

GAPP FY23 Campaign Messaging

The following messaging supports GAPP's FY23 campaign theme and may be used to promote Wild Alaska Pollock across all channels (earned, social, owned). Messages should be customized to reflect each member company's brand and can be adjusted as necessary for unique social channels.

FY23 Campaign Narrative:

Selecting fish can be incredibly confusing, but it doesn't need to be. While it can feel overwhelming to know what to look for when purchasing fish, there's a single inquiry to keep in mind that in most cases will help ensure that what winds up on your plate is both healthy AND sustainable: **is it wild-caught?**

Direct from the pristine icy waters of Alaska, Wild Alaska Pollock are ALWAYS wild-caught and never farmed. Unlike other whitefish such as Tilapia, these fish are raised and caught in their natural habitat, offering superior nutrients including **heart-healthy Omega-3 fatty acids and high-quality protein** complete with all amino acids the body needs. Not only that, but Wild Alaska Pollock is one of the most **sustainable, climate-friendly proteins on Earth** thanks to abundant wild populations that are **responsibly managed and harvested**.

Only fish caught direct from the Bering Sea can be labeled as Wild Alaska Pollock. Wild-caught and never farmed, this is the fish we can count on for protein that is **both good for you and good for the planet**.

What research tells us:

- Leaning into "wild-caught" as a unique differentiator for Wild Alaska Pollock resonates well with consumers. Phrases such as "sea-to-table" and "never farmed" emphasize Wild Alaska Pollock's wild-caught differentiator in a positive way.
- Highlight Wild Alaska Pollock as environmentally conscious and ethically sourced. Consumers resonate with messages around Wild Alaska Pollock as a climate-friendly protein that is traceable from sea-to-table.
- Consumers are looking for more information on how Wild Alaska Pollock is climate-friendly, including its carbon footprint.

The FY23 campaign is supported by four message pillars: wild-caught, sustainability, nutrition, and taste (secondary).

Wild-Caught: Direct from the pristine icy waters of Alaska, Wild Alaska Pollock are always wild-caught and never farmed.

- Unlike other whitefish, Wild Alaska Pollock are raised and caught in their natural habitat, offering superior nutrients and taste.
- Wild Alaska Pollock is always caught and frozen while still at sea to preserve freshness, taste, and nutrition.
- Only fish caught direct from the Bering Sea can be labeled as Wild Alaska Pollock.

Sustainability: Wild Alaska Pollock is the most abundant certified-sustainable fish in the world, making it one of the best protein choices for the planet.

- Wild Alaska Pollock is one of the most sustainable, climate-friendly proteins on Earth thanks to abundant wild populations that are responsibly managed and harvested.
- Wild Alaska Pollock is top-ranked and verified by a Lifecycle Assessment (LCA) as a climate-smart fish choice with a significantly lower carbon footprint than many other protein choices such as chicken or beef. Discover more about Wild Alaska Pollock's sustainability practices here: <https://www.alaskapollock.org/fish/sustainability>
- Wild Alaska Pollock, known as the world's best whitefish, is fully traceable from sea-to-table, making it the fish we can count on for protein that is both good for you and good for the planet.

Nutrition: Wild Alaska Pollock is recognized as one of the 20 most nutritious foods on the planet.

- Wild Alaska Pollock is a low-fat, protein-rich, heart-healthy whitefish that is packed with nutrients such as vitamin B-12 and loaded with omega-3 fatty acids, making it one of the most nutritious natural foods in the world.
- Harvested in the clean, remote waters of Alaska, Wild Alaska Pollock is mercury-safe and can be enjoyed in unrestricted amounts.
- Wild Alaska Pollock is wild-caught and never farmed, offering unmatched nutrients including heart-healthy Omega-3 fatty acids and other micronutrients such as selenium, magnesium, phosphorus, and potassium.

Taste: Wild Alaska Pollock is a fresh-tasting, mild and flaky whitefish that is delicious in a variety of mouthwatering dishes.

- Wild Alaska Pollock is delicious, nutritious, and easy to cook, making it a great family staple.
- Wild Alaska Pollock can be easily prepared in a variety of dishes the whole family will enjoy. It is mild in flavor and firm but tender in texture, making it especially versatile.
- Wild Alaska Pollock is known as the ultimate kid-friendly fish, with a mild taste and texture that leaves kids wanting more.

Social Guidelines:

When communicating about Wild Alaska Pollock on social media channels, always consider the following guidelines:

- Members are encouraged to follow GAPP and share our social posts on their own social channels. Always tag GAPP and #WildAlaskaPollock on your posts for increased engagement.
- GAPP posts are great to share on Instagram Stories.
- Please refrain from engaging in debates or arguments.
- Do not engage with comments that are offensive and/or discriminatory in any way.