

## Example of Measurable Metrics:

- Increase number of Distributor's Outlets Selling the Product
- Increase the number of skus a Distributor sells by X%



# Example: Influencer Program

## SMART Objective:

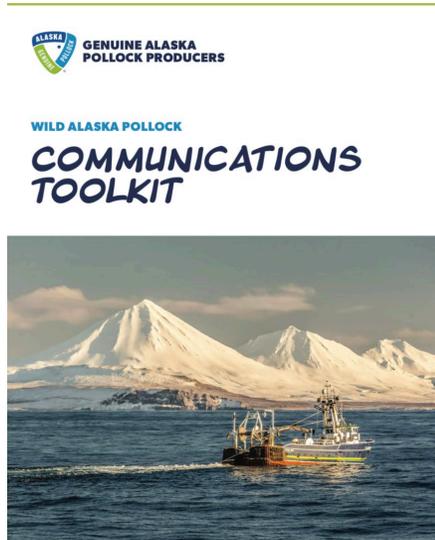
You are launching a social media campaign where you will partner with a famous chef and have requested \$X dollars in matching funds to get **X Impressions** and **X Engagement rate** for the **6-week campaign**.

## Example of Measurable Metrics:

- Mentions, # of Followers, Shares, Post Reach or Impressions
- # of Comments, Likes, & @mentions, Shares, Engagement Rate



# Toolkits, Consumer Based Marketing info



### MESSAGE MAP

#### OVERARCHING MESSAGES

The below primary and supporting messages are best to use when communicating to each business channel about Wild Alaska Pollock, according to research findings. These business-focused messages can be complemented by consumer messages that align with the audiences most likely to shop at each channel.

Fresh-tasting and always from the pristine icy waters of Alaska, consumers are craving the goodness of Wild Alaska Pollock.

When purchasing and ordering fish, consumers are looking for tasty, healthy, planet-friendly options that are easy to prepare. Wild Alaska Pollock delivers everything consumers are looking for in a whitefish.



## B2C MESSAGING

Everything You Need to Say to **Future Wild Alaska Pollock Advocates** About Wild Alaska Pollock

This young and educated audience seeks a fish that easily fits into their lifestyle, is tasty, healthy, family-friendly and good to the environment. This audience is interested in planet-friendly foods and will likely be receptive to Wild Alaska Pollock's sustainability story.

## UNDERSTANDING THE GROCERY SHOPPER AUDIENCE: FROZEN AISLE INSIGHTS

## B2B INSIGHTS

Key Things to Know When Communicating Wild Alaska Pollock in the **Full-Service Restaurant** Business Channel

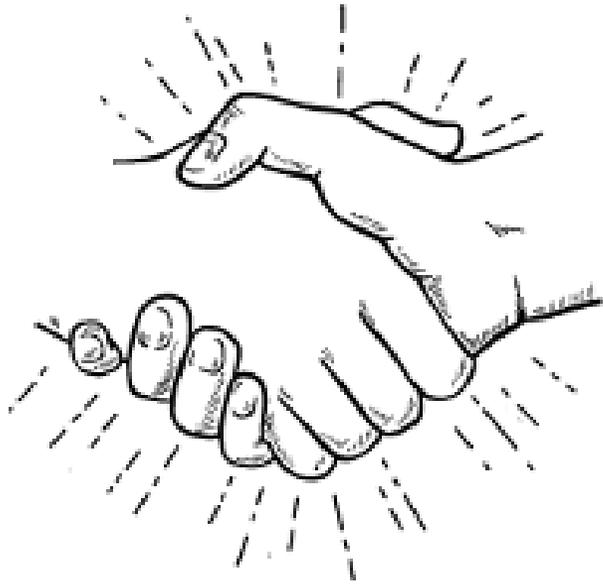
## UNDERSTANDING THE FULL-SERVICE RESTAURANT DINER'S PREFERENCES & KEY BEHAVIORS

They are more likely to    They eat fish more often    They prefer fish dishes to    They're interested in



All Partners will be required to sign a Memorandum of Understanding (MOU)

# Partnership Key Dates



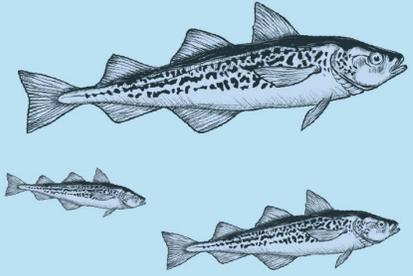
- July 30<sup>th</sup> Submission Date
- Early September – Board announces all decisions
- In Market: Q4 2021 – End of 2022
- Visit the GAPP Website at:
  - [Wildalaskapollock.org](http://Wildalaskapollock.org)





**Questions?**





# Thank You

For any additional questions or to submit a proposal, please

reach out to Christine Durkin at

[Christine.durkin@alaskapollock.org](mailto:Christine.durkin@alaskapollock.org)

