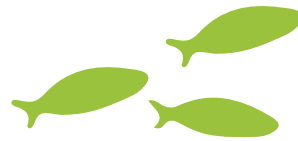


Association of Genuine Alaska Pollock Producers

Annual Report Fiscal Year 2021-2022



Letter from the CEO

What an exciting year for Wild Alaska Pollock. Not only was our fish named as one of the most sustainable proteins on the planet—bar none—according to a comprehensive, third-party reviewed Life Cycle Assessment, but we also jumped in consumption and were named the number four consumed seafood! To cap off the year, the Association of Genuine Alaska Pollock Producers accepted the Marine Stewardship Council's Ocean Champion Award on behalf of the entire Wild Alaska Pollock fishery and all who work to support it.

Those accomplishments would not have been possible without the passion, ingenuity, and steadfast enthusiasm for Wild Alaska Pollock by our members—all of you. It is your evangelism for our fish that inspires all that GAPP does to continue to raise awareness and build demand for Wild Alaska Pollock.

We hope you'll review this retrospective on our activities from our last fiscal year and see yourselves in all of these accomplishments. We look forward to building on these successes in 2022 and beyond and taking even bigger and bolder risks in the year ahead to put more Wild Alaska Pollock in front of more consumers around the world in new and exciting ways, every.single.day.

Cheers,



You make it easy to be Wild Alaska Pollock's
#1 Fan!



On Monday, July 26th, 2021 GAPP announced that our Life Cycle Assessment (LCA) of Wild Alaska Pollock was complete and information was available to members. This was a significant investment of GAPP's resources, but more than that, a significant investment of time by our members who submitted data and worked with us to fill out the lengthy questionnaires that provided the data for analysis by Quantis. Sincere appreciation to all who worked to get this project across the finish line with particular leadership from members of the GAPP Board.

In case you missed it, here's the results we reported:

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

3.77
kg CO2-eq per kg of protein

BY THE NUMBERS

#4

consumed seafood
in 2019

According to data released by the National Fisheries Institute (NFI) with data provided by the National Oceanic and Atmospheric Administration (NOAA), Pollock/**Alaska Pollock was the number four consumed seafood in 2019**, overtaking tilapia and falling behind only shrimp, salmon, and canned tuna.

The NFI calculation of Pollock consumption includes both Wild Alaska Pollock caught in the U.S. and imported Pollock. But, GAPP's own data shows that the level of Pollock consumed by American's isn't just a majority U.S. origin (over 60 percent), but that the percentage of Pollock consumed by American's that is of U.S. origin and eligible to be marketed as Wild Alaska Pollock is at a record level. The amount of Pollock/Wild Alaska Pollock consumed in 2019 was at a level not seen since 2013. NOAA data also showed that overall U.S. consumption of seafood was 19.2 pounds per person-a record seafood consumption level for Americans.

Membership

Members

Akutan Catcher Vessel Association
Alyeska Seafoods
American Seafoods
Aleutian Pribilof Island Community Development Association
Arctic Fjord/Arctic Storm
Bristol Bay Economic Development Corporation
Central Bering Sea Fishermen's Association Coastal Villages Region Fund
Glacier Fish Company
Global Seas
Golden Alaska Seafoods
High Seas Fleet Cooperative
Icicle Seafoods
Northern Victor Fleet Cooperative
Norton Sound Economic Development Corporation
Ocean Beauty Seafoods
Peter Pan Fleet Cooperative

Starbound
Trident Seafoods
Unalaska Fleet Cooperative
UniSea
UniSea Fleet Cooperative
Westward Fleet Cooperative
Westward Seafoods
Yukon Delta Fisheries Development Association



Associate Members

* Mako
Trans-Ocean Products

Gold
Aquamar
Channel Fish
Delta Western
Gallagher Insurance
Gorton 's Seafood
High Liner Foods
King & Prince Seafood
Rapp Marine US
Simrad Fisheries
Zep, Inc. I AFco

Silver
Alaska Ship Supply
Frontier Packaging
KeyBank
Girard Wood Products
Perkins Coie

Bronze
Arion Banki
Ballard Industrial
Beck Pack Systems
Foss Maritime
Islandsbanki
International Paper Olympia
Highland Refrigeration
Lafferty's EMS
Northwest Farm Credit
OSU Surimi School
Petro Marine
Sugiyo USA
Wells Fargo
Young Ocean, Inc

*First-Ever
Mako
Associate
Member!*



Did you know that Mako is the highest grade of roe? That's "behind the name" of our highest level of associate membership!



Membership

Board of Directors



Mikel Durham, Chair
CEO, American Seafoods
BS/ AI Catcher-Processor Sector



Doug Christensen, Treasurer
CEO, Arctic Storm
BS/ AI Catcher-Processor Sector



Joe Bundrant
CEO, Trident Seafoods
BS/ AI Shoreside Sector



Grant Mirick
Chief Operating Officer, APICDA
CDQ Sector



John Woodruff
Chief Operating Officer, Icicle
Seafoods
At-Large Member



Mark Franklin
President, Golden Alaska
At-Large Member



Bob Desautel
Co-founder, President and Chief
Executive Officer, Global Seas
BS/ AI Catcher Sector



Tom Enlow
CEO, UniSea
BS/ AI Shoreside Sector



Mark JoHahnson
President, Westward Seafoods
and Alyeska Seafoods
BS/ AI Shoreside Sector



Eric Deakin
CEO, Coastal Villages Region Fund
BS/ AI Catcher-Processor Sector



Jim Johnson
CEO, Glacier Fish Company
BS/ AI Catcher-Processor Sector

NEW BOARD MEMBERS

elected December 2021



Membership

First Mako Associate Member and Top Hand Award

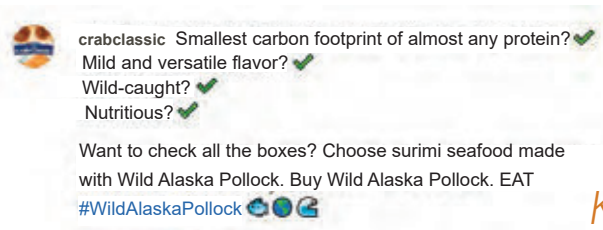


Lou Shaheen and the Trans-Ocean team have been key players in helping execute GAPP's 2021 Strategic Plan and goals. Trans-Ocean Products' two surimi seafood product lines, Simply Surimi and Crab Classic, have gone above and beyond to help market the key pillars and sustainability attributes of Wild Alaska Pollock. Lou played a large role in guiding surimi seafood marketing demand and facilitated countless occasions coordinating product deliveries to influencers and events.

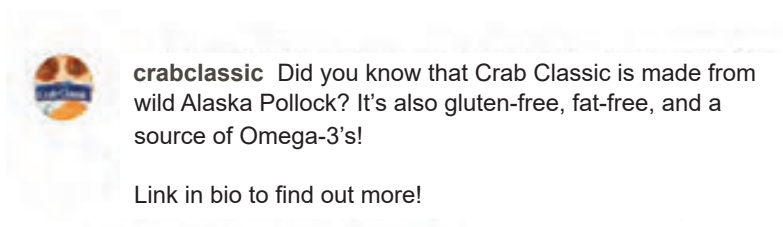
In 2021, Lou Shaheen was awarded the Top-Hand Award for his above-and-beyond service to GAPP. Shortly after, Trans-Ocean Products became the first-ever mako-level associate member at GAPP!

Thank you, Lou Shaheen and the Trans-Ocean team!

Promotion of sustainability messaging



Key consumer-tested messaging pillars from GAPP's toolkits



Partnerships

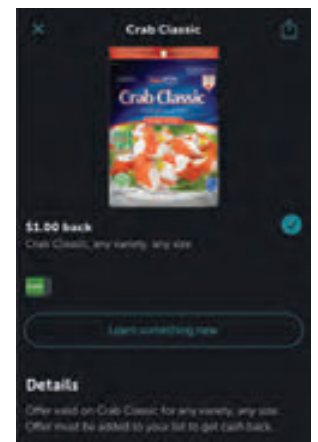
Partnership Program Highlights

Louis Kemp Stars in the 2021 Superbowl- Food Network star Nancy Fuller teamed up with surimi seafood brand Louis Kemp® Crab Delights® and GAPP to create unique surimi recipes that football fans nationwide could whip up as part of their Super Bowl LV plans in February 2021. The recipes were advertised on foodnetwork.com and Fuller herself took to social media to introduce more consumers to the delights of surimi seafood made with Wild Alaska Pollock.



Gorton's- Gorton's "Move Over Meat It's Seafood Time" campaign was a hit last year as the retail product brand pushed hungry shoppers to switch from meat to Wild Alaska Pollock. The goal was to drive repeat purchasing with new buyers in 2021 and that's just what Gorton's did. Gorton's marketed the versatility, inspirational recipes, and overall benefits of the fish to ensure consumers have a positive association with Wild Alaska Pollock. This partnership showed success with the sales of Wild Alaska Pollock that went up, up, and UP!

Trans-Ocean- Trans-Ocean, the surimi seafood giant, partnered with GAPP to market to and attract younger consumers to the surimi seafood category. For the Ibotta Earth Month campaign, Crab Classic saw a 56 percent increase in "add to cart" within the Ibotta app. The effort was increasingly successful and sought to educate target audiences that Crab Classic is high-quality seafood made with sustainable, Wild Alaska Pollock. In the end, the campaign had over 20 million impressions on young, environmentally-conscious consumers connecting the Crab Classic brand to the Earth Month event. Trans-Ocean continues to work closely with GAPP to continuously promote the benefits of our perfect protein to the fullest!



Partnerships

Dine Out to Help Out Program

Wild Alaska Pollock Takes Over Chicago Menus- From October 18th through the 31st of 2021, GAPP held a successful Chicago Restaurant Week program. Our members supported 8 diverse restaurants with donated products, media, and an influencer program. Restaurants included Formento's, a high-end Italian dining experience; Slightly Toasted, a trendy tequila bar; Asadito, a fast-casual taco shop; Barcocina, a modern taco and cocktail spot; Oaken, a classy hotel eatery; Marvin's, a late-night rustic restaurant; and Hyatt Lodge, the former home to McDonald's "Hamburger University". Each restaurant created a diverse dish or group of dishes like Wild Alaska Pollock Surimi Risotto, Gumbo, Beer Battered Tacos, and more. After educating chefs and getting Wild Alaska Pollock's name listed on their menu, five restaurants continued to keep Wild Alaska Pollock on the menu even after the campaign ended! GAPP worked closely with our member-companies to make this happen, so we'd like to extend a huge thank you to you for demonstrating your support.



Dishes Including:

Asadito: Wild Alaska Pollock Tacos

Barcocina: Wild Alaskan Pollock Tacos with Pickled Lime Jicama and Roasted Garlic Aioli

Formento's: Wild Alaska Pollock En Papillote; Seafood Risotto

Hyatt Lodge: Poached Wild Alaskan Pollock: Torched corn, pickled shallots, crisp prosciutto, and wilted kale with an orange butternut squash sauce; Alaskan wings

Marvin's Food & Fuel: Cioppino with Wild Alaskan Pollock, shrimp and mussels

Slightly Toasted: Seafood Gumbo

Oaken Bistro & Bar: Bouillabaisse: Wild Alaskan Pollock, scallops, mussels, fumet, saffron rouille crostini

The River Kitchen & Bar: Ginger miso poached wild Alaskan pollock dish with root vegetables and navy beans; **Late Night Menu item:** Southern Style Alaska Wings

**Chefs love
Wild Alaska
Pollock**



Research

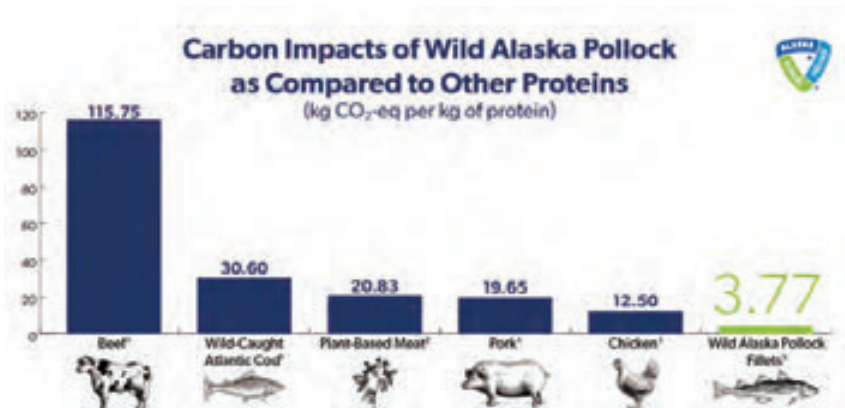
Wild Alaska Pollock Industry Lifecycle Assessment

On Monday, July 26th, GAPP announced that its Life Cycle Assessment (LCA) of Wild Alaska Pollock was complete and carbon footprint information was available to members. This Life Cycle Assessment process began almost two years ago with direction from GAPP's Sustainability Committee, chaired by Bob Desautel, and approval by the Board. This was a significant investment of GAPP's resources, but more than that, a significant investment of time by our members who submitted data and worked with us to fill out the lengthy questionnaires that provided the data for analysis by Quantis.

The third-party verified results showed that:

A Wild Alaska Pollock fillet is 3.77 kg CO₂-eq per kg of protein, significantly lower than comparative statistics reported for other protein sources.

- Wild Alaska Pollock: 3.77*
- Chicken: 12.50**
- Pork: 19.65**
- Plant-Based Meat: 20.83***
- Beef: 115.75**



* Quantis International, Life Cycle Assessment of Wild Alaska Pollock: ISO LCA Report (2021)

** Monterey Bay Aquarium/Dalhousie University Seafood Carbon Emissions Tool; measured as kg CO₂-eq per kg of protein-based on midpoints for reported range (as of July 14, 2021)

*** Comparative environmental LCA of the Impossible Burger® with conventional ground beef burger, Quantis International (2019)

Our goal is to share this impressive story with our members, for members to share it with their customers, and for it to trickle down to customer decision-makers and consumers!

GAPP created a suite of resources to educate people about Wild Alaska Pollock's low carbon footprint including:

- The full, third-party verified Quantis report on the LCA
- Product-specific press releases for your use including foreign language versions
- Sell sheets on Fillet, Surimi, and Roe including foreign language versions
- Comparison Graphics on Fillet, Surimi, and Roe as compared to competitor proteins including foreign language versions



Research

Surimi Consumer Survey

As part of its ambitious research agenda, last year GAPP conducted a two-part Surimi study to better understand the challenges and opportunities for surimi seafood in the U.S. Phase one of the study included a small qualitative focus group with surimi seafood eaters to better understand what drives them to purchase surimi seafood again and again.

The second part of the study was a nationwide survey of different demographics that drilled down on the data and insights gained from the first phase. The study questionnaire compiled based on input from GAPP's Surimi Committee and other industry experts, helped GAPP and the industry identify motivators and barriers for growth in surimi consumption in the U.S. market. The finished comprehensive research was shared with GAPP members and formed the basis of a Surimi Marketing Toolkit—to be used by GAPP members, customers, and partners to market and communicate about surimi seafood in a way that drives trial, purchase, and ultimately increased consumption.

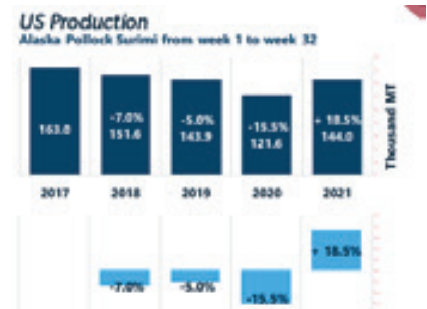
Key Learnings:

- **There is a lack of knowledge about imitation crab and awareness of it being made with Wild Alaska Pollock.** Once consumers learn it is made of real Wild Alaska Pollock their opinion of the product improves.
- **Focus health messaging on the consumer-desired benefits of high protein and Omega 3's.** Feature "hero" products for communication that deliver on consumers' desire for an all-natural crab alternative without artificial ingredients or preservatives.
- Sustainability, origin and provenance are not purchase drivers, but could be if messages are meaningfully linked to the top drivers of taste and quality."



Surimi Supply Tracker Report

Surimi Supply Tracker- GAPP and Urner Barry launched the first of its kind global Surimi Paste Supply Tracking report and database. The quarterly Surimi Paste Supply Tracker empowers forecasting, sales management, and the best available understanding of the composition and dynamics of the global surimi paste industry. The Tracker accomplishes this by combining public and private production, export, and import data with advanced modeling and expert input to create the most current, transparent, and verifiable database of the global surimi paste market. GAPP members have continuously utilized the Surimi Supply Tracker quarterly report and associated dataset. To begin receiving this report, please reach out to Lydia Moore at lydia.moore@alaskapollock.org



Quarterly Trends Reports



As part of its ambitious learning agenda, GAPP released its first “members only” Quarterly Trends Report in 2021. The report focused on 4 macro trends and tracks changes in consumer behavior and perceptions over time. These learnings helped inform GAPP projects and partnerships and provided useful insights to the Wild Alaska Pollock industry about consumer behavior and sentiment. Trends were tracked around 3 standing key areas: food trends on social media, protein trends, and sustainability. Each quarter, a fourth trend was analyzed that was extra-timely. These ad hoc trends included: the long-term impacts of COVID-19, European food trends, and the 2021 Holiday Forecast. Past editions of the quarterly trends reports are available on the website at <https://www.alaskapollock.org/research-for-members>

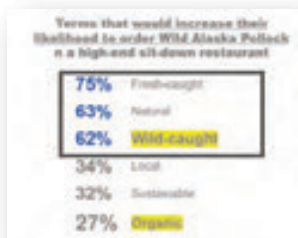


Year-over-Year Research

In partnership with public relations firm Ketchum, GAPP presented proprietary Year-over-Year (YOY) research at the 2021 Annual Meeting that identified Wild Alaska Pollock’s key attributes. Research revealed that “wild-caught” messaging is twice as impactful as other labeling messages to consumers, and sustainability significantly increased in importance for purchase intent.

Compared to 2020, sustainability became even more of a purchase driver for consumers this year, jumping past provenance in the list of the top-ten Wild Alaska Pollock attributes, according to the research. Around 27 percent of consumers are familiar with Wild Alaska Pollock’s sustainability, which is a key opportunity for Wild Alaska Pollock to continue promoting its sustainability story and recent Life Cycle Assessment results. This is especially significant after a year where there was difficulty introducing new Wild Alaska Pollock products to consumers as channels like retail were focused on ensuring a stock of essential items.

In the coming year, GAPP will continue to focus on Wild Alaska Pollock’s sustainability story, continue to incorporate the wild-caught messaging to differentiate against other proteins, and continue to make Wild Alaska Pollock part of more “experiential,” higher-end dining experiences—beyond quick-serve restaurant moments that tend to be more “transactional.”



Communications

OVERARCHING INSIGHTS & MESSAGES

OVERARCHING MESSAGES

- Wild Alaska Pollock surimi seafood** is a delicious, high-quality protein found in sushi bar favorites like California rolls, poke bowls and is a delicious substitute for shellfish in salads and sandwiches.
- Surimi seafood is made from wild-caught Wild Alaska Pollock and offers superior seafood flavor.
- Surimi seafood is a real seafood product and is verified by a Life Cycle Assessment (LCA) as a climate-smart protein source.
- Wild Alaska Pollock surimi seafood, also known as imitation crab, is an excellent source of complete, high-quality protein that can be used in a variety of healthy dinner favorites the whole family will love.

AREAS OF OPPORTUNITY:

- Education:** Communicating surimi seafood as a premium-quality seafood product made from sustainably sourced Wild Alaska Pollock reassures consumers about its quality and source.
- Recipe Content:** On-trend recipe inspiration that offers new usage occasion ideas may inspire consumers to incorporate Wild Alaska Pollock surimi seafood in more applications.
- Messaging:** Reinforcement of Wild Alaska Pollock surimi seafood's characteristics—including high-quality, climate-friendly, and superior nutritional content—is an opportunity to strengthen perceptions and favorability of imitation crab as a great protein choice.

New Toolkits!

GAPP worked alongside Ketchum to develop new European toolkits for France, Germany, the UK, and even a new surimi toolkit! These toolkits are vital to GAPP communicating Wild Alaska Pollock's story in a consistent way to build awareness and demand. These are comprehensively created with the intent to educate and assist those who engage customers and consumers about Wild Alaska Pollock. We encourage our members and associate members to use these to their fullest advantage to further be advocates for our perfect protein.

Find toolkits at www.alaskapollock.org/research-for-members

Team Wild Alaska Pollock deserves optimized assets for our perfect protein!



Surimi Toolkit

CARTE MESSAGE

PRINCIPAUX MESSAGES

Qu'ils soient professionnels ou consommateurs, les Français recherchent avant tout un produit savoureux. Leur choix doit impérativement porter sur un produit haut de gamme, de qualité, et qui est facile de consommation à la maison tout simplement. Le produit d'Alaska est le produit idéal et parfait pour répondre à ces attentes.

Dans les restaurants et les commerces, le produit d'Alaska est le produit idéal et parfait pour répondre à ces attentes. Le produit d'Alaska est le produit idéal et parfait pour répondre à ces attentes.

IL EST IMPORTANT DE FAIRE COMPRENDRE À TOUTES LES COMMUNAUTÉS ET À TOUTES LES CLASSES DE DISTRIBUTION QUE LE COÛT D'ACHAT D'ALASKA EST...

LE PRODUIT D'ALASKA EST LE MEILLEUR CHOIX POUR LA MAISON.

LE PRODUIT D'ALASKA EST LE MEILLEUR CHOIX POUR LA MAISON.

LE PRODUIT D'ALASKA EST LE MEILLEUR CHOIX POUR LA MAISON.

French Toolkit

CONSUMER AUDIENCE MESSAGES: GEN Z / MILLENNIALS

KEY MESSAGES

ADVANTAGES

- Cost is important when making decisions**
Gen Z / Millennials are price-conscious.
- Taste and flavor are top priorities**
Gen Z / Millennials are looking for products that are "delicious" and "tasty".
- Free from contaminants and disease is what they are looking for**
Gen Z / Millennials are looking for products that are "safe" and "healthy".

KEY WORDS TO USE

- Alaska
- Wild Alaska
- Alaska Pollock
- Wild Alaska Pollock
- Alaska Pollock
- Wild Alaska Pollock

KEY MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a real seafood product and is verified by a Life Cycle Assessment (LCA) as a climate-smart protein source.

Wild Alaska Pollock is a real seafood product and is verified by a Life Cycle Assessment (LCA) as a climate-smart protein source.

Wild Alaska Pollock is a real seafood product and is verified by a Life Cycle Assessment (LCA) as a climate-smart protein source.

UK Toolkit

GESCHÄFTSKUNDENOTSCHAFTEN: SUPERMARKTBEREICH FÜR TIERISCHES LEBENSMITTEL

B2B MESSAGING

WIE DIE ZIELGRUPPE IM SUPERMARKTBEREICH FÜR TIERISCHES LEBENSMITTEL IN BEZUG AUF WILDE ALASKA POLLOCK ANGESPROCHEN WERDEN SOLLTE

BEWERTUNGSKRITERIEN

- Geschmack und Aroma haben oberste Priorität**
Gen Z / Millennials are looking for products that are "delicious" and "tasty".
- Ein meeresfrisches Produkt, das die ganze Familie den Fisch als Hauptgang genießen würde**
Gen Z / Millennials are looking for products that are "safe" and "healthy".
- Ein Produkt, das die ganze Familie den Fisch als Hauptgang genießen würde**
Gen Z / Millennials are looking for products that are "safe" and "healthy".

BEWERTUNGSKRITERIEN, DIE ZU VERMEIDEN SIND

- Ein Produkt, das die ganze Familie den Fisch als Hauptgang genießen würde
- Ein Produkt, das die ganze Familie den Fisch als Hauptgang genießen würde
- Ein Produkt, das die ganze Familie den Fisch als Hauptgang genießen würde

KEY MESSAGES TO USE WHEN COMMUNICATING

Wild Alaska Pollock is a real seafood product and is verified by a Life Cycle Assessment (LCA) as a climate-smart protein source.

Wild Alaska Pollock is a real seafood product and is verified by a Life Cycle Assessment (LCA) as a climate-smart protein source.

Wild Alaska Pollock is a real seafood product and is verified by a Life Cycle Assessment (LCA) as a climate-smart protein source.

German Toolkit

Communications

2021 Lent Campaign

Lent concluded on Sunday, April 4th, 2021, and GAPP's records showed that nearly 1.2 million consumers came to GAPP's social platforms for content related to Wild Alaska Pollock. The **"Fish for Friday's Dish. And Beyond"** campaign executed through GAPP's Facebook, Instagram, and Pinterest channels, used geotargeting to market quick-service restaurant (QSR) menu options, retail products, and recipes featuring Wild Alaska Pollock—on the screens of hungry fish-friendly consumers, leading to results with some of the largest numbers in GAPP marketing history.

The campaign capitalized on the increased number of QSRs and brands that called out Wild Alaska Pollock by name on the packaging and in advertisements, adding to the name recognition for the species, providing GAPP with the perfect opportunity to amplify their favorite fish. GAPP drove consumers to content on our website and listed "seasonal" specials available in retailers and QSR's. GAPP featured menu items from chains including Wendy's, Bojangles, Arby's, Del Taco, McDonald's, and others. GAPP's Partnership Program products including 7-Eleven "fish bites" and Denny's Fish and Chips also made a debut with paid dollars behind the content to ensure it was reaching the right consumer, in the right region at just the right time to be relevant and engaging.

Each social media channel used saw average "click-through" rates (CTR) for the seafood industry exceeded. Pinterest with an average rate of 0.20-0.30% **exceeded with a 1.02% CTR**. Instagram with an average rate of 0.22% **exceeded industry averages with 0.50% CTR** and finally, Facebook with an average industry rate of 0.70% saw an **astounding CTR of 1.22%**. **GAPP had 19,813 users click on their content to gain more information on Wild Alaska Pollock products.** GAPP also actively engaged with food bloggers and social media celebrities that performed product reviews and tested Lent menu items—adding to the buzz.



The Fish for Friday's Dish



- 1.2 million impressions
- 1.02% CTR on Pinterest content
- 0.50% CTR on Instagram content
- 1.22% CTR on Facebook content

Communications



New IG and TikTok Presence for GAPP



With social media often comes new ways to connect to diverse audiences and spread awareness of a mission. This is why GAPP expanded into TikTok in 2021 and amped up Instagram efforts to interact more with user-generated content. TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos, on any topic. Instagram helps GAPP interact with foodies and everyday people who are eating Wild Alaska Pollock products, encouraging them and informing them to keep eating our sustainable, nutritious fish!



After working with our public relations firm Ketchum to report quarterly trends, we decided to venture into the world of short-form videos, and as we received data, we learned that quick and easy recipes are popular among consumer audiences. Seeing that much of our social media boasts of delicious Wild Alaska Pollock recipes, we took to TikTok to show viewers how easy it is to incorporate our tasty, sustainable fish into their diets. GAPP shared fish taco recipes, sushi tutorials, pasta recipes, and day-in-the-life videos to appeal to TikTok-ers!

We are looking forward to creating more content and recipes in 2022, leveraging Tik Tok as part of our overarching social media strategy for GAPP. Also, follow GAPP on TikTok at @wildakpollock. We share our TikTok content on Instagram as well, so don't forget to like, comment, and share to spread the word about our favorite fish.



GAPP's Focus on User-Generated Content

Another trend you could see as you were scrolling through your Instagram feed in 2021 was a huge influx of user-generated content! User-generated content is a huge part of GAPP, as our goal is to get more people eating Wild Alaska Pollock and becoming advocates of our fish. From parmesan-crusted fillet, stir-frys, fish and chips, salads and tacos, and even delicious soups and stews, there was an abundance of consumers shouting our name.

By interacting and engaging with said users, we hope to continue to build this positive association with the Wild Alaska Pollock brand and send them to our website to find products, learn more about our sustainable fishery, and share nutrition information. We all play a role in spreading the word of our fish, so check out GAPP's Instagram at @wildakpollock and like, comment and share.



Photo by: @runeatnbemommy



Photo by: @lowkarbkhaleesi



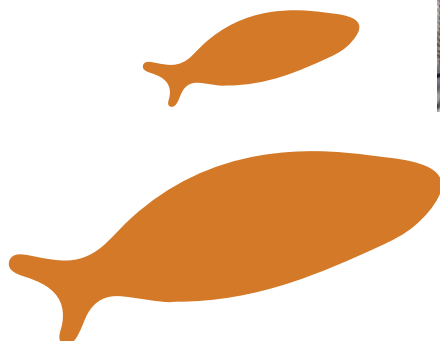
Photo by: @lovebridgest

Communications

Back-to-School and National Seafood Month Campaign Results

The Back-to-School/National Seafood Month campaign executed through GAPP's Facebook, Instagram, and Pinterest channels, used geotargeting to market Wild Alaska Pollock retail products and recipes onto the screens of families on the go and those in need of convenient recipes, leading to the largest campaign numbers in GAPP marketing history. This campaign concluded reflecting that **nearly two million consumers came to GAPP social platforms for content related to Wild Alaska Pollock!**

GAPP shared quick and easy recipes to younger audiences, most of whom were either in need of family-friendly recipes, convenient, protein-packed meal options, or seafood lovers on a budget. The campaign was centered around beautifully plated "foodie" inspired surimi and fillet recipes. GAPP encouraged users to try Wild Alaska Pollock products using the following attributes: convenience, versatility, nutrition, and low carbon footprint.

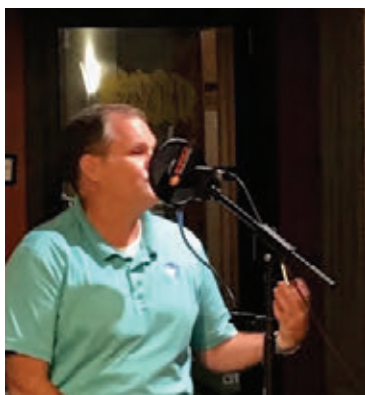


Communications

Seattle Kitchen

GAPP CEO Craig Morris joined renowned James Beard award-winning chefs Thierry Rautureau and Tom Douglas on the popular radio show "Seattle Kitchen" on KIRO Radio 97.3 in October 2021. The show is shared on the apple podcast "Hot Stove" and live-streamed on Facebook.

Craig shared the scoop on all things surimi seafood, including GAPP's work with the National Fisheries Institute (NFI) to work to clear up the regulation on the naming of "imitation" crab and also GAPP's work to introduce a new generation of consumers to surimi seafood. While Craig talked with Chef Douglas, Chef Rautureau whipped up some delicious appetizers using the surimi products Craig brought with him to the show! We hope to work more with Seattle Kitchen and the famed chefs in the future to spread the good word about Wild Alaska Pollock!



Communications

Surimi Holiday Campaign

During the 2021 holiday season GAPP engaged the foodie community and introduced them to Wild Alaska Pollock Surimi Seafood. Through a partnership with Food52, recipe development, an earned media campaign, and an influencer initiative using Ketchum's OmniEarned-ID tool, GAPP worked to make this first-ever direct-to-consumer marketing campaign a success. This campaign was based on the proprietary research GAPP conducted around consumer perceptions of surimi seafood and was meant to highlight the "real" nature of surimi seafood to consumers who were confused about the "imitation" label.

From GAPP's previously mentioned efforts, we were able to garner **over 21.9 million impressions** across news outlets, social media, native articles, earned media tours, online communities, and ads. Millions of eyes were learning about a quality product: Wild Alaska Pollock Surimi Seafood. They learned that Surimi Seafood is indeed real seafood, wild-caught in Alaska, and that it's truly good for them! What a win.

Specifically, GAPP saw a **15 percent sales lift in the total surimi category during the campaign** and consumers that saw the campaign increased their purchases by **188 percent during the time of the campaign**.

GAPP appreciates the hard work and dedication of our members who guided this first-ever marketing campaign with insights and know-how and those who helped supply product to influencers for recipe development and content creation.



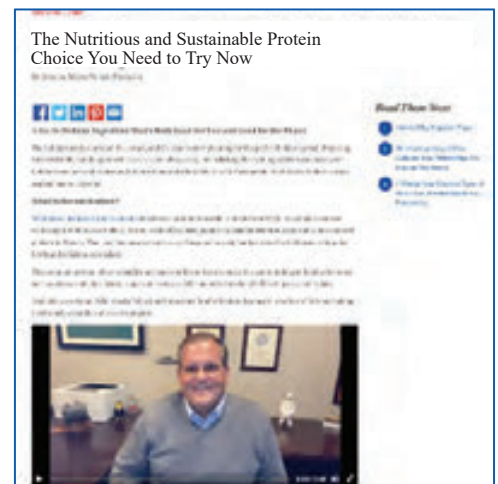
sohlae

Surimi Rockefeller Dip
and Surimi Fuchka



rachlmansfield

Easy Baked Crab Dip
and Wild Alaska
Pollock Surimi Seafood
Crispy Rice



Communications

Over 250 Million People Hear About the Wins of Wild Alaska Pollock



Association of Genuine Alaska Pollock Producers Lent-Season Campaign Reaches Nearly 2 Million Consumers



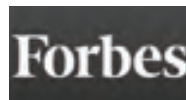
Wild Alaska Pollock Is Among the Most Climate-Friendly Proteins in the World

July 26th, 2021

National Fisherman

July 15th, 2021

Alaska pollock: Alaska product now 86 percent of U.S. consumption

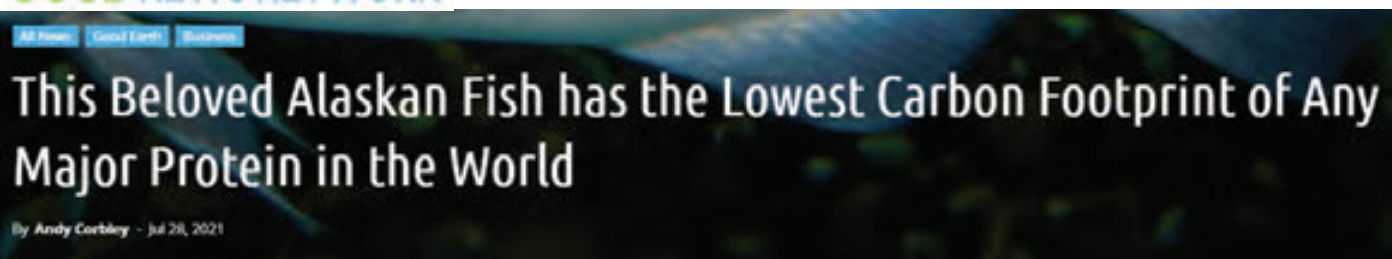


The Carbon Footprint Of The Foods We Eat Does Matter For Our Future



Phil Lempert Contributor
Food & Drink

I cover issues and trends in the food, retail and agriculture sectors.



It's O-FISH-AL! 7-Eleven Launches New Fish Bites

March 9th, 2021



USDA plans to buy 8.3m pounds of pollock products, its third-largest buy ever

May 6th, 2021



Five Facts about Wild Alaska Pollock

October 26th, 2021

Eat This, Not That!

The #1 Best Fish to Eat, According to a Dietician

Swim in a sea of health benefits when you opt for this flaky fish.



BY LAUREN MANAKER MS, RDN, LD, CLEC

MAY 4, 2021

Communications

GAPP Travels



Chicago, IL

Wild Alaska Pollock Restaurant Week



Chef Jonathan Thompson of Oaken Bistro



Cooking up a surimi risotto at Formentos Italian



Getting ready to eat some Fish Tacos at Barcocina with Chef Ramiro Piza

Spain

Conxemar Exhibition 2021



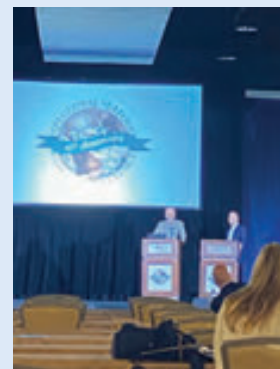
Craig Morris heads to Spain to represent GAPP, visit with GAPP partners, and speaks all things Wild Alaska Pollock to anyone ready to listen!



Orlando, FL

Global Seafood Market Conference

Ron Rogness leading a discussion on Wild Alaska Pollock at the Value Finfish Panel



Board member Bob Desautel, MSC representative Erika Feller, and Craig Morris pose as GAPP receives the MSC Ocean Champion Award

Pier 91 Wild Alaska Pollock Mural

Mural Art



Fence Art



The Story Behind the Mural

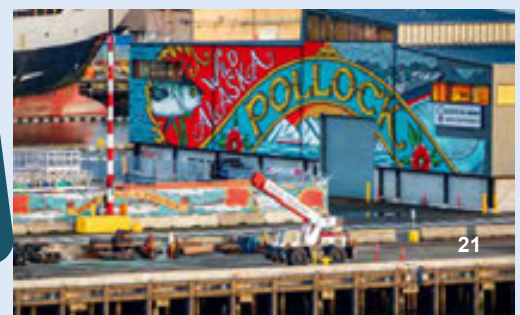
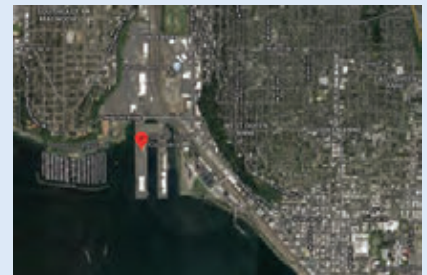
In Seattle, WA at Pier 91, GAPP commissioned local artist Kyler Martz for a colorful, storytelling mural on Wild Alaska Pollock. GAPP worked with Glacier Fish Company to design and place this mural on the north face of their headquarters building that faces where thousands of cruise passengers arrive each year as well as the nearby Seattle neighborhood of Magnolia. There is also a 100' long mural on the fence that runs along the side of the building that highlights the compelling attributes of our amazing fish. For those who are not familiar with him, Martz is a prominent local artist who plays a huge role in Seattle's art scene. His work is often inspired by nautical themes and the natural beauty of our region. We are excited to see this mural coming to life and hope it, like the Wild Alaska Pollock industry itself, becomes an iconic part of Seattle!

Kyler also made a poster for our industry that helps bring to life how a little fish can be quite a big fish after all!

We anticipate completion in Spring 2022 as we wrap up the final touches of this masterpiece.



Made generously
accessible at Glacier
Fish Company on Pier
91 in Seattle, WA

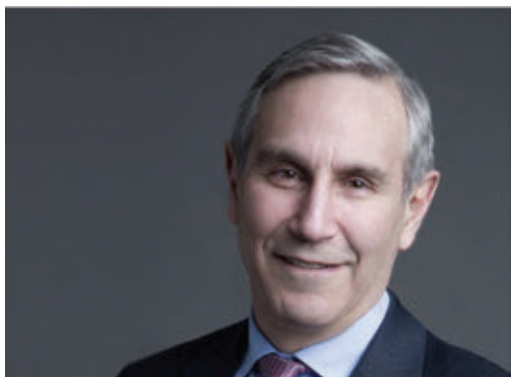


Coming
Spring
2022

2021 Annual Meeting

At its third-ever Wild Alaska Pollock Annual Meeting, a variety of distinguished speakers highlighted the significant opportunities for the fish that have been identified through proprietary research over the last year and shared the roadmap for the path forward to continue building demand with the nearly 200 virtual meeting attendees!

NEARLY **200** ATTENDEES!



Alaska Senators Lisa Murkowski and Dan Sullivan opened the meeting with video messages commending the industry on its recently-released Life Cycle Assessment results that revealed Wild Alaska Pollock as one of the lowest carbon impacts and most climate-friendly proteins on the planet today. Both Senators also noted the loss of industry legend and pioneer Chuck Bundrant and encouraged GAPP and the industry to continue building upon his legacy. Edelman CEO Richard Edelman shared the latest results of the Edelman Trust Barometer with meeting attendees, noting that trust is at a premium right now, with consumer trust at an all-time low.

"Brand trust is now more important than brand love; it's the critical factor for consumers at the point of purchase," said Edelman. "Consumer trust drives growth, particularly in the food and beverage industry. We must deliver on sustainability, diversity, and nutrition to position ourselves as a long-term partner with consumers for life."

2021 Annual Meeting

During the partnership panel, representatives from Neptune Snacks, Trident Seafood: Louis Kemp, Aquamar, Inc., and New England Seafood discussed both brand love and brand trust, with an emphasis on both new products and the work to showcase Wild Alaska Pollock's sustainability story.

"Neptune is a mission-driven brand with a desire to bring a new product into the market that was as sustainable as it can be," added Nick Mendoza, founder of Neptune Snacks. "The amazing LCA (Life Cycle Assessment) information and the full-cycle sustainability of the fishery is huge for us. Wild Alaska Pollock is number 1 and 2 in our jerky line and the story behind it is part of why."



Mike Campanile



Rich Lawrence



Nick Mendoza



Amin Nabli



Jenna Mills

Wild Alaska Pollock's nutritional attributes also remain a high selling point for driving consumer awareness and purchase intent for consumers. "Wild Alaska Pollock has the second-highest level of Omega 3s which makes it attractive to both athletes and health-conscious consumers alike," said Jenna Mills, a speaker from Eat Well Global, a leading nutrition research firm during her presentation on GAPP's work to determine the nutritional selling-points for U.S. retail-available Wild Alaska Pollock products.

By continuing to build out the story about Wild Alaska Pollock as "good for you and good for the planet" with science-backed proof points, speakers throughout the day discussed the unparalleled global possibilities for the fish in all forms.

American Seafood's Rasmus Sorensen and Erin Harrington of McKinley Research announced GAPP's latest research project "Wild Alaska Pollock 2040" to explore the export market opportunities for the fish by **"grabbing the binoculars and looking 20 years into the future."** Sorensen remarked that "with this project, we hope to create a compass for GAPP and its members which can help us stay ahead of some of the global trends and opportunities in the years to come."

Clearly one of the major opportunities was the ever-so-popular Wild Alaska Pollock product form of 2022: Surimi Seafood. GAPP discussed its ambitious roadmap for "harnessing surimi seafood's star power," which included working with National Fisheries Institute to seek truthful labeling through the Food and Drug Administration (FDA) and launching an ambitious influencer-led holiday recipe direct to consumer campaign.



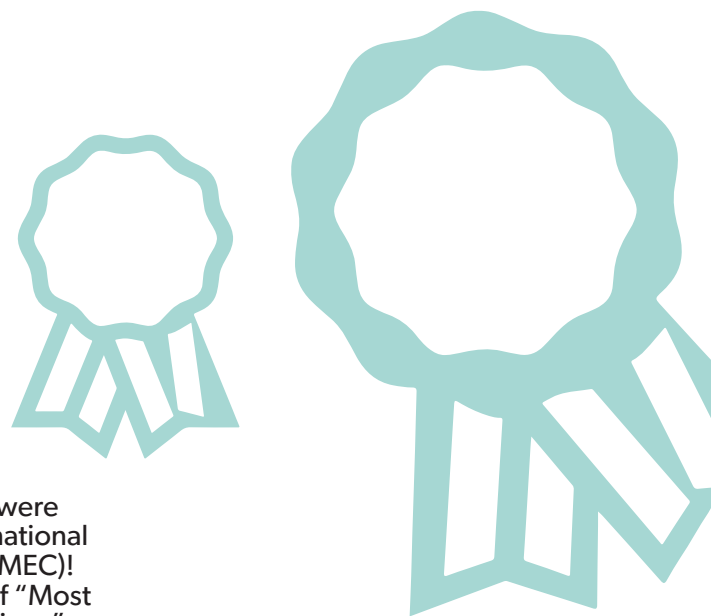
Awards & Recognition

SABRE Awards

GAPP was named a finalist in the 2021 North America SABRE Awards. These awards are the marketing industry's highest honors for recognizing superior achievement in branding reputation and engagement. There were over 2,000 entries in 2021! GAPP's entry was submitted under the Agri-Business category under the name "Making Wild Alaska Pollock a Household Name — Genuine Alaska Pollock Producers with Ketchum."

The other category finalists/competition included "The Farm Must Go On by John Deere" submitted by John Deere with Edelman, United Entertainment Group, IMRE; and the "U.S. Cotton Trust Protocol U.S." submitted by Cotton Trust Protocol, U.S. Cotton (National Cotton Council, Cotton Council International) with Hill+Knowlton Strategies.

It's important to note that these other finalists have quite the large budgets (with other checkoffs bringing in nearly \$80 million per year) so this was a huge honor and recognition of our hard work to be a finalist!



AMEC Award

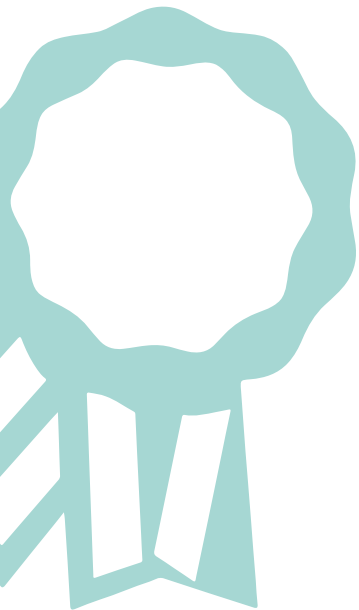
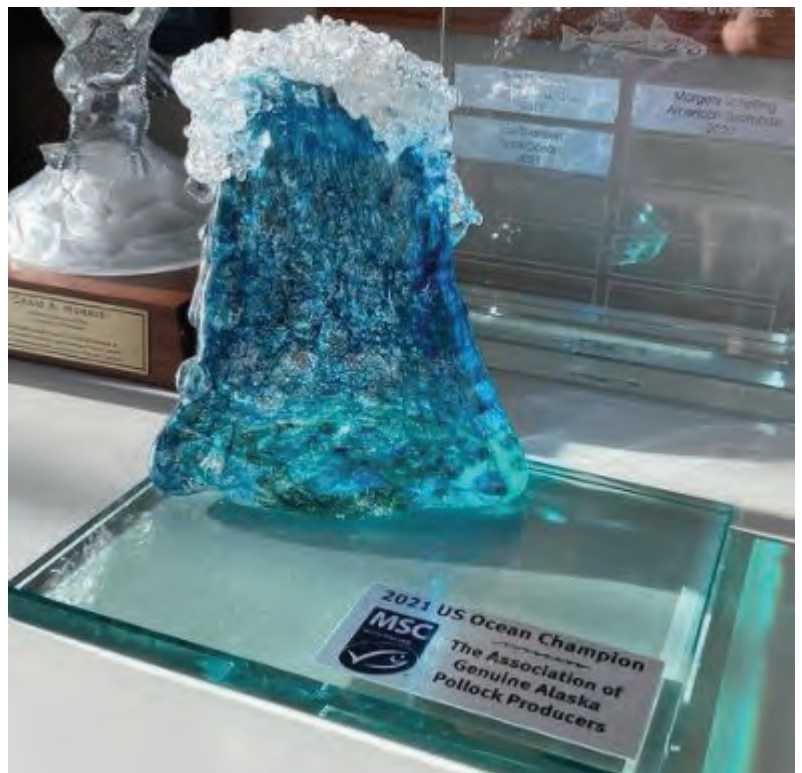
GAPP's efforts to build awareness and demand for our perfect protein were nominated for two prestigious industry marketing awards by the International Association for the Measurement and Evaluation of Communication (AMEC)! GAPP and our PR Agency, Ketchum, were nominated in the category of "Most effective planning, research, and evaluation in consumer communications" and in the category of "Most effective planning, research and evaluation: The Americas" for "From unnamed whitefish to Wild Alaska Pollock: lifting brand awareness with research & analytics." GAPP ended up being awarded the silver medal for "Most effective planning, research, and evaluation in consumer communications". Hard work and time went into this award from GAPP staff and committees, so thank you!



Awards & Recognition

Marine Stewardship Council's Ocean Champion Award

The Wild Alaska Pollock fishery was recognized for its successful fishery management and sustainability results by the Marine Stewardship Council (MSC) with its 2021 Ocean Champion Award at the National Fisheries Institute's Global Seafood Marketing Conference on January 20th, 2022. The Ocean Champion Award is an annual award that was established in 2017 to reward fisheries and companies engaged with the MSC who demonstrate continued leadership on sustainability above and beyond the MSC Fisheries or Chain of Custody Standards. GAPP is extremely humbled with this honor and we thank our members for the hard work, dedication, and attention to detail that went into this award.



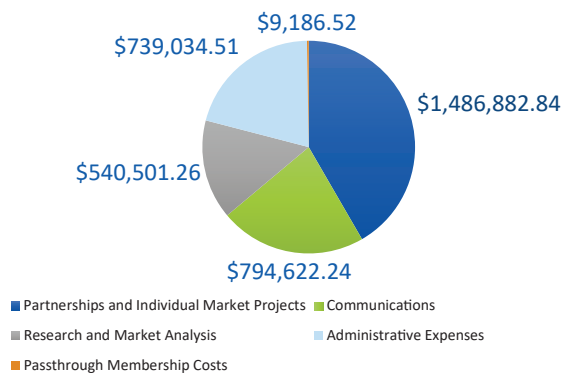
Finances

GAPP Finances for Tax Year 2021

For 2021, GAPP had a total revenue of \$3,582,021.11. The revenue was broken down as follows: \$3,285,484.45 in Member Dues, \$243,533.80 in Associate Member Dues, and \$53,002.86 in event sponsorships and cash back from investments and credit cards.

During the same period, GAPP had total expenses of \$3,570,227.37 resulting in on a cash accounting basis net income for the year of \$11,793.74. As of December 31, 2021, GAPP maintained a cash reserve totaling \$3,606,524.85. However, when accounting for brand partnerships that are obligated but not yet billed, GAPP has an unobligated cash reserve of \$1,919,587.85. This unobligated cash reserve has steadily decreased over the past three years under the direction of the Board.

Budget Breakdown



For 2021, GAPP had five primary budget categories: Partnerships and Individual Market Projects, Communications, Research & Market Analysis, Administrative Expenses, and Pass-through Membership Costs. For the year, GAPP invested as follows:

- **\$1,486,882.84 in Partnerships and Individual Market Projects.** This investment primarily went to funding brand partnerships obligated in 2020 that were activated in 2021. This was a reduction in cost from the prior year mainly due to COVID-related effects on brand launches at retail and a recovering foodservice sector.
- **\$794,622.24 in Communications.** This funded the rollout of the results of GAPP's Lifecycle Assessment that documented the low carbon footprint of Wild Alaska Pollock products, GAPP's Lent and National Seafood Month consumer campaigns, GAPP's restaurant week in Chicago, the installation of the mural on the Glacier Fish Company's headquarters on Pier 91 in Seattle, and other direct marketing activities. This was a substantial increase over the prior year mainly due to costs associated with the Lifecycle Assessment rollout.
- **\$540,501.26 in Research & Market Analysis.** This investment funded GAPP's Lifecycle Assessment, the third year of GAPP's year-over-year research to determine the awareness and familiarity of Wild Alaska Pollock in the U.S. market, GAPP's landmark surimi seafood awareness and usage study, and the other research projects outlined in this annual report. This was an increase from the prior year due to the ability to conduct more consumer research with COVID-related lockdowns easing and the resulting reliability of consumer research results.
- **\$739,034.51 in Administrative Expenses.** GAPP administrative costs remained relatively steady for the year experiencing only a slight uptick due to increased in-person meeting costs and staff travel as COVID-related restrictions began to lift from 2020 (20.70% for 2021 vs 19.14% for the prior year).
- **\$9,186.52 in Passthrough Membership Costs** for GAPP member company's membership costs in other associations such as IFFO, The Marine Ingredients Organization. These costs have remained consistent year-over-year.

More detailed accounting reports are available to all members at any time. Please reach out to craig.morris@alaskapollock.org for any requests.