

2021 Virtual Annual Meeting Agenda



8:00am: Opening Remarks: Mikel Durham

8:05am: Disruption & Our Next Big Idea: Craig Morris

8:15am: Wild Alaska Pollock Fishery Update: Ron Rogness, GAPP Consultant

8:30am: COVID-19 Trends that are Here to Stay and Trust (Edelman Trust Barometer Research)

8:55am: Wild Alaska Pollock Year-over-Year Research Reveal: Mary Elizabeth Germaine, Ketchum

9:20am: Wild Alaska Pollock's Nutritional Niche: Eat Well Global

9:50am: Partnership Panel: Focus on Fillet

10:20am: Wild Alaska Pollock 2040: Diversifying our Export Opportunities: McKinley Group

Break—10 minutes [10:35-10:45am]

10:45am: Surimi Set Up: What makes Surimi Spectacular: Craig Morris, Sharon Ripps

10:55am: What's in a Name, the Labeling Battle: NFI, other panelists

11:15am: Sleigh the Holidays with Surimi: Holiday Campaign Influencers

11:35am: Mapping the Global Surimi Market: Urner Barry

11:50am: Keynote Speaker (TBD)

Break—5 minutes [12:10 – 12:15]

12:15pm: Partnership Panel: Focus on Surimi

12:45pm: Beyond Surimi: Other Opportunities for Wild Alaska Pollock: Arlin Wasserman

1:00pm: Closing Remarks, Craig Morris

-Break -

3:30pm – 4:30pm: Networking Happy Hour