



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 seafood products.

Surimi seafood, made from Wild Alaska Pollock, is an excellent source of complete, high-quality protein and is now verified by a Life Cycle Assessment (LCA) as a climate-smart protein. As more consumers are searching for sustainable protein options, communicating surimi seafood'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's surimi seafood is 5.02 kg CO₂-eq per kg protein, significantly lower carbon footprint than many other proteins, including beef, chicken and plant-based options.

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



52% say seafood products that have **sustainability certifications** is important



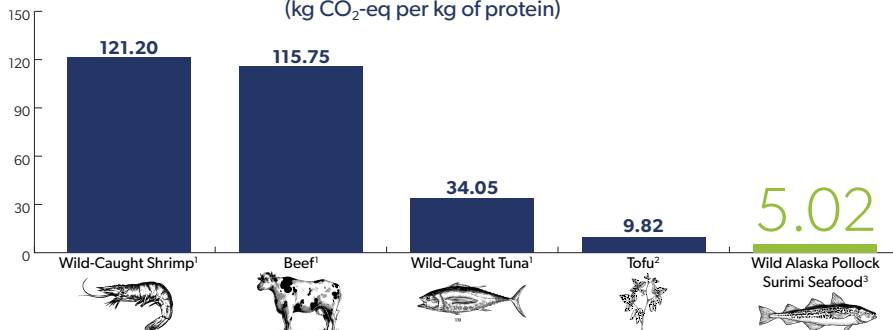
50% say sustainability is an important attribute when **purchasing and/or ordering seafood products**



50% say seafood products that are **sustainably sourced and protects the environment** is important

Carbon Impacts of Wild Alaska Pollock Surimi Seafood as Compared to Other Proteins

(kg CO₂-eq per kg of protein)



1 Monterey Bay Aquarium/Dalhousie University Seafood Carbon Emissions Tool; measured as kg CO₂-eq per kg of protein, midpoints for reported range (as of July 14, 2021)
2 Greenhouse gas emissions generated by tofu production: A Case Study, Journal of Hunger & Environmental Nutrition, (2017)
3 Quantis International, Life Cycle Assessment of Wild Alaska Pollock: ISO LCA Report (2021)

KEY MESSAGES

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

- Surimi seafood, made from Wild Alaska Pollock, is an excellent source of complete, high-quality protein and is now verified by a Life Cycle Assessment (LCA) as a climate-smart protein choice.
- Wild Alaska Pollock surimi seafood is a nutritious, climate-friendly protein found in sushi bar favorites like California rolls, poke bowls and is a delicious substitute for shellfish in salads and sandwiches.
- Wild Alaska Pollock surimi seafood is top-ranked and verified by a Lifecycle Assessment (LCA) as a climate-smart protein choice thanks to abundant wild populations, sustainable harvest practices and careful management from sea to table.
- Wild Alaska Pollock surimi seafood gives consumers what they want: climate-friendly protein options for simple, natural, sustainable seafood meals that are healthy and delicious.
- As a carbon-friendly protein choice, Wild Alaska Pollock surimi seafood is a highly nutritious food that also helps meet the challenges of the present to protect the environment for future generations.

For more information please visit: WildAlaskaPollock.org/sustainability

KEY INSIGHTS TO CONSIDER WHEN POSITIONING WILD ALASKA POLLOCK SURIMI SEAFOOD LCA WILL BUILD TRUST AND HELP MAKE THE FISH CONSUMERS' TOP OF MIND, SUSTAINABLE SEAFOOD CHOICE:

- Education is the biggest hurdle for consumers' understanding of sustainability claims.
- When telling Wild Alaska Pollock surimi seafood's sustainability story, lead with its 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.