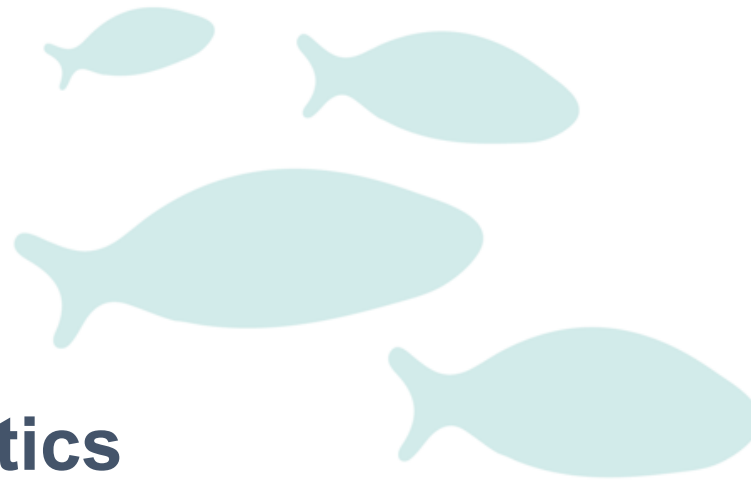


Driving Demand of Wild Alaska Pollock 4.0



September 2022

Prepared by Ketchum Analytics



This year, our study analyzed



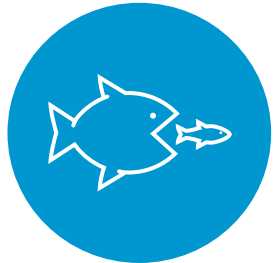
Performance Over Time

How, if at all, did Wild Alaska Pollock change year-over-year on key tracking questions compared to competitor fish?



The Impact of Inflation on our Fish Eater Audience

How has inflation impacted fish eaters' purchasing habits; specifically, the purchase of Wild Alaska Pollock products?



Our Fish Eater Target Audience

What must GAPP and its members understand about fish eaters, knowing they are the target audience?



Communication Implications for Wild Alaska Pollock

How can we effectively tell Wild Alaska Pollock's unique story?



Drivers of Demand for Wild Alaska Pollock and Surimi Seafood

What specific attributes will drive demand among fish eaters for Wild Alaska Pollock products and Surimi Seafood?



Our Approach

Objective

- Understand the general population and fish eaters' key habits and behaviors with fish
- Identify shifts in attitudes and perceptions of Wild Alaska Pollock and competitor fish
- Uncover drivers of demand for Wild Alaska Pollock
- Explore the importance of fish sustainability
- Understand perception of Surimi Seafood
- Uncover the impacts of inflation and consumers purchasing habits
- Understand how to effectively engage consumers from a communications and marketing perspective

Methodology

- An online survey was fielded in the United States among a nationally-representative sample of adults aged 18 years or older between August 17th-19th, 2022. This report reflects findings from the general population (n=1,023), 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 competitors were included in this analysis:
 - Salmon
 - Cod
 - Tilapia
 - Haddock
 - Sole



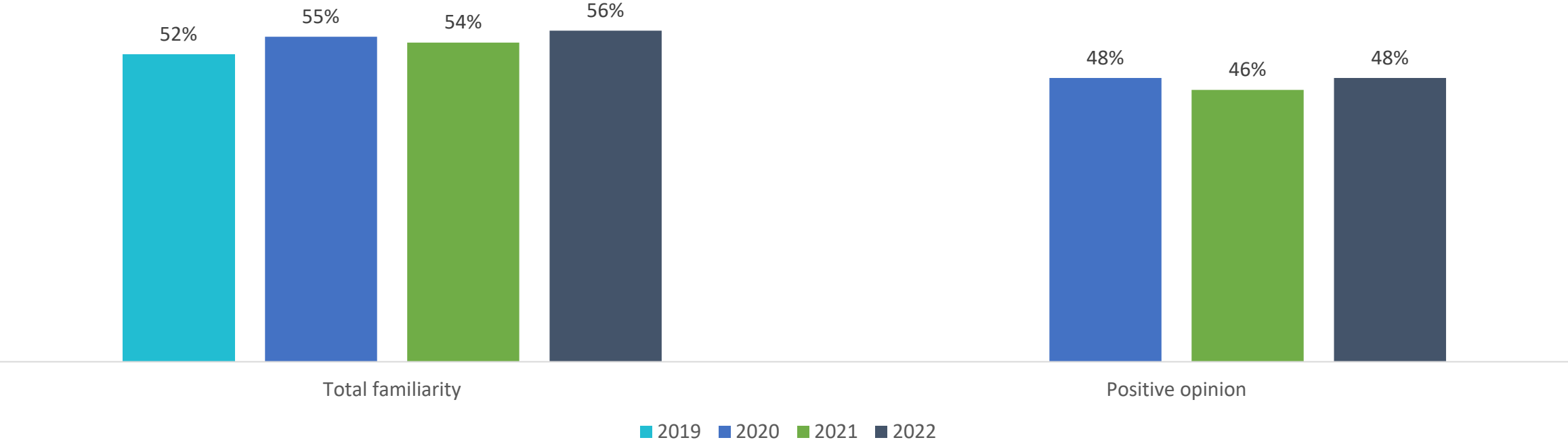
Executive Summary



Tracking Wild Alaska Pollock's performance on core KPIs

We saw increases in total familiarity and positive opinion of Wild Alaska Pollock, resulting in the highest familiarity of the fish since we started the study.

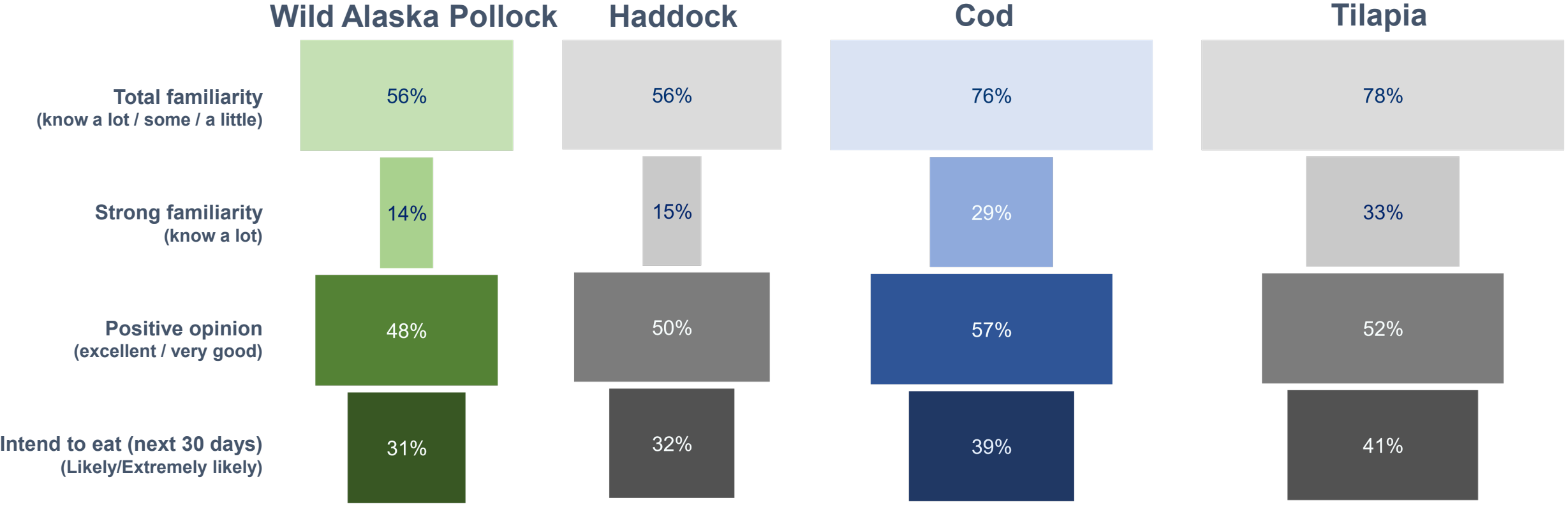
Wild Alaska Pollock YOY KPIs



Arrows indicate a statistically significant change compared to 2021. 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 fish? Base: Total 2022 (n=1023); 2021 (n=1066); 2020 (n=1244); 2019 (n=1026)
N6. Based on everything you know about Wild Alaska Pollock, what is your overall opinion of it? Base: Those aware of Wild Alaska Pollock 2022 (n=573); 2021 (n=576); 2020 (n=610)
N36. How familiar, if at all, are you with the sustainability of each of the following fish? Base: Those aware of Wild Alaska Pollock 2022 (n=573); 2021 (n=576)



Wild Alaska Pollock closing the gap with competitors on positive opinion and intent to eat in the next 30 days



Base= total respondents (n=1,023)



Over the past year, Wild Alaska Pollock has seen higher growth in benchmarks compared to some of our other competitors.

**Good opinion
(excellent / very good / good)**

	2021	2022	YoY Change
Tilapia	73%	76%	+3 ppts
Wild Alaska Pollock	79%	81%	+2 ppts #2
Cod	84%	85%	+1 ppt
Haddock	80%	81%	+1 ppt

**Likelihood to eat in the coming month
(T3B on 10-pt scale)**

	2021	2022	YoY Change
Wild Alaska Pollock	24%	31%	+7 ppts #1
Tilapia	31%	37%	+6 ppts
Haddock	27%	32%	+5 ppt
Cod	33%	35%	+2 ppt

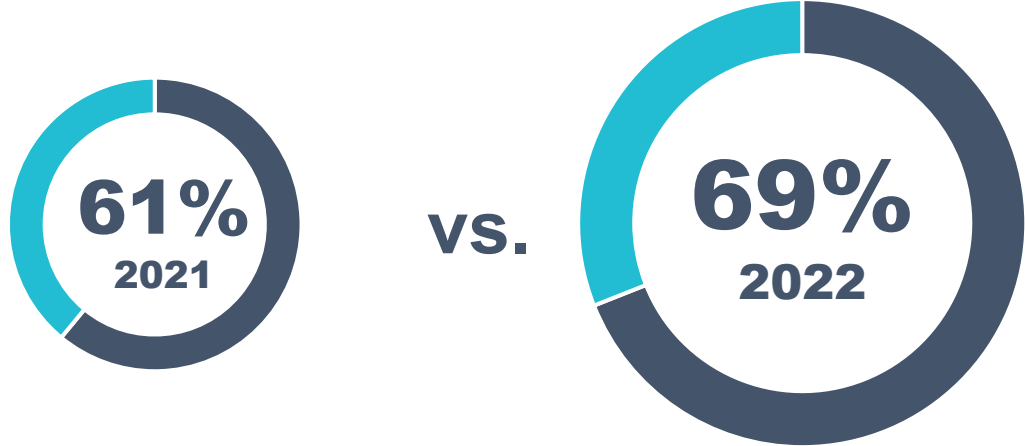
Note: Data on this slide represents total respondents.



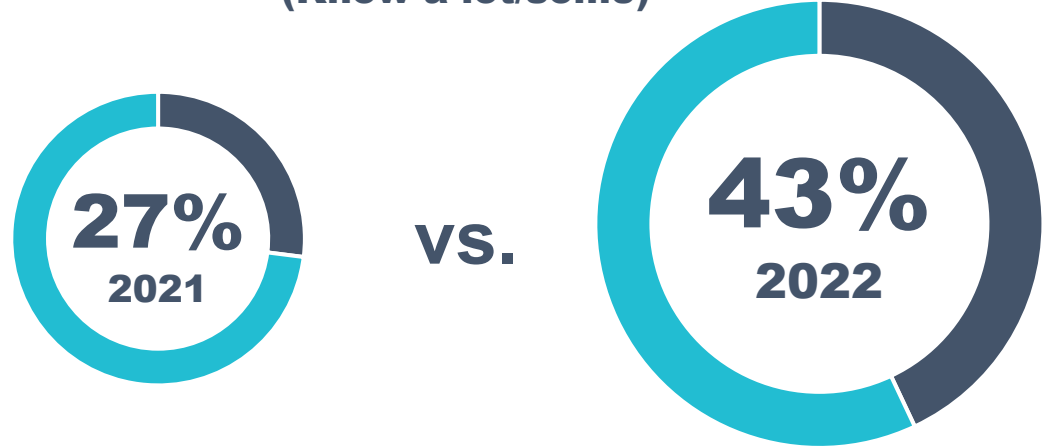
Fish eaters are placing a larger importance on sustainability compared last year.

They've also drastically increased their knowledge of Wild Alaska Pollock sustainability.

Importance of sustainability for fish eaters when purchasing/ordering fish (Very/somewhat important)



Fish eaters knowledgeable on the sustainability of Wild Alaska Pollock (Know a lot/some)

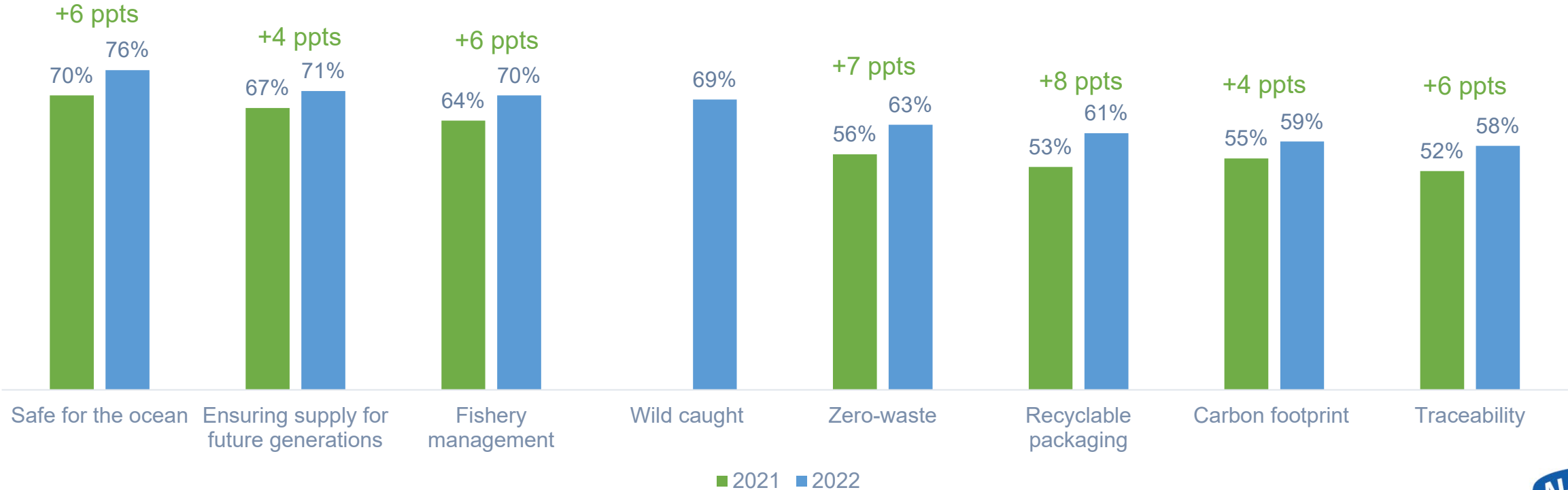


Note: Data on this slide represents fish eaters only.



Sustainability attributes gaining in importance include recyclable packaging, zero-waste, safe for the ocean, and fishery management, among others

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



N38. When it comes to purchasing/ordering fish, how important are the following aspects of sustainability to you? Base: Fish Eaters (n=640)
N37: How important is sustainability to you when purchasing/ordering fish? Base: Fish Eaters (n=640)





69%

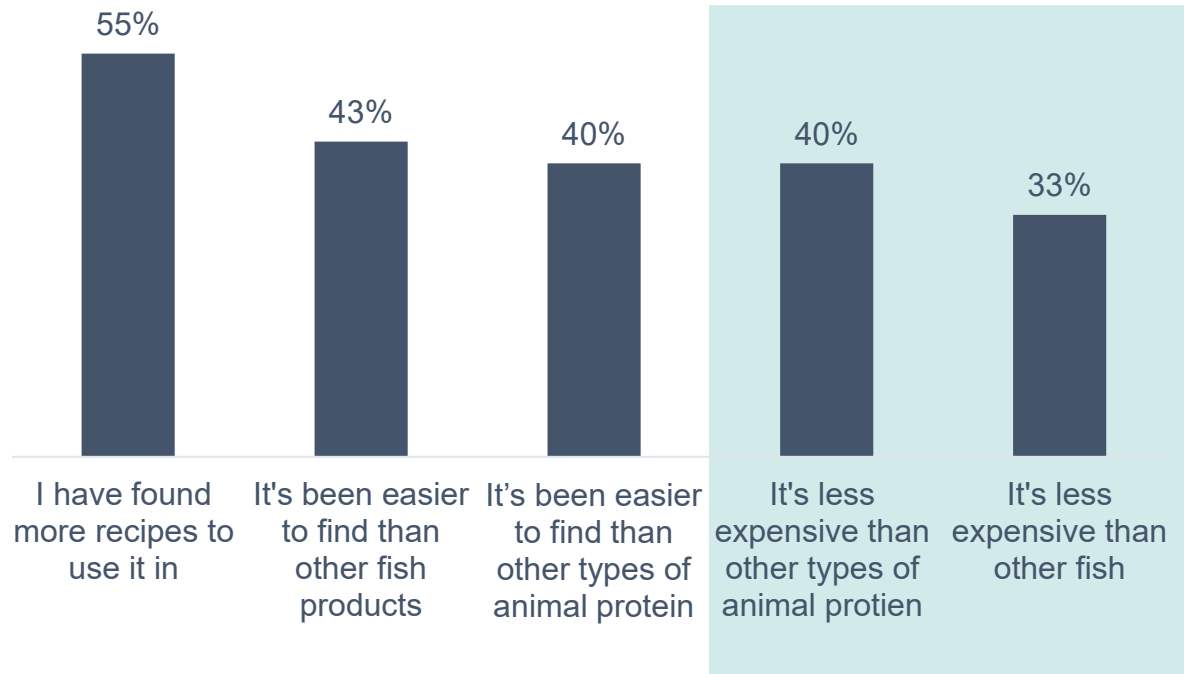
of Fish Eaters say their food purchasing habits have changed because of inflation

9%

of Fish Eaters have increased their purchases of Wild Alaska Pollock over the last 3 months

Reasons for purchasing more Wild Alaska Pollock over the last 3 months

AMONG THOSE WHO HAVE INCREASED THEIR PURCHASES OF WILD ALASKA POLLOCK OVER THE LAST 3 MONTHS



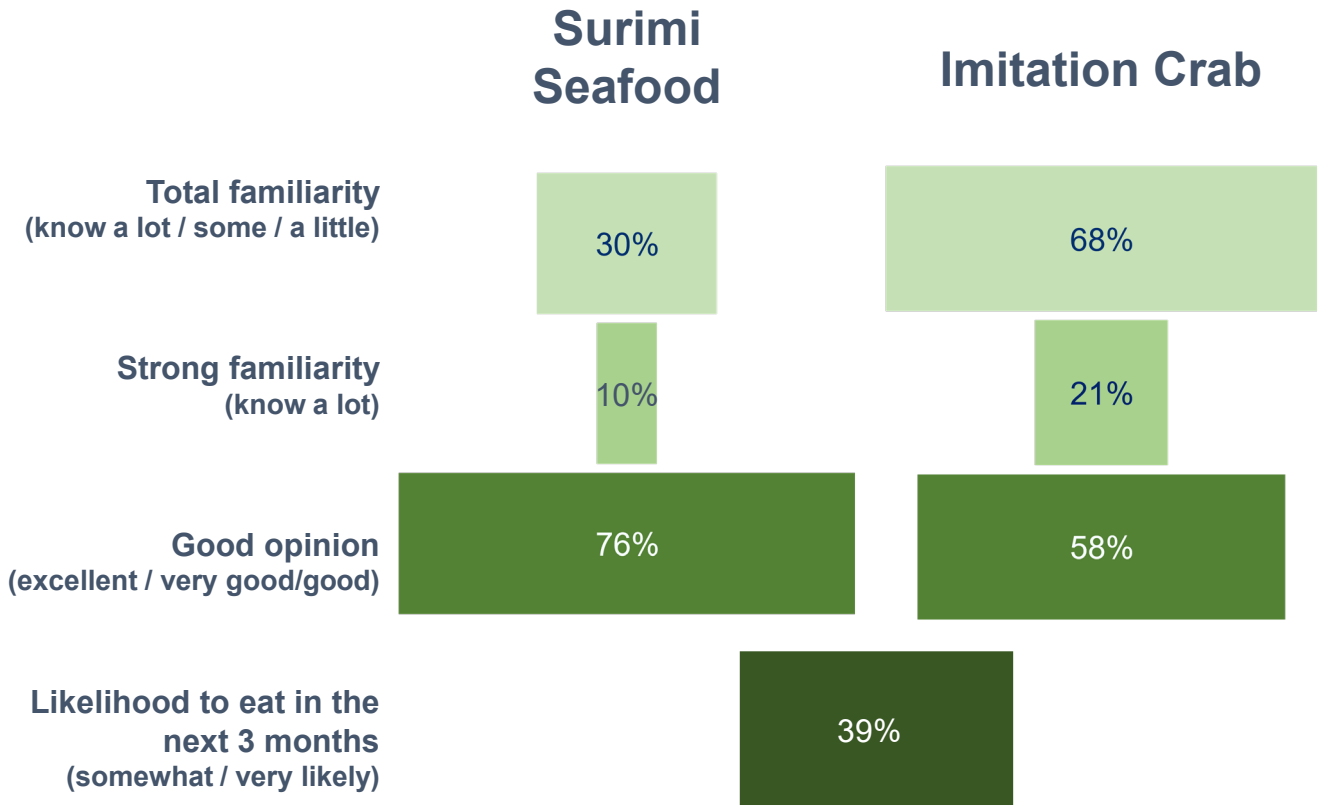
Note: Data on this slide represents fish eaters only.

Inflation is hitting consumers hard – Fish eaters are shifting their purchasing behaviors, and among the top reasons for fish eaters purchasing more Wild Alaska Pollock is the cost.



31%

of fish eaters aware of Imitation Crab or Surimi Seafood are aware that they are interchangeable terms



Surimi seafood holds a more positive association over imitation crab, despite a lower familiarity.

W5. How much would you say you know about each of the following? Base: Fish Eater (n=640)
 W6. What is your overall opinion of the following products? – Base: Surimi seafood Fish Eater (n=192); Imitation crab Fish Eater (n=443)
 W7. Were you aware that surimi seafood and imitation crab are interchangeable terms to describe the same product? Base: Fish Eaters aware of Surimi Seafood or Imitation Crab (n=440)
 W8. How likely are you to eat surimi seafood, also known as imitation crab, in the next 3 months? Base: Fish Eaters (n=440)

How to drive consideration

Frozen fish sticks	■	Good value
Breaded & battered frozen filet		High quality
QSR fish sandwich		Great tasting
Surimi Seafood	■	Tastes good
		Tastes like crab
		Is a good value

TURF Analysis finds the combinations of attributes that yield the highest reach of customers using the question “which attributes are most important to you when considering a purchase of each fish product”



How to drive consumption

Frozen fish sticks:

- Great tasting
- Full-flavored
- Fresh tasting

QSR fish sandwich:

- Great tasting
- Fresh tasting
- High quality

Breaded & battered frozen filet:

- High quality
- Great tasting
- Good as an ingredient
- Fresh tasting

Surimi Seafood:

- Tastes good
- Comes in a form I like
- Has a good consistency
- Tastes like crab

Top Drivers of consumption

was found using a Drivers Analysis. Which conducts hundreds of linear regressions to find which attributes have the largest statistical impact on consumption

Attributes around price and value are very important for the initial consideration of frozen fish products, surimi and fish sandwiches.

However, it's the taste of these fish products that drives purchase and consumption.

What this means for GAPP

#1

Continue the momentum Wild Alaska Pollock has garnered this year by offering inspiration through trusted social media influencers and partnerships to continue to grow demand and favorability.

#2

Wild Alaska Pollock's sustainability story should be woven into all communications efforts to continue the sustainability momentum achieved last year.

#3

Lean into the frozen aisle amid concerns of inflation to position Wild Alaska Pollock as a high quality and affordable protein option.

#4

The industry should continue to educate around surimi seafood, messaging how it's made with real seafood and providing recipe inspiration.

Tracking and Assessing performance over time



YOY Learnings

2019 Finding

2020 Finding

2021 Finding

2022 Finding

1

Unfamiliarity and cost are the greatest barriers to consumers buying fish.



They continue to be the greatest barriers. Cost has become a top concern.



As people explore food options post quarantine, familiarity continues to hold as the top barrier to purchasing and consuming Wild Alaska Pollock.



With inflation on the rise, cost has become the number one barrier to consumers purchasing Wild Alaska Pollock.

2

People want fish to be tasty, healthy and easy.



Taste, health, and ease continue to matter, with affordability being a core matter.



While taste, health and ease remain important, sustainability is emerging as a key consideration for fish purchasing decisions.



Key drivers of purchase remain as taste, health and cost.

3

Wild Alaska Pollock can't stand on just taste, health and ease – versatility, provenance and sustainability also matter.



Wild Alaska Pollock is more commonly associated with provenance and sustainability, but its versatility story is less known.



Wild Alaska Pollock is getting recognized for its taste, cost and provenance, while other species are getting recognition for versatility, health and sustainability.



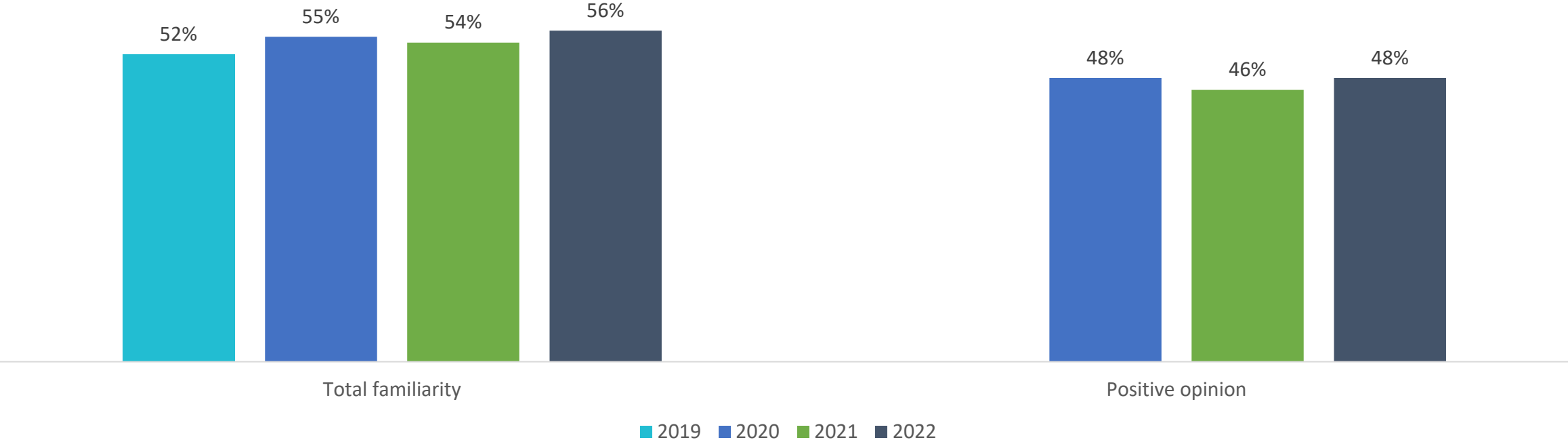
Interest in sustainability has increased for fish eaters. Wild Alaska Pollock specifically is getting more recognition for sustainability.



Tracking Wild Alaska Pollock's performance on core KPIs

We saw increases in total familiarity and positive opinion of Wild Alaska Pollock, resulting in the highest familiarity of the fish since we started the study.

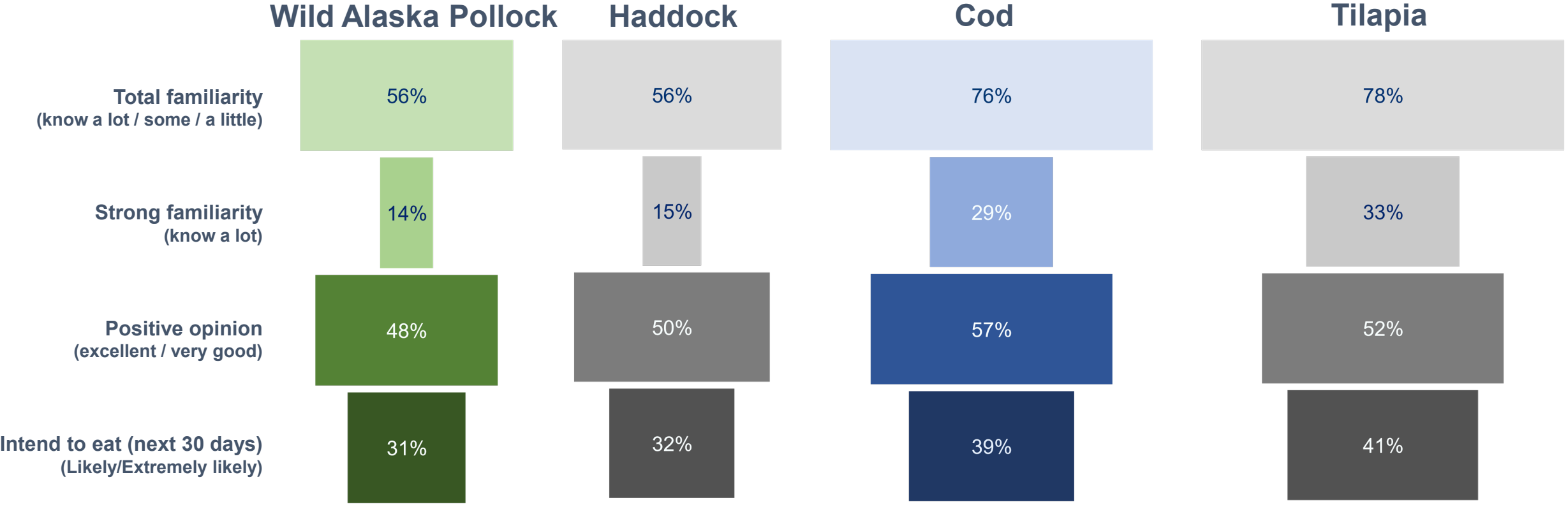
Wild Alaska Pollock YOY KPIs



Arrows indicate a statistically significant change compared to 2021. 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 fish? Base: Total 2022 (n=1023); 2021 (n=1066); 2020 (n=1244); 2019 (n=1026)
N6. Based on everything you know about Wild Alaska Pollock, what is your overall opinion of it? Base: Those aware of Wild Alaska Pollock 2022 (n=573); 2021 (n=576); 2020 (n=610)
N36. How familiar, if at all, are you with the sustainability of each of the following fish? Base: Those aware of Wild Alaska Pollock 2022 (n=573); 2021 (n=576)



Wild Alaska Pollock closing the gap with competitors on positive opinion and intent to eat in the next 30 days

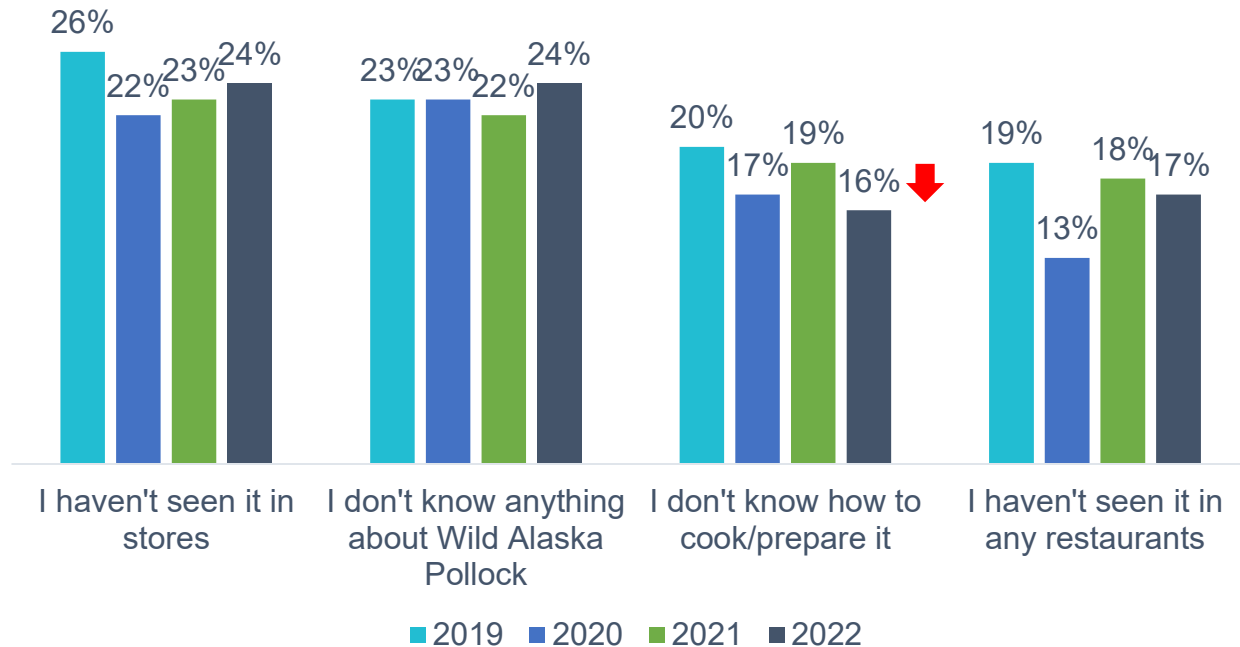


Base= total respondents (n=1,023)

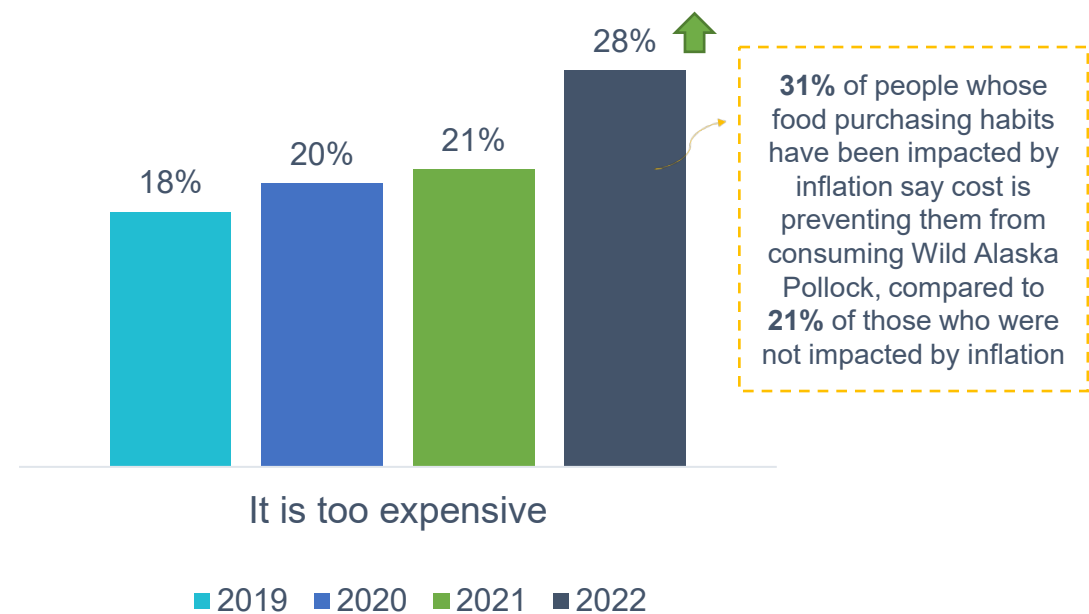


Despite cost, not knowing how to cook Wild Alaska Pollock has become less of a barrier while lack of familiarity and inability to find the fish remain top barriers to purchase

What prevents you from purchasing and/or ordering Wild Alaska Pollock?



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



Arrows indicate a statistically significant change compared to 2021. Green indicates an increase, red indicates a decrease, and no arrow indicates no change.

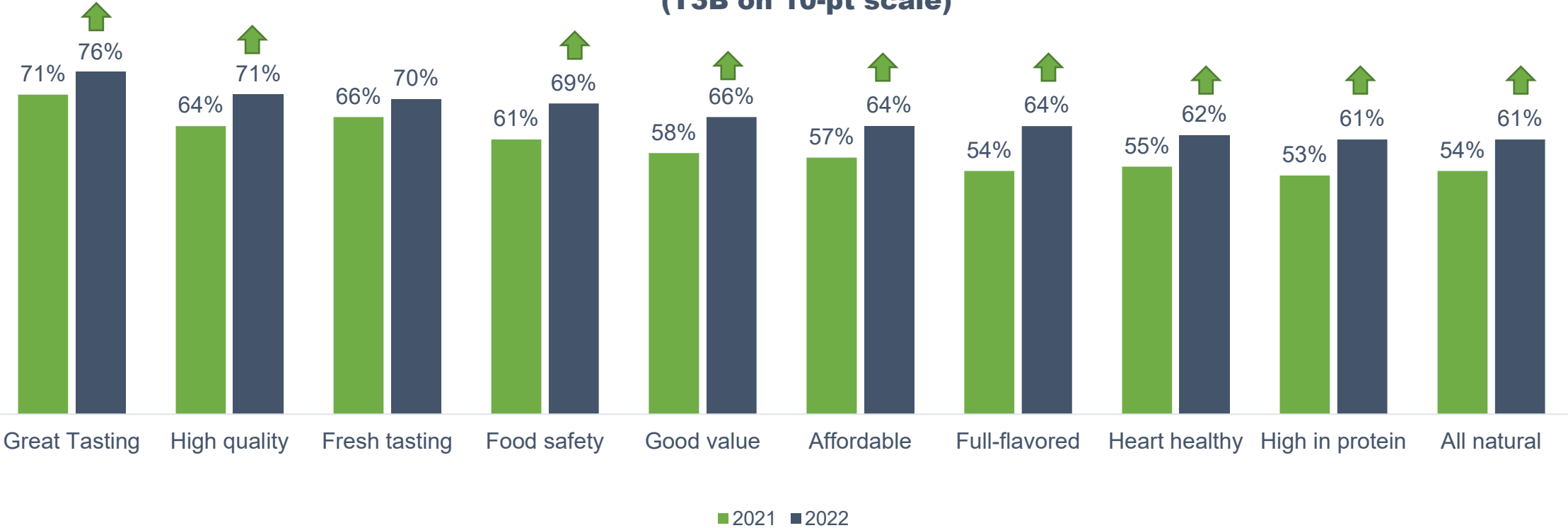
Q26. What prevents you from purchasing and/or ordering Wild Alaska Pollock? Total 2022 (n=1023); 2021 (n=1066); 2020 (n=1244); 2019 (n=1026)

Q25. Overall, what prevents you from consuming Wild Alaska Pollock or consuming it more often? Base: Those aware of Wild Alaska Pollock 2022 (n=573); 2021 (n=366); 2020 (n=610); 2019 (n=491)



While taste continues to be of top importance among fish eaters, value and health benefits saw significant increases

**Top Important Fish Attributes
(T3B on 10-pt scale)**



Arrows indicate a statistically significant change compared to 2021. Green indicates an increase, red indicates a decrease, and no arrow indicates no change
 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: Total 2022 (n=1023), Total 2021 (n=1066)

Understanding Fish Eaters Purchasing Habits





Friends and Family are a top opportunity for fish eaters to learn about and consume Wild Alaska Pollock

Top ways they learn about Wild Alaska Pollock:

- 35%** Friends and family (24% in 2021) ↑
- 35%** Grocery stores (32% in 2021)
- 26%** Cooking shows (21% in 2021)
- 18%** Sit-down restaurant (15% in 2021)
- 14%** Social Media (9% in 2021)
- 14%** Fast-food restaurant (9% in 2021)
- 13%** Celebrity/famous chef (8% in 2021)
- 12%** News (10% in 2021)

Likelihood to eat Wild Alaska Pollock from the following settings (T3B on 10-pt scale)

- 43%** Grocery store frozen aisle (vs. 29% in 2021) ↑
- 40%** Sit-down restaurant (vs. 30% in 2021) ↑
- 34%** Fast-food restaurant (vs. 24% in 2021) ↑

Arrows indicate a statistically significant change compared to 2021. Green indicates an increase, red indicates a decrease, and no arrow indicates no change
 Q2. How did you learn about Wild Alaska Pollock? Base: Fish eaters aware of Wild Alaska Pollock 2022 (n=419); 2021 (n=275)
 Q5. How likely are you to eat Wild Alaska Pollock from the following settings? Base: Fish eaters aware of Wild Alaska Pollock 2022 (n=419); 2021 (n=275)





Fish Eaters are eager to introduce Wild Alaska Pollock into their eating routine

Likelihood to do the Following:
(T3B 8-10 on 10-pt scale)

- 43%** Consider adding Wild Alaska Pollock to my and/or my family's diet
- 40%** Seek out more information about Wild Alaska Pollock
- 38%** Purchase breaded and battered Wild Alaska Pollock frozen filets at a grocery store or market
- 38%** Purchase breaded and battered Wild Alaska Pollock frozen filets at a grocery store or market
- 37%** Seek out products made with Wild Alaska Pollock
- 36%** Order a Wild Alaska Pollock fish sandwich at a fast food, quick-service restaurant

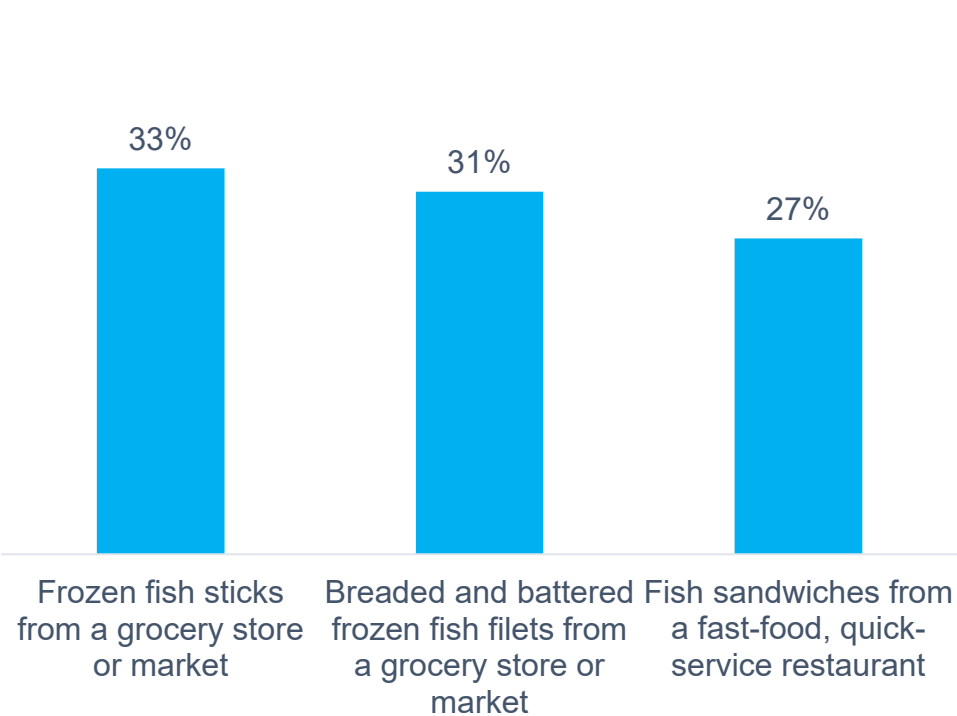
42% of consumers who say fish sustainability is important say they would seek out products made with Wild Alaska Pollock



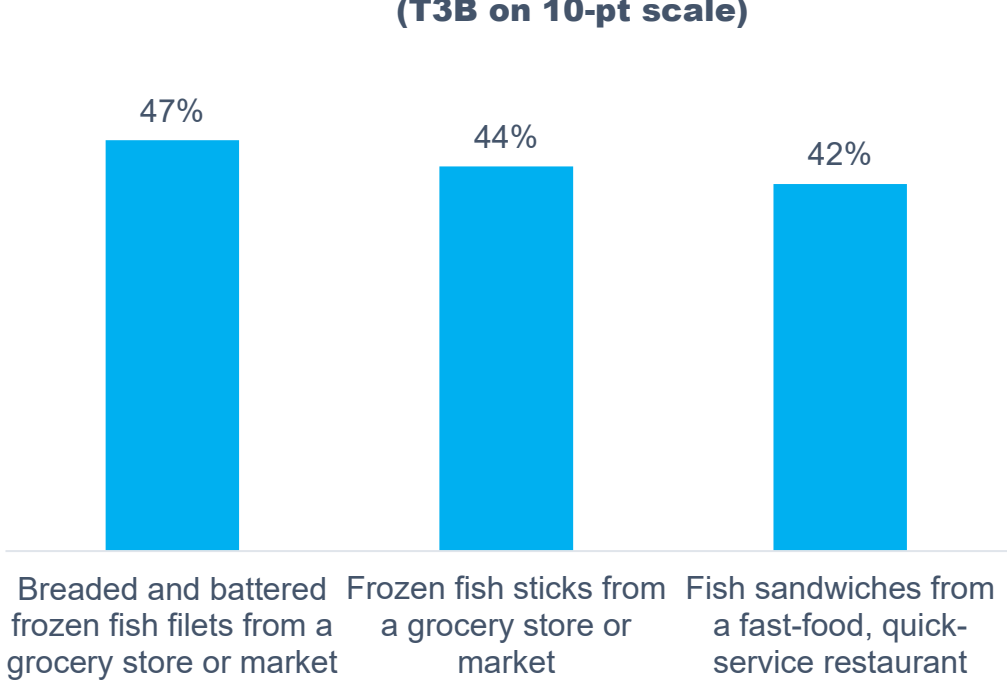


Frozen fish sticks are among the most popular types of fish products

Those who know a lot about fish products



Likelihood to eat fish products in the coming month (T3B on 10-pt scale)



W1. How much would you say you know about the following types of fish products? Base: Total Fish Eaters (n=640)

W2. How likely are you to eat ... in the coming month? Please use a 0 to 10 scale, with 0 being "not at all likely" and 10 being, "extremely likely." Base: Fish Eaters aware of fish products





Fish eaters place importance on value, quality and taste when purchasing fish products

Important attributes when purchasing Wild Alaska Pollock Products

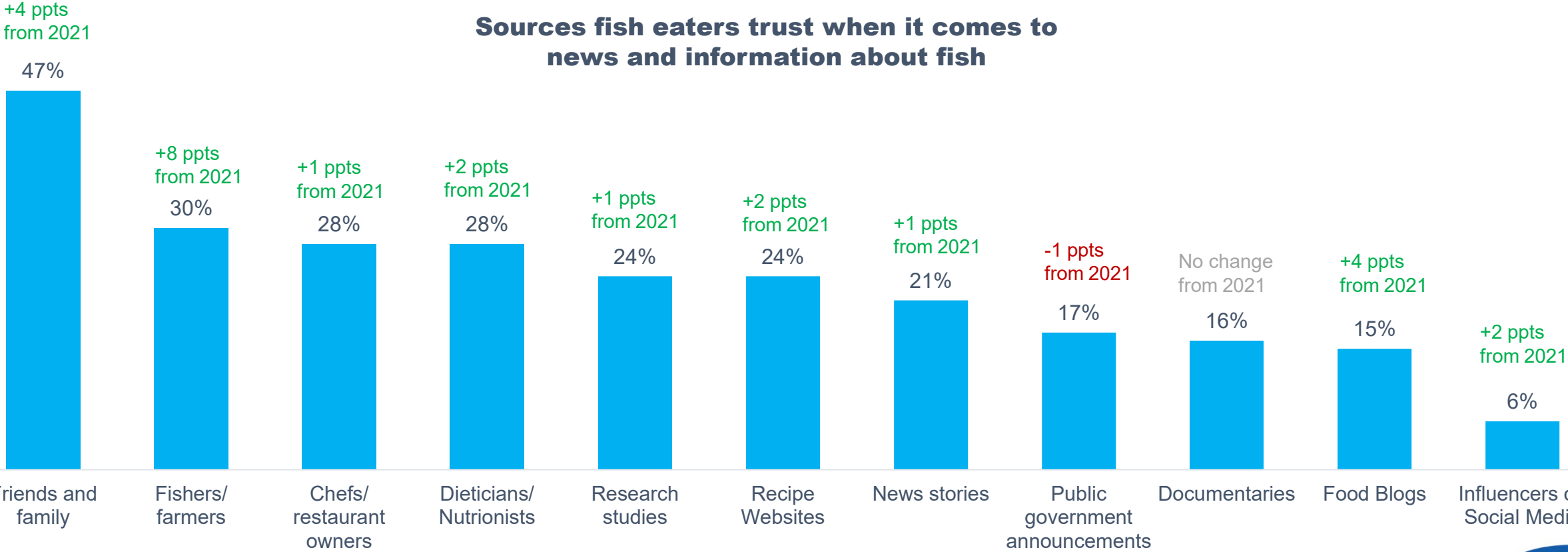
Fish Sticks		Breaded and battered frozen fish filets		Fish sandwiches from a fast-food, quick service restaurant	
Good Value	49%	Good Value	48%	Good Value	49%
High Quality	46%	High Quality	45%	High quality	45%
Great Tasting	35%	Great Tasting	35%	Great tasting	42%
Affordable	22%	Affordable	23%	Affordable	23%
Product of the U.S.	16%	Wild-Caught	13%	Full-flavored	14%
Wild-Caught	14%	Easy to prepare	13%	Product of the U.S.	13%

W4. Which of the following are the most important attributes you look for when considering purchasing... Base: Fish Eaters aware of each product





Friends and Family are the most trusted source when it comes to information about fish while fishers/farmers saw the biggest YOY increase in trust



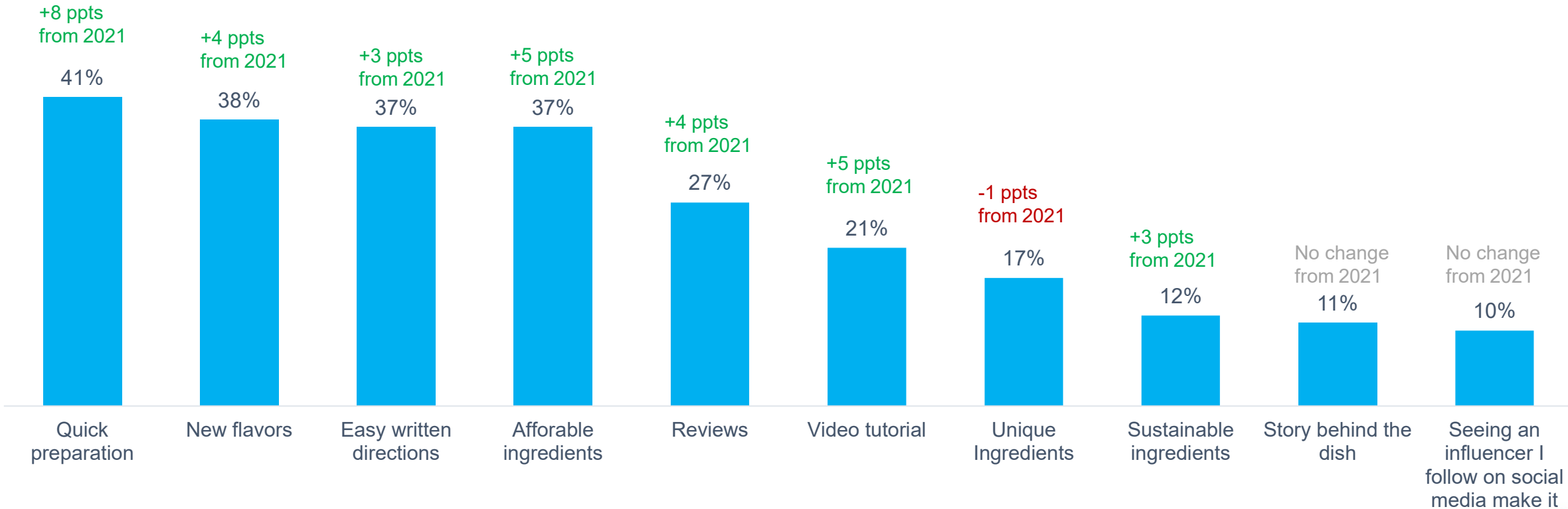
N30. Which of the following sources do you trust when it comes to news and information about fish? Base: Fish Eaters (n=640)





Fish eaters are more likely to experiment with new recipes that have quick prep times and include new flavors to try

Inspiration for Fish Eaters to try a particular recipe



N29. What inspires you to try a particular recipe? Base: Fish Eaters (n=640)



Sustainability





Sustainability and the different aspects of sustainability have become more important to fish eaters in the past year

Sustainability Importance



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

	2022	2021	YoY Change
Safe for the ocean	76%	70%	+6 pts
Ensuring supply for future generations	71%	67%	+4 pts
Fishery management	70%	64%	+6 pts
Wild caught	69%	-	-
Zero-waste	63%	56%	+7 pts
Recyclable packaging	61%	53%	+8 pts
Carbon footprint	59%	55%	+4 pts
Traceability	58%	52%	+6 pts

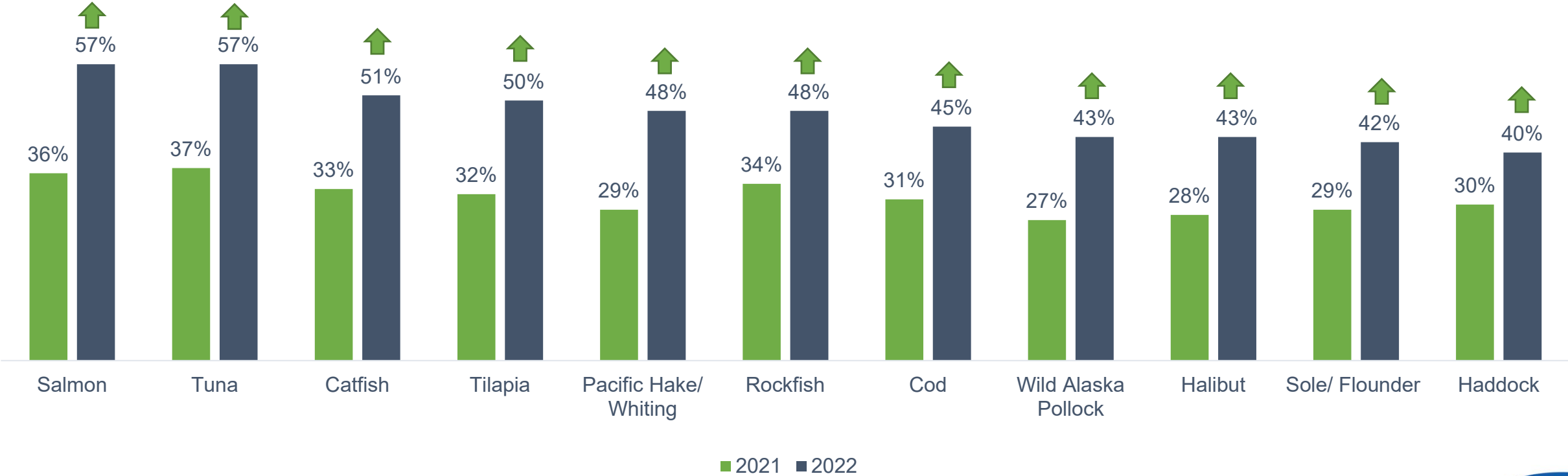
N38. When it comes to purchasing/ordering fish, how important are the following aspects of sustainability to you? Base: Fish Eaters (n=640)
 N37: How important is sustainability to you when purchasing/ordering fish? Base: Fish Eaters (n=640)





Fish Eaters have become more aware of the sustainability of Wild Alaska Pollock and other fish species over the past year

Sustainability familiarity
(Those who know a lot/some)



■ 2021 ■ 2022

Arrows indicate a statistically significant change compared to 2021. Green indicates an increase, red indicates a decrease, and no arrow indicates no change N36. How familiar, if at all, are you with the sustainability of each of the following fish? Base: Fish Eaters (n=640)



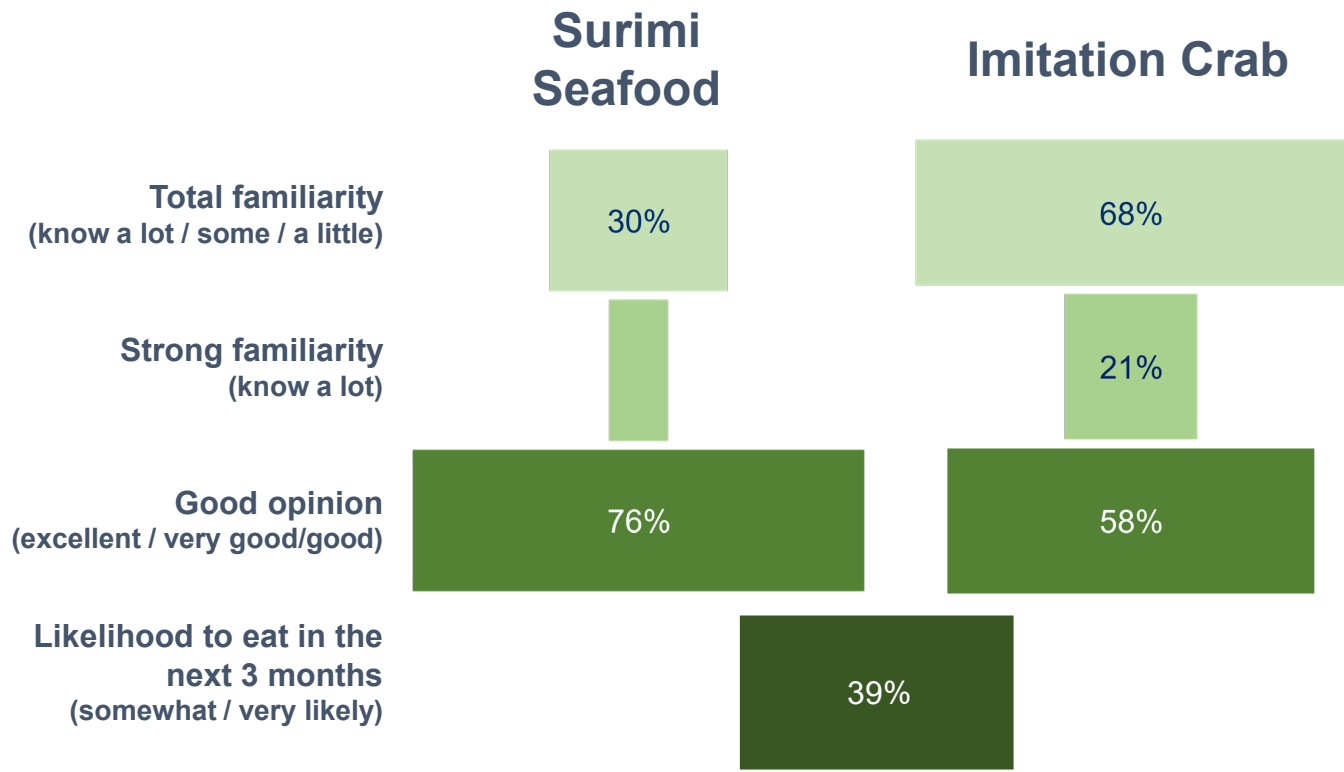


Surimi Seafood



While fish eaters are more aware of Imitation Crab, they have a more positive perception of Surimi Seafood

31%
of fish eaters aware of Imitation Crab or Surimi Seafood are aware that they are interchangeable terms



W5. How much would you say you know about each of the following? Base: Fish Eater (n=640)

W6. What is your overall opinion of the following products? – Base: Surimi seafood Fish Eater (n=192); Imitation crab Fish Eater (n=443)

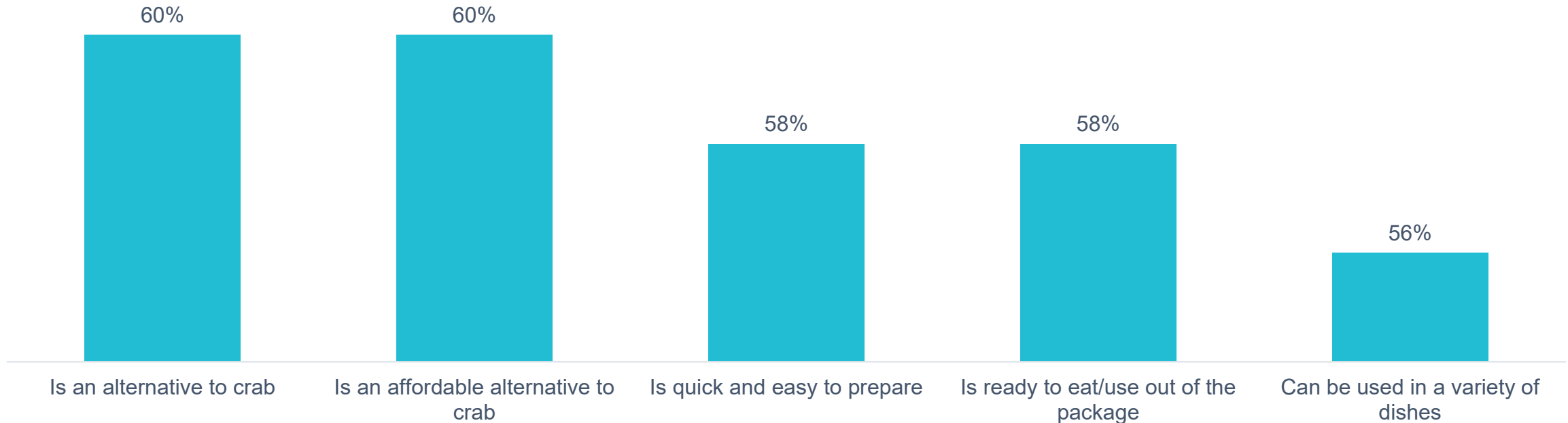
W7. Were you aware that surimi seafood and imitation crab are interchangeable terms to describe the same product? Base: Fish Eaters aware of Surimi Seafood or Imitation Crab (n=440)





Fish eaters describe Surimi Seafood as an alternative to crab and quick and easy to prepare

Attributes fish eaters use to describe Surimi Seafood (T3B on 10-pt scale)



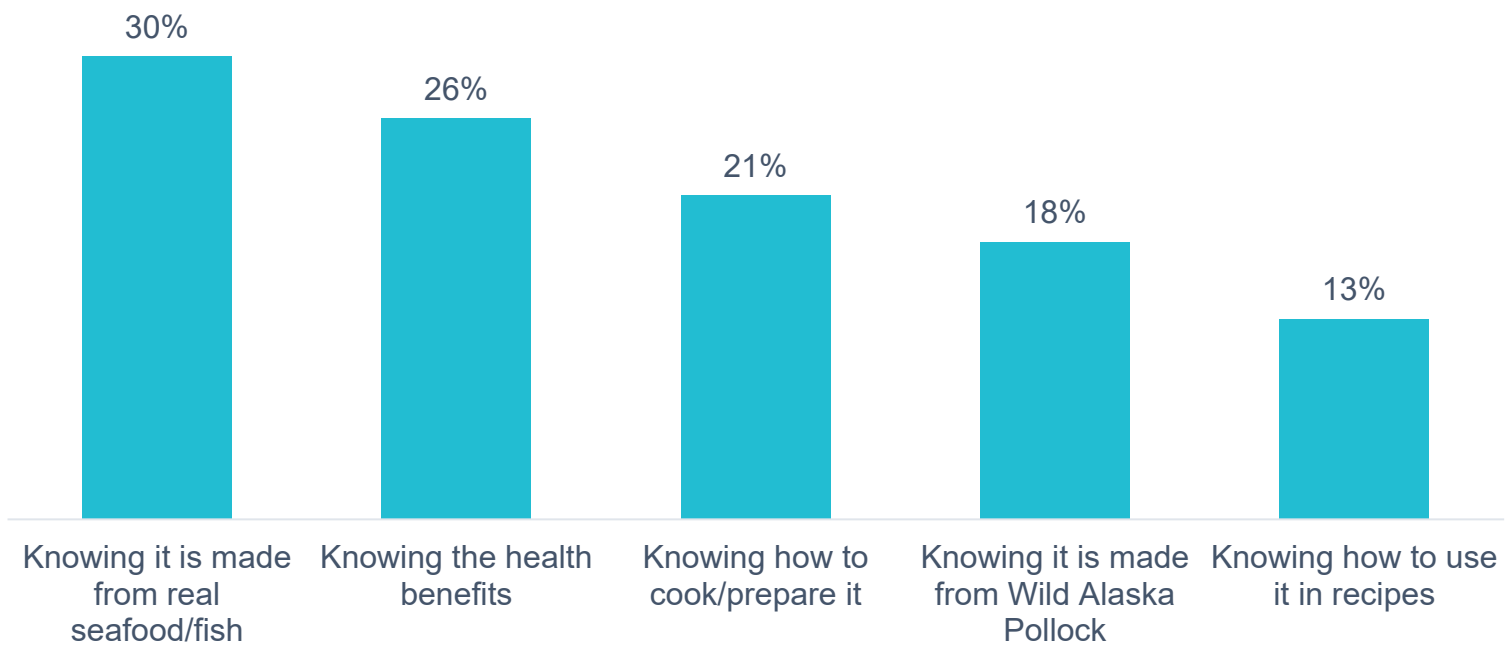
W9. Below is a list of attributes that people may use to describe surimi seafood. For each, please rate how much you believe each attribute describes surimi seafood. Base: Fish eaters aware of Surimi Seafood (n=440)



Fish eaters are more likely to purchase Surimi Seafood if they knew it was made from real seafood/fish



Attributes that would encourage fish eaters to purchase Surimi Seafood
(Among those aware of surimi seafood/imitation crab AND not likely to eat in in the next three months)



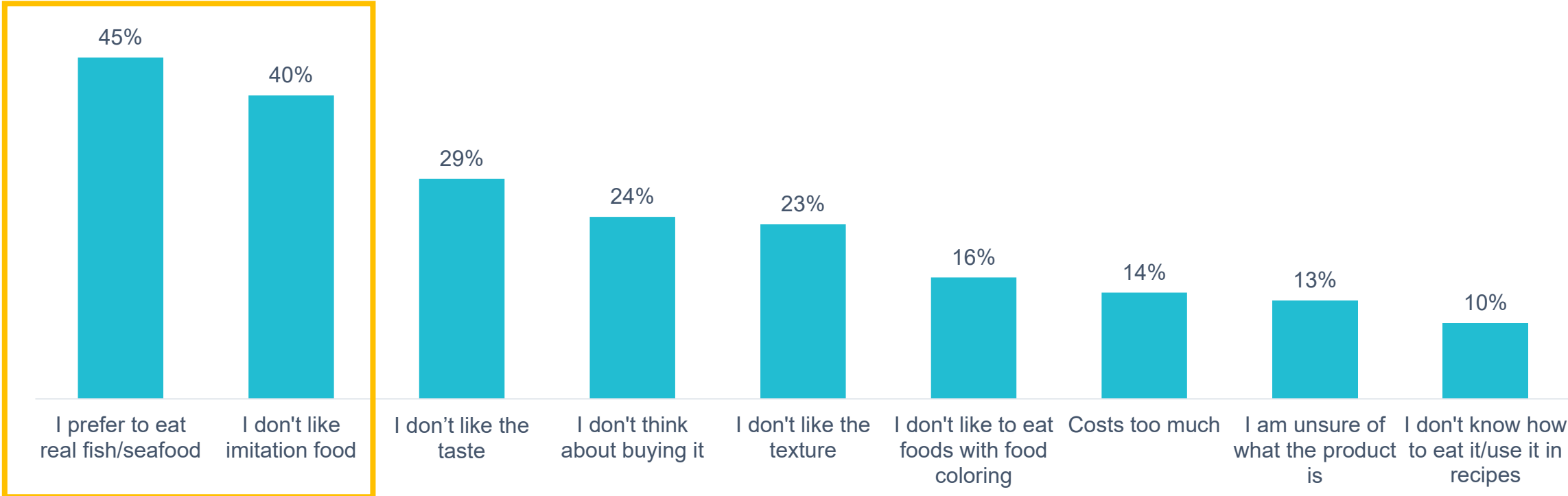
W8. How likely are you to eat surimi seafood, also known as imitation crab, in the next 3 months? Base: Fish Eaters aware of Surimi Seafood (n=440)
W12. What would encourage you to consider purchasing surimi seafood? Base: Fish Eaters not likely to eat Surimi Seafood in the next three months (n=126)





Barriers to purchasing Surimi Seafood for fish eaters are primarily perceptual.

Top reasons Fish Eaters are not likely to purchase Surimi Seafood in the next three months
(Among those aware of surimi seafood/imitation crab AND not likely to eat in in the next three months)



W11. Which of the following describes why you're not likely to purchase surimi seafood in the next three months? Fish Eaters not likely to eat Surimi Seafood in the next three months (n=126)

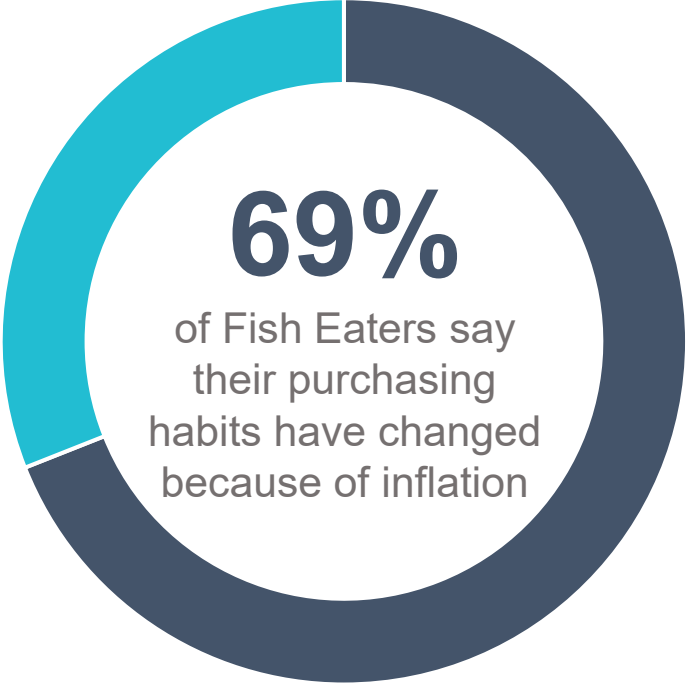


Inflation





Inflation has impacted fish eaters' purchasing habits, leading them to purchase less expensive and frozen aisle fish



Top ways fish purchasing habits have changed for Fish Eaters

- 35%** I am buying less expensive fish at the grocery store or market
- 28%** I am buying fish from frozen aisle instead of the fish counter
- 25%** I am buying less expensive forms of protein than seafood/fish
- 23%** I am not purchasing/ purchasing less fish at the grocery store or market
- 21%** I am buying fish products using coupons/discounts

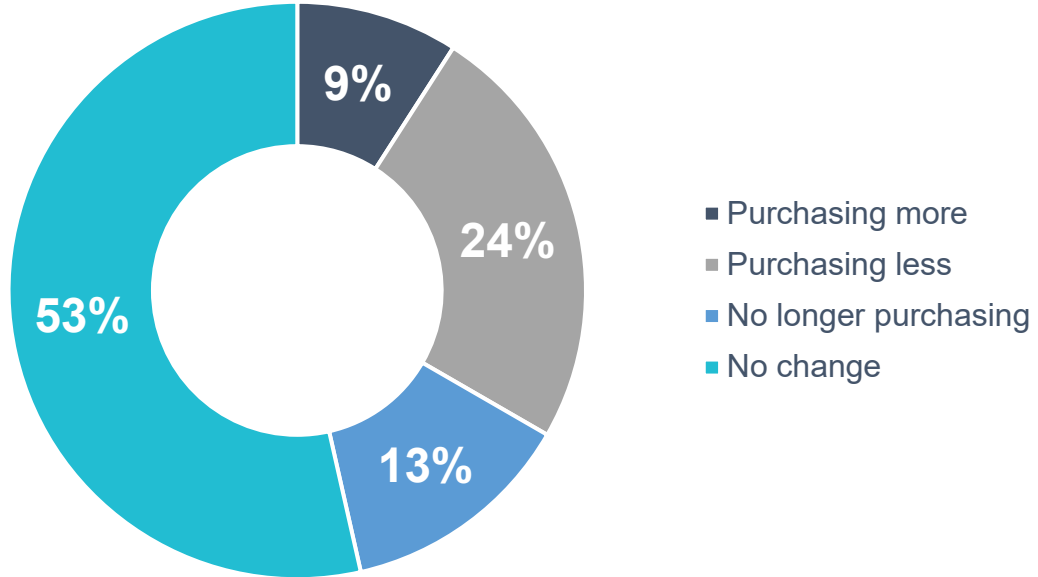
W13. Have your food purchasing habits changed because of inflation? By inflation, we mean a general increase in prices and fall in the purchasing value of money. Base: Fish Eaters (n=640)
W15. How have your fish purchasing habits changed because of inflation? Base: Fish Eaters whose purchasing habits have changed (n=443)



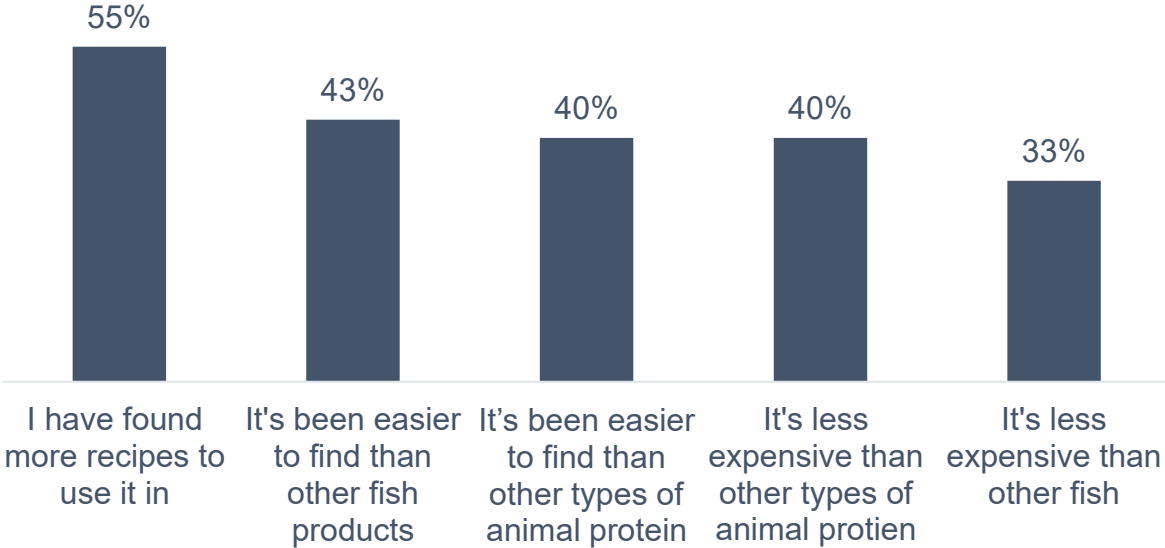


Direct consumer messaging is driving increase purchases

Purchasing habits over the last 3 months for Wild Alaska Pollock



Reasons for purchasing more Wild Alaska Pollock over the last 3 months



W16. How have your purchasing habits of the following products changed over the last 3 months? Base: Wild Alaska Pollock Fish Eaters whose purchasing habits have changed (n=443)

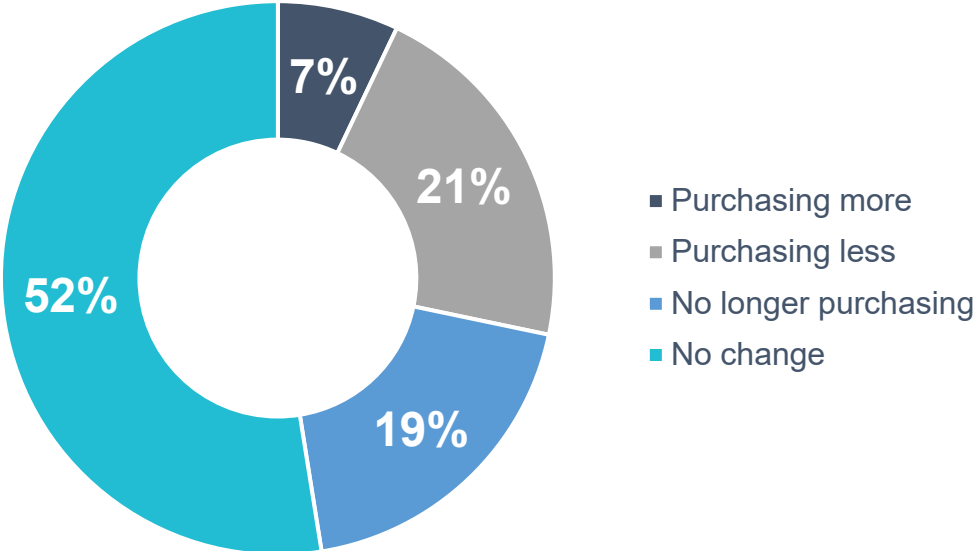
W17. Why are you purchasing Wild Alaska Pollock more over the last 3 months than you have before? Base: Wild Alaska Pollock Fish Eaters whose purchases have increase over the last 3 months (n=42)



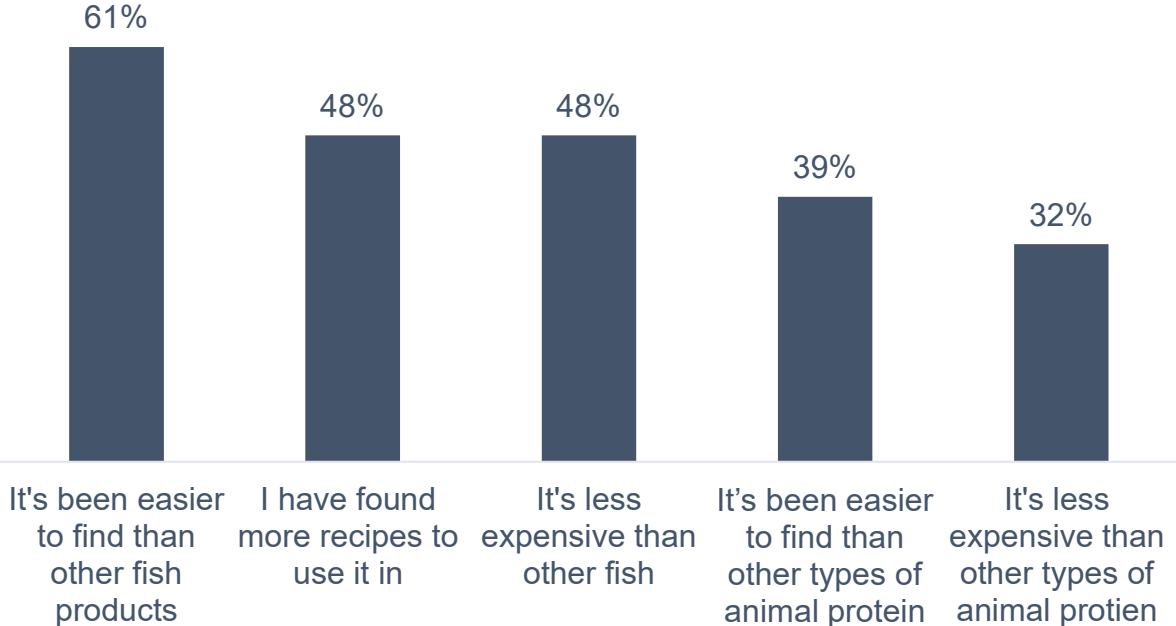


Those who are purchasing more Surimi Seafood in the past 3 months cite it as easier to find compared to other fish products

Purchasing habits over the last 3 months for Surimi Seafood



Reasons for purchasing more Surimi Seafood over the last 3 months



W16. How have your purchasing habits of the following products changed over the last 3 months? Base: Surimi Fish Eaters whose purchasing habits have changed (n=443)
W17. Why are you purchasing Surimi more over the last 3 months than you have before? Base: Surimi Fish Eaters whose purchases have increase over the last 3 months (n=31)



Drivers Analysis & TURF Analysis





To understand which attributes are most likely to increase consumption of certain fish products, we conducted a predictive analysis across 4 products

Attributes Tested

Good Value
Food Safety
High quality
Wild-caught
Farm-raised
Flaky
Product of Alaska
Product of U.S.
Great Tasting
Mild
Full-flavored
Heart Healthy
Low-fat
High in Protein
Sustainable
Traceable

Affordable
Versatile
Easy to prepare
Freezer-friendly
Organic
Expensive
All natural
GMO-free
Quick to cook
Fresh tasting
Kid friendly
Good as an ingredient
Good as center of the plate
Climate friendly
Good for the planet

Is available where I shop
Has a good consistency
Can be used in a variety of dishes
Is quick and easy to prepare
Has a high protein content
Is a source of Omega-3s
Is made from real, sustainably sourced fish
Is ready to eat/use out of the package
Is responsibly fished
Is a product of the USA
Comes in a form I like
Is American Heart Association Approved
Can be found in many types of sushi

Made with WAP
Is low in cholesterol
Is available at the fresh seafood counter
Is a low-calorie option
Is low carb/low in carbs
Is MSC certified
Is a product of Alaska
Is fat free
Is in cultural cuisine/recipes
Is gluten-free
Is kosher
Is an alternative to crab
Is an affordable alternative to crab
Is a sustainable protein

Fish Products Tested

Frozen fish sticks from a grocery store or market

Breaded and battered frozen fish filets from a grocery store or market

Fish sandwiches from a fast food, quick-service restaurant

Surimi Seafood



Tested for Surimi only





Our analysis was split into two models to gain a comprehensive look at fish consumption...

Drivers Analysis

- **Consumption drivers are the attributes that have the greatest positive effect on consumption of each fish product.** (i.e. the more a consumer associates the fish product with this attribute, the more likely they are to consume it in the next month)
- To identify consumption drivers, we leverage **relative importance analysis**, a model that approximates the results of hundreds of linear regression models using different combinations of the attributes tested
- The output is a **relative importance score that quantifies the amount of variation in consumption** that can be explained by each attribute
- **We take the attributes with the highest importance score and define them as our consumption drivers**

TURF Analysis

- **Total Unduplicated Reach and Frequency**
- This is an analysis meant to find the **combination of attributes that yields the highest reach.**
- From the list of attributes, respondents were **asked to select their top three most important attributes** when considering their purchase of each fish product.
- “Reach” in this case is defined as having **at least one of the attributes rated as their top three choice.**
- The final result is the combinations of attributes that will satisfy the highest number of customers where at least one their most important attributes are included



Price and value is an important driver of initial purchase of a fish product, but the biggest drivers of repeat consumption are fresh and full-flavored taste

Fish Type	Drivers of consumption	TURF Analysis
<i>Frozen fish sticks from a grocery store or market</i>	<ul style="list-style-type: none"> • Great Tasting • Full-flavored • Fresh Tasting 	<ul style="list-style-type: none"> • Good Value, High Quality, Great Tasting • Good Value, High Quality, Affordable • Good Value, High Quality, Product of the U.S.
<i>Breaded and battered frozen fish filet from a grocery store of market</i>	<ul style="list-style-type: none"> • Great Tasting • Full-flavored • Good as an ingredient • Fresh Tasting 	<ul style="list-style-type: none"> • Good Value, High Quality, Great Tasting • Good Value, High Quality, Affordable • Good Value, High Quality, Wild-caught
<i>Fish sandwich from a fast food or quick service restaurant</i>	<ul style="list-style-type: none"> • Great Tasting • Fresh Tasting • High Quality 	<ul style="list-style-type: none"> • Good Value, High Quality, Great Tasting • Good Value, High Quality, Affordable • Good Value, High Quality, Product of the U.S.
<i>Surimi Seafood</i>	<ul style="list-style-type: none"> • Tastes good • Comes in a form I like • Has a good consistency • Tastes like a crab 	<ul style="list-style-type: none"> • Tastes Good, Tastes like crab, Is a good value • Tastes Good, Is High Quality, Is a good value • Tastes Good, Is High Quality, Tastes like carb



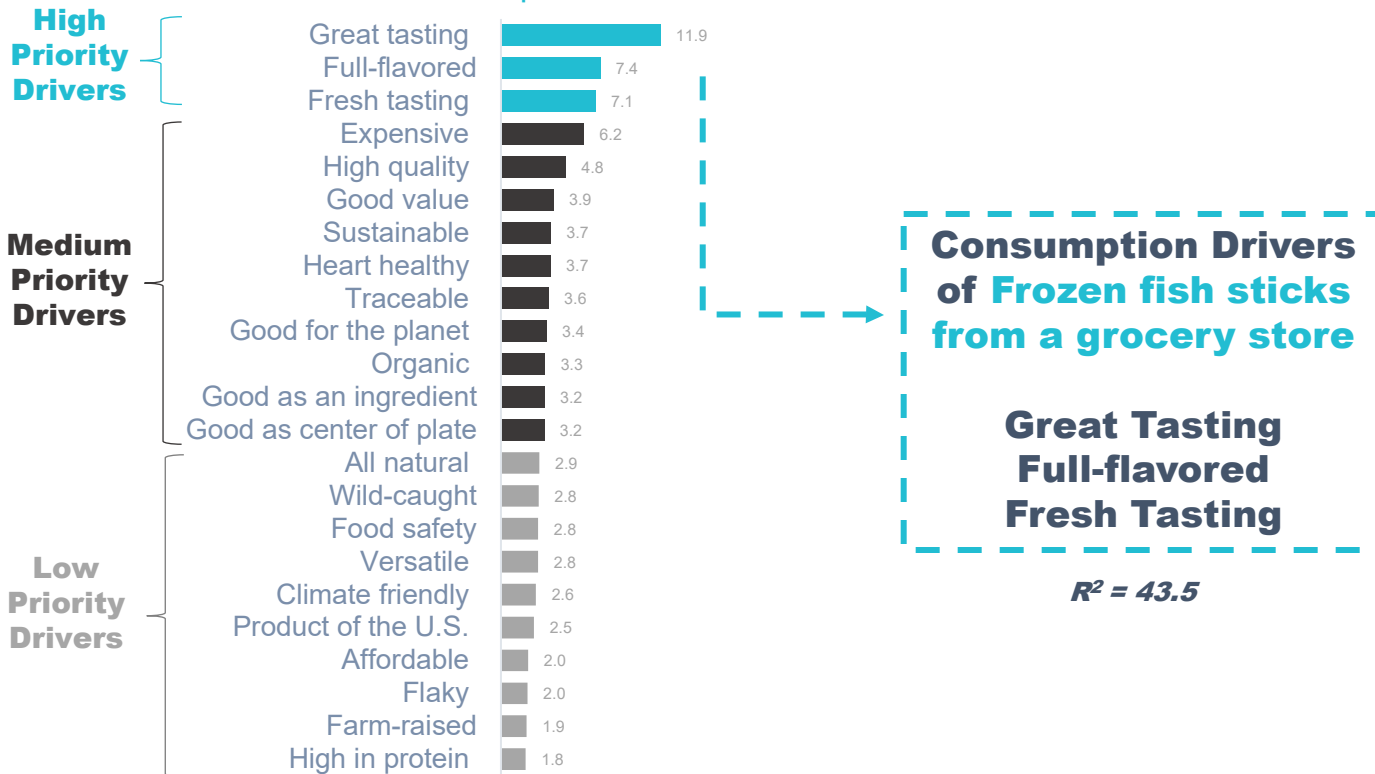


While consumers say that value is important to them when buying frozen fish sticks, it's taste that drives consumption

Frozen fish sticks from a grocery store or market

Drivers Analysis

TURF Analysis



Portfolio	Reach %
Good Value, High Quality, Great Tasting	81.7%
Good Value, High Quality, Affordable	79.2%
Good Value, High Quality, Product of the U.S.	77.7%

*Attributes with lowest Importance Score not included in chart. Full results in Notes Section.

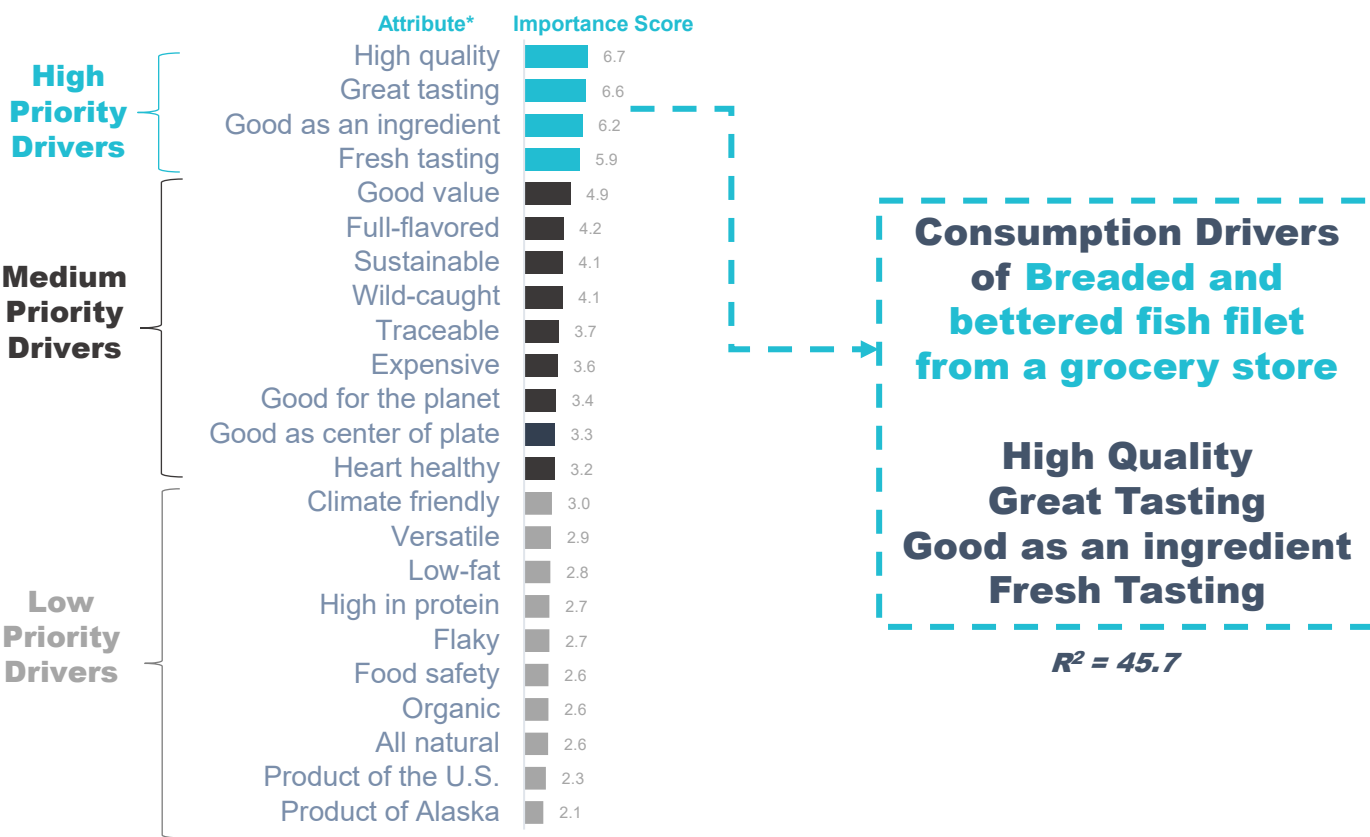


In addition to key 'taste' drivers, if consumers think a breaded and battered frozen filet is good as an ingredient, they are more likely to consume



Breaded and Battered frozen fish filet from a grocery store or market

Drivers Analysis



TURF Analysis

Portfolio	Reach %
Good Value, High Quality, Great Tasting	80.9%
Good Value, High Quality, Affordable	78.5%
Good Value, High Quality, Wild-caught	76.8%

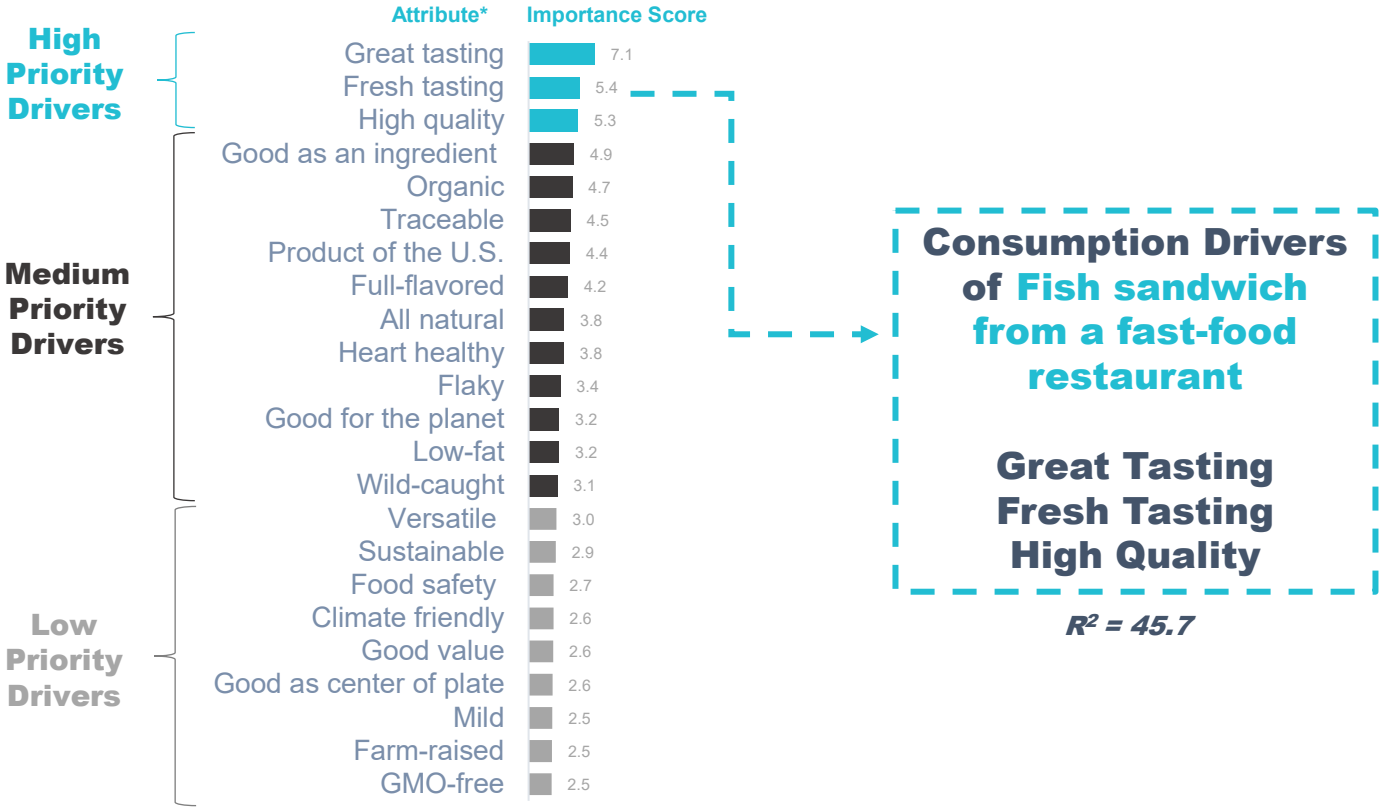
*Attributes with lowest Importance Score not included in chart. Full results in Notes Section.



The freshness and quality of fast-food sandwiches are the strongest drivers of consumption other than overall taste

Fish sandwich from a fast-food, quick-service restaurant

Drivers Analysis



TURF Analysis

Portfolio	Reach %
Good Value, High Quality, Great Tasting	80.4%
Good Value, High Quality, Affordable	78.0%
Good Value, High Quality, Product of the U.S.	76.3%

*Attributes with lowest Importance Score not included in chart. Full results in Notes Section.

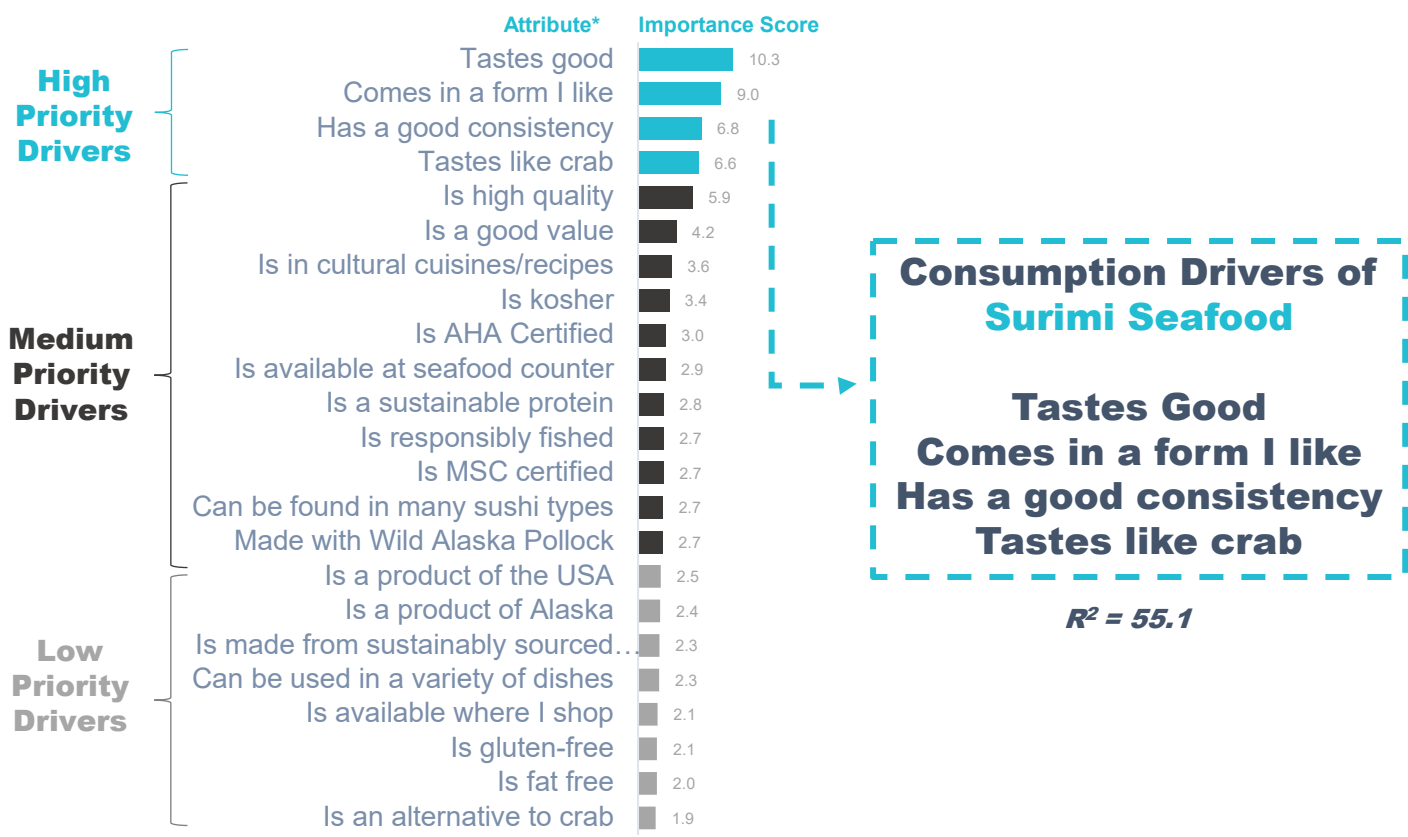


'Tastes like crab' is one of the strongest drivers of Surimi consumption and surfaces as the attribute people look for the most when buying surimi



Surimi Seafood

Drivers Analysis



TURF Analysis

Portfolio	Reach %
Tastes Good, Tastes like crab, Is a good value	60.4%
Tastes Good, Is High Quality, Is a good value	58.7%
Tastes Good, Is High Quality, Tastes like carb	58.2%

*Attributes with lowest Importance Score not included in chart. Full results in Notes Section.



Appendix





Fish eaters continued to be the focus of this year's research– Wild Alaska Pollock's more immediate, target audience

How this audience was defined:



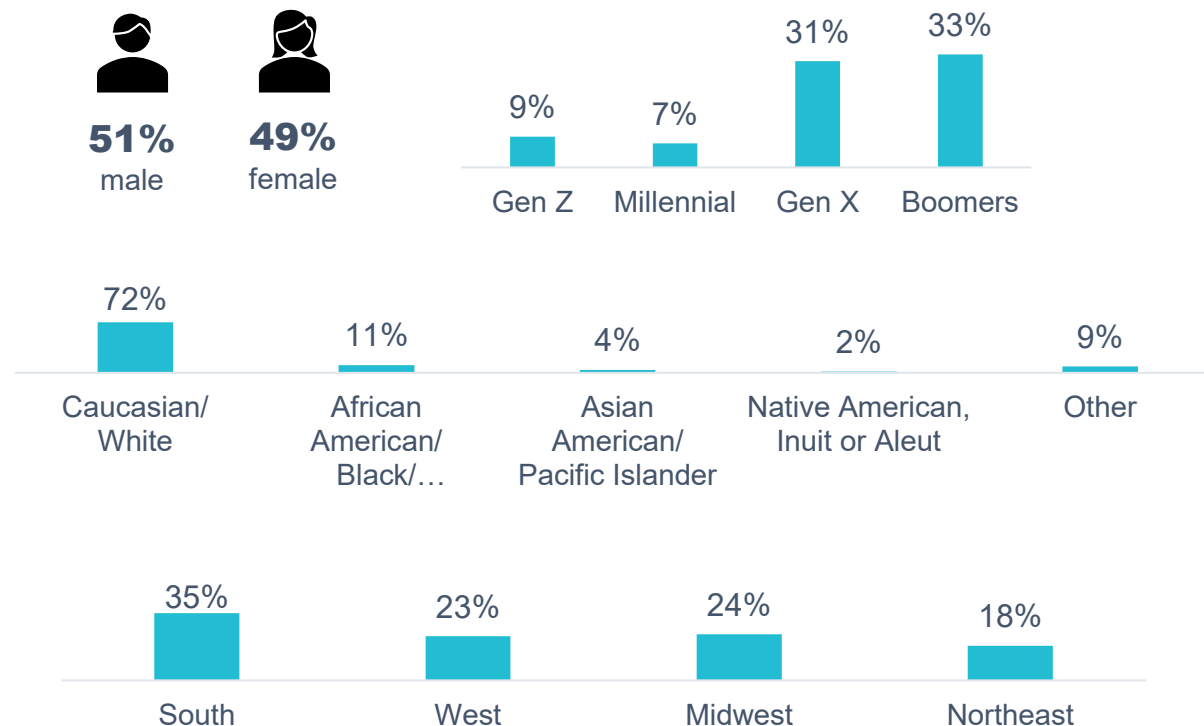
Have consumed fish (not exclusively shellfish) in the past 3 months



AND

Have purchased any of the following types of fish in the past 3 months:

- Fish from any type of restaurant
- Fresh fish from a grocery store or market
- Packaged refrigerated/frozen non-breaded fish– plain or prepared
- Frozen breaded fish



Tracking Wild Alaska Pollock's performance on core KPIs

4-year trend

Familiarity
(Those who know a lot/some/a little)

3-year trends

Very Good/Excellent Opinion

Fish Preference

Likelihood to Consume[^]
(within coming month)

Purchase Frozen From Grocery Store
(often)

	2019	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022	2020	2021	2022
Wild Alaska Pollock	52%	55%	54%	56%	48%	46%	48%	4%	2%	1%	37%	24%*	31%	29%	23%*	28%
Salmon	83%	85%	85%	88%	55%	66%*	69%	32%	33%	37%	39%	54%*	55%	25%	22%*	23%
Cod	70%	75%*	76%	76%	41%	54%*	57%	10%	9%	9%	27%	33%*	35%	22%	17%*	18%
Tilapia	73%	74%	75%	78%	45%	45%	52%	11%	11%	10%	30%	31%	37%	18%	20%	24%
Haddock	54%	56%*	54%	56%	41%	46%*	50%	4%	5%	4%	28%	27%	32%	22%	22%	31%
Sole/Flounder	47%	47%*	42%*	62%	41%	42%	52%	1%	2%	3%	28%	24%*	28%	21%	20%	21%

Q1. How much would you say you know about the following fish? Base: Total 2022 (n=1023), Total 2021 (n=1066), Total 2020 (n=1244), Total 2019 (n=1026)
 N6. Based on everything you know about [FISH AWARE], what is your overall opinion of it? Base: Those aware of fish: Wild Alaska Pollock (n=573), Salmon (n=904), Cod (n=779), Tilapia (n=795), Haddock (n=570), Sole/Flounder (n=635).
 N7. Overall, what is your favorite type of fish to eat? Base: Those aware of fish – 2022 (n=983), 2021 (n=1007), 2020(n=1165)
 N8. How likely are you to eat [FISH AWARE] in the coming month? Base: Those aware of fish: Wild Alaska Pollock (n=178), Salmon (n=501), Cod (n=271), Tilapia (n=295), Haddock (n=180), Sole/Flounder (n=176).
[^] Denotes T3B (8-10 on 10-pt scale)
 S9. How often do you eat [FISH AWARE] in the following settings? I purchase it at a grocery store or market, frozen. Base: Those who eat fish: Wild Alaska Pollock (n=419), Salmon (n=130), Cod (n=153), Tilapia (n=148), Haddock (n=168), Sole (n=155).





Taste and Cost continue to drive importance

Important Fish Attributes

Overall Fish Importance Score (among fish eaters; T3B Summary)

Important Fish Attributes

Overall Fish Importance Score (among fish eaters; T3B Summary)

#1 Taste

Great tasting
(85% vs. 79% in 2021)

Fresh tasting
(79% vs. 75% in 2021)

#5 Versatile

Whole family will enjoy
(64% vs. 57% in 2021)

Good as center of plate
(63% vs. 55% in 2021)

#2 Cost

Good value
(73% vs. 67% in 2021)

Affordable
(72% vs. 63% in 2021)

#6 Sustainable

Sustainable
(52% vs. 47% in 2021)

Wild-caught
(49% vs. 45% in 2021)

#3 Health

Heart healthy
(68% vs. 63% in 2021)

High in protein
(69% vs. 61% in 2021)

#7 Provenance

Product of U.S.
(58% vs. 55% in 2021)

Product of Alaska
(39% vs. 35% in 2021)

#4 Ease

Easy to prepare
(64% vs. 60% in 2021)

Freezer-friendly
(57% vs. 57% in 2021)

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? T3B Summary (8-10) Base: Fish Eaters (n=640)



Thank you

