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What's on Your Menu?

GAPP Wants it to be Wild Alaska Pollock

Trade association announces expanded membership and \$10MM minimum commitment to build demand for Wild Alaska Pollock.

Seattle, WA (October 4, 2018) The Association of Genuine Alaska Pollock Producers (GAPP) announces that it has reorganized and committed additional funds to stimulate global market opportunities for Wild Alaska Pollock. The reorganization includes expansion of the GAPP membership to all those involved in the fishing and primary processing of Wild Alaska Pollock, the commitment to a CEO-level Board of Directors able to make swift decisions, and a minimum commitment of \$10 million in new marketing initiatives.

"GAPP now has a clear and focused mission: to ensure the world's chefs and consumers understand how sustainable, delicious and versatile this remarkable resource is. Wild-caught in the pristine waters of the Bering Sea, a member of the cod family, Wild Alaska Pollock provides healthy, high protein, wildly delicious nutrition. We are prepared to put our money behind it!" said Mikel Durham, Chair of GAPP.

For the next 12 to 18 months, GAPP's focus will be on the German, Japanese and the North American markets. A very successful campaign focused on the origin of Wild Alaska Pollock has already driven consumer commitment in Germany. In October, GAPP will lead a program with the Japanese surimi seafood industry aimed at communicating the origin and quality of kamaboko products made with Wild Alaska Pollock. And shortly, secondary processors, retailers and foodservice players in North America will have access to marketing innovation funds to help convince consumers to choose Wild Alaska Pollock.

Board of Directors

Mikel Durham
American Seafoods
Chair

Doug Christensen
Arctic Storm
Secretary/Treasurer

Karl Bratvold
Starbound

Mike Breivik
Glacier Fish Company

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Trident Seafoods

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Golden Alaska
Seafoods

Mark JoHansson
Westward Seafoods

Paul Peyton
WACDA

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GAPP's North American program will focus on developing partnerships in two areas:

- 1- Development of Wild Alaska Pollock as a replacement protein option in foodservice and retail, and
- 2- Moving Wild Alaska Pollock products beyond the traditional options and into new spaces in retail, new menu items in foodservice, and new channels.

All funded initiatives will also communicate the beautiful, sustainable story of this special species.

Further details will be forthcoming shortly, but companies interested in learning more immediately should contact GAPP Executive Director, Pat Shanahan at (206) 913-3930 or pat.shanahan@alaskapollock.org.

About GAPP

GAPP's goal is to increase global demand for Wild Alaska Pollock, the largest certified sustainable fishery in the world. The GAPP reorganization includes the expansion of its membership to include Alaska pollock catcher vessel associations and community development quota (CDQ) groups, so the organization now includes harvesters and processors in all sectors of the Alaska Pollock industry. GAPP has also moved to an 11-seat executive board of CEOs and senior company executives, with Mikel Durham, CEO of American Seafoods serving as Chair; and Doug Christensen, President and CEO of Arctic Storm Management Group as Secretary/Treasurer. Directors represent the at-sea, shore based, mothership, and catcher boat sectors in the Bering Sea, as well as Gulf of Alaska processors and Community Development Quota (CDQ) groups. The GAPP members have committed a minimum of \$10 million to GAPP marketing initiatives.

GAPP Members

Akutan Catcher Vessel Association	Arctic Storm Management Group	Northern Victor Fleet Cooperative
Aleutian Pribilof Island Community Development Association	Bristol Bay Economic Development Corp.	Norton Sound Economic Development Corp.
Alyeska Seafoods	Central Bering Sea Fishermen's Association	Golden Alaska Seafoods
American Seafoods	Glacier Fish Company	High Seas Catcher Cooperative
Ocean Beauty Seafoods	North Pacific Seafoods	Icicle Seafoods
Peter Pan Fleet Cooperative	Starbound	Westward Fleet Cooperative
Peter Pan Seafoods	Unalaska Fleet Cooperative	Westward Seafoods
Trident Seafoods	UniSea	Yukon Delta Fisheries Development Assoc
	UniSea Fleet Cooperative	

