



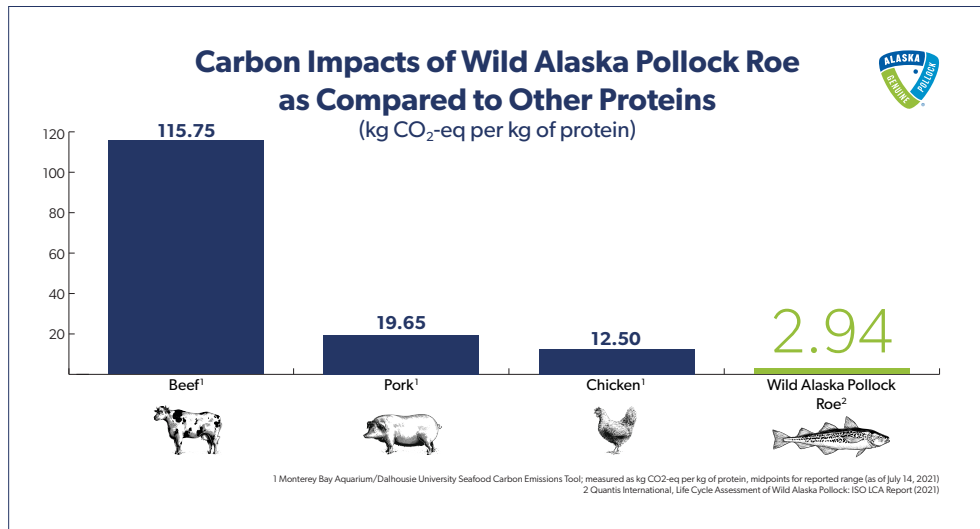
HOW TO COMMUNICATE WILD ALASKA POLLOCK'S UNIQUE SUSTAINABILITY STORY

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

Wild Alaska Pollock roe is a very popular and delicious seafood product and is now verified by a Life Cycle Assessment (LCA) as a climate-smart food choice. As more consumers are searching for sustainable protein options, communicating Wild Alaska Pollock roe'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 roe is 2.94 kg CO₂-eq per kg protein, a significantly lower carbon footprint than many other proteins, including beef, chicken and pork.



KEY MESSAGES

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

- Wild Alaska Pollock roe 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 roe is a nutritious, climate-friendly protein that is a popular ingredient in a variety of Korean, Japanese and Russian cuisines.
- Wild Alaska Pollock roe 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.
- As a carbon-friendly protein choice, Wild Alaska Pollock roe can help meet the challenges of the present to protect the environment for future generations.
- This LCA helps assure consumers that Wild Alaska Pollock roe 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 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

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

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