

Equipping Health & Nutrition Influencers on Seafood Nutrition

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**SEAFOOD
NUTRITION
PARTNERSHIP®**



SEAFOODNUTRITION.ORG



Take the
#Seafood2xWk
Pledge

www.seafoodnutrition.org/pledge

Currently,* 1 in 10 Americans eat seafood twice per week.

SNP's vision is by 2020 to have

**1 in 5 Americans
eat seafood twice
per week.**



* 2015

#Seafood2xWk



What we do: It takes a village

Mission: SNP is a charitable non-profit inspiring a healthier America by empowering seafood consumption **through partnerships & 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

Quick, easy cooking tips from chef



cookinglight • Following

cookinglight This quick, simple recipe by @bartonseaver is just what we're looking for rushed weeknights. Fresh, herb-charged Italian Salmoriglio stands in as both a marinade and a sauce for perfectly seared, succulent scallops. Tap the link in our profile, then select this image for the recipe! 📱: @gregdupree #theshewhealthy

Load more comments

acornhillsstudio Yummmmm!

jewelrybyrogue Yum 😍 delicious

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wendi_dico 🤔🤔🤔 @chrisfrione

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7,154 likes

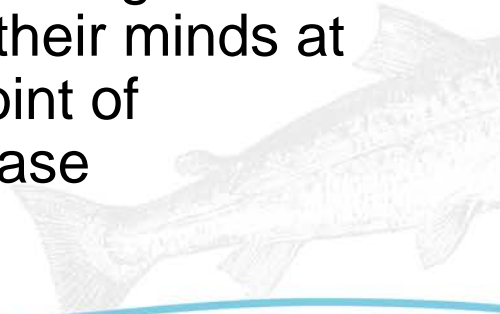
AUGUST 30

Add a comment...



Reaching the consumer



- To encourage more Americans to eat seafood, we need to:
- utilize trusted resources to share the message
 - be in their minds at the point of purchase
- 



Why dietitians

1. **They are everywhere** – in retail, foodservice, sports, workplace wellness, healthcare, schools ...
2. **They need to be all-around experts** – they need to be knowledgeable in a broad range of topics, and that's where SNP can be a supporting partner in providing resources on seafood
3. **They are hungry for information** – they're receptive to good helpful information that can help them with their jobs



KAREN ANSEL



PATRICIA DAWIAN



RACHEL DEGIN



DAWN JACKSON BLATNER



LESLIE J. DONCI



KAREN BUCH



KAREN COLLINS



MELISSA JOY DOBBINS



AMY GORIN



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JILL WEISENBERGER



LIZ WEISS



JIM WHITE



KATHLEEN ZELMAN

Kansas City Chiefs menu change



The team dietitian arranged for Omega-3 testing on the Kansas City Chiefs, which has prompted a daily fish dish on the menu.

HEALTHY EATING

The 7 Best Fish to Eat—and 5 to Never Eat


Stacey Feintuch

You know how good fish is for your health, but that's only true if you're eating the right kind. Here are the ones to feast on—and avoid.


Fish 101



Vadislav Noseck/Shutterstock

 **Kathleen Manning Zelman** Just now · 11

60% of the brain is made of fats. Omega-3s are essential to brain structure and function. Eat more seafood or take a supplement to meet your needs. #omegas4health



Omega-3 Fatty Acids for Health

Omega-3 fatty acids help lower blood pressure and triglyceride levels. Find out what else it might do and how you can get more of it through diet or supplements.

WEBMD.COM



Men's Health



Yummly™



Your Guide to Omega-3s

New research on omega-3 fats continues to make headlines—often highlighting the good-for-you qualities of omega-3s. But what exactly are omega-3s, which foods are rich in them, how much should we eat, and what's the best way to meet that quota?

How to Eat More Omega-3 Fats

They're good for your heart, your brain, and so much more. Yet even nutritionists fall short on this crucial nutrient. Here's why omega-3s are so beneficial and how to up your intake.



IT'S BEFORE 6 A.M., and I can smell the freshly brewed coffee that I can't yet drink. First, I have to fill four empty circles on a little piece of paper with blood from my finger. But—starting down two lancets—I can't bring myself to prick my finger. Instead, my husband picks up both the lancets, grabs one of my fingers, and then prepares (practically gleefully) for this surgery-esque moment.

My goal is to learn what my omega-3 blood levels are. Omega-3 fats are the structural material of virtually every cell in our bodies. There are three main types of omega-3 fats—EPA (eicosapentaenoic acid), DHA (docosahexaenoic acid), and ALA (alpha-linolenic acid)—also known as polyunsaturated, or “healthy,” fats. They are, perhaps, best known for their heart health benefits. The science is particularly strong in the roles two of them—DHA and EPA—play in heart health. But research suggests all three types of omega-3s offer much more beyond that, from brain health to eye, skin, and hair health. And one

study found that inadequate omega-3 intake might shorten your life span and could be more dangerous than consuming a lot of trans fat (aka partially hydrogenated oils).

Omega-3s are essential fats, meaning our bodies can't make them and, therefore, we must get them from our diet. The recommended daily dose for omega-3s (really DHA and EPA) has a wide range depending on the governing body: from 250 to 1,000mg per day for the general population. And at least one group, the American Heart Association, translates that into a diet recommendation: eat two (3- to 5-ounce) seafood

servings every week. But only 1 out of every 10 consumers actually meets that target. Plus, the “standard American diet” includes far less omega-3 fats than what's considered optimal. Learning this, and being reminded of the benefits of omega-3s, spurred me to get my levels checked.

When my test results were ready, Doug Ribus, PhD, president of Lipid Technologies, emailed me my numbers, and a few days later we got on the phone to talk through them. Turns out, I'm merely average (a sad reality for someone who legitimately loves seafood and is a nutritionist). My total omega-3 score was 5.3%; the typical score for an American is 4.8%, (so, yay, I am marginally above average), but the target level is more than 9%, a number I'm fairly far from.

Another routine part of the test was to assess my ratio of omega-6s to omega-3s. Omega-6s are omega-3s' lesser-known cousins, and, like omega-3s, they are also essential. Omega-6s primarily

Broad dietitian education & outreach



karenbuch1 • Following

karenbuch1 Many thanks to Seafood Nutrition Partnership for the 'Deep Dive' in seafood nutrition including a whole toolkit of educational tools with a reminder that eating seafood twice week can reduce your risk of heart disease by at least 36%. Plus, Studies show omega 3s can reduce risk of heart disease, depression, dementia and arthritis and improve overall happiness. Aim to consume an average of 250 to 500 mg of omega-3's EPA and DHA per day. Now, I just need to add a fresh fillet of salmon to this awesome cedar plank! #omegas4health #healthyating #seafood4health #seafoodnutritionpartnership #seafood #seafoodnutrition

abitoftnutrition Awesome!!!!

gluten_free_dietitian 36%?? That's huge! Wow thanks for the great info!

36 likes

MARCH 16

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FISH FIN ATICS



 **lizweiss** • Following
Lexington, Massachusetts

lizweiss On this weeks Liz's Healthy Table podcast, I dish about the heart, eye, and brain health benefits of omega-3 fatty acids. Found primarily in fatty fish like salmon, you will definitely want to tune in to the show for my latest recipe for Parmesan Salmon Sticks with avocado dipping sauce and the latest research on EPA and DHA. I adore this fish stick makeover! You'll be one yummy step closer to meeting the goal of 2 servings of seafood each week. LINK IN PROFILE. #ad #omega3 #omega3s #omega3fattyacids #omega3salmon #salmon #salmonrecipe #podcast #healthypodcast #rdsofinstagram #familydinner #fish #fishrecipes #seafood2xwk #tasty #tastyfood #food52 #food52grams #buzzfeedfood #avocado #avocadosauce #dinner #dinnerideas

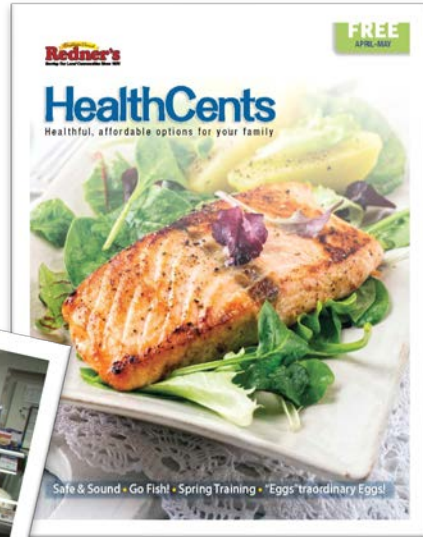
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1 DAY AGO

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Nutrition's impact on consumer purchases

Dietitians also have a growing impact of what consumers see at the grocery store – promotions, end caps, circulars, sampling, social media and more



ingles 



Presenting fish farming to grocery RDs



Point of purchase



Tag-teaming retail promotions

In two ways:

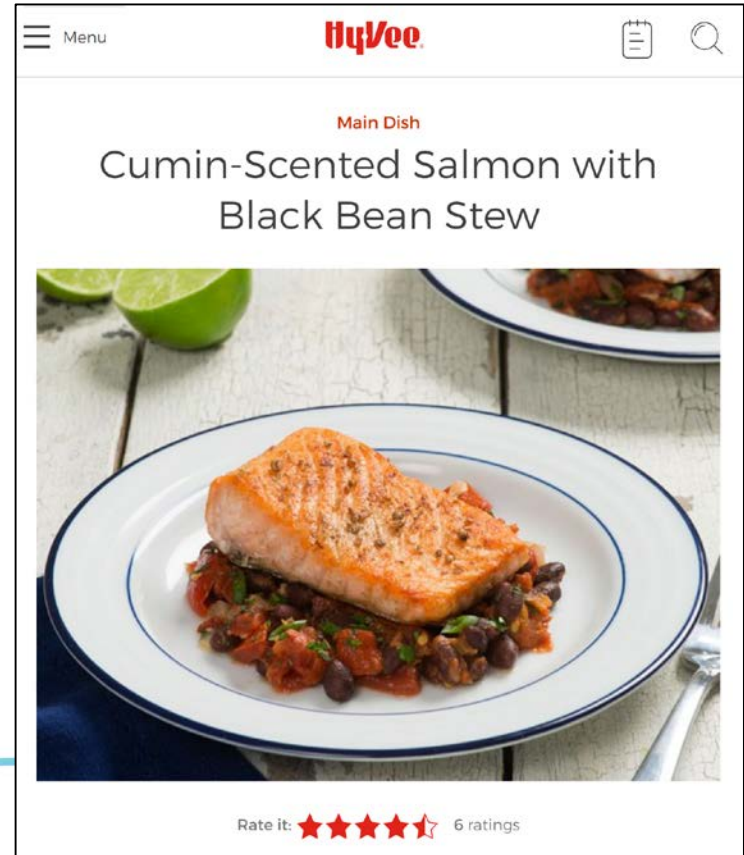
- Working with our CPG donors to create a health-focused in-store promotion
- Facilitating programs within retailers by bringing together seafood buyers, marketing teams and corporate dietitians



Tag-teaming retail promotions

In two ways:

- Working with our CPG donors to create a health-focused in-store promotion
- Facilitating programs within retailers by bringing together seafood buyers, marketing teams and corporate dietitians





Seafood is trending

WHY DO YOU EAT SEAFOOD?

We asked consumers to think about the reasons they choose seafood (both fish and shellfish). While trying to eat less meat or seasonality didn't rank among the top responses, here's what did:



IT TASTES GREAT



IT'S HEALTHY



Resources



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→ [SEAFOODNUTRITION.ORG](https://www.seafoodnutrition.org)

WHICH FISH IS THE RICHEST IN OMEGA-3s?

(PER 4 OUNCE COOKED PORTION)



Health organizations suggest an intake of at least 250 to 500 milligrams of omega-3 EPA+DHA per day. The American Heart Association recommends 1,000 milligrams of EPA+DHA per day for patients with coronary heart disease, and two meals of oily fish per week for people without heart disease.

> 1,000 MILLIGRAMS



Anchovies
Herring
Mackerel (Atlantic & Pacific)
Oysters (Pacific)
Sablefish (Black Cod)
Salmon (Atlantic, Chinook, Coho)
Sardines (Atlantic & Pacific)
Swordfish
Trout

500 - 1,000 MILLIGRAMS



Alaskan Pollock
Barramundi
Crab
Mussels
Salmon (Chum, Pink & Sockeye)
Sea Bass
Squid
Tilefish
Tuna (Albacore/White)
Walleye

250 - 500 MILLIGRAMS



Catfish
Clams
Flounder/Sole
Grouper
Halibut
Mackerel (King)
Perch
Rockfish
Snapper
Tuna (Skipjack)

< 250 MILLIGRAMS



Cod
Crayfish
Haddock
Lobsters
Mahi Mahi
Shrimp
Scallops
Tilapia
Tuna (Yellowfin)

If you are not able to meet the omega-3 recommendation from seafood then consider supplementing with omega-3 EPA + DHA capsules.



SEAFOODNUTRITION.ORG

Source: USDA National Nutrient Database for Standard Reference



FOR MANY SHOPPERS, SEAFOOD REMAINS A MYSTERY. You can help shoppers overcome their deep-sea fears by showing them just how simple (and tasty) buying and preparing seafood can be. One delicious bite can reel in customers and get them hooked on seafood! (Feel free to use all our puns!)



Step 2 TALK ABOUT SEAFOOD

Let shoppers know that preparing seafood is easy, tastes great, and is good for their health.

- Seafood sits among the highest quality proteins and offers many additional health benefits throughout the lifespan. It improves how women feel during pregnancy, aids in brain and eye development for children, benefits cardiovascular health, and helps with healthy aging from memory loss to arthritis pain.
- Take the Pledge to eat #Seafood2xWk at seafoodnutrition.org and you can get more tips, coupons and recipes to help you eat seafood twice a week.

The Demonstration

THREE STEPS TO THE BEST SEAFOOD DEMO

Seafood sits among the highest quality proteins and offers many additional health benefits throughout the lifespan.

Step 1

SHOW THEM HOW TO PREPARE

Here are some quick, simple, no cook recipes great for demos:

- **Simply Satisfying Kale & Tuna Salad**
seafoodnutrition.org/kale-and-tuna-salad
- **Crab Salad**
seafoodnutrition.org/crab-salad
- **Smoked Salmon Pinwheel**
seafoodnutrition.org/smoked-salmon-pinwheel



Step 3

GIVE THEM SHOPPING AND MEAL PLANNING TIPS

Tips for making seafood part of your weekly menu:

- **Hit the seafood counter with an open mind**
Fresh seafood is seasonal, so you may not be able to find exactly what your recipe calls for. Talk to the fishmonger — aka the person behind the seafood counter — about what's in stock that would be tasty substitutions.
- **Buying seafood can be affordable for everyone**
Ask the seafood counter what seafood is in season for cost savings. And, remember, frozen and canned seafood is just as healthy as fresh, and is a tasty, cost-effective alternative.
New, flash-frozen technologies preserve the fresh flavor of seafood, at the time it is caught.
- **Cooking seafood is quicker and easier than you think**
Keep frozen and canned seafood on hand for a quick meal. On average, frozen seafood thaws in about 15 minutes.
Start to finish, many fish and shellfish dishes can be prepared in 15 minutes or less.



School Lunch!

Go Fish!

