

**GAPP Partnership Committee Charter**

March 2022

1. **Purpose:**

The Association of Genuine Alaska Pollock Producers (GAPP) Partnership Program is a critical piece of the overall GAPP awareness and demand-building strategy. Since its inception in 2019, GAPP has invested significantly into the program to put Wild Alaska Pollock into new product forms, into new channels and associating it with influencers to raise its profile with consumers. The purpose of the committee is to be stewards of the partnership program on an on-going basis. This includes defining the program’s priorities & guidelines, assessing potential partners, monitoring partnerships, analyzing & deploying results to the benefit of the industry, and ensure overall on-going program success. Of critical importance, the partnership committee will be responsible for guiding GAPP staff and contractors in ensuring the long-term benefits of GAPP’s investment in innovation and the longevity and sustainability of the program.

1. **Membership:**

The committee will be comprised of representatives from both GAPP Member and Associate Member (at any level) organizations with a particular interest and/or expertise in research and development, product innovation, menu innovation and/or culinary development and a willingness to share such expertise with GAPP for the greater interest of the industry.

1. **Objectives:**

* Ensure the Partnership Program fits with GAPP’s strategic plan priorities and advise on dissemination of funding opportunities.
* Prioritize markets, products and channels to solicit proposals from, and define application criteria and timelines.
* Set program standards (i.e., minimum composition of Wild Alaska Pollock in eligible product lines).
* Prioritize international growth markets and timing based on 2040 learning.
* Define metrics for success for partnership programs and set measurement criteria.
* Provide guidance on holding partners accountable against their outlined metrics and overall program requirements.
* Assist GAPP in determining the best way to collate, analyze and disseminate learnings from partnerships to members and measure ROI of the program.
* Identify specific innovation partnerships (QSRs, chefs, etc.) where GAPP can work hand-in-hand with targeted partners.
* Review, summarize and make recommendation on all topics related to partnerships.

1. **Meeting Cadence:**

The committee will meet quarterly, and more frequently as needed, to provide sufficient guidance to GAPP partners and staff. The committee will only meet during critical times that require decision making/recommendations.

Key tentative time periods:

* + January to March: Review learnings from past programs & recommend way forward.
  + March to June: Guide program announcement and outreach.
  + June to September: Review and recommend for funding proposals received.
  + September to December: Guide preparation of interim reports on funded partnerships for media, public meetings and strategic plan development.