



**SEAFOOD
NUTRITION
PARTNERSHIP**

2018

*Monthly
Calendar*

AND TOOLKIT





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SEAFOOD
NUTRITION
PARTNERSHIP

2018 Monthly Calendar AND TOOLKIT

The Seafood Nutrition Partnership is dedicated to providing Americans the resources they need to simplify seafood. Given that only 1 in 10 Americans follow the recommendation in the Dietary Guidelines to eat seafood at least twice a week,¹ we have created this easy-to-use toolkit and resource to provide tips to get you started, inspire and promote healthy behaviors, and ways to incorporate seasonal and sustainable seafood into a healthy lifestyle.

Three Reasons to Celebrate with Seafood

Most people feel good about seafood — they'll agree that it's good for their health, it's perfect for when they want something special, or they love how it tastes. Despite this, few people are eating seafood at home on a regular basis.

To help consumers make the leap, give them these three reasons:

- 1) Seafood can help you live longer:** Eating seafood two to three times per week reduces the risk of death from any health-related cause.²
- 2) Seafood is a “protein with benefits”:** Seafood sits among the highest-quality proteins and offers additional health benefits. It can reduce your risk of heart disease, improve how you feel during pregnancy and help your child develop healthy brain and eyes, and improve memory and sharpness in older adults.^{2,3,4}
- 3) Seafood is delicious, versatile, budget-friendly and fast:** From delicate, mild flounder to flavorful salmon, seafood can please any palate. Fresh, seasonal catches are easy on the wallet as are frozen and canned options. From start to finish, you can get fish or shellfish on the dinner table in 15 minutes or less.

¹ Scientific Report of the 2015 Dietary Guidelines for Americans Committee. February 2015.

² Mozaffarian D, Rimm EB. Fish intake, contaminants, and human health: evaluating the risks and the benefits. *JAMA*. 2006;296:1885-99.

³ Hibbeln JR, Davis JM, Steer C, Emmett P, Rogers I, Williams C, Golding J. Maternal seafood consumption in pregnancy and neurodevelopmental outcomes in childhood (ALSPAC study): an observational cohort study. *Lancet*. 2007;369(9561):578-85.

⁴ Tan MD, MPH, Z.S. Red blood cell omega-3 fatty acid levels and markers of accelerated brain aging. *Neurology*. 2012 Feb 28;78(9):658-664.

How to Use This Toolkit:

A RESOURCE FOR ALL

Health, food and nutrition observances present an opportunity to educate and energize the public, co-workers, community members and others. The purpose of this toolkit is to provide you with tips, helpful hints, recipes and more to share among your networks as you celebrate seafood. This content is meant to inspire you and provide resources for:

Grocery Store Tours + TV | Social Media Engagement | Newsletter Content
Recipe Ideas | Community Events | Worksite Wellness Programs

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NEED HELP OR LOOKING FOR A RESOURCE?

Visit our website, seafoodnutrition.org, or reach out to the team:

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JANUARY 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 New Year's Day	2	3	4	5	6
7 National Tempura Day	8	9	10 National Oysters Rockefeller Day	11	12	13
14	15 MLK Day	16	17	18	19	20
21 National New England Clam Chowder Day	22	23	24 Lobster Thermidor Day	25	26	27
28	29	30	31			

JANUARY: New Year, New You

- Start the New Year off on your healthy foot — or gill, as we like to say.
- Develop a healthy eating and exercise plan to stay on track throughout the year.
 - › Eating seafood regularly can significantly improve brain, eye and heart health. Take the #Seafood2xWk pledge at seafoodnutrition.org.
 - › Start a walking club at work during scheduled breaks, or even take a walking meeting around the building.
- Encourage your family, friends or coworkers to join. Develop a plan together and stick to it — together you can strive to live healthier lifestyles.

Sample Social Media Posts:

- Start your #NewYear off on the right gill - with #Seafood2xWk that is. This Italian Tuna Salad is an excellent place to begin - packed with of #Omega3s and veggies: <http://bit.ly/1V5Bd7n>.
- #DYK: The Dietary Guidelines recommends eating two servings of seafood each week. Take the #Seafood2xWk pledge and add some #seafood to your plate this year.

What We're Celebrating This Month:

January is **National Slow Cooking Month** and **National Soup Month**

What's in Season:

FISH: Alaska Cod, Haddock, Mahimahi, Flounder, Snapper

SHELLFISH: Sea Scallops, Clams, Mussels, Crab Claws, Lobster, Oysters

Farm-raised catfish, tilapia, salmon, shrimp, clams and mussels are at their peak year-round.

JANUARY 2018

Recipe of the Month

ITALIAN TUNA SALAD

Serves: 4

Cost Per Recipe: \$9.22

Omega-3 Per Serving: 150-300 mg

INGREDIENTS

- 1 potato, cubed and boiled
- 2-5 oz. tuna, canned, packed in olive oil
- 2 Tbsp. balsamic vinegar
- 1/2 tsp. oregano, dried
- To taste - salt & pepper (S&P)
- 1-5 oz. bag salad greens, mixed
- 1-14.5 oz. green beans, canned, low sodium
- ¼ cup olives, black and pitted
- 1 cucumber, chopped
- ¼ cup tomatoes, cherry

DIRECTIONS

1. Make sure potatoes are pre-cooked by boiling for 15 minutes.
2. Drain oil from tuna into a bowl. Set tuna aside.
3. Add to the oil from the tuna can, vinegar, oregano, S&P. Mix dressing well.
4. Mix greens with potatoes and green beans.
5. Add raw vegetables, tuna and dressing.
6. Serving suggestion: Serve salad with whole grain bread.



FEBRUARY 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 National Wear Red Day	3
4 Super Bowl LLI	5	6	7	8	9 National Bagel Day	10
11	12	13 SNP's 5th birthday	14 Lent Begins/ Ash Wednesday Valentine's Day	15	16 National Almond Day	17
18 National Crab Stuffed Flounder Day	19 President's Day	20	21	22	23	24
25 National Clam Chowder Day	26	27	28			

FEBRUARY: American Heart Month

- February is American Heart Month. Heart disease is the leading cause of death for both men and women in the United States, in fact 1 in 4 deaths are caused by heart disease.
- Heart disease can often be prevented when people make healthy choices and manage their health conditions. This month is the perfect time to try some heart-healthy seafood recipes with your family and friends.
- The American Heart Association recommends 1,000mg EPA+DHA per day for patients with coronary heart disease, and two meals of oily fish per week for people without heart disease.
- Celebrate National Wear Red Day to raise awareness about women and heart disease: www.goredforwomen.org

Sample Social Media Posts:

- This Valentine's Day/National Wear Red Day/American Heart Month, show yourself some love and eat #Seafood2xWk for optimal heart health. Need inspiration? Check out www.pinterest.com/seafood4health.
- #FishFriday never looked so good with so many delicious, affordable and easy seafood recipes to enjoy during #Lent: www.seafoodnutrition.org. #Seafood2xWk

What We're Celebrating This Month:

February is **American Heart Month** and **Canned Food Month**

What's in Season:

FISH: Alaska Cod, Haddock, Mahimahi, Flounder, Grouper, Snapper, Wild Striped Bass

SHELLFISH: Sea Scallops, Clams, Mussels, Crab Claws, Lobster, Oysters

Farm-raised catfish, tilapia, salmon, shrimp, clams and mussels are at their peak year-round.

FEBRUARY 2018

Recipe of the Month

CUMIN SCENTED SALMON WITH BLACK BEAN STEW

Serves: 4

Cost Per Recipe: \$12.16

Omega-3 Per Serving: 500-2000 mg

INGREDIENTS

- 2 Tbsp. olive oil, divided
- 1 Tbsp. cumin, ground
- 1 Tbsp. coriander seed, crushed
- 1 lb. salmon filet
- To taste salt & pepper (S&P)
- ¼ cup onions, raw, white or yellow, chopped
- 2 Tbsp. garlic, chopped
- 1 poblano pepper, chopped
- To taste chili flakes
- 1-14.5 oz. canned tomato, chopped
- 1-15.5 oz. black beans, low sodium
- 1 ½ cups water
- 1 Tbsp. cilantro, fresh, chopped
- 2 green onions, chopped
- 1 lime, juiced

DIRECTIONS

1. Cook Salmon: Heat 1 tablespoon olive oil in a heavy skillet on medium heat.
2. Mix together cumin and coriander seed, season fish with spices and S&P. Save some spice mix.
3. Add salmon to skillet and cook on each side for 3-4 minutes.
4. Make Black Bean Stew: Meanwhile, heat remaining oil (1 tablespoon) in another pan and add onions and garlic. Cook for 3 minutes.
5. Add peppers and chili flakes.
6. Add saved spiced mix from Step 2. Cook until aroma starts to smell.
7. Add tomatoes and allow tomatoes to start to sear.
8. Add black beans and water. Simmer for 10 minutes.
9. Add cilantro, scallions and lime juice. Add S&P. Cook for 2 minutes.
10. Place black beans in individual bowls and add salmon portion on top.
11. Serve and enjoy!



MARCH 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6 National Frozen Food Day	7	8	9 National Crabmeat Day	10
National School Breakfast Week						
11	12	13	14	15	16	17 St. Patrick's Day
Brain Awareness Week						
18 Brain Awareness Week	19	20 First Day of Spring	21	22	23	24
25 National Lobster Newburg Day	26	27	28	29	30 Passover Begins at Sundown Good Friday	31 National Clams on the Half Shell Day

MARCH: National Nutrition Month

- March is National Nutrition Month, an education campaign created by the Academy of Nutrition and Dietetics. This month, we should all focus on making informed food choices and developing smart eating and physical activity habits.
- Small shifts toward healthy behaviors can help improve overall wellness and reduce risk for chronic disease. One way to start is with swapping red meat for a lean protein like seafood.
- Local dietitians are a great resource to find healthier options at grocery stores, restaurants and even at home. Invite them to come share helpful nutrition tips.

Sample Social Media Posts:

- #DYK March is National Frozen Food Month? Most seafood can be kept in the freezer for up to 6 months, so stock up on frozen fish during your next trip to the grocery store. Seafood defrosts quickly, so dinner can still be made in 30 minutes or less! #Seafood2xWk
- Seafood and spring go together like trout and almonds. Try it out for yourself with this Trout Almondine: <http://bit.ly/2ySOrDI>. #Seafood2xWk

What We're Celebrating This Month:

March is **National Nutrition Month** and **National Frozen Food Month**

What's in Season:

FISH: Alaska Cod, Haddock, Mahimahi, Flounder, Grouper, Shad Roe, Wild Striped Bass

SHELLFISH: Sea Scallops, Clams or Mussels, Crab Claws, Lobster

Farm-raised catfish, tilapia, salmon, shrimp, clams and mussels are at their peak year-round.

MARCH 2018

Recipe of the Month

TROUT ALMONDINE

Serves: 4

Cost Per Recipe: \$10.66

Omega-3 Per Serving: 1,000 - 1,100 mg

INGREDIENTS

- 2 Tbsp. olive oil
- 1 lb. trout fillets
- To taste - salt & pepper (S&P)
- 2 Tbsp. flour
- 1 cup green beans, canned or frozen
- 2 oz. almond slices
- 2 Tbsp. butter, unsalted
- 1 Tbsp. Worcestershire sauce
- 1 lemon, juiced
- 1/2 tsp. parsley, dried

DIRECTIONS

1. Heat oil in pan over medium heat.
2. S&P trout and dredge with flour. Shake off extra flour.
3. Place trout into heated pan with oil and cook for 4 to 5 minutes on each side.
4. Meanwhile heat green beans in microwave for 2 minutes on High or until cooked.
5. Place beans on plate and place trout on top.
6. Using the same pan, add almonds to pan and lightly toast.
7. Add butter and Worcestershire sauce, heat sauce until foam starts.
8. Add lemon juice and parsley.
9. Pour over fish and spoon almonds on top.



APRIL 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Easter Sunday	2	3	4	5	6	7 World Health Day
8 Nat'l Public Health Week	9	10	11	12	13	14
15	16 National Eggs Benedict Day	17	18	19	20	21
22 Earth Day	23	24	25	26	27	28
29 National Shrimp Scampi Day	30					

APRIL: Seafood Sustainability

- The majority of U.S. groceries and retailers have sustainability practices in place. Always buy seafood from a reputable market where the employees are able to answer your questions. They should be able to tell you where the fish is from and when it came into the store.
- Seafood is a vital part of the diet that supports both human health and environmental health. The traditional Western diet is crushing much of the world with a chronic disease crisis that can only be overturned with adoption of a healthier dietary pattern rich in plants and lean protein such as seafood.⁵
- Adopting a healthier dietary pattern, however, must coincide with the ability for those foods to be produced with lower impact to the environment to stand a better chance of ensuring our future food security.⁶

Sample Social Media Posts:

- Need help selecting sustainable seafood? Check out FishWatch.gov and SeafoodWatch.org to see how your top picks rank. #Seafood2xWk
- Seafood is the future of sustainable protein. Learn more about US aquaculture and explore advantages, challenges and growth in this innovative technology: <http://bit.ly/1FkfKzy>. #Seafood2xWk
- Celebrate National Garlic Month with #sustainableseafood, like these Mussels in Garlic Broth: <http://bit.ly/2ARmZYI>. #Seafood2xWk

What We're Celebrating This Month:

April is **National Garlic Month**

What's in Season:

FISH: Alaska Halibut, Grouper, Shad Roe, Wild Striped Bass

SHELLFISH: Sea Scallops, Clams, Mussels, Crab Claws, Lobster

Farm-raised catfish, tilapia, salmon, shrimp, clams and mussels are at their peak year-round.

Recipe of the Month

MUSSELS IN GARLIC BROTH

Serves: 4

Cost Per Recipe: \$10.66

Omega-3 Per Serving: 665 mg

INGREDIENTS

- 1 tsp. olive oil
- 4 garlic, cloves sliced
- 2 Tbsp. onions, white or yellow, chopped
- 2 lbs. mussels, cleaned
- ½ lemon, juiced
- ½ tsp. basil, dried
- ½ tsp. thyme, dried
- ¼ cup clam juice (optional)
- 2-14.5 oz. canned tomatoes, chopped
- 2 Tbsp. butter, unsalted
- To taste - salt & pepper (S&P)

DIRECTIONS

1. Heat large pot with olive oil and sliced garlic and onions.
2. When aroma is released, add mussels.
3. Add lemon juice, herbs and clam juice (optional), and gently toss.
4. Add tomatoes. Cover and simmer over medium heat until mussels are steamed open, generally 3 to 6 minutes.
5. Remove pot from heat. Discard unopened mussels.
6. To finish mussels, add butter and swirl to make broth thicker.
7. Optional: Serve with crusty bread for dipping in broth.



¹Fung, Teresa T; Rimm, Eric B; Spiegelman, Donna; Rifai, Nader; Tofler, Geoffrey H; Willett, Walter C; Hu, Frank B (2001-01-01). "Association between dietary patterns and plasma biomarkers of obesity and cardiovascular disease risk". The American Journal of Clinical Nutrition 73 (1): 61-7. PMID 11124751.

⁶[http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736\(16\)30681-X.pdf](http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736(16)30681-X.pdf)

MAY 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5 Cinco de Mayo
6	7	8	9	10 National Shrimp Day	11	12
13 Mother's Day	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28 Memorial Day	29	30 Senior Health & Fitness Day	31		

MAY: Mediterranean Diet Month

- May is Mediterranean Diet Month. The Mediterranean diet, which includes eating seafood at least twice a week, reduces the incidence of major cardiovascular events, according to the [New England Journal of Medicine](#)⁷.
- The omega-3s found in seafood are essential for optimal brain health. As we recognized National Stroke Awareness Month and National Mental Health Awareness Month, take extra care of your brain this month by eating #Seafood2xWk.

Sample Social Media Posts:

- Celebrate Mediterranean Diet Month with #Seafood2xWk. These Moroccan Sardine Meatballs pack so much flavor PLUS #omega3s: <http://bit.ly/1kbXTYB>
- May is National Salad Month. Try adding shrimp, salmon or tuna to your next salad for a boost of lean protein and #omega3s. #Seafood2xWk

What We're Celebrating This Month:

May is **National Stroke Awareness Month, National Mental Health Awareness Month, Mediterranean Diet Month and National Salad Month**

What's in Season:

FISH: Alaska Halibut, Bluefish, Mackerel, Mahimahi, Grouper, Wild Striped Bass, Sockeye Salmon

SHELLFISH: Sea Scallops, Clams, Mussels, Lobster, Soft Shell Crab

Farm-raised catfish, tilapia, salmon, shrimp, clams and mussels are at their peak year-round.

Recipe of the Month

MOROCCAN SARDINE MEATBALLS

Serves: 4

Cost Per Recipe: \$6.43

Omega-3 Per Serving: 450 mg

INGREDIENTS

- 2 Tbsp. olive oil
- 2 garlic cloves, chopped
- ¼ onion, white or yellow, chopped
- 1-14.75 oz. canned tomatoes
- ½ tsp. cumin, powder
- 1 Tbsp. coriander, dried
- 1-4oz. canned sardines
- 2 Tbsp. bread crumbs
- 2 eggs
- ½ tsp. paprika, powder
- ½ tsp. turmeric, powder
- ½ tsp. garlic, powder
- 1/2 tsp. onion, powder
- 1/2 tsp. ginger, powder
- To taste - salt & pepper (S&P)

DIRECTIONS

1. In a pot, heat oil on medium. Add garlic and onions and cook until soft, about 5 minutes.
2. Add tomatoes, cumin and coriander. Cover and simmer sauce for 15 minutes.
3. Meanwhile, puree sardines in a food processor.
4. In a medium bowl, mix sardines, bread crumbs, eggs and the remaining five spices. Season with S&P. Shape into balls. (Makes 8-10 balls.)
5. Add meatballs to sauce and simmer until fish is cooked through.
6. Serve over Israeli couscous, farro or your favorite grain to soak up the delicious sauce.



⁷ "Primary Prevention of Cardiovascular Disease with a Mediterranean Diet." New England Journal of Medicine, 2013, doi:10.1056/NEJMoa1200303

JUNE 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8 World Oceans Day	9
10	11	12	13	14	15	16
Men's Health Week						
17 Father's Day Men's Health Week	18 International Sushi Day	19	20	21 First Day of Summer	22	23
24	25 National Catfish Day	26	27	28 National Ceviche Day	29	30

JUNE: Summertime Seafood

- This month is Men's Health Month, a time to raise awareness of preventable health problems, such as heart disease. Encourage the men and boys in your life to stock up on seafood and omega-3s.
- It's also National Fresh Fruits and Vegetables Month — a perfect pair for any type of seafood. Check out #MyPlate for recommendations on how to incorporate the right amounts of food groups: <https://www.cnpp.usda.gov/MyPlate>.

Sample Social Media Posts:

- In honor of #MensHealthMonth, encourage the men and boys in your lives to eat #Seafood2xWk for optimal Health. For mealtime inspiration, check out these #recipes: www.seafoodnutrition.org/recipes
- Celebrate #TacoTuesday one day early this week - on National #Catfish Day. These fish tacos are so tasty, you can eat them again tomorrow. #Seafood2xWk

What We're Celebrating This Month:

June is **Aquarium Month, National Fresh Fruits and Vegetables Month, Alzheimer's & Brain Awareness Month** and **Men's Health Month**

What's in Season:

FISH: Alaska Halibut, Bluefish, Mackerel, Grouper, Keta Salmon, Sockeye Salmon, Swordfish, Tuna, Turbot

SHELLFISH: Blue Crabs, Sea Scallops, Clams, Mussels, Soft Shell Crab

Farm-raised catfish, tilapia, salmon, shrimp, clams and mussels are at their peak year-round.

JUNE 2018

Recipe of the Month

FISH TACOS

Serves: 4

Cost Per Recipe: \$11.85

Omega-3 Per Serving: 100-250 mg

INGREDIENTS

- 1 lb. catfish, tilapia, or other firm white fish
- 2 Tbsp. cajun spice
- 3 Tbsp. olive oil, divided
- 3 plum tomatoes, chopped
- ½ bunch green onions/scallions, chopped
- 1 tsp. cumin
- 1 lime, juiced
- 1 tsp. cilantro, dried
- To taste - salt & pepper (S&P)
- 8 taco shells, soft and/or hard
- ½ cup sour cream, low-fat
- ½ cup Mexican cheese blend, low fat
- 1 can chilies, green, chopped
- 1 cup iceberg lettuce, shredded
- 1 avocado, sliced (optional)

DIRECTIONS

1. Cut fish into 1-inch strips and toss with cajun spice and 2 tablespoons of oil.
2. Bake in a 325°F oven for 8-10 minutes or until done.
3. Meanwhile, mix chopped tomatoes and green onions with cumin, 1 tablespoon oil, juice of one lime, cilantro and S&P.
4. Build taco with favorite toppings in a soft- or hard-shell tortilla.



JULY 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 Independence Day	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JULY: Backyard BBQs and Picnics Galore

- Summer is in full heat, so head to the grill with your favorite medium-fatty fish, such as bluefish, catfish, mullet or swordfish. These types of fish can withstand the heat of the grill.
- Enjoy the outdoors with a freshly made picnic. Tuna fish sandwiches, shrimp cocktail or even sushi can travel well (on ice, of course).

Sample Social Media Posts:

- Looking for a quick and easy dinner to throw on the grill for your next family meal? Try Salmon Skewers. Packed with #omega3s and any fruit or veggie of your choice: <http://bit.ly/2jeZYbe>. #Seafood2xWk
- Celebrate National Picnic Month with seafood! Not only is this crab salad is packed with #healthyfats but it also travels well: <http://bit.ly/1Ykob95>. #Seafood2xWk

What We're Celebrating This Month:

July is **National Grilling Month** and **National Picnic Month**

What's in Season:

FISH: Alaska Halibut, Grey Sole, Keta Salmon, Sockeye Salmon, Swordfish, Tuna, Turbot

SHELLFISH: Blue Crabs, Sea Scallops, Clams, Mussels, Fresh Shrimp

Farm-raised catfish, tilapia, salmon, shrimp, clams and mussels are at their peak year-round.

JULY 2018

Recipe of the Month

CRAB SALAD

Serves: 4

Cost Per Recipe: \$8.26

Omega-3 Per Serving: 250-550 mg

INGREDIENTS

- ½ cup yogurt, plain non-fat
- 1 lemon, juiced
- 2 Tbsp. green onions
- 2 Tbsp. olive oil
- 1 grapefruit
- 1 oz. walnuts (14 halves)
- To taste - cayenne pepper
- 1-8 oz. bag spinach
- 1-6 oz. can crab meat
- ½ cup lentils, cooked
- To taste - salt & pepper (S&P)

DIRECTIONS

1. Mix yogurt, lemon juice, green onion and olive oil together. Add S&P.
2. Cut grapefruit into sections.
3. Meanwhile heat oven to 300°F.
4. Toss walnuts with cayenne pepper and place into oven for 4 to 5 minutes. Keep an eye on walnuts to make sure they do not burn.
5. Remove walnuts and let cool.
6. Toss spinach with dressing.
7. Toss with crab meat.
8. Sprinkle lentils on top and add walnuts.
9. Place grapefruit pieces around edge.
10. Serve and enjoy!



AUGUST 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5 National Oyster Day	6	7	8	9	10	11
12	13	14	15	16	17	18 National Fajita Day
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST: Back-to-School

- When kids eat at least two servings of seafood each week, the benefits are big. Fish and shellfish supply the nutrients essential for strong bones, brain development, and healthy immune and cardiovascular systems.
- Fish could be every kid's favorite food. Try serving a milder fish or forming fish into a burger or patty to help appeal to kids.

Sample Social Media Posts:

- Eyes, brain, heart health - oh my! When kids eat #Seafood2xWk, the benefits are big. Introduce seafood into your kids' lives with easy recipes and fun games in this activity book: <http://bit.ly/2kPWqwl>.
- Celebrate National Fajita Day with seafood. Swap seafood like salmon or shrimp from the traditional chicken or steak for a meal packed with #omega3s.

What We're Celebrating This Month:

August is **National Breastfeeding Month**, **National Catfish Month** and **National Sandwich Month**.

What's in Season:

FISH: Alaska Halibut, Coho Salmon, Grey Sole, Keta Salmon, Swordfish, Tuna, Turbot

SHELLFISH: Blue Crabs, Sea Scallops, New Shell Lobster, Fresh Shrimp

Farm-raised catfish, tilapia, salmon, shrimp, clams and mussels are at their peak year-round.

AUGUST 2018

Recipe of the Month

PECAN CRUSTED MACKEREL

Serves: 4

Cost Per Recipe: \$13.87

Omega-3 Per Serving: 1,350 - 2,100 mg

INGREDIENTS

- 1 cup pecans, ground (can substitute with walnuts)
- 1 cup bread crumbs
- 1 Tbsp. parsley, dried
- 1 lb. mackerel fillets
- 2 Tbsp. maple syrup
- To taste - salt & pepper (S&P)
- ½ cup yogurt, low or non-fat
- 1 lemon, juiced
- To taste - cayenne pepper

DIRECTIONS

1. Ground pecans and mix with bread crumbs and parsley.
2. Cut mackerel into thick strips, about 1 inch, mix with maple syrup and S&P.
3. Add pecan and bread mixture to 1 gallon zip-close bag.
4. Add mackerel to bag. Close and shake bag until the fish is well coated.
5. Place onto greased sheet pan.
6. Bake in a 350°F for 7 minutes.
7. Mix together, yogurt, lemon, cayenne and S&P. Serve sauce on the side with fish.



SEPTEMBER 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 National Tailgating Day
2	3 Labor Day	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22 First Day of Fall
23 30	24	25 National Lobster Day National Crab Meat Newburg Day	26	27	28	29 World Heart Day

SEPTEMBER: Fall Fish Favorites

- September is National Childhood Obesity Awareness Month. Encouraging kids to eat a healthy and balanced diet will set them up for success later in life. Try including seafood, rich with omega-3s, which are optimal for brain, eye and heart health.
- There are so many things to celebrate in September, like the start of fall and tailgating. September is also National Whole Grains, Mushroom, Potato, and Rice months — all great pairs for seafood.

Sample Social Media Posts:

- Whether you're planning a Labor Day gettogether, or even your next tailgating festivities, make sure #seafood is on the menu. Try these salmon cakes - no fork or knife required: <http://bit.ly/2cyVDtI>.
- There's no better way to start the day than with seafood! September is National Breakfast Month, so try this Alaska Salmon Pesto Frittata - filled with veggies and #seafood, of course: <http://bit.ly/2B4BDvv>. #Seafood2xWk

What We're Celebrating This Month:

September is **National Childhood Obesity Awareness Month**, **National Food Education Month**, **National Whole Grains Month**, **National Breakfast Month**, **National Mushroom Month**, **National Potato Month** and **National Rice Month**. **Aquaculture Week** also takes place in September (date TBD).

What's in Season:

FISH: Alaska Halibut, Coho Salmon, Grey Sole, Keta Salmon, Swordfish, Tuna, Turbot

SHELLFISH: Blue Crabs, Sea Scallops, New Shell Lobster, Oysters, Fresh Shrimp

Farm-raised catfish, tilapia, salmon, shrimp, clams and mussels are at their peak year-round.

SEPTEMBER 2018

Recipe of the Month

SALMON CAKES

Serves: 4

Cost Per Recipe: \$6.13

Omega-3 Per Serving: 900 mg

INGREDIENTS

- ¼ cup olive oil, divided
- 1 Tbsp. onions, chopped fine
- 1 tsp. garlic, chopped
- 1 potato, peeled, boiled and cooled
- 1-14.7 oz salmon, canned, drained and crumbled
- 1 lemon, juiced, divided
- 1 egg, beaten
- ½ tsp. mustard
- ½ cup bread crumbs
- ¼ cup yogurt, plain
- ½ tsp. dill, dried
- 1 cucumber, diced
- To taste - salt & pepper (S&P)

DIRECTIONS

- Heat ½ of oil in pan and add onions and garlic.
- Saute until aroma is released.
- Meanwhile, crush potato and mix with salmon and ½ the lemon juice.
- Mix in cooked garlic and onions. Add egg and mustard. Mix again.
- Add bread crumbs. You may not need all the crumbs. Fold until combined.
- Heat pan again and add remaining oil.
- While heating, use an ice cream scoop or soup spoon and scoop salmon mixture. Place into pan, flattening the cake.
- Fry cakes on both sides for 4 minutes each.
- Combine yogurt, dill, cucumbers, remaining lemon juice and S&P. Mix well.
- Serve salmon cakes with yogurt sauce.



OCTOBER 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4 National Taco Day	5	6
7	8 Columbus Day	9	10	11	12	13
14	15	16	17	18	19	20
	National School Lunch Week					
21	22	23	24	25	26	27
28	29	30	31 Halloween			

OCTOBER: National Seafood Month

- Most people feel good about seafood — yet only one in 10 people meet the goal of having seafood two times per week.
- Celebrate seafood in October, and all year long, by taking the #Seafood2xWk pledge at seafoodnutrition.org. Resources, recipes and inspiration are available to help you include more seafood in your diet.

Sample Social Media Posts:

- #NationalSeafoodMonth is here! Did you know: Seafood is a “protein with benefits.” Increased seafood consumption can reduce your risk of heart disease, improve memory and sharpness in older adults, and help children develop a healthy brain and eyes.
- Health organizations suggest a minimum intake of 250-500mg of Omega-3 EPA+DHA per day. See which fish is the richest in Omega-3s: <http://bit.ly/2iKYQIG>

What We’re Celebrating This Month:

October is **National Seafood Month!** It’s also **National Pasta Month** and **National Breast Cancer Awareness Month**.

What’s in Season:

FISH: Alaska Halibut, Coho Salmon, Haddock, Flounder, Grey Sole, Swordfish

SHELLFISH: Blue Crabs, King Crab, Sea Scallops, Stone Crab Claws, New Shell Lobster, Oysters

Farm-raised catfish, tilapia, salmon, shrimp, clams and mussels are at their peak year-round.

OCTOBER 2018

Recipe of the Month

PARMESAN CRUSTED POLLOCK

Serves: 4

Cost Per Recipe: \$8.19

Omega-3 Per Serving: 600 mg
(if using pollock)

INGREDIENTS

- 1 lb. pollock fillets
- ½ cup vegetable broth
- To taste - salt & pepper (S&P)
- ½ cup parmesan cheese, grated
- ½ cup panko bread crumbs
- ½ tsp. parsley, dried
- ¼ cup olive oil, divided
- 1 tsp. garlic, chopped
- 1 tsp. onions, white or yellow, chopped
- ½ lemon, juiced
- 1 Tbsp. capers, rinsed
- 4 Tbsp. butter, cubed
- 1 cup brown rice, cooked

DIRECTIONS

1. Season fish with 2 tablespoons of broth and S&P.
2. Mix together parmesan cheese, panko and parsley in a bowl.
3. Coat fish with bread crumbs mixture from Step 2.
4. Heat 1/2 the oil in a sauté pan over medium heat.
5. Place fish in pan and cook on each side for 3 minutes.
6. Remove fish and wipe pan. Add remaining oil.
7. Add garlic and onions and lightly sauté.
8. Add remaining broth and lemon juice along with capers.
9. Cook until reduced by half and remove from heat.
10. Add butter and swirl until melted and creamy.
11. Served on fish along with cooked brown rice.



NOVEMBER 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6 Diwali Begins	7	8	9	10
11 Veterans' Day	12	13	14	15	16	17
18	19	20	21	22 Thanksgiving	23	24 National Sardines Day
25	26	27 Giving Tuesday	28	29	30	

NOVEMBER: American Diabetes Month

- Diabetes is one of the leading causes of disability and death in the U.S. Nearly 30 million people in America have diabetes and another 86 million adults are at high risk for developing type 2 diabetes.
- November is also Alzheimer's Disease Awareness Month, a disease that more than 5 million Americans have. Seafood has been shown to improve memory and sharpness in older adults.

Sample Social Media Posts:

- It's National Diabetes Month. Diabetes is one of the leading causes of disability and death in the US. Healthy lifestyle changes, such as eating #Seafood2xWk, can lower your risk and better manage your symptoms. Learn more at www.seafoodnutrition.org.
- #DYK: #Omega3s are vital for brain health, memory, and aging. As we recognize National Alzheimer's Disease Awareness Month, keep your brain healthy by eating more #seafood and taking the #Seafood2xWk pledge at www.seafoodnutrition.org.

What We're Celebrating This Month:

November is **American Diabetes Month** and **National Alzheimer's Disease Awareness Month**

What's in Season:

FISH: Cod, Haddock, Flounder, Grey Sole, Mahimahi, Snapper

SHELLFISH: Blue Crabs, Sea Scallops, Stone Crab Claws, Clams, Mussels, Nantucket Bay Scallops, Oysters

Farm-raised catfish, tilapia, salmon, shrimp, clams and mussels are at their peak year-round.

NOVEMBER 2018

Recipe of the Month

MUSTARD BAKED MACKEREL

Serves: 4

Cost Per Recipe: \$9.87

Omega-3 Per Serving: 1,350-2100 mg

INGREDIENTS

- 2 Tbsp. mustard, dijon
- 1 Tbsp. mayonnaise
- To taste - salt & pepper (S&P)
- 2 Tbsp. olive oil, divided
- 1 lb. mackerel fillets
- 2 zucchinis, small, cut into rounds
- 1 tsp. rosemary, dried

DIRECTIONS

1. Heat oven to 375°F.
2. Mix mustard, mayonnaise and some S&P, to taste.
3. Lightly coat sheet pan with a little olive oil. Place fish onto pan and lightly spread mustard mixture on fish.
4. Mix zucchini and rosemary with S&P and remaining olive oil.
5. Bake zucchini in oven for 15 minutes.
6. Serving Suggestion: Can be served with brown rice or wild rice.



DECEMBER 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 Hannukah begins	3	4	5	6	7	8
9	10	11	12	13	14 National Bouillabaisse Day	15
16	17	18	19	20	21 First Day of Winter	22
23	24 Christmas Eve	25	26	27	28	29
30	31 New Year's Eve	Christmas Day	Kwanzaa			

DECEMBER: Healthy Holiday Entertaining

- Holiday season is often the time that many people put healthy eating practices aside and indulge in delicious family meals, nibble a great deal more at holiday parties, and find little time to keep up with physical activity. During the holidays, try setting a health-conscious goal for yourself, such as exercising five times per week or eating more fruits and vegetables.
- A holiday tradition that we love is the Feast of the Seven Fishes, an Italian-American celebration of Christmas Eve with meals of fish and other seafood.

Sample Social Media Posts:

- As Christmas traditions go, the Feast of the Seven Fishes is definitely a favorite. How do you add #seafood to your holiday celebrations?
- The holidays can be busy and stressful, but staying healthy and eating #omega3s can help decrease stress and anxiety. Take a second for yourself and try this Risotto with Clam Sauce - a taste of heaven at an affordable price: www.seafoodnutrition.org/risotto-clam-sauce.html. #Seafood2xWk

What's in Season:

FISH: Cod, Haddock, Flounder, Grey Sole, Mahimahi, Snapper

SHELLFISH: Sea Scallops, Stone Crab Claws, Clams, Mussels, Lobster, Oysters

Farm-raised catfish, tilapia, salmon, shrimp, clams and mussels are at their peak year-round.

DECEMBER 2018

Recipe of the Month

RISOTTO WITH CLAM SAUCE

Serves: 4

Cost Per Recipe: \$4.87

Omega-3 Per Serving: 300 mg

INGREDIENTS

- 1 cup arborio rice
- ¼ cup olive oil, divided
- 6 garlic, cloves sliced
- ¼ cup onions, white or yellow, chopped
- 3 1/2 cups water, divided
- 2 Tbsp. butter, unsalted
- 1/2 tsp. thyme, dried
- 1/2 tsp. basil, dried
- 1 lemon, juiced
- 1-14.5 oz. canned tomato, chopped
- 1-10 oz. canned clams, chopped
- To taste - salt & pepper (S&P)

DIRECTIONS

1. Wash arborio rice and heat 2 tablespoons of olive oil on a medium heat.
2. Add 1/2 the garlic and 1/2 the onions. Saute until aroma is released.
3. Add rice and mix to coat. Add 1 cup of the water. Stir rice.
4. Add 2/3 cup of the remaining water. Stir and allow water to be absorbed.
5. Repeat Step 4 two more times.
6. When finished, add 1/2 the butter. Stir rice to incorporate and season.
7. In another pan, heat remaining olive oil, add garlic and onions with thyme and basil. Sauté.
8. Add remaining 1/2 cup water and lemon juice. Cook for 2 minutes.
9. Add the tomatoes and clams with juice. Cook 4 to 5 minutes.
10. Remove from the heat and let cool for 2 minutes. Add remaining 1 tablespoon butter and swirl to incorporate.
11. Serve over risotto.

NOTE: pepper flakes can be added during the cooking of the clam sauce if desired.





#Seafood2xWk

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