



Association of Genuine Alaska Pollock Producers

Annual Report

Fiscal Year 2022-2023



LETTER FROM THE *CEO*

What an exciting year for Wild Alaska Pollock! Not only did we raise the profile of Wild Alaska Pollock through celebrity influencers like Chef Antonia Lofaso but we also partnered with high-visibility brands like Nordstrom to bring Wild Alaska Pollock to new consumers across the country and around the world. Those, and other, 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 fiscal year 2024 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.**



Craig Morris, P.h.D.
Chief Executive Officer
Association of Genuine Alaska Pollock Producers

Membership

Our Board of Directors



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



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



Joe Bundrant
Director
CEO, Trident Seafoods
BS/ AI Shoreside
Sector



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



Tom Enlow
Director
CEO, UniSea
BS/ AI Shoreside
Sector



Mark Franklin
Director
President,
Golden Alaska
At-Large Member



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



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



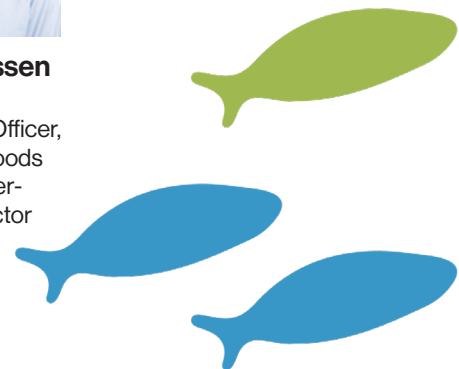
Grant Mirick
Director
Chief Operating Officer,
APICDA
CDQ Sector



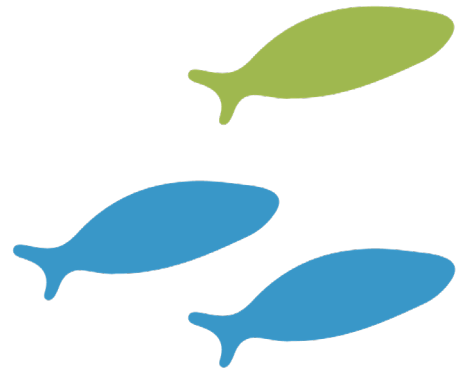
John Woodruff
Director
Chief Operating Officer,
Icicle Seafoods
At-Large Member



Inge Andreassen
Director
Chief Operating Officer,
American Seafoods
BS/ AI Catcher-
Processor Sector



Membership



Members

Akutan Catcher Vessel Assoc.	High Seas Fleet Cooperative
Alyeska Seafoods	Northern Victor Fleet Cooperative
American Seafoods	Norton Sound Economic Development Corp.
Aleutian Pribilof Island Community Development Assoc.	Ocean Beauty Seafoods
Arctic Fjord/Arctic Storm	Peter Pan Fleet Cooperative
Bristol Bay Economic Development Corp.	Trident Seafoods
Central Bering Sea Fishermen's Assoc.	Unalaska Fleet Cooperative
Coastal Villages Region Fund	UniSea
Glacier Fish Company	UniSea Fleet Cooperative
Golden Alaska Seafoods	Westward Fleet Cooperative
	Westward Seafoods, Northern Victor Division

Associate Members

Mako

Trans-Ocean Products
USI Insurance Services

Gold

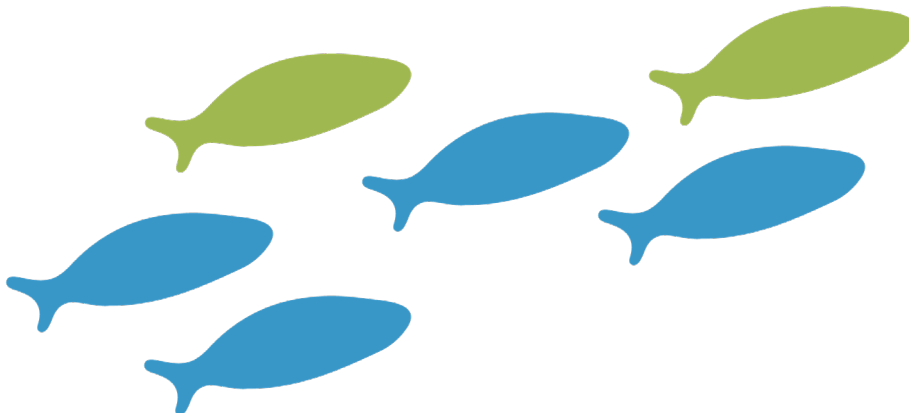
Aquamar
Channel Fish
Delta Western
Gallagher Insurance
Gorton's Seafood
High Liner Foods
King & Prince Seafood
Simrad Fisheries

Silver

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

Bronze

Arion Banki
Beck Pack Systems
Islandsbanki
International Paper
Olympia
Highland Refrigeration
Lafferty's EMS
Northwest Farm Credit
OSU Surimi School
Petro Marine
Sugiyo USA
Wells Fargo
Young Ocean, Inc
Zep, Inc. | AFCO



Partnerships



GAPP Compiles Comprehensive Partnership Program Report on First Four Years of Funding

The GAPP Partnership Program is a critical piece of GAPP's overall strategy to increase the awareness and demand for Wild Alaska Pollock. Since the Partnership Program began in 2019, we have invested significantly, over \$8MM in 60 different partnerships, in the Program and have put the species into new product forms, new channels and marketing campaigns. In addition to increasing the awareness and demand for Wild Alaska Pollock, a secondary objective is to gain learnings for the industry through these "pilot" projects to inform future industry investments in innovation, product development, and marketing efforts. Last year, GAPP published our very first Partnership Program Report. This report is a comprehensive summary of all the investment we have done as an industry and all that we have learned. As we move forward, this will be a living document for GAPP members and an opportunity to understand where our dollars have gone and all that we have learned from these critical Partnership Programs. To review the Partnership Report, [click here](#).

Fish Said Fred

New England Seafood's, Fish Said Fred brand launched a successful social and influencer program that made an impact on sales. Their "Awesome Alaska Pollock Fillets" took the internet by storm as Instagram "foodies" shared their recipes and photos. Examples include: mother and nutritionist [@sophieshealthykitchen](#) mouthwatering fish and chips recipe, food blogger [@afeliaskitchen](#) made a Masala Alaska Pollock Fish Pie, and former British TV star and mother made Alaska Pollock Tacos. A recent Facebook brand study revealed an impressive 2.0pt lift in purchase intent – outperforming the FMCG category by 3.3 times.



Partnerships

Trident Seafoods- Pure Catch

Trident Seafoods launched its new Pure Catch Wild Alaska Omega-3 supplements that are made from wild-caught, certified sustainable Alaska pollock oil. The product is being marketed as naturally gluten-free and low in mercury, coming in a flexible, resealable pouch with a fresh citrus aroma, opposed to the fishy smell of typical fish oil supplements. Trident's brand "Pure Catch" proudly speaks of Wild Alaska Pollock's sustainability story, its unmatched nutrition, and ease of use. Learn more about the product [here](#).



Lucky Louie Fish Shack LTO



This Sea-Tac go-to restaurant has been a large seller of Wild Alaska Pollock for years. GAPP Partnered with the Lucky Louie team to launch a Fish Taco LTO in April just ahead of Cinco de Mayo. These Crispy Wild Alaska Pollock Tacos with soft white corn tortillas, verde tartar sauce, shredded cabbage and fresh tomato pico quickly became a tremendous success and one of the best performing items on the menu. The LTO transitioned to a permanent menu item.

Nordstrom Climatarian Month Program



GAPP partnered with Nordstrom and Trident to create Wild Alaska Pollock Climatarian Menu items and a marketing campaign in Nordstrom Restaurants and Specialty Coffee Bars. The program featured two delicious dishes: Wild Alaska Pollock Salad and Wild Alaska Pollock Cajun Risotto.

Additionally, Nordstrom promoted the full utilization of the fish by including pet and human supplements in the program. Nordstrom's sustainability values were a perfect partner for GAPP and Wild Alaska Pollock. The salad was the #2 salad for the month of April and the Risotto was the number one entrée item. Opportunity to increase internal incentives for collaboration on pet and human supplements.

Partnerships

Okuhara Foods Functional Foodservice Program



This 3rd generation family-owned business has been selling traditional surimi based Japanese style fishcakes since 1946. GAPP partnered with Okuhara to secure new equipment that slices and dices the surimi to produce new SKUs in foodservice to drive increased distribution with institutional and foodservice accounts. This new piece of equipment has allowed Okuhara to manufacture these items efficiently and consistently. The business impact was seen immediately with items in both McDonald's and 7-Eleven restaurants in Hawaii.



GAPP Heads out to the Ballgame with DubSea Fish Sticks Partnership

Last year, GAPP partnered to sponsor the summer collegiate baseball team based out of West Seattle: the DubSea Fish Sticks. In July, GAPP staff headed to Mel Olson Stadium to take part in the DubSea Fish Sticks game. At each Fish Stick game, you could find fresh Wild Alaska Pollock fish sticks at the concession stand, a towering 6+ foot fish stick mascot walking around, and fish-inspired activities happening in between innings. As a proud sponsor, GAPP was able to go “throw the first fish” at the July game and meet the team. It's clear that DubSea's summer fans were excited to learn about Wild Alaska Pollock and that's what we call a home run!



Partnerships

Lil Woody's Features Wild Alaska Pollock



Wild Alaska Pollock got a special spot on the menu of a local Seattle-based burger chain in September, and GAPP staff and the Board ate it up (pun intended)! The local Seattle burger chain, Lil Woody's, invites chefs to do their own spins on burgers, occasionally throwing in extra-special themed months like their "Seattle Seafood Month." From August 30th to September 5th, Chef Cory Alfonso cooked up fresh "Fillet-O-Fish" made from our favorite whitefish: beer-battered Alaskan Pollock, "pickle-y" tartar sauce, shredded lettuce, and American cheese on a Lil Woody's bun. In an interview with the Seattle Times, Alfonso said, "We wanted to add a fish sandwich to the Lil Woody's burger repertoire and our inspiration came from McDonald's. We love taking fast food sandwiches and

putting our spin on them. Our Fillet-O-Fish offers a new take on a classic sandwich."

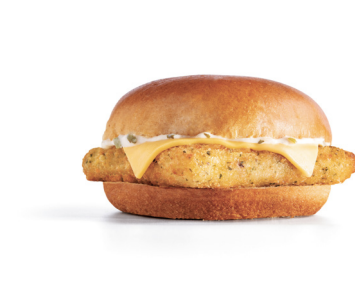
GAPP Announces New Partners from 2022 Funding Round

At GAPP's 2022 Wild Alaska Pollock Annual Meeting, we unveiled our next round of funding for the GAPP Partnership Program. The new partners represent a diverse group of 14 that span different product forms, countries, and channels. Each funded program falls into one of five platforms: Innovation, Younger Targets (aka Millennials and Gen Z), Digital/Social Media, Out of Home or International. The new partners include Angulas Aguinaga, FujiSan, GloBowl, Gorton's Seafood, King & Prince Seafood, Moji, Neptune Snacks, Nordstrom, Noronha Pescados, Restaurant Depot, Trans-Ocean Products, 7-Eleven, Trident Seafoods, and the Oakview Group.



Partnerships

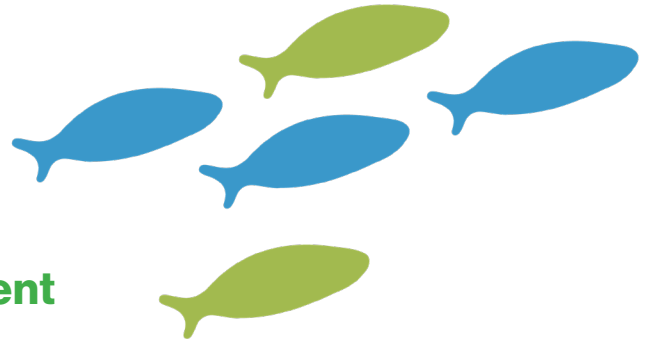
GAPP Partners Celebrate Lent!



GAPP's Partnership Program experienced a very eventful Lent with a number of projects fully activated as Lent began. First, GAPP worked with Nordstrom and Trident Seafoods to create two new dishes featuring Wild Alaska Pollock – a Blackened Wild Alaska Pollock and Potato Chowder sold in Nordstrom full service restaurants and a grab-n-go Blackened Wild Alaska Pollock Taco Salad at Nordstrom Specialty Coffee Bars. Nordstrom chefs are also using their own skills to create other products featuring Wild Alaska Pollock. A second Partnership Program-supported product rolled out for Lent was Pescanova USA's Protein Pasta made with Wild Alaska Pollock. This gluten free product comes in three great flavors – Garlic Basil, Tomato Basil and Lemon Pepper. All three products were available in major Super Target stores nationally. Gorton's used the Lent season to roll out its new Air-Fried Fish Fillets made with Wild Alaska Pollock, with 50% less fat than traditional frying methods. "Wild Alaska Pollock" is shown on the front of pack and is prominently mentioned in the 15 second ads that aired nationally.

In addition to these programs, the GAPP Partnership Program supported the Lent launch of 7-11's LTO Wild Alaska Pollock Fish Sandwich with Friday promotions that called out "Wild Alaska Pollock" and the GAPP logo and also supported 7-11 social media and digital advertising. The GAPP Partnership Program worked with Restaurant Depot to promote multiple Wild Alaska Pollock SKUs including beer battered fillets and surimi-based products. Restaurant Depot featured Wild Alaska Pollock in two separate emails to its customers that achieved as high as a 30% click rate and chefs conducted in-store sampling of Wild Alaska Pollock with Aioli. And last, but by no means least, GAPP's Partnership program worked with our friends at TransOcean in supporting Connected TV and Influencer programs. Trans-Ocean does a tremendous job of featuring Wild Alaska Pollock on its website, talking at length about the climate-friendly attributes of our fish. GAPP's Partnership Program experienced a very eventful Lent with a number of projects fully activated as Lent began.

Research

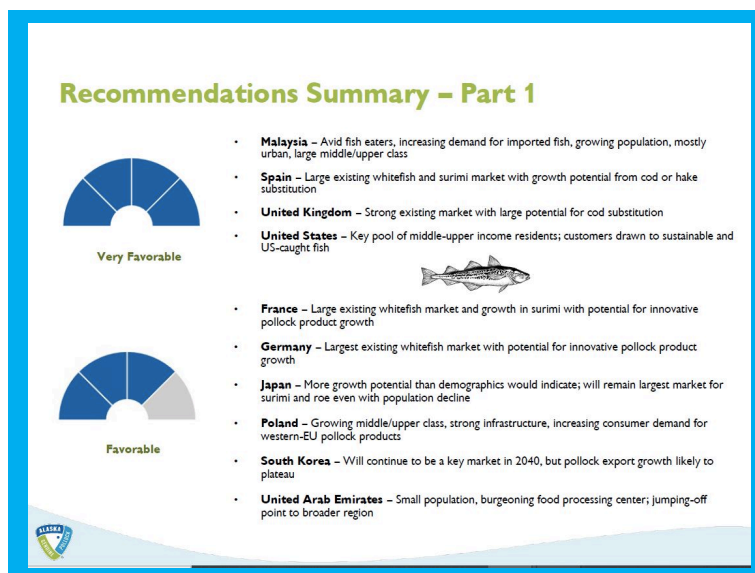


GAPP Second Return-on-Investment Study Shows Significant Results

It is important that GAPP members have information on the efficacy of GAPP programs and the return on investment (ROI) on their financial contributions to GAPP. To that end, GAPP commissioned Cornell University to perform an econometric analysis that produced an economic evaluation of GAPP's programs in terms of what the return on investment in GAPP means to GAPP members. This is a repeat of the study GAPP had performed in 2020 that showed a significant positive return on the Alaska Pollock fillet and surimi block price for membership investment in GAPP. GAPP's fishing cooperative members requested that GAPP include in this analysis the impact of GAPP's expenditures on the prices paid to the fishing cooperatives for fish landed at onshore processing facilities.

The results showed that over the most recent five years, for every dollar every member invested in GAPP, they had a Return on Investment of between \$14.53 and \$15.75.

GAPP Finalizes Wild Alaska Pollock 2040 Research and Hosts Member Webinar



GAPP successfully completed its research study analyzing current and future potential international markets for Wild Alaska Pollock. Working with McKinley Research Group, this research provided GAPP and its members with objective, data-driven assessments about current and potential future Wild Alaska Pollock markets over a mid- to long-range time horizon (year 2040).

The research supports focus and prioritization of GAPP investments to support these markets and build global demand. Some of these markets are right for GAPP to conduct marketing activities in-country, while

the study shows that other markets will be perfect for Wild Alaska Pollock to find business partners to further process our fish to service the wider regions that market serves or will serve in the years ahead. GAPP published a final report and held a webinar in March to educate its members on the study's findings. If you missed it, you can find a recording [here](#). If you'd like to access the report, the file is linked on our member resources page [here](#).

Research

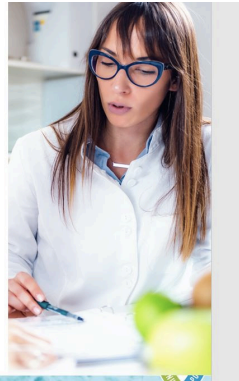
GAPP Finalized Nutrition Research with Registered Dietician Focus Interviews

Trust in RDNs is at an all-time high

TRUST WITHIN THE PROFESSION

- RDNs (62%) are the **third most used source of information** by HCPs to keep informed about food and nutrition, after Professional Associations (69%) and Academia (67%)¹
- **79% of HCPs refer their patients** and clients to Registered Dietitians and Nutritionists⁴
- **94% of RDNs use other RDNs** as food & nutrition sources of information⁴

Sources:
1. International Food Information Council (IFIC) Foundation's 2022 Food and Health Survey
2. IFIC/OWS/US 19 Consumer research, May 2022
3. Eat Well Global, The Consumer Voice Report: Global Insights on Food, Trust, Nutrition and Influence, November 2020
4. Eat Well Global, US Health Care Professionals Survey, June 2022



As part of our continued research into Wild Alaska Pollock's nutrition story, GAPP conducted research to better understand why more dietitians aren't recommending Wild Alaska Pollock to the constituents they serve. Working with Eat Well Global, we completed eight registered dietitian interviews. These interviews were then analyzed and collated into

a final report that detailed recommendations for how GAPP and the Wild Alaska Pollock industry can engage dietitians in the future and what the most motivational messages are around Wild Alaska Pollock. We are eager to implement the learnings from this report into the GAPP strategy around nutrition messaging and marketing going forward.

GAPP Partners with Western Washington University on International Research



In the Fall of 2022, GAPP had the privilege of working with Western Washington University on an international business analysis study of Wild Alaska Pollock as part of Professor Tom Roehl's International Business class. The class, led by three students – Brandon Cooley, Kezia Park and Walt Ellis – researched and compiled key demographic data for China and Malaysia and tax and tariff information on Wild Alaska Pollock products for the EU member countries, the ASEAN member countries and China, Japan, Korea and Brazil. The class presented its findings to GAPP staff at the end of the semester and their materials are available on the [GAPP Member Resources page](#).

GAPP Surimi Supply Tracker Continues for Second Year

The GAPP Surimi Supply Tracker is the only database that tracks the volume and price of the export and import of Surimi Paste for every relevant specie across all producing and consuming countries. Developed jointly by GAPP and Urner Barry, the tracker is based upon international trade data, local industry data and surimi paste expert estimates, making the Surimi Supply Tracker the definitive tool for understanding how the price and volume of Surimi Paste changes by specie and country over time. Any GAPP member can access all the data in these reports on the member resources page at the GAPP website [here](#).

Alaska Pollock Surimi Production

UBC

Production of Alaska pollock surimi decreased 17 percent in 2022 compared to the previous year—figures for this species are complete for the entire year. Surimi production of Alaska Pollock in 2022 was the lowest in at least five years despite recording strong numbers in Q1.

US Production Alaska Pollock Surimi (MT)											
	2018	2019	19 vs. 18	2020	20 vs. 19	2021	21 vs. 20	2022	22 vs. 21		
Q1	18,421	86,028	+ 9.7%	71,441	- 14.4%	151,133	+ 19.8%	151,131	+ 15.3%		
Q2	20,440	13,639	- 48.4%	14,912	+ 9.3%	32,804	+ 120.0%	15,211	- 53.6%		
Q3	66,666	82,858	+ 4.4%	69,993	- 15.6%	90,932	+ 37.2%	78,865	- 17.6%		
Q4	4,653	16,928	+ 263.8%	19,048	+ 12.5%	7,241	- 62.0%	2,030	- 72.0%		
Total	106,218	199,453	+ 1.8%	177,542	- 11.0%	195,910	+ 9.8%	161,297	- 17.9%		
YTD	196,218	199,451	+ 1.6%	177,542	- 11.0%	195,910	+ 9.8%	161,297	- 17.9%		

Table 3: Alaska Pollock Surimi Production by Quarter. Source: NOAA Fisheries, Urner Barry. Q4 2021 data is complete.



Figure 3: Alaska Pollock Surimi Production by Quarter. Source: NOAA Fisheries, Urner Barry. Q4 2021 data is complete.

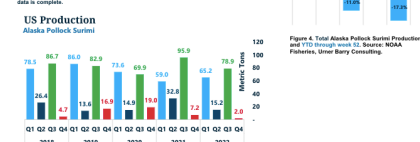


Figure 4: Total Alaska Pollock Surimi Production and 17% Increase from 2021. Source: NOAA Fisheries, Urner Barry Consulting.

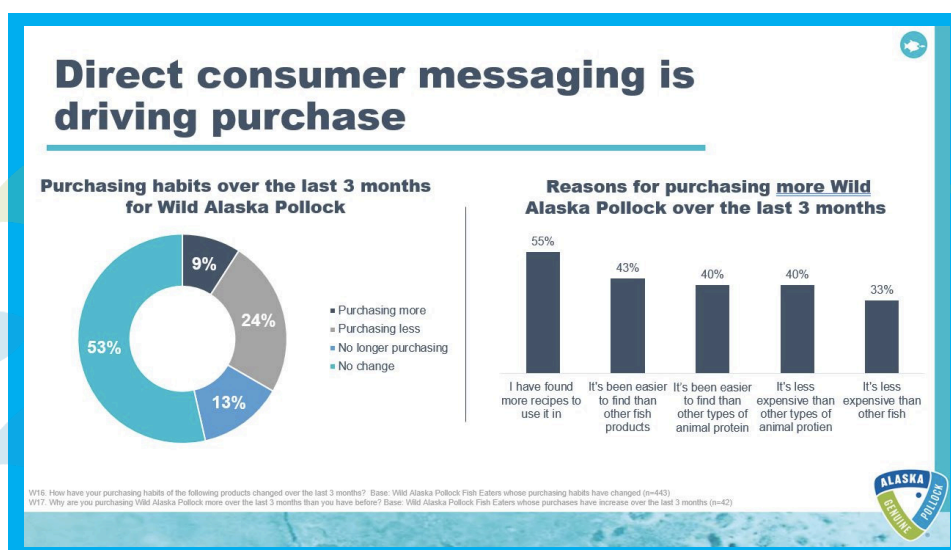
Research

GAPP Year-over-Year Study Results Show Significant Intent-to-Purchase Wild Alaska Pollock

GAPP worked with Ketchum on its fourth annual Year-Over-Year study that measures the impact of GAPP and the industry's efforts to build awareness and demand for Wild Alaska Pollock. This study format is an online survey of a nationally statistically significant sample of Americans, around one thousand, and measures various factors about Wild Alaska Pollock with consumers, and then compares those results to other whitefish. Results were overwhelmingly positive last year. Specifically:

- Research revealed that American consumer intent-to-purchase Wild Alaska Pollock in the next thirty days jumped seven percentage points, the largest jump of any other whitefish benchmarked, including Tilapia, Cod, or Haddock.
- Among consumers, surimi seafood holds a more positive association over imitation crab, despite a lower familiarity by consumers of the phrase surimi seafood.

We hope you're as proud of these results as we are! To dig into the research yourself, [click here for the full report](#).



GAPP Conducts New Research Study to Identify and Overcome Consumption Barriers

Building Wild Alaska Pollock awareness and demand is at the forefront of GAPP's mission.

Last year, GAPP conducted a Wild Alaska Pollock Problem Detection study to help us prioritize our activities against the most salient consumer opportunities to grow awareness and demand. GAPP Research Committee Members, Gorton's Marketing, and the GAPP team all reviewed the study design and questionnaire and developed the list of 45 problems to evaluate. This consumer research study went out to 750 consumers and identified and prioritized the most critical barriers to driving trial among current none triers of Wild Alaska Pollock, to driving usage of Wild Alaska Pollock among lapsed or infrequent users, and to driving increased usage among current Wild Alaska Pollock consumers. The results of this study will allow for GAPP to better prioritize its marketing and communications efforts this year to eliminate barriers to consumption for Wild Alaska Pollock future consumers.

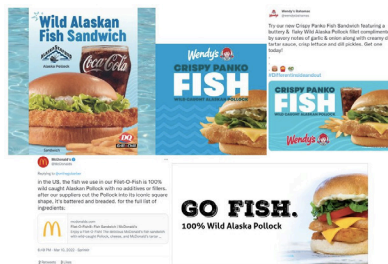
Marketing

GAPP Celebrates Lent in a Big Way !

During last year's Lenten season, GAPP staff saw a large spike in news and more eyes on Alaska Pollock this season! Aside from our Lenten season paid media campaign, 'Behind the Fish', GAPP has taken every chance possible to interact with consumers on social media, and share quick-service restaurant (QSR) content onto our own pages, ultimately leading consumers to where they can easily find our perfect protein: Wild Alaska Pollock.



The news was incredibly focused on Wild Alaska Pollock as well, noticing that our favorite fish was just about everywhere they look.



Why the switch from cod to Wild Alaska Pollock?

The Wild Alaska Pollock fillet provides a similar flavor experience AND comes from the world's largest certified sustainable fishery. Populations of Wild Alaska Pollock in the Bering Sea, Aleutian Islands and Gulf of Alaska are estimated by independent third parties using scientific research surveys. Each year only about 15% of the population is caught, leaving an abundant population to thrive for future generations. Additionally, Wild Alaska Pollock has traceability built into the supply chain, which is a priority for us at Wendy's.

[Learn more about our responsible food-sourcing here.](#)

What's on the Crispy Panko Fish Sandwich?

The sandwich build remains the same as last year, if you were lucky enough to try it. It includes a Wild-Caught Alaskan Pollock fillet coated in crispy panko breading topped with lettuce, a slice of American cheese, pickles and creamy dill tartar sauce, all served on our premium bun.

Can you explain more about the flavor profile of the Wild Alaska Pollock sandwich and how it compares to the previous cod sandwich?

We pride ourselves on offering what we believe is the best all-around fish sandwich among fast-food restaurants – and it was important we maintain that status. The new Wild Alaska Pollock fillet's buttery flakiness is complimented by savory notes of garlic and onion. Many of our customers last year remarked on how the sandwich's texture, flavor and crispiness is improved compared to the cod sandwich.

We were proud of how we approached Lent with new ideas that closely aligned with GAPP's 2022-2023 Strategic Plan. GAPP's goal was to engage with consumers about the attributes behind the Wild Alaska Pollock products they're trying and buying during the Lenten season, particularly the sustainability, wild-caught origin, and nutrition of the fish, to continue building awareness and familiarity with Wild Alaska Pollock overall. Our creative content targeted 25 to 48-year-old consumers, but more specifically, those who already eat fish during this season, so that we could lead them to places where they can find Wild Alaska Pollock near them.

Marketing

GAPP Conducts Photo and Video Shoot in Dutch

Early last year, GAPP took the trip out to Dutch Harbor, Unalaska, AK. With the help of our friends at UniSea Inc., Alaska Seafood Marketing Institute, and Channel Films, this trip was a large success! GAPP and ASMI collaborated to bring in Channel Films, an Anchorage-based video, and photo production company, to shoot breathtaking footage of many of our members and the Wild Alaska Pollock industry/community. From boat photos, processing, and production, to Alaska scenery, community, and product shots, there is sure to be a photo that each member can use to better market our fish. These photos and videos are for member use and have already been used on countless websites, promotional videos, linked in QR codes and even added to packages of new Wild Alaska Pollock products around the globe by our members and partners.



GAPP Launches Fun TikTok Seafood Month & Back-to-School Campaigns

As part of GAPP's overall "Awareness and Demand Campaign," GAPP pushed the envelope on Fall social media efforts as part of the National Seafood Month and Back-to-School seasons. Last year was slightly different, as GAPP is focusing on creating more video content, sharing a deeper look into our influencer's recipes, and amplifying all of our member's and industry's content. The goal was to use this season to adapt to current social media trends like TikTok videos, reels (short-form videos on Instagram that are similar to TikTok's), and user-generated content. Follow us on both [Instagram](#) and [TikTok](#) at [@wildakpollock](#).

GAPP Introduces New Repository of Talking Points on Sustainability



As a service to its members, GAPP created a central repository of independent, third-party quotes attesting to the sustainability of the U.S. Wild Alaska Pollock fishery. These quotes are taken from a variety of sources including MRAG's MSC Public Certification Reports, academic papers, NGO websites and books. Topics covered include U.S. fisheries management of the fishery, incidental catches/discards, habitat, stock assessments and traceability. The document was posted on the members' resources page of the GAPP website.

Marketing

Surimi Search Engine Optimization Drove Consumers to Factual, Fun, Information

GAPP worked with Ketchum to improve the search results generated when consumers look for information on surimi seafood and directed consumers towards a new landing page providing factual information about surimi as well as recipe tips and ideas. Search traffic specific to surimi/imitation crab is low, which is why we approached this from a few different angles. Our goal was education, so the surimi landing page played a big role while using search engine optimization (SEO) as a vehicle to increase traffic to that page.

SEO leveraged the highly searched keywords related to Wild Alaska Pollock and surimi seafood to intercept users who were searching for information on the Google platform with our key messages. The three ad groups (surimi, pollock and general) increased traffic to the GAPP website to provide more information about the fish, sustainability, recipes, and more.

Since its launch in February, the search engine marketing campaign (SEM) has driven over 21.7K clicks to alaskapollock.org. This campaign plays a large role in intercepting consumers who are actively searching for information about Wild Alaska Pollock and surimi seafood with messaging aimed to increase awareness and shift consumer perceptions.

Specific to surimi seafood, GAPP created a dedicated webpage about the product that details information about surimi, its benefits, FAQs, and recipe ideas. In addition to the surimi seafood campaign, a dedicated Wild Alaska Pollock campaign captures the search interest of consumers looking for more information about Wild Alaska Pollock, including terms such as “wild seafood” and “sustainable seafood”.

Google ads including headlines such as “Real Surimi Seafood | Also known as Imitation Crab” have displayed strong click-through rates that have far exceeded benchmark goals. The campaign has reported continued growth and site engagement month-over-month since its launch.

Research showed that there is a large opportunity to continue to educate consumers about surimi and all of its benefits. We’re proud of these results and it’s just the beginning!

Clicks: 21,604

Impressions: 275,953

CTR%: 7.84%

Top Click-Driving Keywords:

Imitation crab recipe

Pollock fish

Imitation crab

Fake Crab Meat Ingredients

Surimi



Marketing

GAPP Surimi Holiday Campaign Earns Over 21.9 Million Impressions and Garneres Outstanding Traction

Last year, 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.

FOOD52

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, the surimi category had a 15% sales lift during the campaign and those who saw GAPP's content during the campaign increased their purchases by 188%.

GAPP appreciates the hard work and dedication to those that helped supply product and insights into the development of this campaign effort. We will continue to market surimi seafood and drive awareness of its variety of attributes.



As part of GAPP's surimi marketing initiative, we delivered new and improved surimi recipes to further our message and push consumers to eat more Wild Alaska Pollock Surimi Seafood. GAPP also worked with Food52, the internet's largest online community for people who love food and cooking, to create a traditional Japanese recipe, Surimi Ochuzake! The new recipes on GAPP's website to check out are:

[Surimi Chilaquiles](#)

[Surimi and Citrus Salad with Yuzu Vinaigrette](#)

[Surimi Carbonara](#)

[Cheesy Surimi and Corn Spoon Bread](#)

[Curried Surimi Dip](#)



These recipes allow GAPP to achieve its mission of furthering the exposure and accessibility of Wild Alaska Pollock Surimi Seafood on its social channels. Coupled with GAPP's effort to utilize search engine optimization to drive consumers to the website, this initiative puts a bright spotlight on Wild Alaska Pollock surimi—where it belongs!

Marketing

More Marketing News

Wikipedia consistently shows up as one of the highest search results for people looking for information about Wild Alaska Pollock. Unfortunately, much of the content on the site was either outdated or negative to the fish and fishery. So, GAPP staff methodically updated the existing Wikipedia content around Wild Alaska Pollock to ensure it was both up to date as well as portrayed the fish and its products in a positive light. Work like this is important in changing the narrative around Wild Alaska Pollock by taking control of how our favorite fish is characterized and ensuring there is factual and relevant information available online. Wikipedia editors are very active and protective of the information shared on the site so GAPP took a very careful approach to each and every edit to ensure our revised messaging remains up and that GAPP becomes accepted as a credible Wikipedia editor.

In the marketing world, views matter. More eyes on your content is key to gaining more target consumers that are excited about your product. This is why GAPP was excited that last year we have exceeded the 1,000 follower count on Instagram ([@wildakpollock](#)). This is huge news for our organization on social media, as we began 2021 with just under 350 followers. Through strong social media tactics and partnerships with influencers and many of our member companies, we have been able to grow this number rapidly. Your support and engagement is greatly appreciated. We can't wait to grow this follower count even more as we continue to spring forward with trendy ideas, new faces, and of course, tons of Wild Alaska Pollock content!



Marketing

GAPP Launches Two Waves of Influencer Campaigns

GAPP's influencer-led campaign aims to not only raise awareness and perception of Wild Alaska Pollock, but to directly lift sales for member products. To accomplish this objective, GAPP executed targeted influencer partnerships – vetted through Ketchum's omniearnedID – to create content that drove trial and awareness of Wild Alaska Pollock. Two waves of content featured a variety of influencers who delivered on engagement and awareness and were well positioned for earned media partnerships.

In July, the Awareness and Demand campaign achieved a total of 21 social posts featuring a diverse range of 10 on-trend recipes from the below influencers.



My Nguyen
(@myhealthydish)

Sushi Bake using surimi seafood and Wild Alaska Pollock fillet.



Valentine Thomas
(@valentinethomas)

Summer BBQ Sliders using Wild Alaska Pollock breaded fillet; Surimi Thai Salad using surimi seafood.



Antonia Lofaso
(@chefantoniam)

Wild Alaska Pollock Milanese using Wild Alaska Pollock fillet.



Angelica Castaneda
(@angelicacastaneda_)

Ceviche de Pescado Tostadas using Wild Alaska Pollock fillet; Mexican Style Fish and Chips using breaded Wild Alaska Pollock fillet.



Angela Kim
(@mommydiary)

Crispy Baked Wild Alaska Pollock Fish Sticks using Wild Alaska Pollock fillet; Seared Wild Alaska Pollock with Ponzu Mayo using Wild Alaska Pollock fillet.



Taku
(@outdoorcheflife)

Hazelnut Crusted Wild Alaska Pollock using Wild Alaska Pollock fillet; Wild Alaska Pollock Surimi Seafood Ramen using Wild Alaska Pollock surimi seafood

Marketing

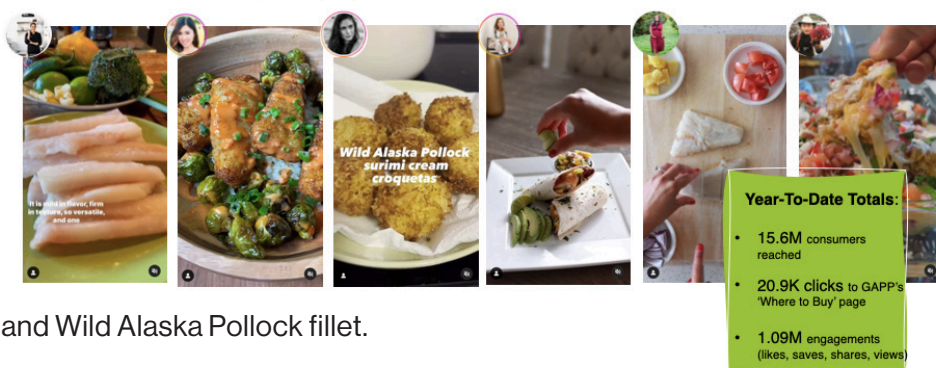
Content was amplified across social channels, achieving more than **11M** impressions and more than **12K** clicks to GAPP's "Where To Buy" landing page. Celebrity Chef Antonia Lofaso posted an IGTV segment on her social channel, which achieved 1.3M impressions alone!

Apart from the influencer efforts, the campaign also included an Satellite Media Tour (SMT). The GAPP team spent a day in the kitchen with Chef Antonia Lofaso, showcasing Wild Alaska Pollock's unique differentiators and how easy it is to cook with our favorite fish. Content aired across local news broadcasts achieving **12.8M** impressions across major national markets.



((JANUARY HIGHLIGHTS))

In January, the Awareness and Demand campaign achieved a total of **41** social posts featuring a diverse range of **10** on-trend recipes. Content was amplified across social channels, reaching over **3.9M+** consumers on social and achieving **8.9K** clicks to GAPP's 'Where To Buy' landing page.



My Nguyen (@myhealthydish)

Sushi Bake using surimi seafood and Wild Alaska Pollock fillet.

Valentine Thomas (@valentinethomas)

Summer BBQ Sliders using Wild Alaska Pollock breaded fillet;
Surimi Thai Salad using surimi seafood.

Antonia Lofaso (@chefantoniam)

Wild Alaska Pollock Milanese using Wild Alaska Pollock fillet.

Angela Kim (@mommydiary)

Crispy Baked Wild Alaska Pollock Fish Sticks using Wild Alaska Pollock fillet;
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Ceviche de Pescado Tostadas using Wild Alaska Pollock fillet;
Mexican Style Fish and Chips using breaded Wild Alaska Pollock fillet.

Taku (@outdoorcheflife)

Hazelnut Crusted Wild Alaska Pollock using Wild Alaska Pollock fillet;
Wild Alaska Pollock Surimi Seafood Ramen using Wild Alaska Pollock surimi seafood.

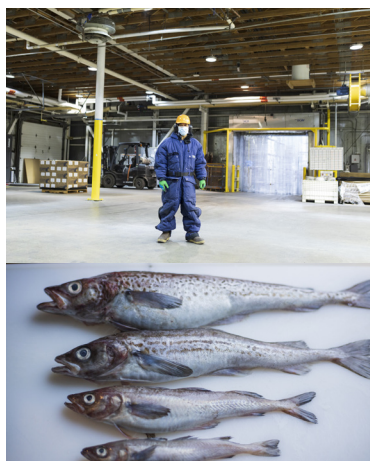
Between the July and January campaign waves, the total results were astounding across all metrics. Specifically, the influencer components of the campaign prompted a 75% lift in Wild Alaska Pollock and a 25% lift in surimi purchases among people who saw the campaign vs. those that did not. Influencer audiences also bought Wild Alaska Pollock and surimi at a higher rate during the campaign compared to the same times in 2021. Influencer efforts exceeded expectations, overdelivering across all set KPIs including:

Total campaign reach: 15,576,451
Total campaign engagements: 1,091,893
Engagement Rate: 7%

Other Outreach *and* Engagement

GAPP Launches New Committee Structure

At its March GAPP Board of Directors meeting, the GAPP Board approved a new Committee structure that more closely aligns with the three core pillars of GAPP's work: Marketing, Research, and Partnerships. This decision was made both to more closely align the Committees to our GAPP budget and workstreams, but more importantly, to be more respectful of our devoted committee members' time by eliminating duplication and inefficiencies in our Committee work. We sincerely thank our GAPP Committee members for their leadership and insight in guiding GAPP over the last several years!



GAPP Creates Massive Photo and Video Asset Library for Members

You asked and we answered: GAPP staff worked hard to prepare an asset library of photo, video, and other digital files that will help our members and industry in better marketing Wild Alaska Pollock. Many of these new assets came out of our photo and video shoot in Dutch Harbor in February and are brand new. You, as GAPP members, have access to these resources for your own needs, at any time. Please keep in mind that this library will continue to be updated in real-time as we receive more files.

Outreach & Engagement

USDA Record Price Payment for Wild Alaska Pollock

One of the services that GAPP provides its members is tracking all USDA purchases of our perfect protein. GAPP maintains a spreadsheet that tracks every pound of Alaska Pollock USDA purchases! And, although purchases last year didn't eclipse the record volumes we enjoyed in 2019 when USDA purchased over 32.6 million pounds of our product, we did break a new milestone last year. USDA paid a record price, an average of \$4.54 per pound for Wild Alaska Pollock fillets, in their March 22 award announcement. This smashes the previous record price per pound of \$3.59 for Wild Alaska Pollock fillets paid in November of 2021. To give some historical context, USDA was paying \$2.44 per pound in August of 2020 for this same item.

GAPP Leading Effort to Change Scientific Name of Alaska Pollock in Harmonized System

At the request of members, GAPP approached the United States International Trade Commission (USITC) to ask them to initiate a request to the World Customs Organization (WCO) that it change the scientific name of "Alaska pollock" from *Theragra chalcogramma* to *Gadus chalcogrammus* in the Harmonized System (HS) code. The HS is the universally-adopted code that classifies imports and exports. Most global scientific name registries and many countries have already adopted *Gadus chalcogrammus* and the inconsistency between the HS and countries' import regulations has led to confusion and delays in clearing imports of products made from Alaska pollock. The Alaska pollock industry attempted to have this change instituted back in 2018, but failed due to opposition from some quarters including the Food and Agricultural Organization. GAPP does not anticipate opposition to the requested change this time. If passed, the change will take effect in January, 2027.

GAPP Submits Comments to White House on Hunger, Nutrition

GAPP submitted comments in response to a call from the White House for insight to inform their strategy to tackle the growing problems of hunger and poor nutrition. GAPP also gathered our sister organizations: the Seafood Nutrition Partnership, Alaska Seafood Marketing Institute and National Fisheries Institute on a "convenor call" to discuss five questions posed to public partners by the White House and collate our responses. This collaboration allowed us to submit joint comments so that there's "seafood in numbers" represented as the White House crafts its strategy to tackle these important issues. GAPP's comments focused on the importance of federal feeding programs and purchases through the U.S. Department of Agriculture and suggested expanding those programs to include even more Wild Alaska Pollock products. Additionally, GAPP referenced the need for increased refrigeration capacity in food banks to accommodate more frozen seafood products as well as education for consumers on how to better utilize seafood through recipe programs and public-private partnerships.

Late last year the White House unveiled a preliminary strategy on these topics. GAPP will be engaged in the execution of this plan as much as possible to ensure Wild Alaska Pollock continues to be available to consumers through Federal feeding programs.

2022: Meetings & Events

Global Seafood Marketing Conference

In January, GAPP had the amazing opportunity to visit Orlando, Florida for NFI's 2022 Global Seafood Market Conference (GSMC) from January 18th-20th. GAPP staff attended the conference with open ears and we encountered a number of phenomenal presentations that sparked some ideas about how to further increase demand and awareness for Wild Alaska Pollock. GAPP's very own advisor, Ron Rogness, led the Value Finfish Panel and spoke of various finfish, their demand, menu mention, and projected growth. It was an extremely engaging and detailed presentation that even featured Wild Alaska Pollock. Panelists provided positive insights into Wild Alaska Pollock, saying that if consumers are seeing it more at restaurants, *they will want to try it more*. Also at the event, GAPP Chair Bob Desautel and GAPP CEO Craig Morris were presented with the 2021 Marine Stewardship Council's (MSC) Ocean Champion Award (read more on this prestigious award in the "Awards & Recognition" section of this report).



GAPP Journeys to Dubai, UAE for USDA-Sponsored Trade Mission

In February, GAPP CEO Craig Morris participated in the first U.S. Department of Agriculture, Foreign Agriculture Service (USDA-FAS) trade mission held in more than two and a half years. Morris traveled to Dubai with more than 80 companies and marketing organizations to learn about the burgeoning opportunities in the region. Morris was joined by Alaska Seafood Marketing Institute Executive Director Jeremy Woodrow, and both attended the famed Gulfood Show and other significant events with the trade delegation, exploring future opportunities for Wild Alaska Pollock.

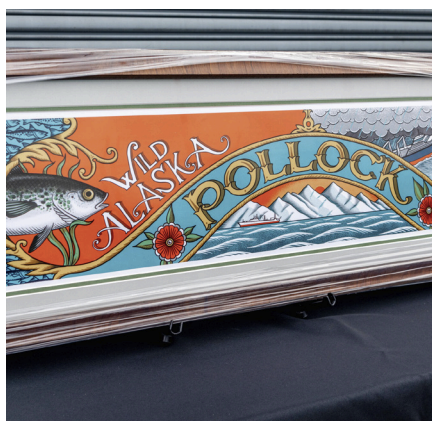


Meeting & Events

GAPP Unveils Wild Alaska Pollock Mural at Pier 91



The art concept for the mural, named “Heritage”, was based on the colorful cans of seafood from Seattle's rich seafood industry's past while depicting the Wild Alaska Pollock fishing process including the wild and natural beauty of where the fish are harvested in Alaska. The fence adjacent to the building shares the attributes of the fish and fishery that will be seen by both Seattleites as well as the close to one million visitors to Pier 91 each year—including the many cruise-goers who embark from Pier 91 for cruises to Alaska where the Wild Alaska Pollock is sourced. GAPP, alongside Glacier Fish Company, the Port of Seattle and mural artist Kyler Martz officially joined together with nearly 200 industry representatives to celebrate with a ribbon cutting the newly installed and extremely colorful 100-foot Pier 91 mural at an industry party on May 11th.



[Read more about the event on GAPP's website here.](#)

Meeting & Events

Seafood Expo Global—Barcelona!

The GAPP team had a jam-packed visit in Spain for the Seafood Expo Global, held in Barcelona last year. The visit included multiple meetings at the Expo as well as attendance at the Intrafish leadership luncheon and dinners with numerous GAPP members and Associate Members. GAPP CEO Craig Morris also visited the Angulas Aguinaga plant following the Barcelona show.

“Morris and the Angulas team discussed some opportunities for new partnerships and the meetings resulted in Angulas Aguinaga subsequently applying for and being awarded a partnership with GAPP.”

Angulas is certainly working to be a partner to our industry and work collaboratively.



ASMI All Hands on Deck

ASMI's Annual All Hands on Deck conference was held in Girdwood, Alaska at Alyeska Resort the week of November 9th to the 11th, 2022. GAPP, as an Ad Hoc Committee Member of the ASMI whitefish committee attended the meeting which brought together representatives from all segments of the Alaska seafood industry. GAPP provided insight into plans to promote Wild Alaska Pollock in the coming year and opportunities for collaboration with ASMI.



Meeting & Events

GAPP CEO Speaks with the Ship Operations Cooperative Program

On September 27th, GAPP CEO Craig Morris had the unique opportunity to speak at the Fall Conference of the [Ship Operations Cooperative Program \(SCOP\)](#) at the [MITAGS](#) Maritime Conference Center. Morris spoke to attendees about how GAPP, with a limited budget, is using a research-first focus to build awareness and demand for Wild Alaska Pollock and how the methodology we are following at GAPP could be used by SCOP to drive more people towards maritime jobs, which are increasingly hard to fill. Awesome discussions were had and GAPP was happy to lend our insights towards this important cause.



GAPP Staff Participates in OSU Surimi School



Each year Dr. Jae Park delivers the OSU Surimi School (OSS) to captivated attendees. The OSS was founded and developed by Dr. Park in 1993. It's the first of its kind and the only course aimed at training and educating participants about surimi and surimi seafood manufacturing and quality improvement issues. Since 1993, Dr. Park has had over 7,000 students in the course and virtually every surimi manufacturers in the world has alumni from the program in their facilities.

The OSS has been the cornerstone for broadening the international understanding of the surimi and surimi seafood industries since its establishment. Dr. Park expanded the OSS to be hosted in 31 countries in Europe, Asia, and other regions. Approximately 6500 participants have attended the OSS worldwide. GAPP CEO Craig Morris and GAPP Consultant Ron Rogness presented the Wild Alaska Pollock surimi report and shared some of the latest GAPP research on surimi consumption trends and behaviors.

Meeting & Events

Wild Alaska Pollock Annual Meeting Welcomes Record Attendance

The fourth-ever Wild Alaska Pollock Annual Meeting saw more than 225 industry leaders in attendance at the Westin, Seattle on October 17, 2022. The meeting opened with Senator Murkowski and Senator Sullivan with video messages. Senator Murkowski emphasized her efforts to ensure that Saltonstall-Kennedy grants reflect the purpose of further advancing wild-caught fisheries like Wild Alaska Pollock and the need for increased work in Congress to continue pushing for trade development and export market access. Senator Sullivan shared similar sentiments, highlighting Alaska seafood and specifically the Wild Alaska Pollock fishery's super-star status in terms of its sustainability, the jobs it provides and the products that feed consumers around the globe, including children in the National School Lunch Program.

Thereafter, Alaska Regional Administrator of the National Oceanic and Atmospheric Administration (NOAA), Jon Kurland, shared with attendees his gratitude for the work that the industry does with NOAA to continuously improve. The morning session also featured an in-depth report of the state of nutrition science and influence in the U.S. and a deep-dive into the nutrition research around surimi that GAPP had funded last year, as well as the informative annual fishery update presented by GAPP Consultant Ron Rogness and Wells Fargo Senior Vice President Jana Dombrowski.

Just before lunch, attendees were dazzled by celebrity chef Antonia Lofaso who prepared her "Wild Alaska Pollock Milanese with Summer Succotash Salad" for attendees live on stage with GAPP CEO Craig Morris assisting as sous chef. Attendees were treated to that exact dish for lunch, many remarking that that was the best Wild Alaska Pollock they had ever had!

Afternoon sessions included a review of GAPP's annual Year-over-Year research to measure consumer awareness and perception of Wild Alaska Pollock, panels on sustainability and partnerships and a show-stopping panel on "Wild Alaska Pollock Then and Now" featuring industry legends including Wally Pereyra, Doug Christensen, Jim Johnson and Bob Desautel. GAPP CEO Craig Morris also sat down for a conversation with McDonald's Director of Global Fish and Pork Sourcing Jason Cervone and other critical Wild Alaska Pollock global customers.

The day concluded, as always, with the presentation of the Top Hand Award, this year's recipient being Jason Martin of Golden Alaska. The Wild Alaska Pollock 2023 Meeting is scheduled to take place on September 28th in Seattle.



Awards & Recognition

GAPP Awarded MSC Ocean Champions Award

In January at the Global Seafood Marketing Conference, 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. Presented at the National Fisheries Institute's Global Seafood Marketing Conference, 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 CEO and Sustainability Committee Chair Bob Desautel accepted this award on behalf of the entire Wild Alaska Pollock fishery, with representatives from MSC recognizing the industry's long-standing commitment to environmental stewardship, which was recently catalogued and analyzed as part of the GAPP-led lifecycle assessment (LCA), results of which were released in last summer." The MSC US Ocean Champion Award celebrates the accomplishments of companies working toward a healthy ocean and more transparent supply chain," said Erika Feller, MSC Americas Regional Director,

"I am proud to recognize the Association of Genuine Alaska Pollock Producers with this award for their years of partnership and efforts to encourage Americas to eat more sustainable seafood and spotlighting Alaska pollock as one of the healthiest and most sustainable sources of protein."

Erica Feller, Regional Director,
Americas at Marine Stewardship Council (MSC)



GAPP Named a PRWeek Finalist

GAPP was honored to be named a finalist on the PRWeek shortlist for an award for our **"Sleighting the Holidays with Surimi Seafood"** influencer campaign held during the 2021 holiday season with influencers Rachel Mansfield and Sohla El-Waylly. PRWeek Awards are firmly established as the communications industry's highest accolade. The campaign was listed as a finalist in the "Best in Data Insight" category by PRWeek at the PR Week Awards which took place in March in New York City. Other category finalists include Optimum Nutrition, the Illinois Department of Health, NPower and WinCup (Phade). GAPP's prestigious PR agency, Ketchum, was also a finalist for "PR Agency of the Year".

Awards & Recognition

GAPP Awarded AMEC Award

AMEC is the Association for Measurement and Evaluation in Communications, and they are a highly visible and influential thought leader in the world of measurement and best practices for communications analytics. Their annual AMEC Awards are our opportunity to bring our collective best-in-class research and strategic insight to the global stage. GAPP was nominated for two categories and then shortlisted for the “Innovation award for new measurement methodologies” category for GAPP’s 2021 holiday season “Sleighting the Holidays with Surimi” campaign. GAPP was awarded this award and is honored to be recognized, along with our agency of record, Ketchum, for the hard work that’s been done to promote surimi seafood.



GAPP Awarded SABRE Award

GAPP’s influencer marketing campaign was recognized by Innovation SABRE North America as the winner in the “Data-Driven Campaign” category for 2023. The SABRE Awards are the world’s biggest PR awards program, dedicated to benchmarking the best PR work from across the globe. Award winners in other categories include such brands as Chipotle, Doritos, Arby’s, Ford Motor Company, Wendy’s and others. GAPP’s agency partner, Ketchum Public Relations is also the winner in the “Data-Driven Agency



of the Year” category. Lastly, the campaign was named a finalist for the SABRE Award for Superior Achievement in Measurement & Evaluation. SABRE Awards North America, is focused on recognizing superior achievement in branding, reputation and engagement across PR/communications.

Finances



For 2022-23, GAPP had a total revenue of \$3,600,281.39. The revenue was broken down as follows: \$3,308,677.90 in Member Dues, \$128,250.00 in Associate Member Dues, \$120,750.00 in Event Sponsorships, \$5,036.03 in IFFO Membership Reimbursements, and \$37,567.46 in Interest Income.

During the same period, GAPP had total expenses of \$2,804,945.34 resulting in on a cash accounting basis net income for the year of \$795,336.05. As of December 31, 2022, GAPP maintained a cash reserve totaling \$4,400,386.10. However, when accounting for brand partnerships that are obligated but not yet billed, GAPP has an unobligated cash reserve of \$1,680,768.78. This unobligated cash reserve has steadily decreased over the past four years under the direction of the Board.

For 2022-23, the GAPP Board passed a \$3,983,500.00 budget that had four primary budget categories: Communications, Research and Market Analysis, Individual Market Projects, and Administrative Expenses. For the year, GAPP invested as follows:

\$783,500.00 in Communications

This funded a significant shift in GAPP's direct to consumer marketing work for the year by instead of pursuing ad hoc campaigns around certain high-volume, high-noise time periods like Lent, GAPP launched a comprehensive "always on" campaign geared toward driving consumer familiarity with Wild Alaska Pollock and its three attributes most likely to motivate purchase: sustainability, nutrition and wild-caught in addition to the two table steaks of taste and affordability. This campaign utilized multiple marketing and communications tools and vehicles (social media, influencers, earned and paid traditional media, brand marketing partnerships and more) and spanned the full year with the sole goal of raising familiarity. The campaign leveraged GAPP's existing messaging toolkits to the fullest and formed a model for similar campaigns globally in the coming years.

\$642,000.00 in Research and Market Analysis

This investment funded the fourth 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 barriers to perception study, 3-year return on investment study, and a sales lift study to determine the impact of the always on campaign referenced above.

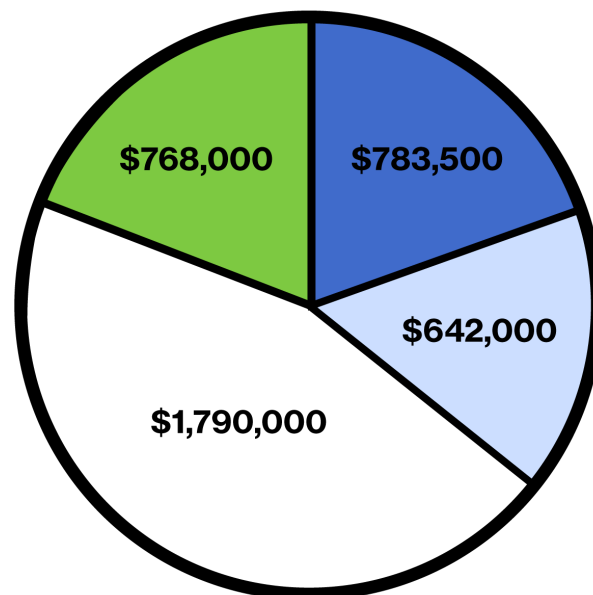
\$1,790,000.00 in Individual Market Projects

This investment funded the fifth round of GAPP's global partnership program and work to protect the name "Alaska Pollock" in foreign markets.

Finances

\$768,000 in Administrative Expenses

GAPP administrative costs, including staff salary, travel, office rent, office expenses, accounting costs, legal costs, membership meeting costs, and membership servicing costs remained relatively steady for the year.



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



**Thank you for investing your
resources and support into GAPP
and our mission.**