



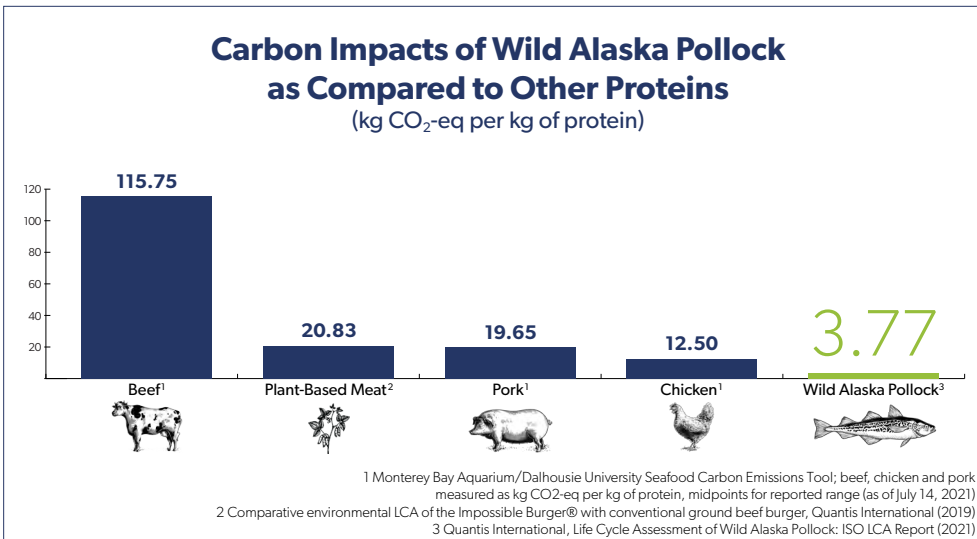
HOW TO COMMUNICATE WILD ALASKA POLLOCK'S UNIQUE SUSTAINABILITY STORY

The Association of Genuine Alaska Pollock Producers (GAPP) are advocates for one of the world's most sustainable and nutritious proteins.

Year over year nationwide consumer research shows that sustainability is increasingly important to consumers. As seafood consumption in the United States is at an all-time high, communicating Wild Alaska Pollock's commitment to sustainable practices remains important for customers and consumers who are seeking greater detail on sustainability indicators.

In response to the increased consumer demand for sustainable protein products, GAPP partnered with a leader in global sustainability research to conduct a Life Cycle Assessment (LCA) for the Wild Alaska Pollock industry. The LCA is an internationally recognized approach that evaluates potential environmental impacts of products throughout their lifecycle.

The LCA results show that Wild Alaska Pollock fillet is **3.77 kg CO₂-eq per kg of protein**, significantly lower than comparative statistics reported for other protein sources.



KEY MESSAGES

The following key messages were crafted to help you communicate Wild Alaska Pollock's unique sustainability story and differentiators to your customers.

- Wild Alaska Pollock is verified by a Life Cycle Assessment (LCA) as a climate-smart protein choice and certified sustainable thanks to abundant wild populations, sustainable harvest practices, and careful management from sea to table.
- Wild-caught by fishermen off the coast of Alaska, Wild Alaska Pollock is a climate-smart, certified-sustainable fish and an affordable and versatile protein option that can be prepared in a variety of mouthwatering dishes consumers know and love.
- As a carbon-friendly protein choice, Wild Alaska Pollock is a highly nutritious food that also helps meet the challenges of the present to protect the environment for future generations.
- With more consumers wanting to know that the food decisions they make are both nutritious and good for the planet, Wild Alaska Pollock can help you deliver on this demand and achieve CSR goals around sustainability.
- This LCA helps assure consumers that Wild Alaska Pollock is one of the most climate-friendly, yet affordable protein options available.

For more information please visit: WildAlaskaPollock.org/sustainability

SUSTAINABILITY IS INCREASINGLY IMPORTANT TO CONSUMERS AND IS A UNIQUE DIFFERENTIATOR FOR WILD ALASKA POLLOCK.



- **52%** say a fish that has **sustainability certifications** is important



- **50%** say sustainability is an important attribute when **purchasing and/or ordering fish**



- **50%** say a fish that is **sustainably sourced and protects the environment** is important

*Data from year over year nationwide quantitative consumer research performed by GAPP in 2020.

KEY INSIGHTS TO CONSIDER WHEN POSITIONING WILD ALASKA POLLOCK'S LCA:

- Education is the biggest hurdle for consumers' understanding of sustainability claims.
- When telling Wild Alaska Pollock's sustainability story, lead with the fish's great taste, nutrition, and ability to help the planet.
- Place sustainability messaging where consumers are looking for it: front of package, grocery stores signage and news articles.
- Carbon footprint, traceability and certifications are attractive to consumers. However, simple and easy-to-understand messages and visuals are key.



* Please note, all messages should be customized to reflect each member company's brand.