



GENUINE ALASKA POLLOCK PRODUCERS MONTHLY MEMBER NEWSLETTER

October | November 2021

GAPP in the News

[In Support of Chicago Restaurants, Genuine Alaska Pollock Producers Encourage Diners to “Dine Out to Help Out,” October 18-31](#)

10.15.2021 | *Perishable News*

[Alaska Pollock Producers Plan New Marketing Initiatives For 2022](#)

10.31.2021 | *Fish Focus UK*

[Alaska pollock producers launch '2040 Project' in a hunt for the industry's future markets](#)

11.2.21 | *Intrafish*

[GAPP to make sustainability message, surimi push its 2022 focus](#)

10.28.2021 | *Undercurrent News*

[Five Facts about Wild Alaska Pollock](#)

10.26.2021 | *Port of Seattle*

Thank you to our new Associate Members!



Letter from the CEO



Last month, we hosted our third Association of Genuine Alaska Pollock Producers (GAPP) Annual Meeting. Even though it was virtual (thanks, COVID) we had a phenomenal meeting and I am incredibly grateful for the speakers that chose to spend time with our industry, sharing their expertise. Quite frankly, I was blown away by the caliber of speakers that joined us—including a Food Network celebrity chef

—and the discussions we had. We focused on surimi, but so many of the lessons learned throughout the day apply to any and all of our fabulous Wild Alaska Pollock. Read more on the Annual Meeting, below.

It's surreal to think that just three years ago we started this annual gathering for our industry and, at that time, I didn't think the meeting could get better. But thanks to your leadership, vision, and passion, we've been able to up the ante every year and attract speakers to our conference because of the contagious enthusiasm of this industry.

As we head into Thanksgiving and the season of gratitude, what I'm most grateful for is you and that contagious, almost evangelist enthusiasm for all things Wild Alaska Pollock. Your demand to do better, to push boundaries, and to take risks. It's exciting and it's invigorating. So, thank you, sincerely.

I hope to see you at our holiday party on December 3rd to thank you in person. But, if not—Happy Thanksgiving—move over turkey, it's time for Wild Alaska Pollock!

Cheers,
Craig Morris
Genuine Alaska Pollock Producers, CEO

Annual Meeting Seizes on Surimi's Star Power



GAPP held its third-ever industry Annual Meeting on October 27th with roughly 225 in attendance virtually—a new record for the event! This year was dedicated to sharing learnings and identifying a path forward to make surimi seafood—made with Wild Alaska Pollock—the star it deserves to be. With discussions about naming the products here in the U.S., insights from celebrity chef Nancy Fuller, and learnings from past GAPP partnership program participants on how they've positioned surimi in new markets and to new target audiences, there were plenty of learnings to go around for the future of surimi.

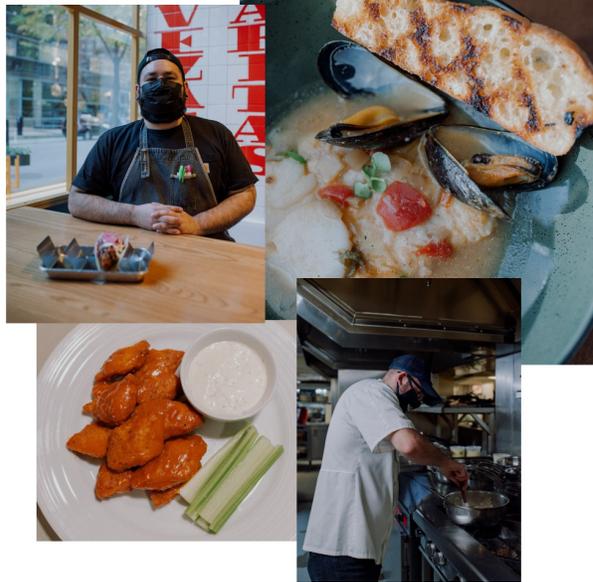
The day started with introductions from both Alaska Senators Murkowski and Sullivan, who recognized the industry's great work in quantifying its environmental impact through the Life Cycle Assessment and noted the passing of industry legend Chuck Bundrant. Then it was a jam-packed day of presentations including the GAPP year-over-year research, updates on key international research projects, and lots of stupendous surimi sessions.

In case you missed any of the event, you can watch the recording [here](#).

Also, you can catch up on the key points by reading our press releases [here](#).

Chefs Love Wild Alaska Pollock in Chicago

We are nearing the end of GAPP's successful Chicago Restaurant Week. Our members supported 8 diverse restaurants with donated products, media, and an influencer program. Restaurants included a high-end Italian restaurant, a trendy tequila bar, and everything in between. They created a diverse group of dishes including Wild Alaska Pollock Surimi Risotto, Gumbo, and Beer Battered Tacos. So far, at least 5 restaurants have expressed interest in keeping Wild Alaska Pollock on the menu. Stay tuned for the final report. See [here](#) for a list of all participating restaurants.



GAPP Dishes on Surimi on Seattle Kitchen

Two weeks ago, GAPP CEO Craig Morris joined renowned James Beard award-winning chefs Thierry Rautureau and Tom Douglas on the popular radio show “Seattle Kitchen” on KIRO Radio 97.3. The show is also shared on the apple podcast “Hot Stove” and live-streamed on Facebook.

Craig shared the scoop on all things surimi seafood, including GAPP’s work with the National Fisheries Institute (NFI) to work to clear up the regulation on naming “imitation” crab and also GAPP’s work to introduce a new generation of consumers to surimi seafood (read more on the upcoming holiday campaign, below). While Craig talked with chef Douglas, chef Rautureau whipped up some delicious appetizers using the surimi products Craig brought with to the show! You can listen to the full interview [here](#). We hope to work more with Seattle Kitchen and the famed chefs in the coming weeks and months to spread the good word about Wild Alaska Pollock!



GAPP Presents Top Hand Award to Trans-Ocean's Lou Shaheen

At this year’s Annual Meeting, GAPP presented the annual Top Hand award to Trans-Ocean’s Lou Shaheen. Each year, the award is presented to an individual in the Wild Alaska Pollock industry who has shown a superior commitment to furthering the GAPP mission. Previous recipients include American Seafood’s Margery Schelling and Global Seas’ Bob Desautel.

According to GAPP CEO Craig Morris, Lou has been "an invaluable contributor to the GAPP Surimi Committee and has utilized the GAPP-funded research learnings with gusto—making drastic changes to the Trans-Ocean website to highlight Wild Alaska Pollock’s key motivational attributes and even featuring the GAPP logo on all Trans-Ocean product lines.



Congratulations Lou!

GAPP Launches First-Ever Surimi Seafood Consumer Campaign for



As the holidays approach, there's some extra excitement as GAPP gears up to launch its first direct-to-consumer campaign designed to introduce surimi seafood to new consumers, ages 25-45 in the hopes of integrating the delicious products into their holiday meals—from surimi seafood eggs benedicts and taquitos for holiday brunches to surimi carbonara for New Year's Eve or Feast of the Fishes.

The campaign will feature new recipes created by popular social media influencers who will engage their substantial followers and introduce them to the wonderful world of surimi seafood, made with Wild Alaska Pollock—as well as the fish's attributes, including its sustainability story.

By using influencers and a new tool in partnership with GAPP's agency of record, Ketchum, GAPP will be able to measure the direct impact on surimi sales for consumers who saw the content online, allowing the industry to be able to measure the success of this first-ever campaign and the return on their investment.

Outside of the influencer content, GAPP will also engage media, with Craig Morris conducting satellite media interviews with major food publications and a partnership with popular recipe site Food52 to ignite even more interest in surimi seafood holiday recipes and drive purchase intent. Stay tuned for updates as the campaign gets going!

GAPP Fall Campaign Results: Back to School and National Seafood Month



The Back-to-School/National Seafood Month campaign executed through GAPP's Facebook, Instagram, and Pinterest channels, used geotargeting to market Wild Alaska Pollock retail products and recipes, onto the screens of families on the go and those in need of convenient recipes, leading to the largest campaign numbers in GAPP marketing history. This campaign concluded reflecting that nearly **two million consumers** came to GAPP social platforms for content related to Wild Alaska Pollock!

GAPP shared quick and easy recipes to younger audiences, most of whom were either in need of family-friendly recipes, convenient, protein-packed meal options, or seafood lovers on a budget. The campaign was centered around beautifully plated "foodie" inspired surimi and fillet recipes. GAPP encouraged users to try Wild Alaska Pollock products for its convenience, versatility, nutrition, and low carbon footprint; and also educated the targeted audiences on some quick facts about surimi!

We encourage you to follow along for future social campaigns and interact to support Wild Alaska Pollock. After all, that is what drives awareness and demand for our favorite fish! Follow along on [Instagram](#), [Twitter](#), and [TikTok](#) at @wildakapollock. Follow us on [Facebook](#) at Genuine Alaska

Membership Spotlight: Power Fuel Savers

Power Fuel Savers (PFS) is a Seattle-based representative for the Fitch Fuel Catalyst (FFC), a metal alloy low-temperature, low-pressure fuel catalyst that provides complete combustion of all liquid and gaseous fossil fuels (except LNG). The various options available cover every imaginable application from yard & garden equipment using gasoline to the largest engines and boilers in use today burning diesel, fuel oil, or bunker fuel. These catalyst solutions require virtually no maintenance and are guaranteed (under warranty) to deliver improved fuel combustion resulting in reduced fuel consumption, lower exhaust emissions, and extended engine or boiler life. Advanced Power Systems Int'l., Inc. (APSI) invented and developed the fuel catalyst solution 25 years ago and has built an international network of dealers and agents such as PFS which focuses primarily on the maritime market and specifically commercial fishing and processing. Address inquiries to Mark Phillips at mark@powerfuelsavers.com or visit their website www.powerfuelsavers.com for further information.



Get Ready to Be Merry at the GAPP Holiday Party

It's time to eat, drink and be merry! We hope you received your Evite already for **GAPP's Holiday Party on Friday, December 3rd, 2021 from 5-8 pm Pacific** at the World Trade Center (West) of Seattle.



Having trouble locating the invite? Technology can often cause certain emails to go to your junk or spam folder, so check there for an "Evite" to the 2021 Holiday Party, or RSVP here using this [link](#).

Come ready for some tasty Wild Alaska Pollock snacks and signature cocktails. But, most importantly, don't forget to RSVP and let us know in your invitation if you'd like to bring a guest—the more the merrier! Contact Lydia Moore at lydia.moore@alaskapollock.org with questions.

Come See Us at the 2021 Maritime Forecast Breakfast Next Week!

Craig Morris and GAPP Board Member Karl Bratvold are honored to present at the **2021 Maritime Economic Forecast Breakfast**, which is set from **8 – 10 a.m. on Friday, November 19, at the West Club Lounge, CenturyLink Field Event Center**, 1000 Occidental Avenue South. Karl and Craig will be presenting the "Fishery Update" talking about all things Wild Alaska Pollock.

Already, more than 200 industry leaders have registered for the breakfast, which runs in conjunction with the Pacific Marine Expo. Want to come and see Karl and Craig? Contact Ken Saunderson, Seattle Propeller Club at (206) 282-6858 or Ken@SaundersonMarketingGroup.com to register today.

Morris Presents at Propeller Club to Celebrate National Seafood Month

To celebrate National Seafood Month, the Propeller Club, Port of Seattle Chapter hosted a panel featuring Craig Morris (Association of Genuine Alaska Pollock Producers), Everett Anderson (Bristol Bay Seafood Investments), and Heather McCarty (McCarty & Associates). Craig spoke about the overarching mission of GAPP—to raise awareness and build demand for Wild Alaska Pollock—and updated webinar participants on the current focus areas of innovative partnerships, research and marketing campaigns. The event was well attended and Craig



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was introduced to several allied industry companies who have since become new GAPP Associate Members! To listen the presentation, click [here](#).

Don't Miss the Propeller Club Virtual Job Fair



Are you looking for new employees? Do you have current job openings? The free Maritime and Fishing Industry Job Fair is a tremendous opportunity to build awareness of the variety of at-sea and shoreside careers that the industry offers! The Seattle Propeller Club, Washington Maritime Blue, the Port of Seattle and the City of Seattle are sponsoring a free Virtual Maritime and Fishing Industry Job Fair to help you connect with potential employees for your organization. We particularly want to promote current job openings!

Overall, it's a fantastic opportunity to promote your organization, showcase great careers, and build awareness of the importance of the maritime industry to our region. Each participating exhibitor will have a Virtual Table through the Airmeet.com platform. You can staff the table using the instructions we will send you. Attendees will go from table to table at the Job Fair. You can chat with Job Fair attendees, share information about your organization and your current job openings, and set up interviews – just like you would at an in-person event!

There is no cost to exhibit or to attend the Job Fair. We are limited to 40 exhibitors – it's first come, first served.

For more information, please contact Ken Saunderson, Seattle Propeller Club at (206) 282-6858 or Ken@SaundersonMarketingGroup.com.

Welcome New GAPP Associate Members!



Our members are so important to us in helping support our mission to increase awareness and demand of Wild Alaska Pollock! So, let's welcome our newest gold-level associate members, **Gallagher** and **Channel Fish Processing**.

Gallagher is a global leader in insurance, risk management, and consulting services. They are an international group of partners that provide "cost-effective, client-centric, and expertise-driven risk management solutions". Gallagher is extremely beneficial to the Wild Alaska Pollock industry and its success. Learn more about Gallagher [here](#).

Channel Fish Processing provides people nationwide with the highest quality seafood products while welcoming them as an extension of their "New England family". Channel Fish was grown and developed from a Boston fish processor of Cod and Haddock, to a nationwide seafood distributor, providing a wide variety of fresh and frozen seafood products like Wild Alaska Pollock. Learn more about Channel Fish Processing [here](#).

Also, once again, we are happy to announce Power Fuel Savers as a new bronze-level associate member. Thank you so much for joining the team! We look forward to working with them to help further Wild Alaska Pollock's sustainability story. Learn more about Power Fuel Savers [here](#).

Thank you to both of these extremely vital new associate members. We look forward to working with you and helping promote your mission!

Accessible Reports for all GAPP Members

GAPP RESEARCH & INSIGHTS FOR MEMBERS

Recently, GAPP launched a webpage for GAPP members to access findings, reports, and research. Our aim as an organization is to provide our members with benefits and information that can help our industry grow as a whole. We're all in this together!

If you are interested in downloading reports and more, please click [here](#). If you have any questions or comments surrounding GAPP research materials, please do not hesitate to reach out to Lydia Moore at lydia.moore@alaskapollock.org.

Refer an Associate Member

GAPP has updated its Associate Membership benefits to continue to provide the most relevant and meaningful benefits to companies and organizations that are connected to the Wild Alaska Pollock industry and want to support our efforts to build awareness and demand for Wild Alaska Pollock.



If you know someone who should be connected to GAPP through Associate Membership, please email Lydia Moore. Anyone who refers a company for Associate Membership will receive a custom Wild Alaska Pollock face mask! If you haven't seen the new benefits structure yet, visit our website and see them [here](#).

Need to Start Receiving GAPP Newsletters and Emails?



Is there someone else in your organization that needs to be connected to GAPP? If so, please let us know so we can get them signed up for the GAPP Wild Alaska Pollock Monthly Market Update, Weekly Fishery Update, and Weekly Newsclips. These routine updates are compiled by industry experts and hopefully of value to you and your business. Please also let us know if you enjoy this new monthly newsletter and if there's anything else you would like to see included!

Click [here](#) to subscribe to GAPP newsletters and updates.

Do you know someone who would benefit from receiving this newsletter? Email info@alaskapollock.org

www.alaskapollock.org

