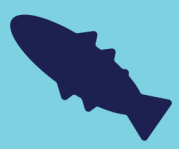
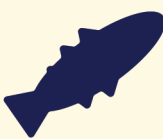
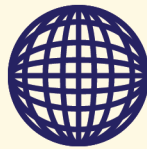


2023 - 2024 Annual Report

Association of Genuine Alaska Pollock Producers



Letter From The **CEO**



The year 2023 was a balancing act. Challenges required diligence and attention, but this didn't impede us from also leveraging opportunities and moving our strategic agenda forward.

We harnessed our “always on” mentality to protect the industry's reputation, remove consumption barriers, gain a deeper understanding of consumers, explore international export opportunities, strengthen industry partnerships, elevate the stories of our 'Pollock People,' and focus on putting more Wild Alaska Pollock into more product forms and on more menus, every day.

We embraced a surround sound approach to tell the Wild Alaska Pollock story and convey information about the industry. We reached consumers, key constituents, industry partners, influencers, the media, retail partners, sports fans and more. The results prove our success.

Along the way, our mission remains ever present in our daily work: drive demand for Wild Alaska Pollock in all of its forms.

I welcome you to reflect on the accomplishments highlighted in this report – a retrospective of the activities and successes of last year. We accomplished great things together and have much to be proud of!

On behalf of myself and the entire GAPP team, I want to express our deepest thanks to our members, Associate Members and distinguished GAPP Board Members, for their support, guidance, and enduring commitment to our mission.

Our accomplishments are only just beginning. 2024 is already shaping up to be an incredible year – and I look forward to the journey ahead with you!



Craig Morris, P.h.D
Chief Executive Officer
The Association of Wild Alaska Pollock

A handwritten signature in black ink, appearing to read 'C. Morris'.

Membership

Our Board of Directors



Bob Desautel
Chairman

Co-founder, President, and CEO,
Global Seas
BS/ AI Catcher Sector



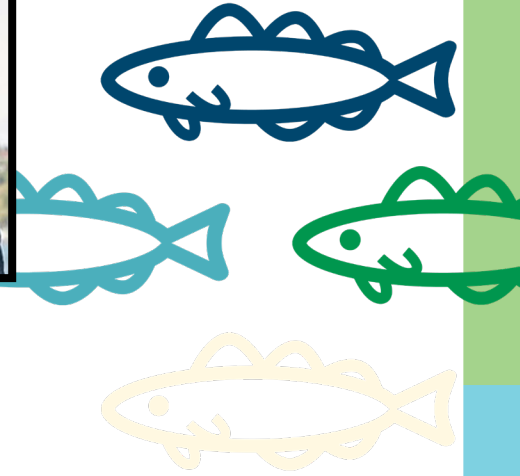
Doug Christensen
Treasurer

CEO, Arctic Storm Holding
Company
BS/ AI Catcher - Processor Sector



Joe Bundrant
Director

CEO, Trident Seafoods
BS/ AI Shoreside Sector



Eric Deakin
Director

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



Tom Enlow
Director

President And CEO, UniSea,
Inc.
BS/ AI Shoreside Sector



Mark Franklin
Director

President, Golden Alaska
Seafoods
At-Large Member



Einar Gustafsson
Director

CEO, American Seafoods
BS/ AI Catcher - Processor Sector



Mark JoHahnson
Director

President, Westward Seafoods
and Alyeska Seafoods
BS/ AI ShoresideSector



Jim Johnson
Director

President and CEO, Glacier
Fish Company
BS/ AI Catcher - Processor Sector



Grant Mirick
Director

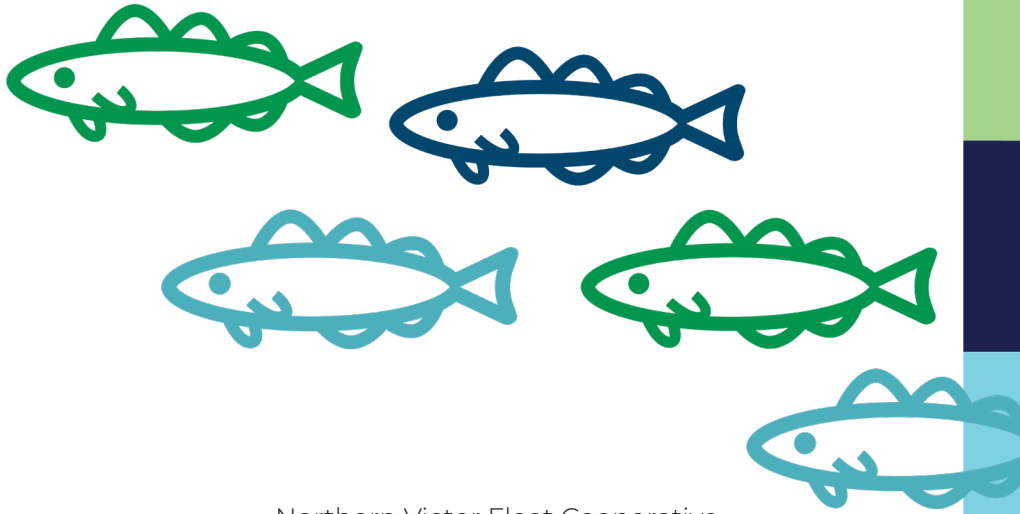
CEO, Aleutian Pribilof Island
Community Development
Association
CDQ Sector



John Woodruff
Director

Executive Vice President of Alaska
Operations, OBI Seafoods
At-Large Member

Membership



Members

Akutan Catcher Vessel Assoc.
 Alyeska Seafoods
 American Seafoods
 Aleutian Pribilof Island Community Development Assoc.
 Arctic Fjord/Arctic Storm
 Bristol Bay Economic Development Corp.
 Central Bering Sea Fishermen's Assoc.
 Coastal Villages Region Fund
 Glacier Fish Company
 Golden Alaska Seafoods
 High Seas Catchers' Co-op

Northern Victor Fleet Cooperative
 Norton Sound Economic Development Corp.
 Ocean Beauty Seafoods
 Peter Pan Fleet Cooperative
 Trident Seafoods
 Unalaska Fleet Cooperative
 UniSea
 UniSea Fleet Cooperative
 Westward Fleet Cooperative
 Westward Seafoods
 Westward Seafoods, Northern Victor Division

Associate Members

Mako

Trans-Ocean Products
 USI Insurance Services

Gold

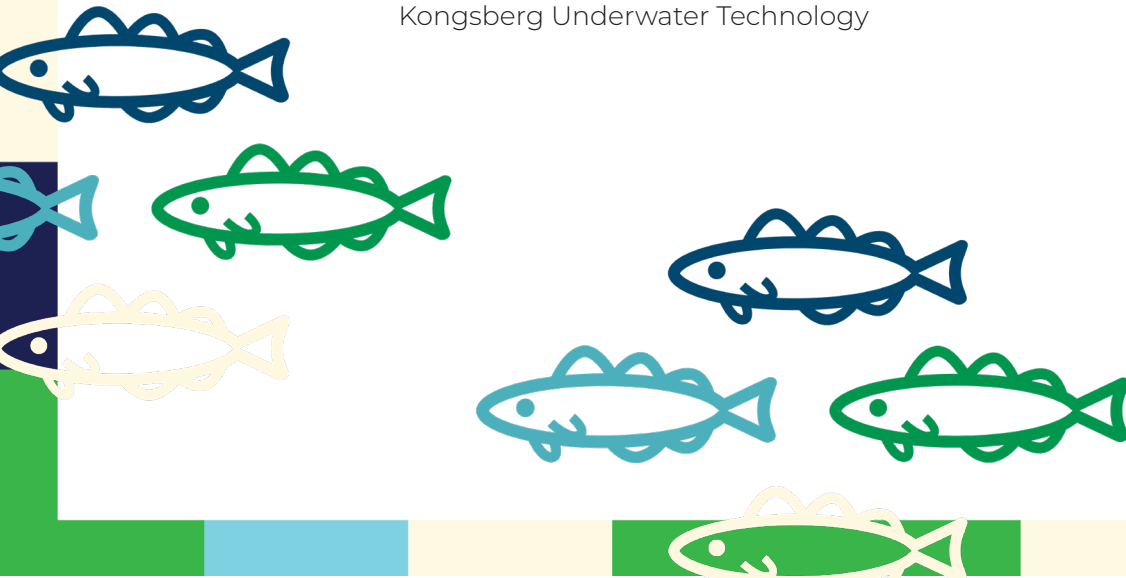
Aquamar
 Channel Fish
 Delta Western
 Gallagher Insurance
 Gorton's Seafood
 High Liner Foods
 King & Prince Seafood
 Kongsberg Underwater Technology

Silver

Frontier Packaging
 KeyBank
 NORPEL
 Perkins Coie
 Rabobank
 Western Pioneer, Inc.

Bronze

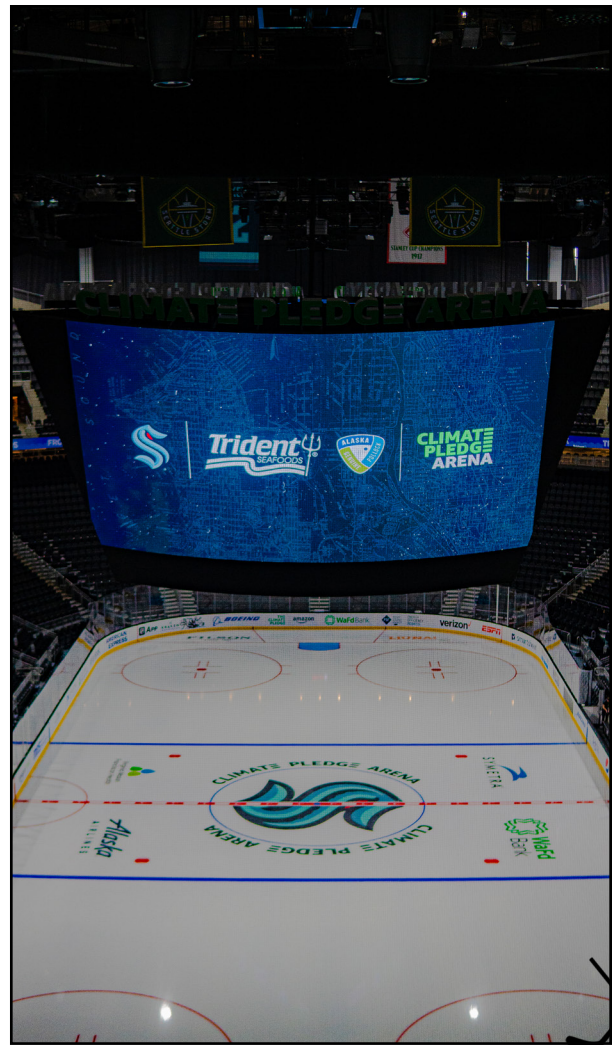
AgWest FCS
 Arion Banki
 Beck Pack Systems
 Coastal Transportation
 Girard Wood Products
 Highland Refrigeration
 Industrial Resources, Inc.
 International Paper Olympia
 Islandsbanki
 K&L Gates LLP
 Lafferty's EMS
 OSU Surimi School
 Pacific Stevedoring
 Skipsteknisk AS
 Sugiyo USA
 Wells Fargo
 Young Ocean, Inc
 Zep, Inc. | AFCO



Partnerships

Climate Pledge Arena & Seattle Kraken Partnership

A major highlight of this year was GAPP's sponsorship of Climate Pledge Arena and the Seattle Kraken where Wild Alaska Pollock was named to much press and fanfare the "Official Whitefish" of both. Conducted in partnership with Trident Seafoods, this sponsorship not only allows for Wild Alaska Pollock and GAPP's name and image to be prominently featured on event signage but also the fish featured in multiple venue dining locations in a variety of mouthwatering applications ranging from the tried and true Wild Alaska Pollock fish and chips to innovative items such as Wild Alaska Pollock surimi mac and cheese.



With Climate Pledge Arena's goal to be the most progressive, responsible, and sustainable arena in the world with their pledge to be net zero carbon by 2040, this partnership also allows GAPP to focus on Wild Alaska Pollock's sustainability story in a way that is "on brand" with the venue. Further, with Climate Pledge Arena's Executive Chef Molly DeMers quest to be the first James Beard Award-winning entertainment venue Chef, the attention to the preparation of each Wild Alaska Pollock item sold helps ensure a positive impression of the fish with every touchpoint.

From the outset this partnership's impact has been substantial. Within the first three and a half months of the sponsorship that started at the tail end of the 2022-2023 NHL season, GAPP's Wild Alaska Pollock advertisements reached 163 million impressions with 19,000 Wild Alaska Pollock items sold in arena.

To continue this sponsorship, GAPP applied for and received a 2023 NOAA Saltonstall-Kennedy Grant that is being used to not only support GAPP's continued sponsorship of Climate Pledge Arena for 2024 but also use the success at Climate Pledge Arena to convince other entertainment venues around the country to consider serving Wild Alaska Pollock as a part of their concessions.

Partnerships

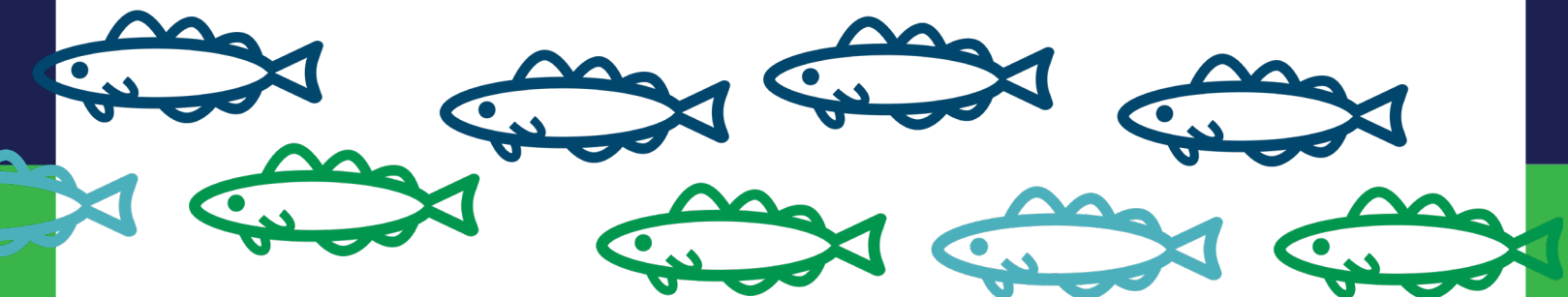
Lil Woody's Seafood Month!

Lil Woody's celebrated the last week of Seafood Month 2023 with a spotlight on GAPP in a notable collaboration. The highlight was on their Fillet-o-Fish, a limited time fan favorite that takes a creative twist on the classic McDonald's Filet-O-Fish. Using Wild Alaska Pollock, Lil Woody's version appealed to fans with its taste, quality ingredients, and presentation while showcasing the fish's versatility. The partnership gained traction through engaging social media posts and a joint Instagram reel, boosting Lil Woody's and GAPP's online visibility to each other's audiences. As the month wound down, Lil Woody's featured the GAPP logo and name in their promotional efforts, highlighting GAPP's role and the fish used in the sandwich. This collaboration aligned with GAPP's goal of introducing Wild Alaska Pollock to new audiences and Lil Woody's dedication to sustainable, wild-caught, great tasting seafood from Alaska.



FY23 Partnership Report

GAPP's investment in the Partnership Program is one of the most important components of GAPP's strategy to build demand for, and drive awareness of, Wild Alaska Pollock. Started in 2019, GAPP is in its seventh round of Partnerships and has now awarded over \$9.8 million to companies around the world all aimed at placing Wild Alaska Pollock into new channels, in new forms, and associating it with influencers. Over the life of the program partner companies have invested over 4 times what GAPP has invested in these campaigns meaning that the program is now approaching \$50 million in collective marketing spend all aimed at building demand for our fish. Next are some program highlights from the past year.



Partnerships

Gorton's Partnerships

While the project was originally approved in 2021, GAPP's partnership with Gorton's Seafood on their new Air Fried Fish Fillets® line continued into 2023. Although launched nationally in January 2022, Gorton's Air Fried Wild Alaska Pollock Fish Fillets campaign continued into 2023 and the halo of the campaign ended up boosting sales of their entire line of Air Fried seafood and Wild Alaska Pollock products and increased household penetration of Gorton's Seafood products in the critical 25-34 age category.

Another GAPP partnership with Gorton's Seafood that was operating in 2023 supported their "It's Seafood Time" campaign which also increased the household penetration of Gorton's Seafood products in the younger age category through paid social media and retail display advertising.



Fujisan Sushi



GAPP was pleased to partner with Fujisan sushi in 2023 as it promoted at Sam's Club stores that their sushi is made exclusively with sustainable Wild Alaska Pollock surimi seafood. During the campaign Fujisan creatively used table skirts at their chef's sampling tables to deliver the Wild Alaska Pollock sustainability message as well as trained those chefs serving samples on the sustainability and quality of surimi made with Wild Alaska Pollock so they could deliver that message to customers sampling the product at Sam's Club locations throughout North America.

Partnerships

Trans-Ocean Products

GAPP continued its strong partnership with Trans-Ocean Products in 2023, funding three different projects that drove sales and increased market share for Trans-Ocean's Crab Classic® line of surimi seafood products in the United States. With GAPP's contributions and utilizing the GAPP logo on product packaging, Trans-Ocean used the latest in marketing technology to identify likely buyers of Crab Classic® products and then delivered targeted messaging through digital advertising, influencers on social media, and Connected TV. During the campaign, Trans-Ocean Products exceeded program goals in social media engagement with consumers in the sought-after 18-24 age group.



Angulas Aguinaga

This past year, GAPP welcomed back Spain's leading surimi seafood manufacturer Angulas Aguinaga to the Partnership Program. In a promotion that included paid broadcast television advertising, influencer marketing, and social media, Angulas not only conveyed the sustainability and quality of Wild Alaska Pollock surimi seafood, but also leaned into the Japanese surimi heritage and its use of Wild Alaska Pollock for the most premium product offerings. In total, this program reached more than 18 million Spanish consumers and even incorporated the GAPP logo into product packaging.



Partnerships

Congratulations to our 2024 Partners!

At its September meeting, the GAPP Board approved \$892,000 in funding for seven Partners in North America and \$503,942 for four international partners including our first partnerships in Japan and Colombia! These new partners were introduced to the public at the GAPP Annual Meeting that was held September 28, 2023, in Seattle. In addition, at its December meeting, the GAPP Board approved an additional partnership to Restaurant Depot.

Congratulations to all our 2024 Partners!



GAPP Receives Significant SK Grant

GAPP has identified sports and entertainment venues as a potential growth opportunity for Wild Alaska Pollock, and seafood in general. Following the successful first year of our partnership with Climate Pledge Arena (CPA) and the Seattle Kraken, in 2023, GAPP applied for and received \$300,000 in funding, the maximum award at the time, from the National Oceanic and Atmospheric Administration's Saltonstall-Kennedy Grant Program to build on that success at CPA and expand Wild Alaska Pollock into other sports and entertainment venues.



Research



2023 Year-over-Year Study

In 2023, GAPP completed its fifth annual Year-over-Year Study, in collaboration with Ketchum, aimed at monitoring shifts in US consumer awareness and sentiment about Wild Alaska Pollock and other fish species. The study, conducted online with a nationally representative sample of 1,032 adults (18+ years of age), remains foundational in guiding GAPP's communication and marketing strategies for Wild Alaska Pollock.

A notable finding from this year's study underscores the growing significance of millennial and multicultural consumers within the fish-eating demographic. These consumer groups, intertwined and expanding in relative size, represent households with kids, a valuable segment in grocery shopping. Emphasizing taste,

affordability, and exploration of new flavors, particularly on platforms like YouTube, these consumers seek diverse culinary experiences.

The study reveals compelling statistics: 82% of millennials consider sustainability important in their food purchases. Additionally, 87% of consumers are likely to purchase fish from the United States, while actively avoiding fish from China and Russia. These insights underscore the critical importance of highlighting Wild Alaska Pollock's US origin and sustainability credentials.

While taste, affordability, and flavor innovation remain critical factors for fish-eating consumers, the study reaffirms the importance of prioritizing Wild Alaska Pollock's sustainability and provenance. Consumers value the fish's US origin, particularly its Alaskan roots, and its wild-caught status. These aspects resonate strongly with consumers and underscore the continued relevance of our sustainability and provenance narratives.

87%

of consumers are likely to purchase fish from the United States

69%

of fish-eating consumers say sustainability remains important

60%

of the millennial audience is a parent, significantly higher than the general population

Research

Surimi Supply Tracker

At the request of our members, and given the lack of credible data on the supply of surimi blocks, in 2021 GAPP commissioned Urner Barry to create a quarterly report that provides timely and accurate international production and trade data to our members. Since that time, and throughout 2023, GAPP has worked closely with Urner Barry to refine this report to ensure it is satisfying members' needs and meet the challenges in the international surimi market.

Surimi Paste Supply Track

Executive Summary, Q3 2023

Prepared by Urner Barry Consulting for the Genuine Alaska Pollock Producers, GAPP



Important notice: we added Russian pollock surimi estimates. Revisions were made to Malaysian and Chinese production and trade

Angel Rubio, Economist
arubio@urnerbarry.com

Andrei Rjedkin, Jr. Economist
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Chris Ashley, Senior VP
cashley@urnerbarry.com

Highlights

- Global surimi production estimates suggest overall volumes increased by less than a percent year-over-year through Q3 '23.
- Alaska Pollock production increased by 21 percent year-over-year in 2023.
- Russian pollock surimi production increased substantially from ~21 to 54 thousand metric tons, according to a recent press release. **(see page 23)**
 - We imputed previous values by using total figures recently published and applied an estimated seasonal factor.
- Japanese pollock surimi production estimates suggest a steep decline of 28 percent year-over-year through Q3 '23.
 - Please read Tom Asakawa's commentary on the Japanese surimi market (paste and products).
- Overall, tropical surimi production estimates contracted by about ~7 percent year-over-year through Q3 '23.
- Itoyori surimi production decreased 29 percent through Q3 '23, year-over-year, but remains above the 45K metric ton mark; this species is the immediate substitute for Alaska Pollock surimi production.
- Carp surimi production estimates suggest a decrease of about 11 year-over-year through Q3 '23.
- Overall, pricing of the main benchmark species, like Alaska Pollock and Itoyori surimi, to the main markets showed considerable decreases in Q2 and Q3, with partial data for Q4 suggesting a potential floor at multi-year lows.

The following report is only an executive summary of all the data points analyzed. Because of the many ways the data analyzed can be presented, these summaries only provide a general overview of each data series. However, the data requested by the members is available in many ways in the Excel files provided. All data can be easily manipulated to fit each member's presentation preference, whether in tables, charts, or raw data.

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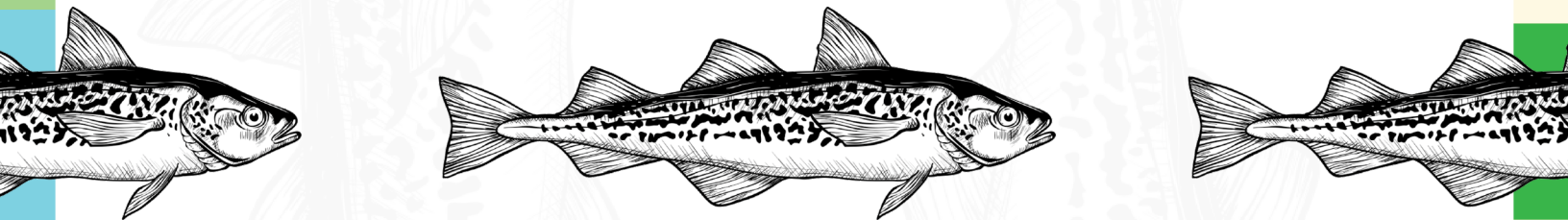
GAPP Seeking Another Saltonstall-Kennedy (SK) Grant in 2024

After being awarded a \$300,000 SK Grant in 2023 for a program entitled “Increasing Penetration of Wild Alaska Pollock on Restaurant Menus Beyond Outside of the Quick Service Restaurants (QSR) to Build Further Demand for Wild Alaska Pollock,” GAPP is continuing to seek additional awards for Wild Alaska Pollock programs through the SK Grant competition in 2024. The SK Competition is similar to year’s past but does limit the number of program proposals that an organization can submit to just three. In July, GAPP submitted three pre-proposals for NOAA’s consideration. NOAA provides feedback on each pre-proposal, encouraging the submission of selected proposals and discouraging others from further submission. NOAA encouraged one of GAPP’s three pre-proposals, Building Demand for Wild Alaska Pollock Surimi Seafood as Affordable, Convenient, Delicious Real Seafood, through Statement of Identify Change and Social Media Influencer Marketing, to continue with the competition. This proposal had been previously submitted in the 2023 competition, and GAPP studied the reviewer’s feedback from last year as well as the pre-proposal and revamped the Surimi program to address the SK reviewers concerns and issues. In Nov 2023, GAPP submitted an improved SK grant proposal, hoping for the proverbial lightning strike of being awarded an SK grant twice. We’ll know if our program is a SK winner in May 2024.

Research

Geographic Indicator Work

GAPP's mission is to drive awareness of Wild Alaska Pollock in markets around the world. Differentiating Wild Alaska Pollock from inferior products harvested in Russia and processed in Asian countries such as China is critical to effectively delivering our message. GAPP aggressively seeks to protect the name "Alaska pollock" for products made from fish that are harvested in U.S. waters, regardless of where they are sold. In 2016, working with member companies and GAPP was one of the primary forces, working with the U.S. Congress in preserving the name "Alaska pollock" for our fish. Since that time, GAPP has worked tirelessly to seek protection in overseas markets as well. Given the different regulatory regimes in these overseas markets, GAPP is pursuing a number of different paths to achieve this important objective.



Culinex Roe Innovation Makes Progress

The importance of a healthy market for Wild Alaska Pollock roe is a priority for GAPP. On October 16th, 2023, GAPP team members and our Chair Bob Desautel had the pleasure of participating in a Wild Alaska Pollock roe ideation session at CuliNEX's headquarters near Seattle. CuliNEX is a leader in new food concept and product development and in addition to their talented team, Culinex brought in an expert in food technology to help identify processing methods that would satisfy U.S. legal requirements and a Michelin 3-Star chef to help develop protocepts for Wild Alaska pollock roe products targeted at the U.S. market. These protocepts range from Wild Alaska Pollock roe-based seasonings and toppings, sauces dips and spreads to center of the plate dishes. GAPP will continue this work in 2024, seeking to develop product samples from the protocepts with Wild Alaska Pollock roe as an ingredient.

CATEGORY: Seasonings and Toppings

ROE TYPE: Green or Water Roe



Marketing

GAPP Goes NASCAR

In the category of a deal too good to be passed up, Front Row Motorsports, the team that both runs cars in NASCAR and who's owner is the largest franchisee of Long John Silver's, offered to put the GAPP logo on their car in Long John Silver's livery and that was driven by Michael McDowell at the iconic NOCO 400 on April 16th, 2023. Held at Martinsville Speedway and known for its unique track with minimal banking, the NOCO 400 is a distinguished night race in the NASCAR circuit. The car ended the race with an impressive 11th-place finish providing great exposure to Long John Silver's, a historic and iconic name in the Wild Alaska Pollock industry, as well as to GAPP.

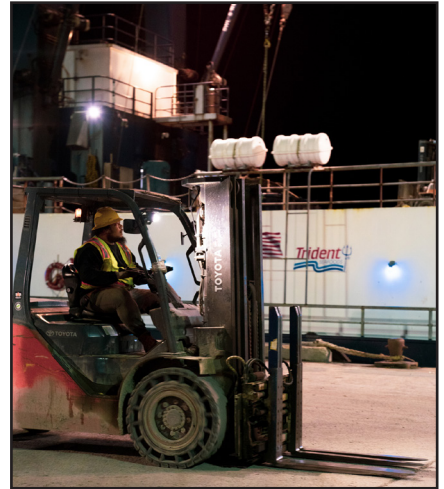


The People of Wild Alaska Pollock

A significant highlight of this year's marketing endeavors was the captivating debut of 'The People of Wild Alaska Pollock' campaign, a collaborative venture between GAPP and its esteemed member companies, alongside our trusted agency partner, Ketchum. Through this initiative, we had the privilege of capturing authentic interviews and footage from over 20 industry representatives across various levels of the Wild Alaska Pollock supply chain. The resulting content, including a "hero" long-form video and engaging short-form vignettes, has been instrumental in enhancing transparency and connection to the Wild Alaska Pollock fishery. Premiered at the 2023 GAPP Annual Meeting, these videos now reside on our new Wild Alaska Pollock YouTube channel and are regularly shared across our social media platforms, facilitating a deeper understanding and appreciation for our industry's dedication and passion.

In collaboration with Ketchum and other documentary film experts, our team meticulously curated and produced this impactful campaign, with interviews conducted in Seattle, Unalaska, and Kodiak. Esteemed industry professionals such as Captain Ben Heys of the Northern Jaeger at American Seafoods, Captain Jeff Crain of The Sovereignty at Trident Seafoods, Emily Gibson, Manager of Environmental Compliance at UniSea, and more shared their insights and stories, shedding light on

the pivotal role they play in the Wild Alaska Pollock community. In the wake of recent events highlighting human rights abuses in the seafood industry, transparency and accountability have become paramount. Our commitment to showcasing the valued individuals behind Wild Alaska Pollock not only underscores our dedication to consumer trust but also reaffirms our unwavering support for our community. As we continue to propel demand and brand recognition for Wild Alaska Pollock, we are grateful for the opportunity to celebrate the hardworking individuals who make it all possible.



Marketing

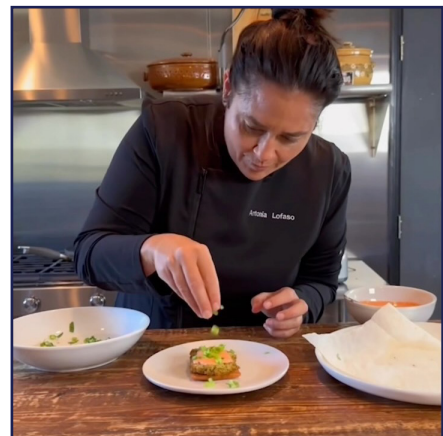
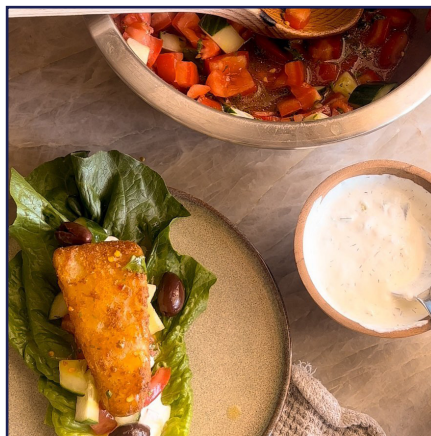
GAPP-Owned Influencer-led Marketing Campaign

In the second year of GAPP having a sustained influencer-led marketing campaign, this year's campaign utilized an engaging and diverse group of influencers. These included returning partners [@chefantonia](#), [@mommydiary](#), and [@angelicacastaneda](#), as well as new faces [@pete_eatss](#), [@sweatsandthecity](#), @mama.shocks, and [@kenneth temple](#). Their collective efforts aimed to boost Wild Alaska Pollock's visibility and appeal across their various social media platforms. GAPP's consumer research continually shows the positive correlation between familiarity with Wild Alaska Pollock by young families and flexitarians and retail purchases by those demographics. Leveraging this insight, GAPP chose this year's basket of influencers based on their reach and engagement with those two groups.

The campaign's first wave saw 13 influencer posts generating over **500K** impressions and **40K** engagements, with added value from TikTok syndication by four influencers. This phase marked a **43% increase** in sales lift and an impressive **133% year-over-year conversion** for Wild Alaska Pollock purchases from influencer audiences, alongside a rise in favorable opinions about the fish.

In Wave 2, the influencers contributed 18 posts to the campaign, amassing over **532K** organic impressions and an additional **3M+** paid impressions. This wave garnered **36K** engagements, further cementing Wild Alaska Pollock's presence in the digital space with our target demographics. A highlight of the campaign was Celebrity Chef Antonia Lofaso's Crispy Wild Alaska Pollock and Surimi Toast tutorial that really shone, attracting nearly **40k** views.

This multifaceted approach, combining the reach and creativity of various influencers, showcased Wild Alaska Pollock's versatility and appeal. The campaign's success illustrates GAPP's effective use of social media influencers to reach new audiences, enhance brand perception, and drive meaningful engagement, setting a new benchmark for future marketing initiatives.



Marketing

2023-2024 Influencer Roster



@Mommydiary
305k Followers



@Pete_eatss
539k Followers



@Sweatsandthecity
175k Followers



@Kennethtemple
37.3k Followers



@Angelicacastaneda_
63.7k Followers



@Mama.shocks
108k Followers



@Chefantonia
403k Followers

H. Woo Lee Kikkoman Collaboration

An exciting joint influencer-led promotion was held in late 2023 with GAPP and Kikkoman Soy Sauce to celebrate their 50th Anniversary. Utilizing chef influencer [H. Woo Lee](#), Kikkoman and GAPP utilized the occasion of their Golden Anniversary to showcase the natural pairing with California Rolls made of sustainable Wild Alaska Pollock surimi seafood. This collaboration was a huge success that obtained over **1.1 million** views and nearly **20k** likes on H. Woo Lee's platforms.



Marketing

AJ Pollock

When Major League All Star and Gold Glove winner [AJ Pollock](#) was traded to our hometown Seattle Mariners, we knew GAPP had to sign him to #TeamWildAlaskaPollock. The partnership was just a natural fit to build off of the natural name connection in a way to engage his loyal social media following he had built in during his time in Arizona, LA and Chicago with the millions of fans in Seattle that awaited his arrival. AJ was a natural fit with GAPP's work to position Wild Alaska Pollock with his overwhelmingly young, educated, and affluent family social media following, the demographic that again and again shows the highest affinity for Wild Alaska Pollock's story.

Working with AJ, GAPP crafted a series of family-focused social media posts that featured his daughters and dog Ollie that brought a fresh dynamic to our influencer-led marketing work. In each of his engaging posts that ranged from cooking Wild Alaska Pollock fillets with his daughters to treating Ollie to Wild Alaska Pollock pet treats, he shared insights about the fish, enhancing his audience's knowledge and appreciation of this sustainable seafood. His efforts yielded impressive results, with a total of 9 posts garnering **208K** impressions and **16K** engagements. Remarkably, AJ achieved a **7.8%** engagement rate, significantly surpassing the average rate of 4.5% for influencers of his audience size.

This partnership exemplified a successful blend of sports celebrity influence and strategic marketing, highlighting the versatility and appeal of Wild Alaska Pollock to young families. It also marked a significant step in broadening the industry's reach and reinforcing its commitment to sustainability and consumer education through innovative collaborations.



Marketing

Seattle Restaurant Cinque Terre



In 2023, Cinque Terre Ristorante in Seattle, in partnership with GAPP Member Global Seas added “Defender Series” Wild Alaska Pollock to its menu, showcasing the fish’s versatility in an upscale dining format. Owned and operated by the Varchetta brothers – Their love of the sea and childhood influence growing up on the Italian Riviera led them to create this restaurant concept, complimenting their already existent portfolio of restaurants. The restaurant featured two distinctive dishes made with IQF Wild Alaska Pollock fillets, emphasizing the fish’s adaptability in sophisticated culinary creations and GAPP pitched in to both photo the dishes but promote them on GAPP’s social media platforms during the year.

The first dish was the Panino con Merluzzo dell’Alaska, a Wild Alaska Pollock sandwich complemented by a refreshing cilantro-lime aioli. The second, a beautifully plated Merluzzo dell’ Alaska in Bianco con Cozze, remains a menu highlight. This dish artfully combines Wild Alaska Pollock with a lemon rind sauce, capers, chili flakes, and Taylor Shellfish Farms mussels, creating a harmonious blend of flavors. The inclusion of Wild Alaska Pollock at Cinque Terre Ristorante not only enriches the menu but also underscores the fish’s suitability for high-end, white-tablecloth restaurant settings, further solidifying its status as a versatile seafood choice that is at home anywhere.

Marketing

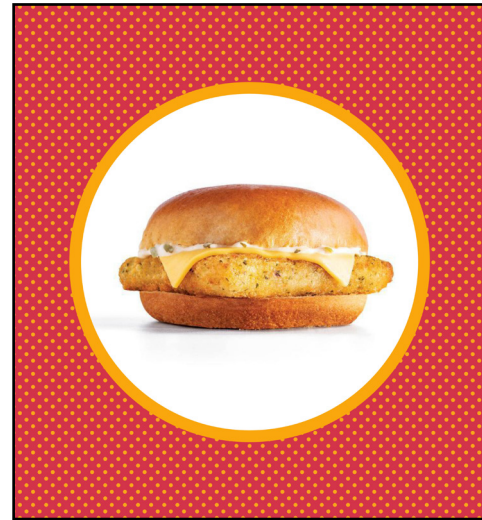
Celebrating Lent with our 2023 Partners

GAPP's strategic partnerships during Lent 2023 showcased the versatility and widespread appeal of Wild Alaska Pollock across various dining and retail platforms. The collaborations ranged from quick-service restaurants to sit down dining, emphasizing the fish's adaptability and popularity.

Restaurant Depot highlighted battered Wild Alaska Pollock fillets in a B2B setting with live demonstrations in stores on various uses of the fish, catering to businesses and professional chefs. Simultaneously, Nordstrom featured Wild Alaska Pollock in two distinctive dishes for the second year in a row – Nordstrom Restaurants featured a Blackened Wild Alaska Pollock & Potato Chowder

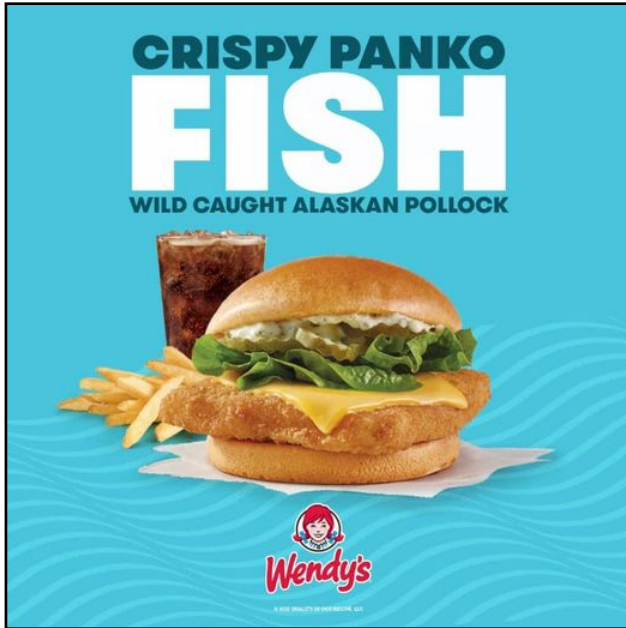
and their Specialty Coffee Bars featured a grab-n-go Blackened Wild Alaska Pollock Taco Salad. Although kicked off with the Season of Lent, these campaigns also made ties to Earth and Women's Month celebrations.

7-Eleven, known for its quick and convenient food options, reintroduced its Crispy Wild Alaska Pollock sandwich. This garlic herb Pollock filet, topped with American cheese and tartar sauce on a brioche bun, provided a fast-food seafood alternative for Lent observers. In retail, Gorton's launched Air Fried Wild Alaska Pollock fish fillets in January. Though not specific to Lent, the timing overlapped, offering consumers a healthier, air-fried option with their versatile Panko-breaded Pollock fillets.



Alongside these, a social influencer partnership with Trans Ocean highlighted Crab Classic which gained traction on platforms like Instagram and Tik Tok. These varied collaborations underline the goal of the GAPP Partnership Program to introduce Wild Alaska Pollock to a broader audience, leveraging Lent as a pivotal season for seafood consumption. The partnerships also reflect a growing trend of incorporating sustainable seafood options in both quick-service and higher-end dining experiences, catering to a diverse range of consumer preferences and dietary needs during the season of fasting.

Marketing



Major national chains are increasingly featuring Wild Alaska Pollock in their menus, showcasing the fish's rising popularity. Wendy's reintroduced its Crispy Panko Fish Sandwich for a limited time, featuring a wild-caught Alaskan Pollock fillet in crispy breading. Similarly, White Castle has incorporated Alaska Pollock into its menu year-round with Fish Nibblers and Fish Sliders, offering a delightful seafood experience to its patrons.

These examples are just a glimpse of the growing trend of incorporating Wild Alaska Pollock in limited-time offers (LTOs) and regular menu items across various restaurant chains and retail outlets when matching promotional funds from GAPP are available. The increasing presence of Wild Alaska Pollock in such well-known establishments signifies its acceptance and popularity, helping to familiarize more people with this fantastic seafood choice.



Other Outreach & Engagement

USDA Trade Mission to Japan

GAPP CEO Craig Morris embarked on a U.S. Department of Agriculture-sponsored trade mission to Japan, a strategic endeavor aimed at bolstering the global presence of Wild Alaska Pollock. During this visit Morris engaged with key industry players, including prominent GAPP members like Trident Seafoods, Nissui, and American Seafoods, in their Japanese offices. The mission facilitated vital discussions around the GAPP Partnership Program, exploring potential partnerships and research projects for the upcoming year. Morris's interactions with Japanese officials and the agriculture sector highlighted the evolving Japanese market's openness to innovative uses of Pollock roe, reinforcing the significance of Japan as a pivotal market for Wild Alaska Pollock. This mission underscores GAPP's commitment to fostering international relationships and identifying growth opportunities for Wild Alaska Pollock.



Wild Alaska Pollock Top 5 in Consumption

Each year the National Fisheries Institute (NFI) publishes their "Top 10" list of seafood consumed in the United States and in June of 2023 they published their results for calendar year 2021 with Pollock/Alaska Pollock coming in at number five again. The NFI report, which revealed a record 20.5 pounds of seafood consumed per capita by Americans during the COVID year of 2021, highlighted a broader trend of diversified seafood preferences among Americans. While traditional favorites like shrimp, salmon, and canned tuna held the top three spots, the real story in the list was the growth in 2021 of consumption of many other seafood items showing a more adventurous consumer when they were eating at home during the lockdowns of 2021 and not tied to just what was on the menu at their favorite restaurant. However, Pollock/Alaska Pollock's place in the top five that showcased its retained significance as parents were looking for what to serve their children while they did their schooling at home or even what families were throwing into their salads to add a little protein.

Outreach & Engagement

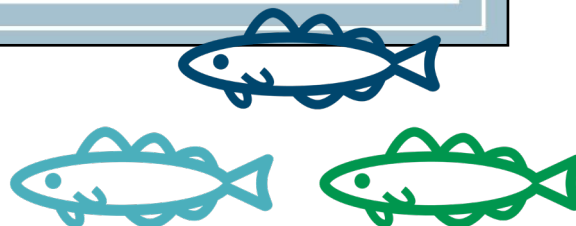
USDA Trade Mission to Singapore and Malaysia



Wild Alaska Pollock also took center stage in another USDA-sponsored Trade Mission to Malaysia and Singapore, showcasing the fish alongside other U.S. agricultural commodities. GAPP CEO Craig Morris, alongside USDA Under-Secretary for Trade Alexis Taylor and leaders from commodity marketing associations, embarked on this mission to tap into the burgeoning Southeast Asian markets. Their efforts aimed to introduce Wild Alaska Pollock to new audiences and stimulate demand, with Malaysia, identified as a “very favorable” market in the GAPP 2040 study, serving as a focal point. The delegation’s journey began in Kuala Lumpur with roundtable discussions, market tours, and buyer receptions, moving onto Singapore to engage in further promotional activities and strategic roundtables. This mission, driven by the insights of the GAPP 2040 study, highlighted Malaysia’s high seafood consumption and the country’s potential as a key growth area for Wild Alaska Pollock, emphasizing the adaptability of the fish in both traditional and innovative culinary practices.

GAPP Gets a Platinum Guidestar Rating

GAPP continued its strong Partnership, excuse the pun, with Trans-Ocean Products in 2023, funding three different projects that drove sales and increased market share for Trans-Ocean’s Crab Classic® line of surimi seafood products in the United States. With GAPP’s contributions and utilizing the GAPP logo on product packaging, Trans-Ocean used the latest in marketing technology to identify likely buyers of Crab Classic® products and then delivered targeted messaging through digital advertising, influencers on social media, and Connected TV. During the campaign, Trans-Ocean Products exceeded program goals in social media engagement with consumers in the sought-after 18-24 age group.

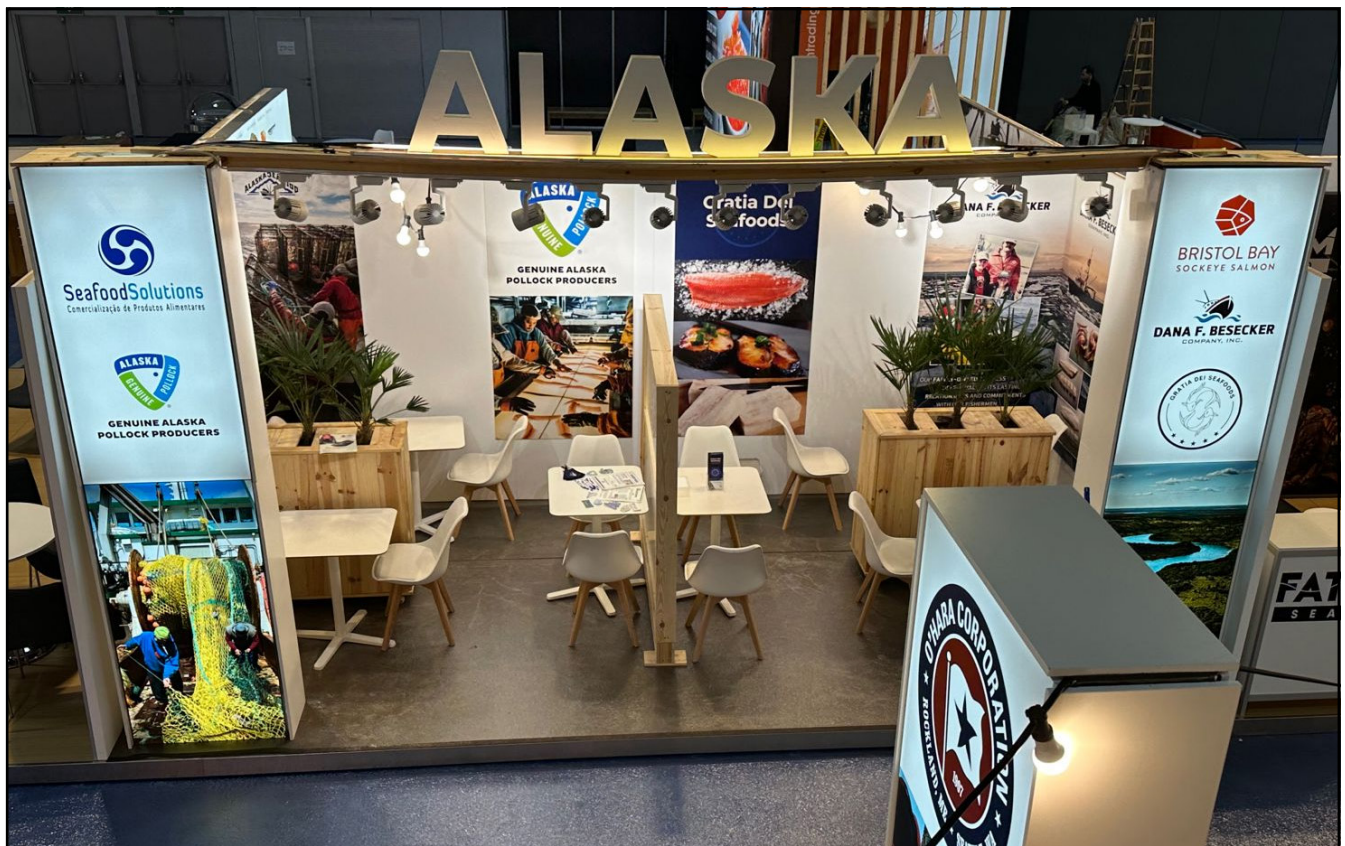


2023: Meetings & Events



Seafood Expo Global

At Seafood Expo Global 2023 in Barcelona, Spain, GAPP announced the latest funding round for GAPP's 4th year of the Partnership Program, aimed at innovating and expanding Wild Alaska Pollock's global footprint. Bob Desautel, GAPP Chair, emphasized the positive consumer response to learning about Wild Alaska Pollock's attributes, underscoring ongoing efforts to promote this 'Super-Fish' through retail and food service in North America and Europe. Craig Morris, GAPP CEO, highlighted the program's success in fostering global partnerships, with over \$8 million invested in 80 products and promotions over the past four years. The expo served as a vital platform for GAPP to engage with potential and existing partners, discussing future opportunities and the program's expansion. Additionally, Morris's visits to Fleury Michon in Nantes, France, and Angulas Aguinaga in Irura, Spain, focused on surimi seafood potential and partnership program funding, providing invaluable insights into surimi production and market opportunities.



Meetings & Events

Wild Alaska Pollock: The Official Whitefish of Climate Pledge Arena and the Seattle Kraken Launch Event

The launch event celebrating the partnership between the Genuine Alaska Pollock Producers, Trident Seafoods, Climate Pledge Arena, and the Seattle Kraken marked a significant milestone in the culinary footprint of Wild Alaska Pollock in the world of sports and entertainment. This occasion, held at the Climate Pledge Arena, honored Wild Alaska Pollock being named the official whitefish of the Seattle Kraken and the arena. The event showcased not just the partnership but also the array of delicious dishes crafted by Executive Chef Molly De Mers, such as Kraken Stash IPA beer-battered Fish and Chips and Surimi Seafood Beechers Mac and Cheese, among others.

The launch was a vibrant celebration where local industry professionals gathered to appreciate the synergy between sustainable seafood and sports. The venue, Climate Pledge Arena, stood as a testament to this commitment, redefining sustainability in sports and entertainment venues. Their sustainability efforts resonate deeply with the not only GAPP, but the whole Wild Alaska Pollock industry. The event also showcased the new Fork and Fin marketplace in the American Express Hall, a key location within the arena where Wild Alaska Pollock and other sustainable seafood options are served. GAPP mascot Dutch and the Kraken's mascot Buoy added to the festive atmosphere, alongside influencers who documented their culinary experiences. This launch event kicked off a significant partnership and brought together the worlds of sports, entertainment, and sustainable seafood.



Meetings & Events

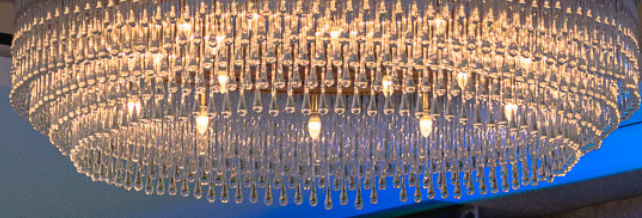
GAPP's Wild Alaska Pollock Annual Meeting 2023

On September 28th, 2023, the Wild Alaska Pollock Annual Meeting marked a significant milestone in the industry. The meeting, which saw a record attendance of 273 registered participants both in-person and virtually, received overwhelmingly positive reviews and feedback, showcasing the growing interest and engagement in the Wild Alaska Pollock industry.

One of the key highlights of the meeting was the launch of the 'Pollock People' campaign, a pivotal move by GAPP to enhance industry transparency and connect consumers more closely with the people behind Wild Alaska Pollock. This campaign aimed to tell the stories of those involved in every segment of the industry, from harvesting to processing, and was received with great enthusiasm by the attendees. In addition to the campaign launch, GAPP announced the new 2023-2024 partnership program funding recipients, further strengthening the collaborative efforts within the industry. The funding is set to bolster innovative projects and partnerships that aim to increase the consumption and market share of Wild Alaska Pollock. The meeting also featured a panel discussion on revitalizing the image and market appeal of surimi, exploring creative approaches to bring "sexy back" to this versatile product. Another focal point of the meeting was the discussion on the increasing importance of provenance, sustainability, and affordability of Wild Alaska Pollock, especially as the millennial generation turns forty. These factors are becoming increasingly significant in consumer decision-making, highlighting the need for the industry to adapt and respond to these evolving market trends.

The event also included a member dinner preceding and Arctic Fjord tours succeeding the meeting, providing opportunities for networking and experiencing the newest addition to the Wild Alaska Pollock fleet in over 3 decades. The success of the meeting, evident from the robust attendance and positive survey results, reflects the vibrant and forward-thinking nature of the Wild Alaska Pollock industry. As GAPP looks to the future, the insights and initiatives launched at the 2023 Annual Meeting lay a strong foundation for continued growth and innovation, keeping Wild Alaska Pollock at the forefront of the seafood industry.





Meetings & Events

SABRE North America: Data - Driven Award Winner

GAPP's innovative approach to marketing Wild Alaska Pollock, specifically through its "Sleigh the Holidays with Surimi Seafood" campaign, garnered significant recognition by winning the "Data-Driven Campaign" category at the 2023 Innovation SABRE North America awards. This campaign marked one of GAPP's initial dives into influencer-led promotions, successfully leveraging popular food and lifestyle influencers since 2021 to create unique surimi-based recipes for the holiday season, aimed at boosting awareness and demand for Wild Alaska Pollock and surimi seafood. This success underscores GAPP's commitment to employing emerging marketing strategies to enhance consumer perception and demand for Wild Alaska Pollock, a mission further supported by the continued partnership with Ketchum Public Relations, also lauded at the SABRE Awards. This accolade reflects not only on the campaign's innovative use of data and influencer partnerships but also on the broader industry's trust in GAPP to pioneer effective marketing approaches for Wild Alaska Pollock.



Finances

GAPP Financial Report

For the GAPP 2024 fiscal year, that started on April 1, 2023, GAPP had a total operating budget of \$4,105,492 that had four primary budget categories: Communications, Research and Market Analysis, Individual Market Projects, and Administrative Expenses. For the year, GAPP invested as follows:

\$1,275,000 in Communications:

The communications budget was directed at creating GAPP's voice in the global marketplace funding the influencer-led campaign and production of the People of Wild Alaska Pollock campaign.

\$405,000 in Research and Market Analysis

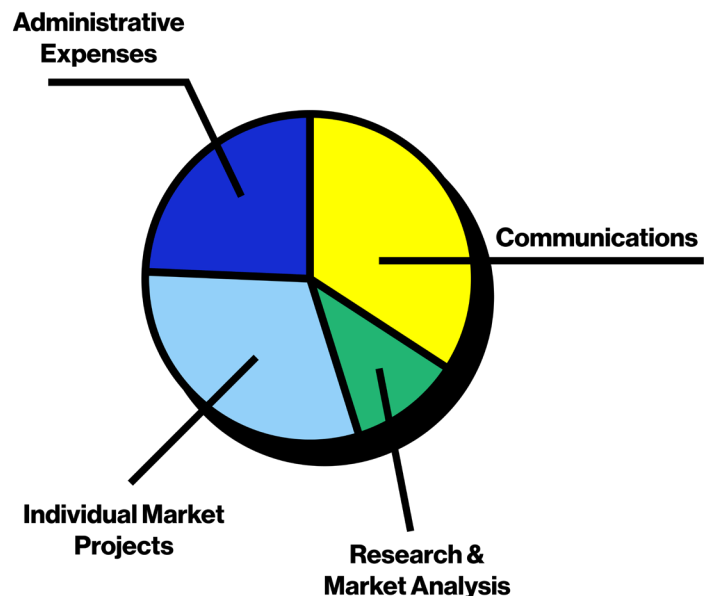
GAPP's research and market analysis budget funds GAPP's research portfolio that includes the surimi supply tracking report, consumer surveys, and work to develop new market opportunities for Alaska Pollock.

\$1,445,492 in Individual Market Projects

This funds GAPP's partnership program that provides up to 1:1 matching costs to bring Wild Alaska Pollock to market in new forms, place the fish in new channels, or associate the fish in branded forms with influencers.

\$980,000 in Administrative Expenses

This funds GAPP's overhead expenses needed to provide member services and operate the association.



GAPP Financial Report Cont.

For calendar year 2023, GAPP had \$3,880,370.57 in income from the following sources:

Member Dues: \$3,330,409.57

Associate Member Dues: \$207,471.25

Dividend Income: \$81,483.19

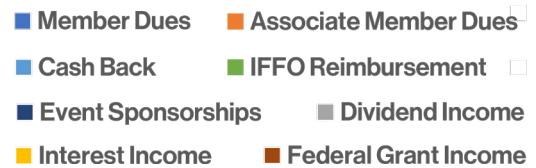
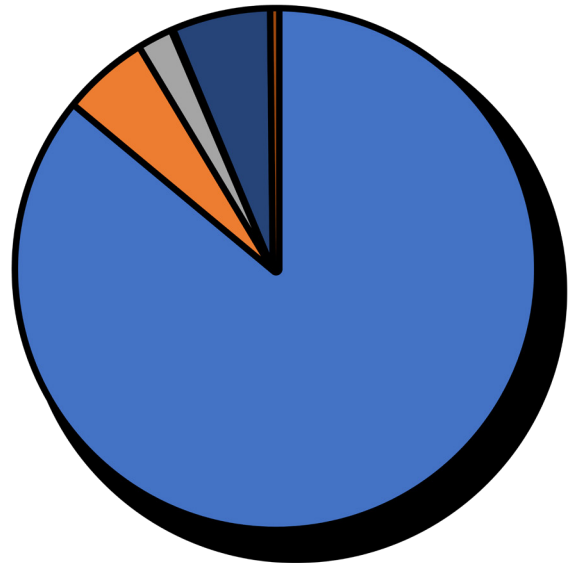
Interest Income: \$1,475.44

Cash Back: 11,986.64

IFFO Reimbursement: \$5939.25

Event Sponsorships: \$234,817.80

Federal Grant Income: \$6,787.43



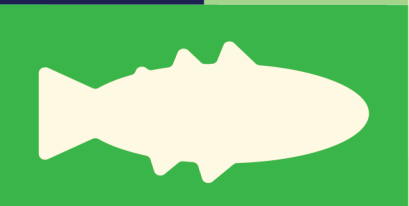
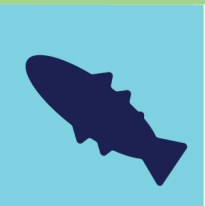
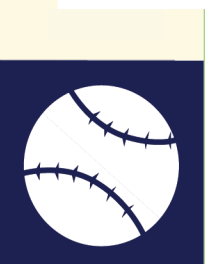
Overall end of year financial snapshot:

Cash and Investments on December 31, 2023: \$3,047,815.63

Outstanding GAPP Partnership Program Obligations on December 31, 2023: \$1,867,792.60

Total GAPP Unobligated Cash Reserves on December 31, 2023: \$1,180,023.03

Following is GAPP's 2022 IRS Form 990 cover sheet for 2022 that was filed in 2023 for the association.



Return of Organization Exempt From Income Tax

OMB No. 1545-0047

Form 990

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

2022

Do not enter social security numbers on this form as it may be made public.

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Go to www.irs.gov/Form990 for instructions and the latest information.

A For the 2022 calendar year, or tax year beginning and ending

B Check if applicable: C Name of organization ASSOCIATION OF GENUINE ALASKA POLLOCK PRODUCERS D Employer identification number 20-0455541 E Telephone number 206-913-3930 G Gross receipts \$ 3,600,281. H(a) Is this a group return for subordinates? H(b) Are all subordinates included? I Tax-exempt status: J Website: K Form of organization: L Year of formation: M State of legal domicile: AK

Part I Summary

Table with columns: Activities & Governance, Revenue, Expenses, Net Assets or Fund Balances. Rows include mission statement, governance metrics, revenue breakdown, expenses, and net assets.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete.

Sign Here: Signature of officer CRAIG MORRIS, CEO. Date. Paid: Preparer's name MEGAN R. RYAN, signature MEGAN R. RYAN, date 10/26/23, PTIN P00737884. Preparer Use Only: Firm's name CLARK NUBER, PS, address 10900 NE 4TH STREET, SUITE 1400, BELLEVUE, WA 98004, EIN 91-1194016, phone 425-454-4919.

May the IRS discuss this return with the preparer shown above? See instructions. X Yes No

