



What We Eat Matters:

For Our Health,
The Planet's Health,
and Our Future
Food Security

SNP ANNUAL REPORT 2017



**SEAFOOD
NUTRITION
PARTNERSHIP®**



Mission

SNP is a non-profit inspiring a healthier America by empowering seafood consumption through partnerships and collaborations.

SEAFOOD NUTRITION FOR HUMAN HEALTH

Encourage Americans to eat more seafood for better health & reduce chronic disease risks

COMMUNICATIONS OUTREACH

Equip health & nutrition influencers with resources to recommend more seafood

PARTNERSHIPS

Build partnerships to amplify the urgent message of the need to eat more seafood for better health

2012 - 2020 TIMELINE

2012



- Per Capita Seafood Consumption at **14.4 lbs.**
- **1 in 10 Americans** eat #Seafood2xWk
- **Seafood industry leaders contribute seed funding** to form independent 501(c)3 non-profit to promote the health benefits of seafood consumption

2013

FEBRUARY:
SNP forms



START UP

- **Seafood Nutrition Partnership** forms
- Fundraising Leadership Team raises **\$7.5MM** to support **Phase 1 Campaign**

2014

START UP

- **Pilot programs launched** in Indianapolis and Memphis
- The **Eating Heart Healthy program** launched in Boston, teaching underserved women how to cook nutritionally for their families.



OCTOBER:
Pilot programs
launched

2015



2016

RESULTS

- Per Capita Seafood Consumption trending up at **14.9 lbs.**

2017

JANUARY:
1 in 3 Americans added
seafood to their diets
to eat healthier



RESULTS

- **1 in 3 Americans** added seafood to their diets to eat healthier
- **3.7 billion outreach** impressions generated
- **50,991 Healthy Heart Pledges** secured

OCTOBER:
3.7 billion outreach
impressions
generated

2018



GOALS

- **Key messages:** Brain health, healthy aging, pregnancy and 0-24 months, sports performance, aquaculture
- Raise **\$10-15 million** for **Phase 2 Campaign**
- Secure **500,000 pledges**
- **1 in 5 Americans** eat #Seafood2xWk

2019

2020

Letter from

LINDA CORNISH, FOUNDER & PRESIDENT



Dear Friends,

We are grateful to you for supporting the mission of Seafood Nutrition Partnership (SNP) and for being on the journey with us during the first five years of our history. Because of your support, we have carved a communications space to discuss the importance of seafood consumption at the intersection of public health and environmental health. Through your vision and support, we are able to build awareness and action for the seafood nutrition movement.

What we eat matters for our health, our planet's health, and our future food security. There is now greater awareness that Americans would be healthier if they ate more sustainable seafood, and seafood is being recognized as the sustainable protein option for the future. We thank you for your continued support as SNP works hard every day to educate consumers on how to eat more sustainable seafood for better health.

Best Regards,
Linda Cornish
Founder & President

Letter from

HUGH WELSH, CHAIRMAN



Dear Friends,

Because of your strong support, more Americans are adding seafood to their diets to be healthier. We have made a lot of progress on our mission these first five years, and we need your continued support as Seafood Nutrition Partnership (SNP) is the leading charitable non-profit voice focused on the need to eat seafood for human health. Let's continue to build a louder voice to increase our momentum as SNP is effective at inspiring positive behavior change.

In my work in the global human health space, it is now the norm for organizations to align their priorities of doing well in a way that is also good for people and planet. SNP is a vital part of a doing well and doing good strategy. Through our collective efforts we are creating a larger shared impact on the health of all Americans through seafood nutrition. I'm excited about our next phase and invite you to continue the journey with us as we expand our reach to help more Americans.

Best Regards,
Hugh Welsh
2017-2018 Chair

Donors

CHAIRMAN'S CAMPAIGN CIRCLE - VISIONARY PARTNERS

DSM
Gorton's
High Liner Foods
Mazzetta Company, LLC
National Fisheries Institute
Trident Seafoods

CHAIRMAN'S CAMPAIGN CIRCLE - ANCHOR PARTNERS

American Seafoods Group
Bumble Bee
Pentair AES

CHAIRMAN'S CAMPAIGN CIRCLE - TAILWIND PARTNERS

CenSea
Eastern Fish Company
Fortune Fish & Gourmet
Glacier Fish Company
Harbor Seafood
King & Prince Seafood
Long John Silver's
Marine Harvest
Rich Products

ANNUAL SUPPORTERS

Aker BioMarine Antarctic
Alaska Seafood Marketing
Institute
Amazon Smile Foundation
Beaver Street Fisheries
Camanchaca
Catalina Offshore Products
Dr. Harris
Global Organization for
EPA & DHA Omega-3
Google
Hyatt Regency Boston
McCormick & Company
Microsoft

Mr. & Mrs. Cornish
Ms. DiPeso
Mr. Galiher
Mr. & Mrs. Kilgore
Ms. Lai
Mr. Larkin
Mr. McCoy
Mr. & Mrs. Nichols
Mr. & Mrs. Blankenship Pointer
Mr. & Mrs. Reis
Mr. & Mrs. Rodriguez
Mr. & Mrs. Tigani
Ms. Vannice

OmegaQuant
Preferred Freezer Services
ProFish
Publix Super Markets Inc.
Revlon
Nuts Over Fish
Salesforce Foundation
Seabreeze Seafoods
International
Seattle Fish
US Foods OKC
Wiley's Finest Wild Alaskan
Fish Oil

Ambassadors

- Chef Kelly Armetta, Boston, MA
- Chef Jennifer Chandler, Memphis, TN
- Chef Johnny Carino, St. Simons, GA
- Captain Keith Colburn, Fisherman, Television Personality, Advocate, Seattle, WA
- Chef Jeff Cowles, St. Simons, GA
- Chef Chris Edelman, Boston, MA
- Chef Tony Hang, Tampa, FL
- Chef Kerry Heffernan, New York City, NY
- Chef Jason Henderson, Nashville, TN
- Chef Tim Hughes, Birmingham, AL
- Chef Ayanna Johnson, Memphis, TN
- Chef Ryan Lopez, Oakland, CA
- Chef Todd Mitgang, New York, NY
- Ms. Gina Neely, Cook, Television Personality, Cookbook Author, Memphis, TN
- Chef Ryan Nelson, Indianapolis, IN
- Chef Michael-Ann Rowe, New York, NY
- Chef Ben Smith, Memphis, TN
- Chef Marco Suarez, Boston, MA
- Ms. Heather Tallman, Indianapolis, IN
- Mr. Joe Urban, Greenville, SC

Board and Advisors

The Seafood Nutrition Partnership has a broad-based group of well-respected advocates, advisors and partners from healthcare, academia, business and nonprofits who share our mission of educating Americans about the health benefits of seafood. The following is a list of SNP stakeholders:

BOARD OF DIRECTORS

- Mr. Hugh Welsh (Chair), President, DSM N. America
- Dr. Steve Hart (Vice Chair), VP, Global Aquaculture Alliance
- Mr. Jack Kilgore (Treasurer), Retired President, Rich Products – Consumer Brands
- Ms. Linda Cornish (Secretary), President, Seafood Nutrition Partnership
- Dr. Tom Brenna, Professor of Nutrition, Dell Medical School, University of Texas
- Mr. Judson Reis, President & CEO, Gorton's
- Dr. Judith Rodriguez, Chair, Department of Nutrition, University of North Florida
- Mr. Detlef Schrempf, President, Detlef Schrempf Foundation

SCIENTIFIC AND NUTRITION ADVISORY COUNCIL

- Dr. Tom Brenna (Chair), Professor of Nutrition, Dell Medical School, University of Texas
- Ms. Sara Baer-Sinnott, President, Oldways
- Dr. Susan Carlson, AJ Rice Professor of Nutrition and University Distinguished Professor, University of Kansas Medical Center
- Ms. Linda Chaves, Principal, Chaves Strategies; Retired Senior Advisor at NOAA NMFS
- Dr. Jose Fernandez, Professor and Vice Chair for Education, Department of Nutrition Services, University of Alabama at Birmingham
- Dr. William Harris, Professor of Medicine, Sanford School of Medicine, University of South Dakota
- Captain Joseph Hibbeln, NIH, National Institute on AAA
- Dr. Bruce Holub, Professor Emeritus, University of Guelph
- Dr. Penny Kris-Etherton, Distinguished Professor of Nutrition, Pennsylvania State University
- Dr. Bill Lands, Omega-3 Expert, Author, Teacher, Advisor
- Dr. Scott Nichols, Founder & Principal, Food's Future LLC
- Dr. Norman Salem, Corporate Scientist, DSM
- Dr. Michael Tlusty, Associate Professor, University of Massachusetts Boston
- Ms. Gretchen Vannice, RDN, Author, Omega-3 Handbook



JANUARY

NBA FIT WEEK

SNP Board Member and NBA All Star Detlef Schrempf created a series of videos explaining why it's important to eat seafood, which NBA shared during Fit Week, earning nearly 50 million online impressions.



MARCH

WICHEALTH.ORG

Launch of the first Seafood Nutrition Education Lesson for WIC participants, particularly for pregnant and breastfeeding women and their children.



2017 TIMELINE

BHM

In addition to fun community events, Birmingham was on a media blitz in October, generating well over 2 million impressions across several TV, print, and digital appearances.



IND

The people of Indy successfully added more seafood to their family's meals in 2017 than any other city we tracked. This corresponds to successful community outreach throughout the year, ongoing media, and chef ambassadors and fishmongers who were energized to bring seafood to the city.



JAX

Led by Board Director Judy Rodriguez, an effort by UNF students successfully captured the health concerns and barriers to seafood consumption in a city on the water, which she presented to community leaders and the Mayor's office.





MEM

From firefighters to Olympians, Memphians heard about the importance of healthy eating from a number of community leaders. The city, known for pork barbeque, even had a record number of seafood entries into the Memphis in May BBQ competition!



WV

By expanding beyond Charleston, activating everyone from college students to politicians, the team in West Virginia captured more Healthy Heart Pledges than any other target market team - 7,360.



OKC

By partnering throughout the year with FOX's "Take It Off" weight loss program, the OKC team generated the most media impressions and encouraging Oklahomans to eat more seafood for their health.

MAY

DIETITIAN OUTREACH

22,000 registered dietitian nutritionists reached

SNP attended and sponsored several touchpoints with RDNs throughout the year. This included Today's Dietitian Symposium, speaking with about 600 RDNs in person, as well as multiple direct emails, social media posts and advertising, totaling 262,620 impressions. We also attended the Academy of Nutrition and Dietetics national conference, which attracts 15,000+ nutrition professionals. With our booth, a joint breakfast with GOED, and a private event we held, SNP estimates speaking with more than 1,500 influential dietitians, many of whom have signed up to receive ongoing materials from us.



JULY

SENATE WELLNESS FAIR

The U.S. Senate hosts an annual wellness fair with screenings and health advocates offering materials to Senate employees. SNP spoke with approximately 750 people, many of whom tried pouch tuna for the first time — and liked it!



FAMILY MEALS MONTH

SNP was a featured partner with the Food Marketing Institute, encouraging families to cook simple meals and sit down together around the dinner table.



STATE OF THE SCIENCE

The Inaugural State of the Science Symposium presented by SNP's SNAC provided the latest information on seafood nutrition science, including human nutrition and environmental sustainability, addressed by leading experts.



SEPTEMBER



NATIONAL SEAFOOD MONTH

With a theme of #SeafoodParty, SNP hosted several fun and engaging events and social media programs throughout the month. A recipe contest for influential nutrition and lifestyle bloggers generated nearly 2 million impressions and dozens of new delicious appetizer recipes. A one-night “House Party” activated 4,800+ consumers to spread the word about Seafood Nutrition and the Healthy Heart Pledge to friends and family. The campaign generated over 6 million impressions.

HEALTHY HEART SUMMITS

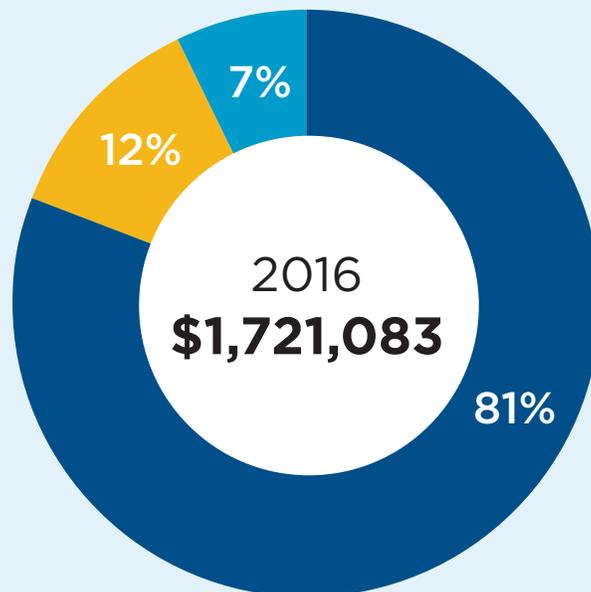
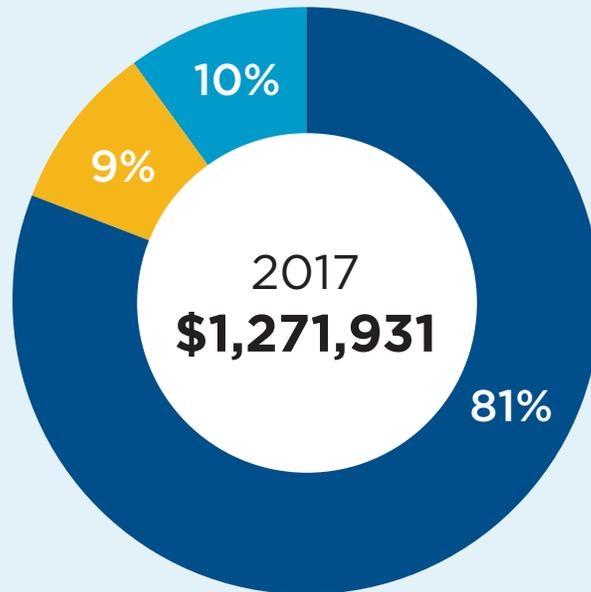
216,786 event attendees in target markets

Our six target market teams hosted Healthy Heart Summits, bringing influential leaders from health, policy, food system, education and more together with community members to learn more about how seafood can impact public health.



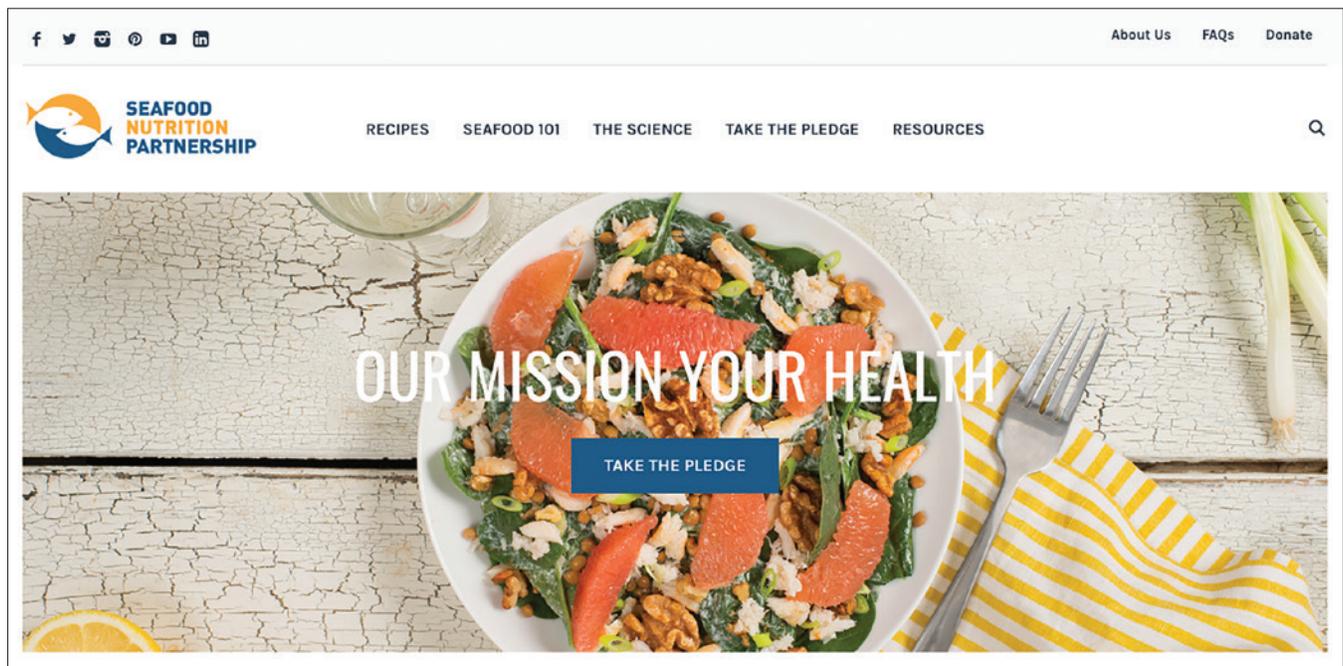
Financials

EXPENSES BY FUNCTIONAL CATEGORIES

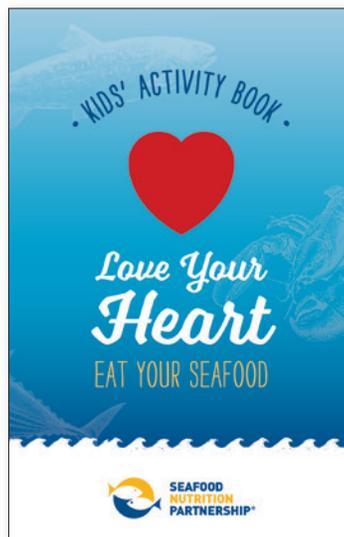
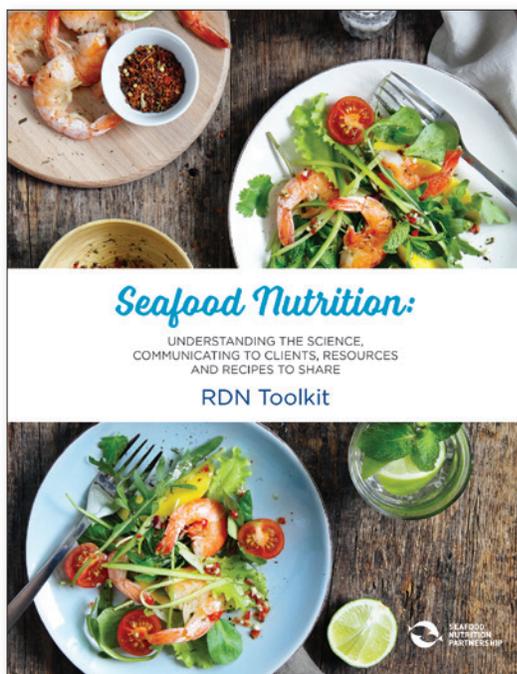


■ Program Services ■ Fundraising ■ Administration

New Website & Resources



Please visit and utilize the numerous new resources created by the SNP team this year, including a relaunched website at seafoodnutrition.org, RDN Communications Toolkit, kids activity booklet, cooking tip magnets, recipes and more.



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