

Tour Talking Tips

SEAFOOD IN THE SUPERMARKET

Shoppers often hesitate when it comes to choosing seafood. A supermarket tour is a perfect opportunity to help shoppers get comfortable with the variety of options, and make choices that taste delicious and are good for their health.



SEAFOOD COUNTER

- When you are in the mood for something fresh, ask our seafood counter about seasonal seafood options, along with any recipes they may have on hand.
- Be flexible and let freshness be your guide. Seafood is seasonal just like produce. It's easy to substitute one fish for another, so if the mahi mahi looks and smells fresher than the pompano, buy it instead.
- Saltwater fish should smell briny, freshwater fish should smell like a clean pond, and shellfish mild and sweet.
- When buying fresh fish, ask the seafood counter when they got it in, and check to see if the flesh is firm and elastic, meaning it will spring back when touched.
- When buying shellfish, make sure that if they have shells, they are tightly closed, not cracked or broken. If you are purchasing them alive, make sure they are actually alive by tapping on the shell to make sure they close.
- If you aren't going home within an hour or it's warm outside, ask for your fish to be packed with a separate bag of crushed ice to keep it cold while shopping.



FREEZER SECTION

- Frozen seafood is just as good for you as fresh, especially with today's flash-frozen-at-sea technologies.
- It is a cost-effective alternative that allows you to make something special and healthy any day of the week.
- From baked fish sticks to grilled salmon to shrimp scampi, frozen seafood offers healthy varieties that everyone in your family will love for quick weeknight meals.
- If thawed properly — either in the refrigerator overnight or in a sealed plastic bag placed in cold water for 15-30 minutes — fish should retain its fresh texture and taste.

CENTER OF THE STORE

- There are many canned seafood options when you are looking for a quick and easy meal or snack — and they serve as a great source of lean protein. Canned tuna, crab and salmon are precooked options that taste great in salads, on pasta or all by themselves.
- Canned salmon, sardines, anchovies, mackerel, herring, crab and clams are among the highest sources of omega-3s in the grocery store.



PREPARED FOOD

- When you're in a hurry, the prepared food section offers quick and convenient seafood choices — and is the perfect opportunity to try something new.
- Check out the store's seafood offerings and pick up an entrée to pair with cooked vegetables or a salad for a balanced meal.
- Stop by the sushi counter for a seafood lunch or dinner on the run.



OMEGA-3S BEYOND THE FISH DEPARTMENT

- If your customers are truly fish-averse, or are vegetarian or vegan, there are still ways to get your EPA and DHA.
- Milk and buttery spreads can be found fortified with omega-3s, as well as a variety of shelf-stable products such as tortillas, pasta sauces and peanut butter. There's an omega-3-enhanced olive oil. Most omega-3-containing foods are fortified with DHA, sourced either from fish or from algae, so vegans should be sure to read the label.
- Another option for boosting marine-based omega-3s is to choose eggs from chicken raised with DHA-heavy diets.
- Most fortified food products provide less than 100 mg per serving, which falls short of the 250 mg recommended per day.



PHARMACY/VITAMIN AISLE

If you can't get enough omega-3s in your diet from food, supplements are a great option. But, with dozens of options available on the shelves, consumers often are overwhelmed with choice and may need help understanding how to narrow their choices.

When it comes to choosing an omega-3 supplement, be sure to read the Supplement Facts panel. There are two important things to look for on the label:

- 1. The amount of EPA and DHA:** The number shown on the front of the package doesn't always tell the whole story. For example, some packaging will feature "Fish Oil 1000mg," but this describes the amount of total fish oil in the product and not the specific levels of omega-3s. The Supplement Facts panel on the back of the packaging should clearly identify the amount of EPA and DHA.
- 2. What is considered a serving:** While on the Supplement Facts, check the serving size, as well. For some supplements, you might need to take two or more pills, especially when it comes to gummies. Remember — you are looking to consume at least 250 mg to 500 mg of EPA and DHA per day.

Supplement Facts		
Serving Size: 2 Soft Gels		
Amount Per Serving		% Daily Value*
Calories	18	
Calories from fat	18	
Total Fat	2.0g	3%
Saturated Fat	0.1g	1%
Trans Fat	0g	**
Vitamin E (d-alpha tocopherol)	30 I.U.	100%
Omega-3s	Weight**	Volume %
EPA (Eicosapentaenoic Acid)	650mg	35%
DHA (Docosahexaenoic Acid)	450mg	25%
Other Omega-3s	180mg	10%
Total Omega-3s	1280mg	70%
Oleic Acid (Omega-9)	58mg	3%

* Percent Daily Values are based on a 2,000 calorie diet.
** Daily Value not established. *** Natural Triglycerides.
Less than 5mg of Cholesterol per serving.

Ingredients: purified deep sea fish oil (from anchovies and sardines), soft gel capsule (gelatin, water, glycerin, natural lemon oil), natural lemon oil, d-alpha tocopherol, rosemary extract.

For those following a vegetarian or vegan diet, you can still add EPA and DHA to your nutrition regimen by choosing algae-based omega-3 supplements. ALA supplements (think flaxseed and chia) will not provide the EPA and DHA your body needs.