Equipping Health & Nutrition Influencers on Seafood Nutrition

Andrea Albersheim,
SNP Director of Communications
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

IlovetheWild Whip up a filling & wholesome dinner with our Striped Bass, a scoop of quinoa, and some roasted bell peppers & cherry tomatoes! @thatwhichsheats thatwhichsheats My fav!
sharkman_hid

IlovetheWild StripedBass Bass BakedBass BakedStripedBass BakedFish Homemadeline LoveTheWild GetYourFishOn EatMoreFish Seafood2xWk HealthyDinner recipebreakout Beautiful 😊
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
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
MEET THE 2018 FoodFluencers
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.
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.

Healthy Eating

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

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
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?

It’s 6:30 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 fingers: staring 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 gladly for this surgery-major 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. They are three main types of omega-3 fatty acids—EPA (eicosapentaenoic acid), DHA (docosahexaenoic acid), and ALA (alpha-linolenic acid)—also known as polyunsaturated fats, or “healthy” fats. They are, perhaps, best known for their heart health benefits. The science is particularly strong in the reduction of heart disease and inflammation. But research suggests all three types of omega-3s offer much more benefit than just heart health. They are brain health, 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 fats (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-3 fatty acids (EPA and DHA) is a wide range depending on the growing body from as low as 150 mg per day for the general population. At least one group, the American Heart Association, translates that into a diet recommendation: eat two (3- to 4-ounce) servings every week. But not all of every omega-3 consumer 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 Fishbein, 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 nearly average for an American who regularly uses unsaturated and is a nutritionist. My total omega-3 score was 2.79; the typical score for an American is 2.49 (less than 3 is marginal above average, but the target level is more than 4.5, a number I’m fairly far from).

Another useful part of the test was to assess my ratio of omega-6 to omega-3, Omega-6 are omega-3’s lesser known cousins, and, like omega-3, they are also essential. Omega-6 primarily...
Broad dietitian education & outreach
Fish Finatics

On this week's Live Healthy Talk podcast, I discuss 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. The latest research on EPA and DHA shows that fish stick lovers have one yummy step closer to meeting the goal of 2 servings of seafood each week.

#fish #parmesan #salmon #avocado #dip #recipe
#healthyfood #omega3 #healthyrecipes #fishrecipes #dinner #parmesan
#healthyfood #nourish #cooking#fish
#recipe #healthyrecipes #meals #omegafattyacids
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
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
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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:

- **89%** It tastes great
- **88%** It’s healthy
WHICH FISH IS THE RICHEST IN OMEGA-3s?
(PER 4 OUNCE COOKED PORTION)

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<th>&gt; 1,000 MILLIGRAMS</th>
<th>500 - 1,000 MILLIGRAMS</th>
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<td>Alaskan Pollock</td>
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<td>Barramundi</td>
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<td>Crab</td>
<td>Flounder/Sole</td>
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<td>Oysters (Pacific)</td>
<td>Mussels</td>
<td>Groupers</td>
<td>Lobsters</td>
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<td>Sablefish (Black Cod)</td>
<td>Salmon (Chum, Pink &amp; Sockeye)</td>
<td>Halibut</td>
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<td>Salmon (Atlantic, Chinook, Coho)</td>
<td>Sea Bass</td>
<td>Mackerel (King)</td>
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<td>Sardines (Atlantic &amp; Pacific)</td>
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<td>Trout</td>
<td>Tuna (Albacore/White)</td>
<td>Snapper</td>
<td>Tuna (Yellowfin)</td>
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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.

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

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.

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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.

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

The Demonstration
THREE STEPS TO THE BEST SEAFOOD DEMO
School Lunch!
Go Fish!