

**GAPP Research Committee Charter**

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1. **Purpose:**

GAPP has worked to be the leading resource for its members, the industry and the media for all Wild Alaska Pollock data, research, and information.  As GAPP continues to deepen its understanding of Wild Alaska Pollock, the fishery, its competition, the key products produced from it, (both raw and finished goods), the consumers, and the sales channels, GAPP has formed a Research Committee to guide its future research efforts. The purpose of this committee is to ensure GAPP is addressing the industry’s critical information needs, to understand consumer attitudes and perceptions to inform our collective marketing efforts and to guide the development of our analyses, reporting and research programs. The Research Committee will require a diverse membership, representing a range of subject matter expertise that will be tapped into on a project specific basis.

1. **Overarching Objectives:**

* Identify & prioritize the questions, topics and data needs required to deliver GAPP’s annual strategic and to address any new & timely knowledge needs throughout the year
* Ensure that the all data gathering, analyses and research projects benefit from the Member’s subject and/or industry expertise and are designed to deliver actionable and relevant outcomes.
* Act as a sounding board and reviewing authority for all analyses, presentations and reports (as appropriate) before full dissemination and to actively champion the use of the new knowledge throughout their organizations and industry to help GAPP raise awareness and build demand for Wild Alaska Pollock.

**2022 Specific Objectives**

* Review the full suite of data that GAPP currently maintains and provide guidance on data that should be discarded or added
* Provide assistance as needed in the collection of data necessary to complete GAPP’s ROI 2.0 study
* Inform GAPP and its advisors on industry data availability if needed for the submission of proposals GAPP submits for federal grants.
* Work with Ketchum to provide input to the Year of Year Study questionnaire development and review early drafts of the Year-Over-Year and marketing campaign Analyses prior to Membership and Board dissemination
* Participate in project design, questions development and analysis review on custom research projects for Wild Alaska Pollock specie or fillet topics.
* Participate in the project design, questions development and analysis review on custom research projects for Surimi, focused on the Surimi Paste Supply Tracker, Surimi Seafood Retail/Shopper Research Program and Statement of Identity Research
* Provide an understanding of the opportunities, challenges and possibilities of a number of Roe Growth opportunities in either existing or disruptor markets.

1. **Proposed Meeting Cadence:**

As the Knowledge Committee is primarily project-based and formed with subject matter experts aligned to the Committee’s annual objectives, the meeting cadence will be primarily dictated by individual project schedules and will not require all members’ involvement at all times. The Committee will meet in advance of major GAPP Board meetings and at other times, as necessary.