Tour Talking Tips
SEAFISH 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.

SEAFISH 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. Seasonal seafood is
   a great option 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.

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.
• Frozen seafood offers healthy varieties that everyone in your family will love
   for quick weeknight meals.
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   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 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.

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.