

Snapshot of the Wild Alaska Pollock Consumer

Presented by Ketchum



OBJECTIVES

- **Understand the general population and Fish Eaters' key habits and behaviors with fish**
- **Identify shifts in attitudes and perceptions of Wild Alaska Pollock and other fish**
- **Uncover drivers of demand for Wild Alaska Pollock**
- **Explore the importance of fish sustainability**
- **Understand how to effectively engage consumers from a communications and marketing perspective**



METHODOLOGY

Data represented throughout this report comes from two studies:

GAPP Annual Tracking Study

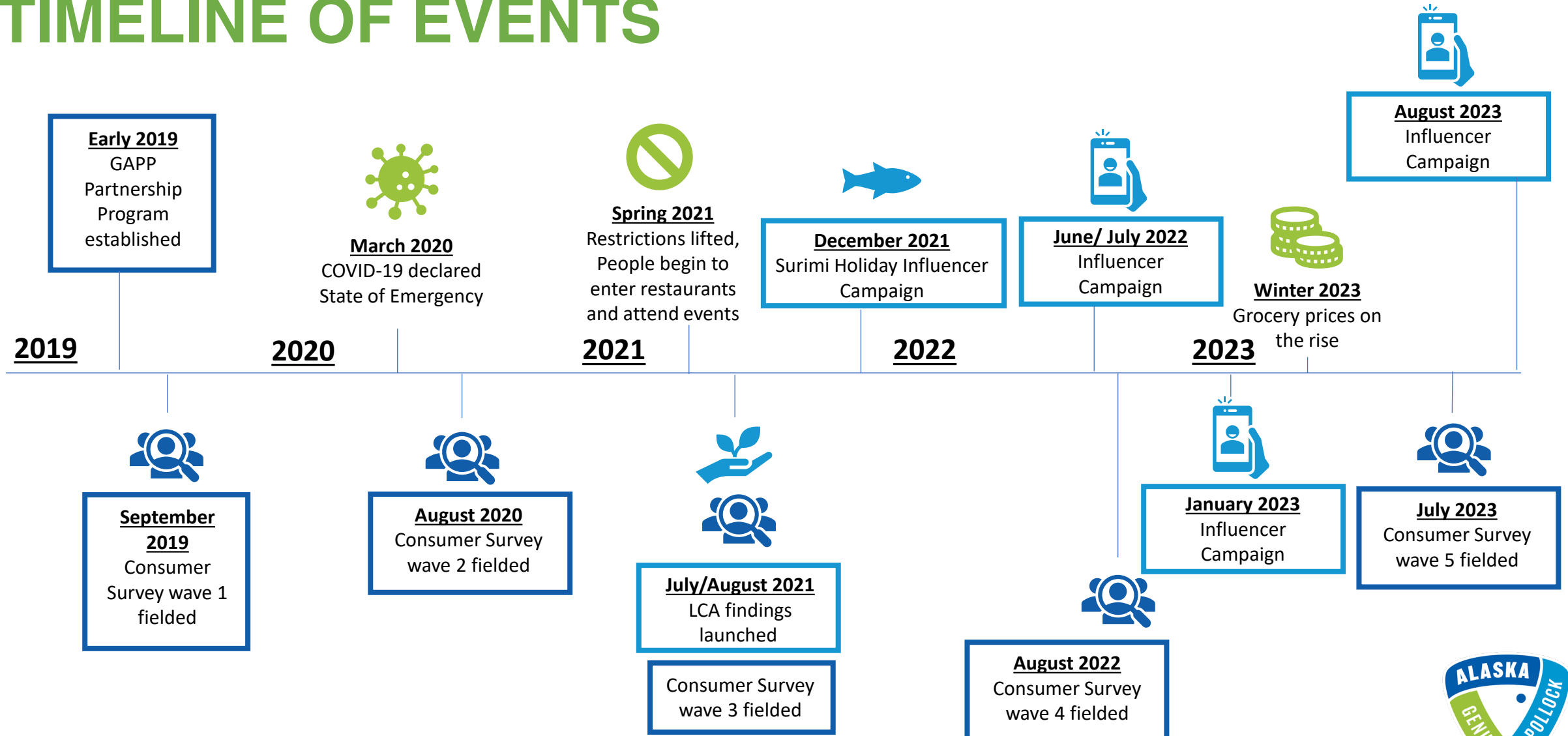
- An online survey was fielded in the United States among a nationally-representative sample of adults aged 18 years or older between July 11th – 24th, 2023. This report reflects findings from the general population (n=1,032), a statistically significant sample to allow for segmentation among gender, age, region, race/ethnicity, education and income.
- Following this, a drivers of demand analysis using predictive analytics methods was conducted to understand which fish attributes are most likely to drive Wild Alaska Pollock demand overall.
- In addition to Wild Alaska Pollock, the following comparisons were included in this analysis:
 - Salmon
 - Pacific Hake / Whiting
 - Cod
 - Halibut
 - Tilapia
 - Tuna
 - Haddock
 - Catfish
 - Sole / Flounder
 - Rock fish

Ketchum 2023 Food Consumer Study

- Ketchum Analytics conducted a 15-minute survey among 2,000 nationally representative U.S. children and adults, ages 13+. The survey was in field from 4/7 – 4/18 with margins of error at 95% confidence level.
- Generations defined as:
 - Gen Z: Ages 13-26
 - Millennial: Ages 27-42
 - Gen X: Ages 43-58
 - Boomers: Ages 59-77



TIMELINE OF EVENTS



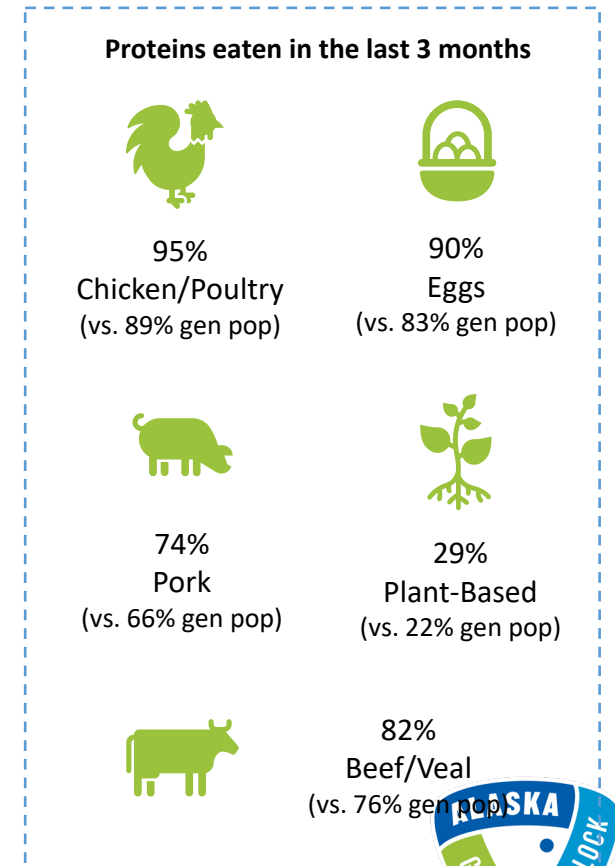
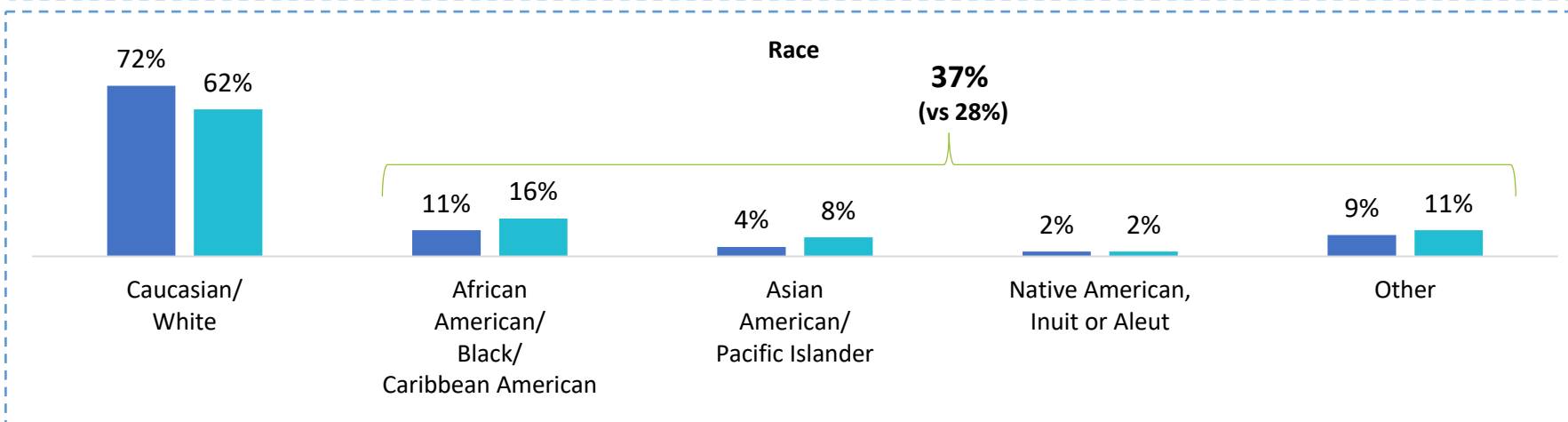
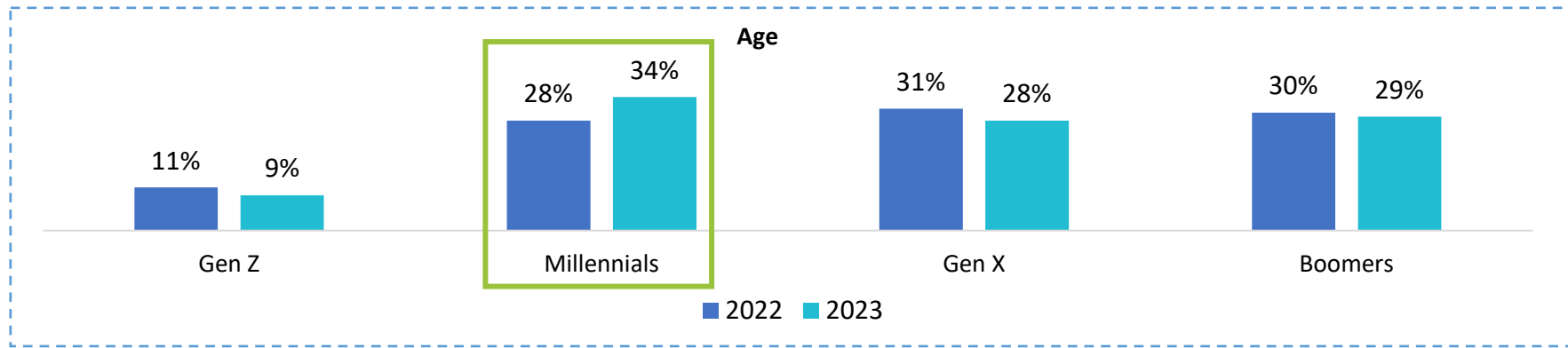
Changing Consumer Landscape





Millennial and multicultural consumers are a growing fish-eating audience.

Fish-Eater Consumer Profile



D4. With which race do you most identify? Fish Eaters (n=598)
 N33. How much of the grocery shopping in your household do you do? Fish Eaters (n=598)
 N34. How much of the cooking in your household do you do? Fish Eaters (n=598)
 N1. Please indicate the types of foods you have eaten in the past 3 months, including at home or at a restaurant. Fish Eaters (n=598)
 D5. State of Residence Fish Eaters (n=598)





Let's Explore the **Millennial Fish Eater**



Millennial fish eaters offer opportunities to introduce Wild Alaska Pollock to families and within multicultural cuisines.

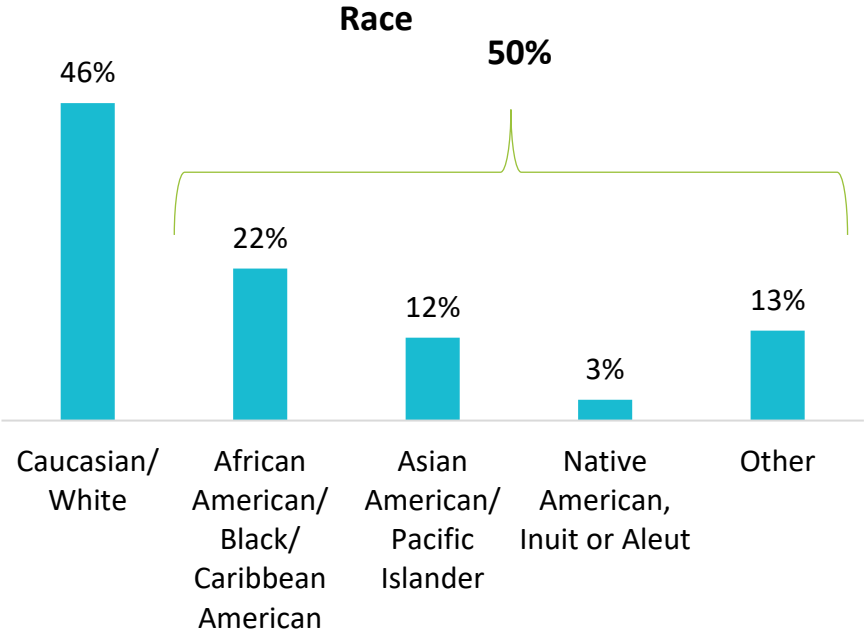
5.3M new millennials entered the fish-eating audience since last year, with half (2.6M) becoming familiar with Wild Alaska Pollock.



59%
Female



41%
Male



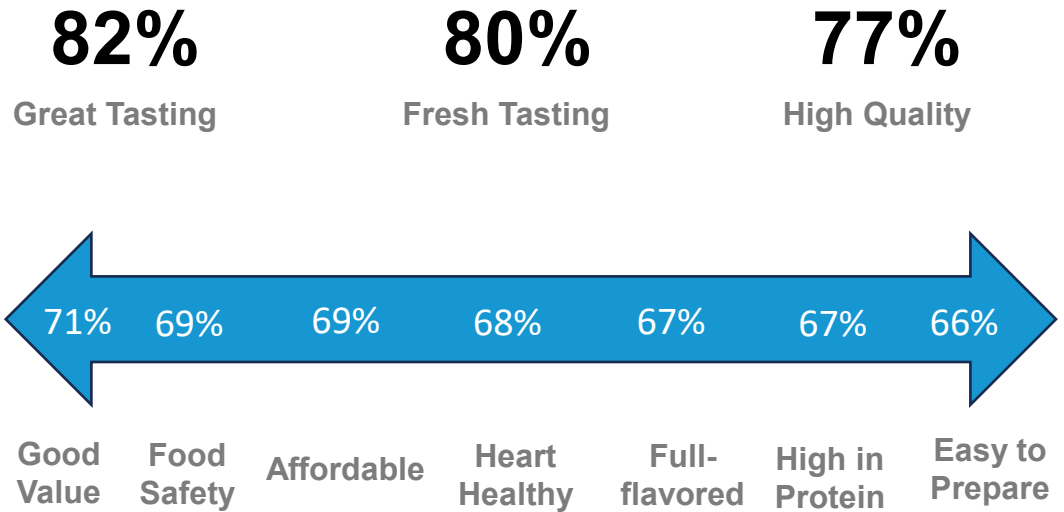
60%
Are a parent or guardian of a child under 18

D2. What is your gender? Millennial Fish Eaters (n=201)
D4. With which race do you most identify? Millennial Fish Eaters (n=201)
C1. Are you the parent or guardian of any children under the age of 18? Millennial Fish Eaters (n=201)

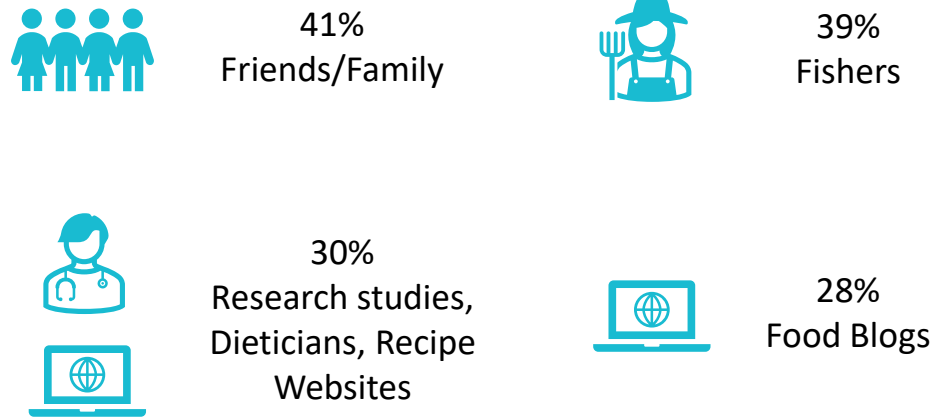


Prioritize flavor, quality and value when talking to **millennial fish eaters**, utilizing fishers, research studies, dieticians and recipe websites to share messaging.

Important Fish Attributes
(T3B on 10-pt scale)



Trusted Sources for Information about Fish



Q8_1. Below is a list of attributes that people may use to describe fish. For each, please rate how important that attribute is to you when purchasing and/or ordering fish. Millennial Fish Eaters (n=201)
N30. Which of the following sources do you trust when it comes to news and information about fish? Millennial Fish Eaters (n=201)



When looking for recipe inspiration, millennial fish eaters prioritize new flavors and affordable ingredients, turning to YouTube.

Source of Recipe Inspiration



45%
YouTube



43%
Friends/Family



30%
Food Network

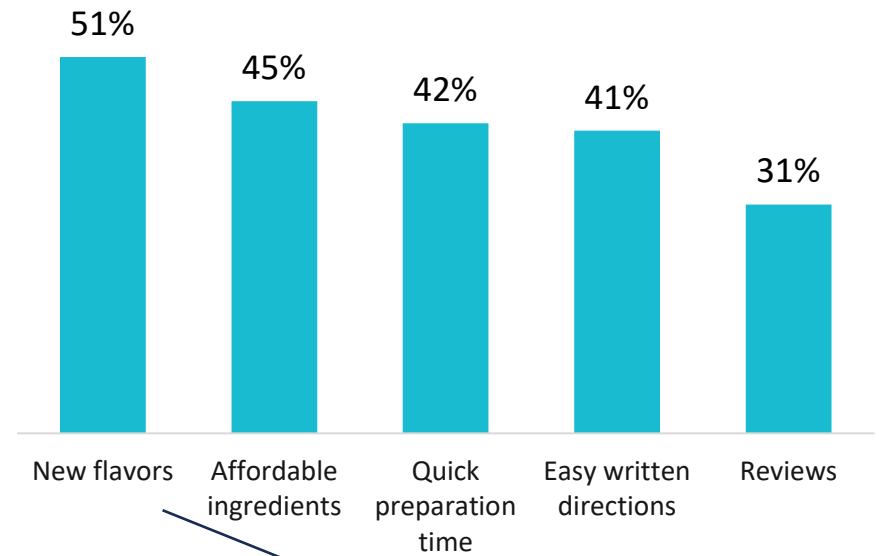


28%
Facebook



27%
Instagram, TikTok,
Pinterest, Google

Recipe Inspiration



Affordable ingredients & new flavors are more important to Millennial Fish Eaters YoY.

N28. Where do you find most of your recipes? Millennial Fish Eaters (n=201)
N29. What inspires you to try a particular recipe? Millennial Fish Eaters (n=201)





Let's Explore the **Multicultural** **Fish Eater**



Multicultural fish eaters are Millennials too -- content should be relevant to their lifestage — young adults who may be starting new families.

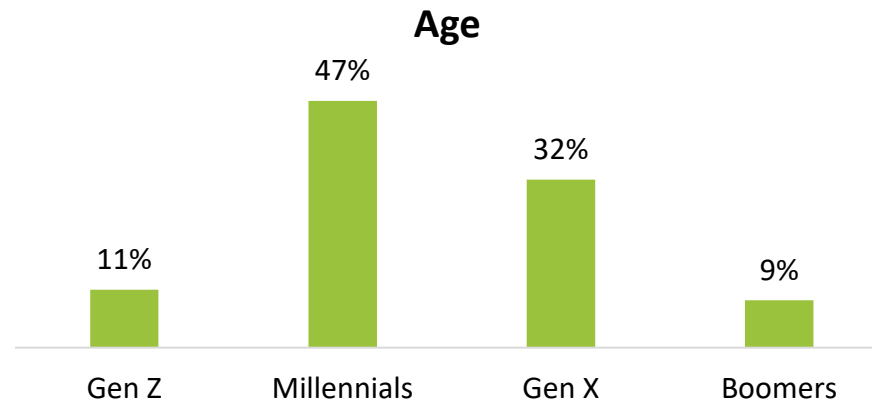
13.1M new multicultural consumers have entered the fish-eating audience since last year, with **two-thirds (9.1M)** becoming familiar with **Wild Alaska Pollock**.



67%
Female



33%
Male



40%
Are a parent or guardian of a child under 18

D2. What is your gender? Multicultural Fish Eaters (n=220)

D1. What is your current age? Multicultural Fish Eaters (n=220)

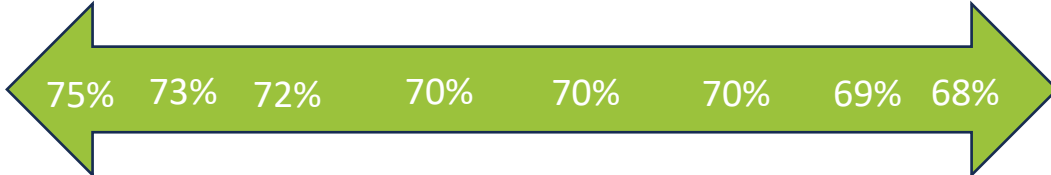
C1. Are you the parent or guardian of any children under the age of 18? Multicultural Fish Eaters (n=220)



Taste is key when talking to **multicultural fish eaters** – consider word of mouth campaigns where friend and family become messengers.

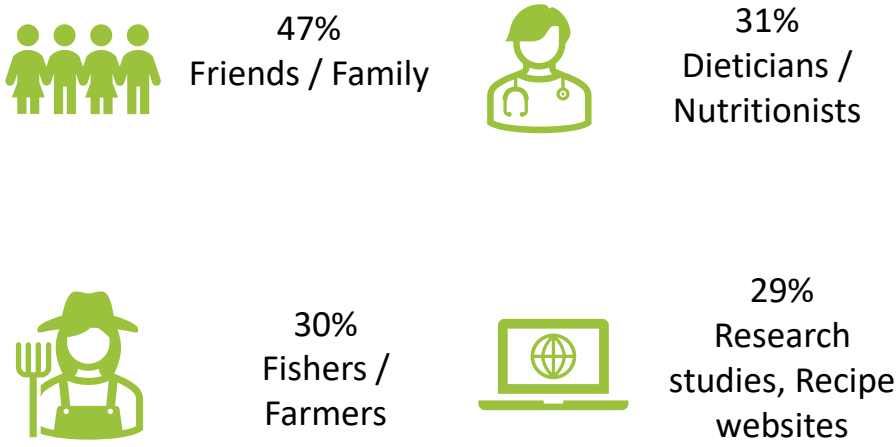
Important Fish Attributes (T3B on 10-pt scale)

81% Great Tasting **81%** Fresh Tasting



High Quality Food Safety Good Value Affordable Heart Healthy Full-flavored High in Protein All Natural

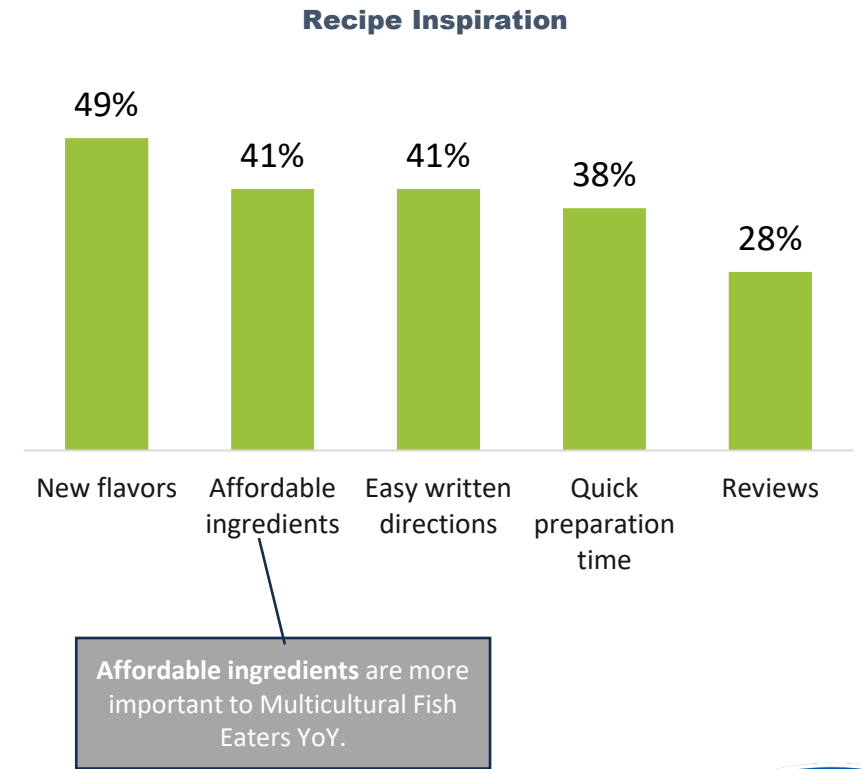
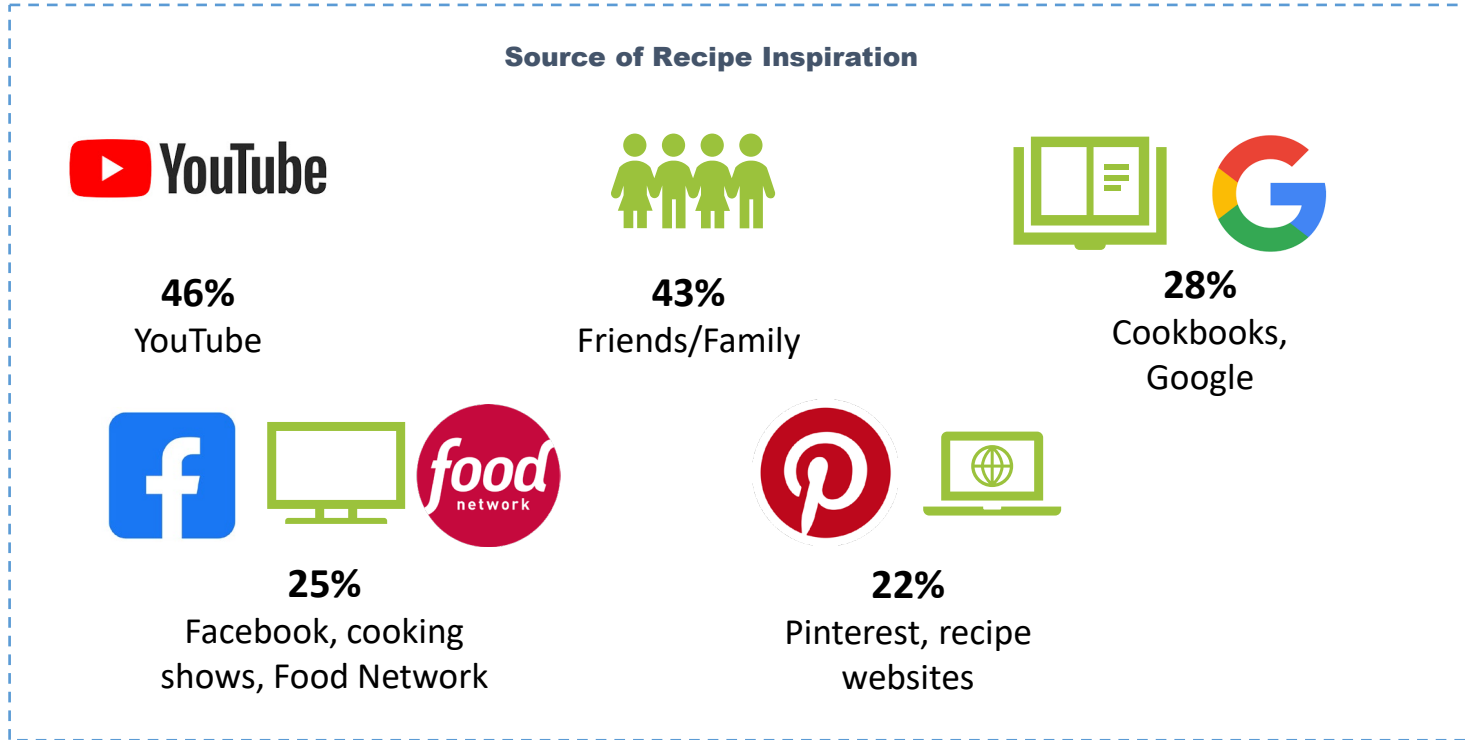
Trusted Sources for Information about Fish



Q8_1. Below is a list of attributes that people may use to describe fish. For each, please rate how important that attribute is to you when purchasing and/or ordering fish. Multicultural Fish Eater (n=220)
 N30. Which of the following sources do you trust when it comes to news and information about fish? Multicultural Fish Eater (n=220)



When looking for recipe inspiration, **multicultural fish eaters** similarly prioritize new flavors, affordable ingredients and easy directions, turning to YouTube.



N28. Where do you find most of your recipes? Multicultural Fish Eaters (n=220)
 N29. What inspires you to try a particular recipe? Multicultural Fish Eater (n=220)



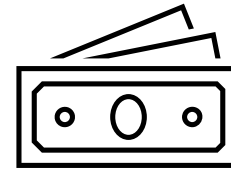
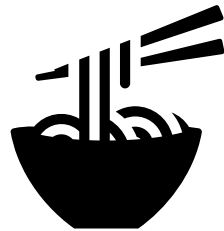
Reaching Your New Audiences

There's a lot of overlap between the **millennial** and **multicultural** fish eater, offering opportunity to reach them with similar messaging through similar channels.

Both audiences lean female, millennial and multicultural – making them feel seen in content and recognizing their stage in life is important.



They both value taste, unique and new flavors and affordability when purchasing fish and looking for new recipes to try.



YouTube is their top source for recipe inspiration while they trust fishers, research studies and dieticians for information about fish.



**No matter what,
sustainability remains key**

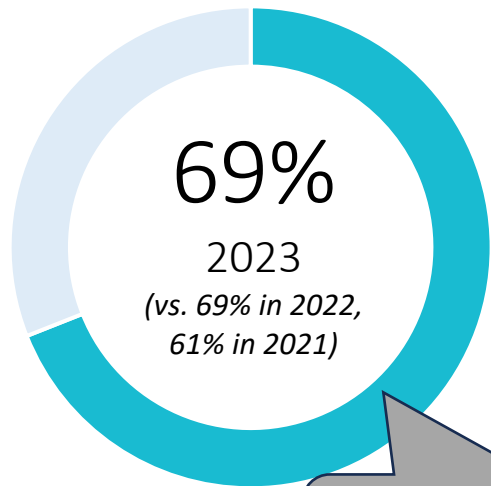




Sustainability remains important to purchase, ocean safety and future supply are priorities

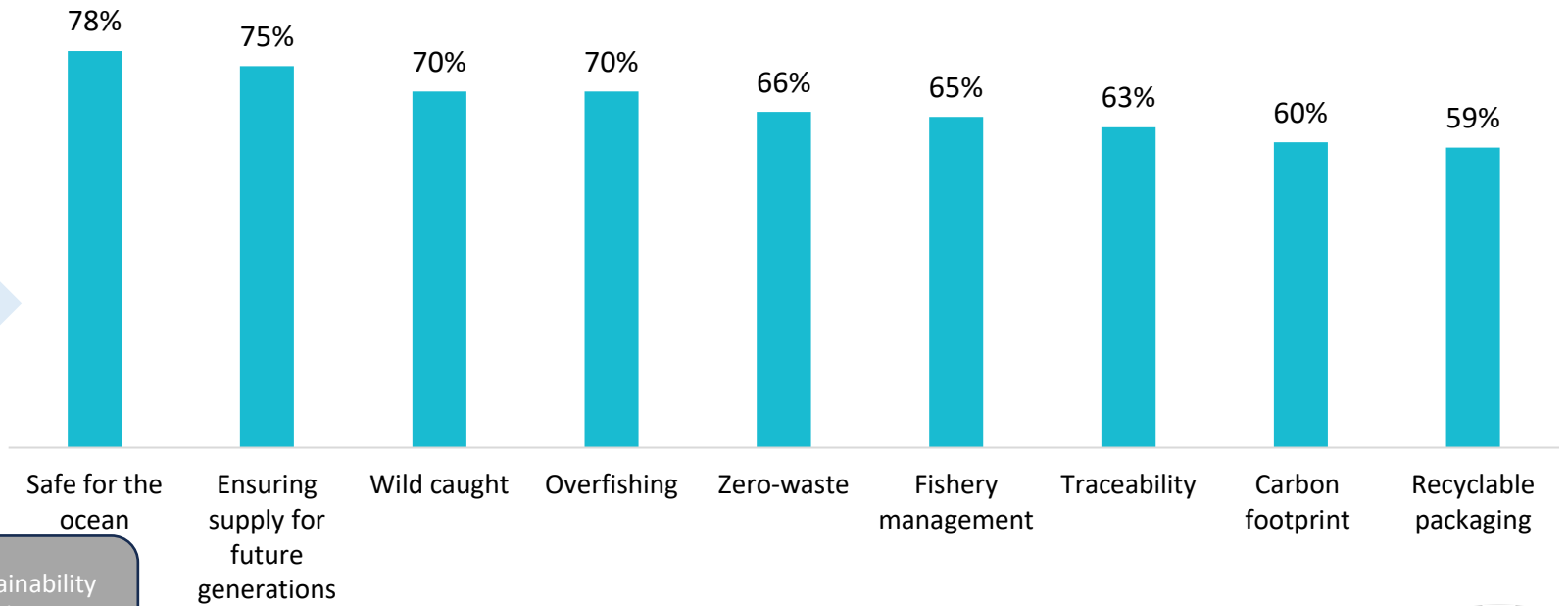


Importance of sustainability for Fish Eaters when purchasing/ordering fish (very / somewhat important)



Millennial Fish Eaters value sustainability more so than other generations (76% vs. 67% of Gen X vs. 66% of Boomers).

Attributes that are important when eating sustainably (somewhat / very important)



The importance of sustainability attributes were all on par with 2022 data.

N37. How important is sustainability to you when purchasing/ordering fish? Base: Fish Eaters 2023 (n=598), 2022 (n=640)

N38. When it comes to purchasing/ordering fish, how important are the following aspects of sustainability to you? Base: Fish Eaters 2023 (n=598), 2022 (n=640), 2021 (n=669)





Sustainability is even more important to **Millennials**



82%

of Millennials say sustainability is important to them when purchasing foods *(vs. 76% of Gen Z, 77% of Gen X and 69% of Boomers)*



50%

of Millennials have stopped purchasing food products they like because they were unsustainable *(vs. 52% of Gen Z, 33% of Gen X and 23% of Boomers)*



73%

of Millennials say environmental impact is important to them when purchasing foods *(vs. 72% of Gen Z, 70% of Gen X and 59% of Boomers)*

The role of provenance



Provenance remains important to purchase



Importance of Attribute to Fish Purchasing Decisions



54%

Product of the U.S.



49%

Wild Caught

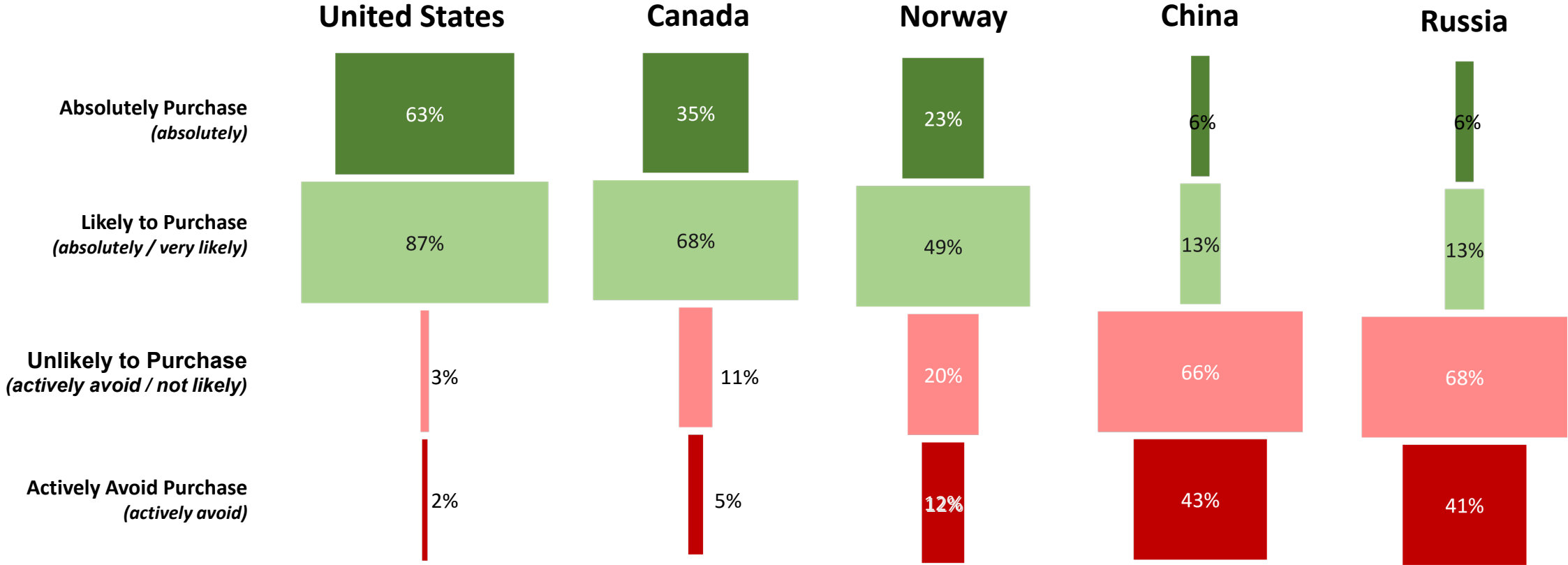


35%

Product of Alaska



Strong preference for fish from the US and Canada



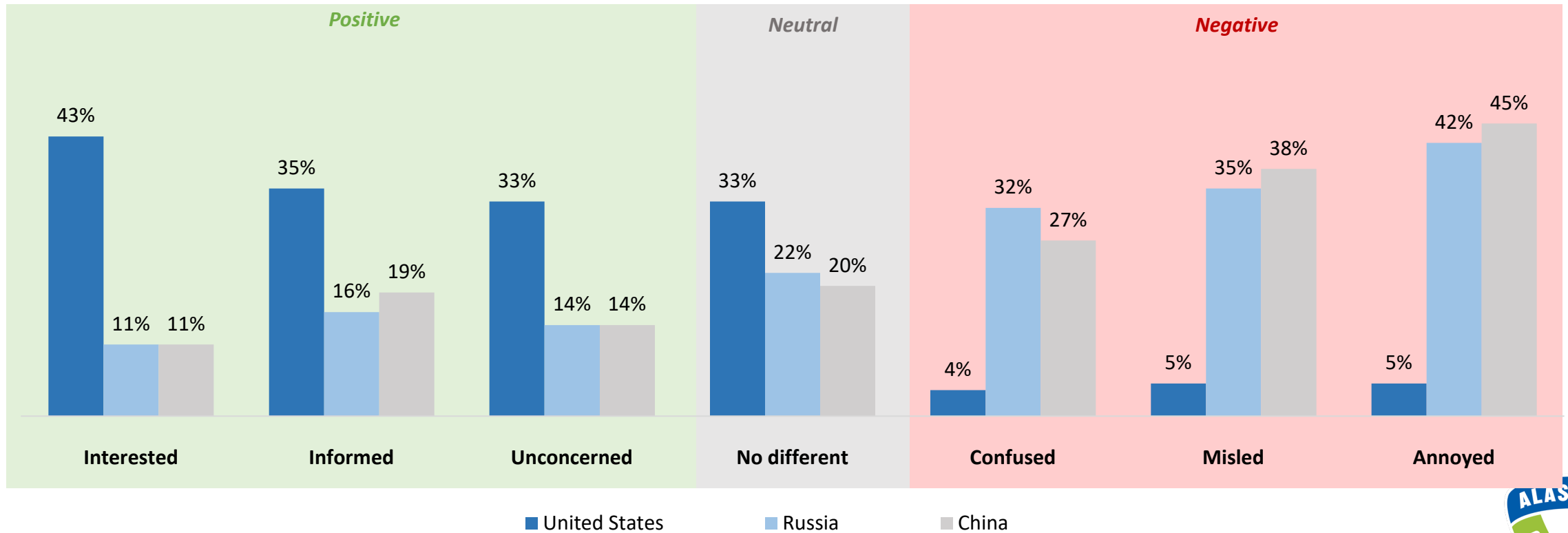
F10. When purchasing fish, how likely would you be to purchase fish from the following countries? Base: Fish Eaters (n=598)



Russian or Chinese provenance leads to buyers to feel annoyed, misled, and confused



Feelings Fish Eaters would experience if they learned that the fish they purchased from their local grocery store came from the following countries



F11. How would you feel if you learned the fish you purchased from your local grocery store comes from following countries? Base: Fish Eaters (n=598)



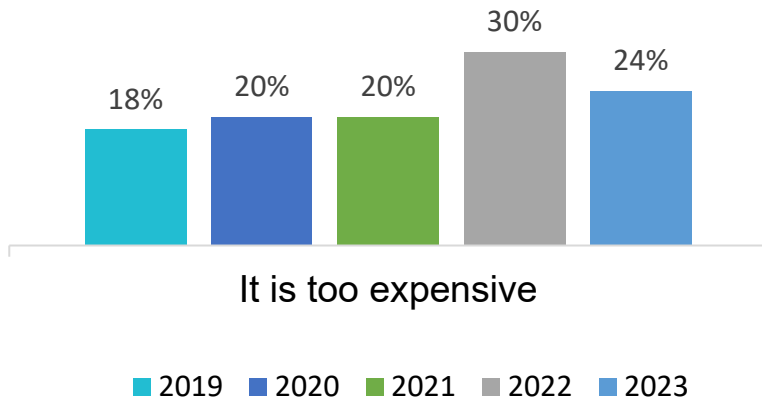
Driving fish purchases



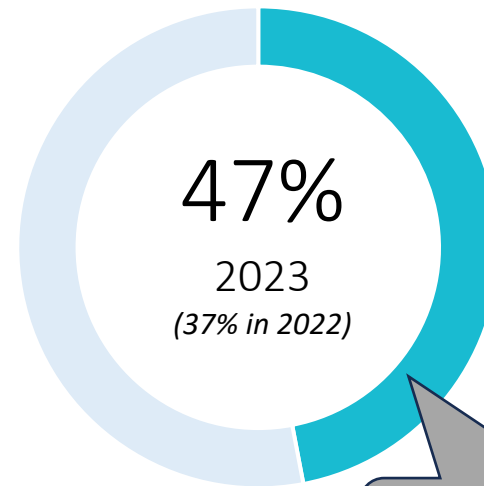
Affordability is key



What prevents Fish Eaters from consuming Wild Alaska Pollock or consuming it more often?

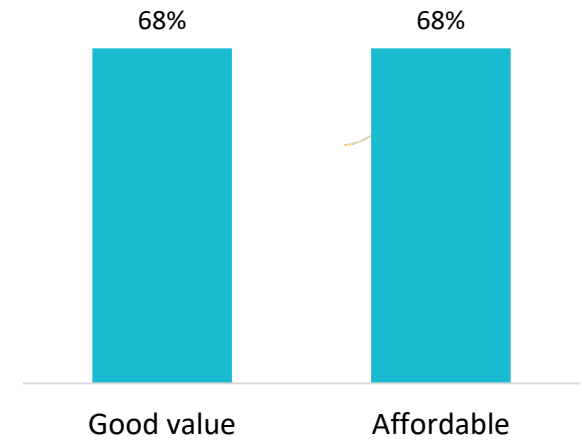


Inspiration for Fish Eaters to try a particular recipe – Affordable Ingredients



Affordable ingredients are more important to Millennial Fish Eaters YoY (45% 2023 vs. 34% 2022).

Important Fish Attributes for Fish Eaters (T3B on 10-pt scale)



Q25. Overall, what prevents you from consuming Wild Alaska Pollock or consuming it more often? Base: Fish Eaters aware of Wild Alaska Pollock 2023 (n=394); 2022 (n=419); 2021 (n=275); 2020 (n=449); 2019 (n=465)
 N29. What inspires you to try a particular recipe? Base: Fish Eaters 2023 (n=598); 2022 (n=640)
 Q8. Below is a list of attributes that people may use to describe fish. For each, please rate how important that attribute is to you when purchasing and/or ordering fish? Base: Fish Eaters 2023 (n=598)



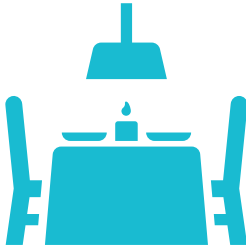
Millennials are particularly price sensitive



87%
of Millennials say price is important to them when purchasing foods



Millennials have a strict budget when grocery shopping (**63%**) and eating out (**58%**)



60%
of Millennials have turned down going out to eat to save money

KETCHUM FOOD STUDY: Q28. IMPORTANT [i-ii] (Summary) - How important are the following to you when purchasing food products? Millennials (n=542)
KETCHUM FOOD STUDY: Q14. How much do you agree or disagree with the following statements? Millennials (n=542)
KETCHUM FOOD STUDY: Q4: How much do you agree or disagree with the following statements regarding budgeting and shopping for food? Millennials (n=542)



We used statistical regression to measure the relationship between specific attributes and Wild Alaska Pollock purchase likelihood.

*Top Purchase Drivers
(Ranked)*

Great tasting
Fresh tasting
Safe to eat
Affordable
Heart healthy
Traceable
High quality
Flaky
Good value
Easy to prepare
Mild
Product of Alaska
Whole family will enjoy
GMO-free
Versatile



Top Taste Attributes

Great tasting
Fresh tasting
Flaky
Mild

Top Value Attributes

Affordable
Good value

Top Provenance Attributes

Traceable
Product of Alaska

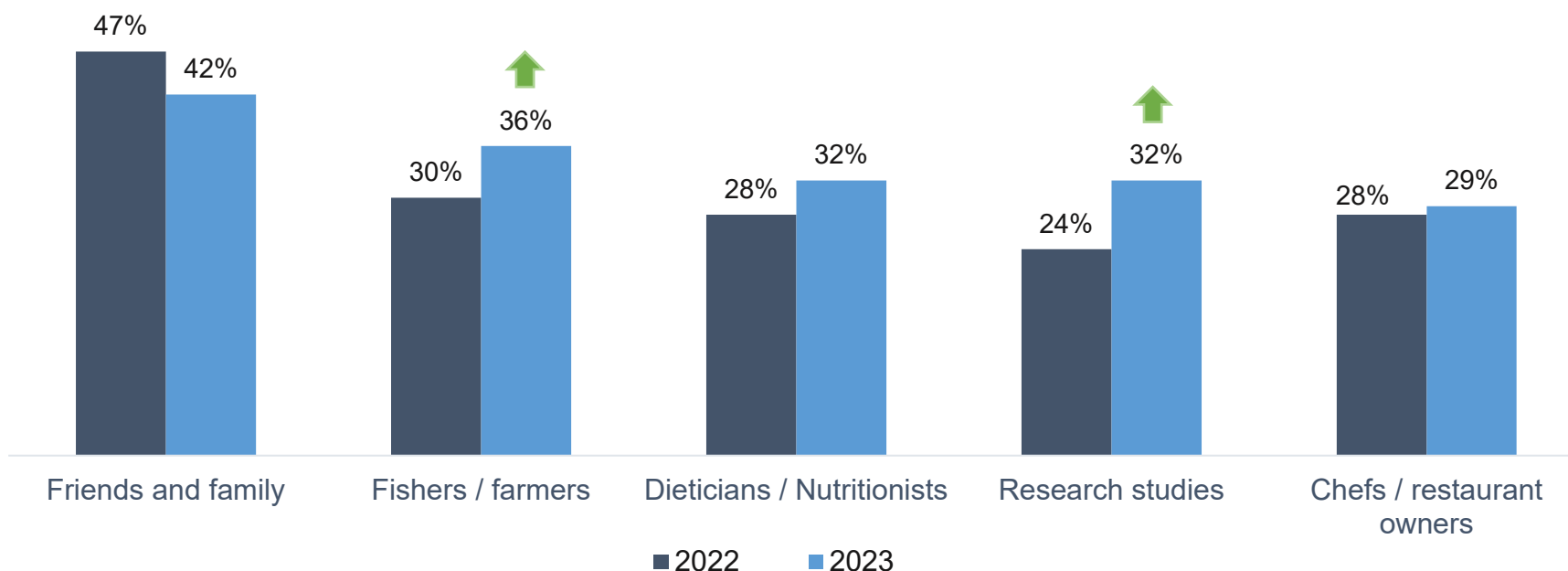
**Mild taste, flaky texture,
and its provenance will
drive people down the
funnel.**



Fishers and research studies offer opportunity as trusted sources

- Millennials are driving up trust in experts, including fishers / farmers (39% 2023 vs. 34% 2022) and research studies (30% 2023 vs. 24% 2022).

Sources Fish Eaters trust when it comes to news and information about fish – Top 5



*Sample size is under 100

N30. Which of the following sources do you trust when it comes to news and information about fish? Base: Fish Eaters 2023 (n=598); 2022 (n=640); Gen Z Fish Eaters 2023 (n=55), 2022 (n=70); Millennial Fish Eaters 2023 (n=201), 2022 (n=176)

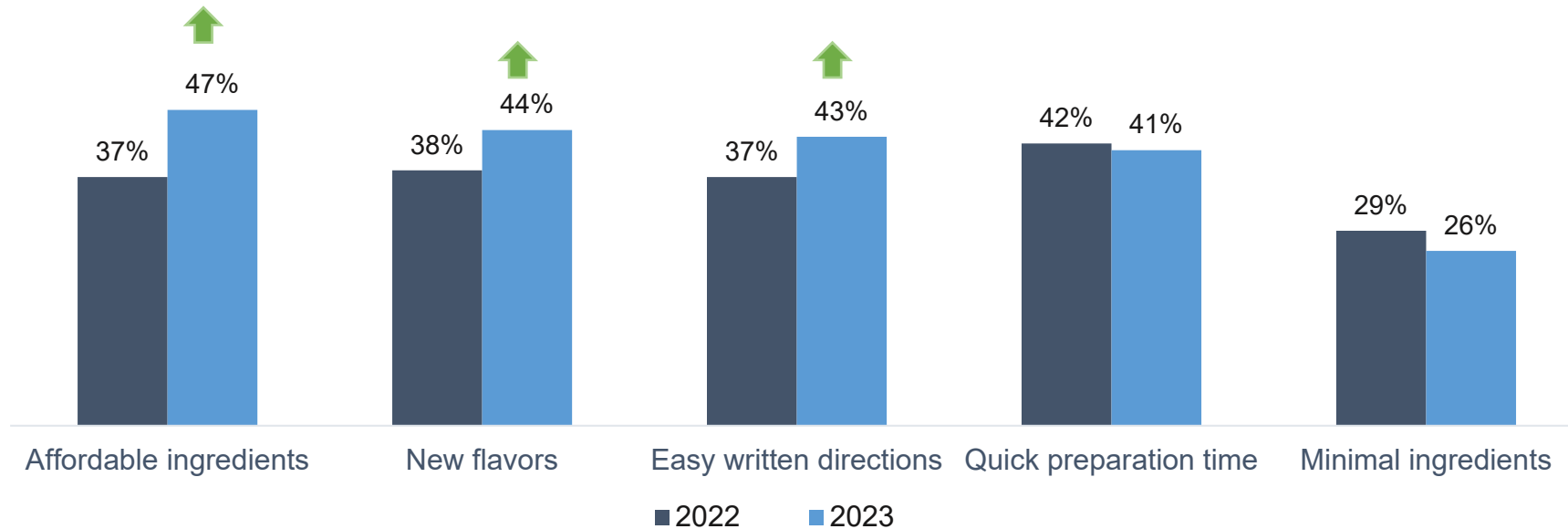


Affordability and flavor inspire experimentation in the kitchen



- Gen Z* (49% 2023 vs. 29% 2022) and Millennials (51% 2023 vs. 43% 2022) drive the heightened interest in new flavors.
- Secondary research shows that 73% of consumers are interested in spicy flavor options, including spicy appetizers, deserts, and beverages.
 - Over a quarter (26%) of Gen Z and Millennial men are also interested in hot and spicy flavored white fish.

Inspiration for Fish Eaters to try a particular recipe – *Top 5*



*Sample size is under 100

Sources: Flavor Innovation on the Menu, 2023 – Mintel; Fish and Shellfish, 2023 – Mintel

N29. What inspires you to try a particular recipe? Base: Fish Eaters 2023 (n=598); 2022 (n=640); Gen Z Fish Eaters 2023 (n=55), 2022 (n=70); Millennial Fish Eaters 2023 (n=201), 2022 (n=176)



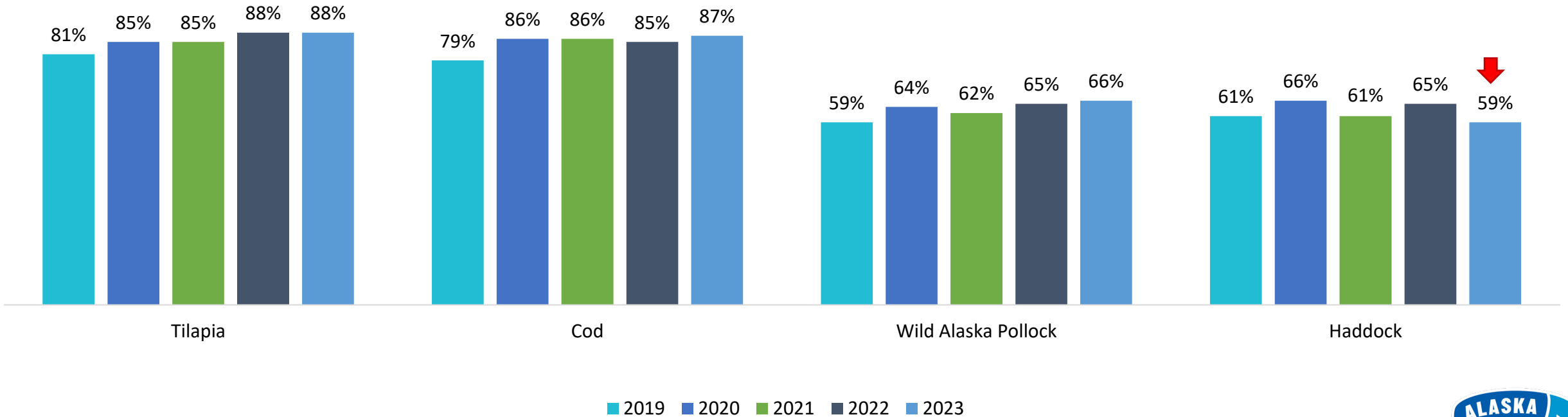
State of Wild Alaska Pollock and opportunities for industry



Wild Alaska Pollock awareness shows steady improvement over time, surpassing haddock for the first time



Fish familiarity (Those who know a lot / some / only a little)



Arrows indicate a statistically significant change compared to 2022. Green indicates an increase, red indicates a decrease, and no arrow indicates no change
 Q1. How much would you say you know about the following types of fish? Base: Fish Eaters 2023 (n=598); 2022 (n=640); 2021 (n=669); 2020 (n=764); 2019 (n=850)



What this means for the Wild Alaska Pollock industry

#1

Stay attuned to the **changing consumer landscape** and keep a pulse on new category entrants and those who may be aging out.

#2

Continue to prioritize Wild Alaska Pollock's **sustainability story**, sharing data-based messaging utilizing fishers as spokespeople.

#3

Continue to prioritize Wild Alaska Pollock's **provenance story**. Highlight that Wild Alaska Pollock is fished in the United States, particularly in Alaska, and its wild-caught story to resonate with the fish-eating consumer.

#4

Wild Alaska Pollock continues to see slight increases in familiarity among fish eaters, **surpassing haddock for the first time**.

#5

Create a consistent drum beat of news to stay top of mind with the fish-eating consumer, highlighting Wild Alaska Pollock's affordability, taste, provenance and unique flavor combinations.