PROBLEM: US KIDS EATING LESS SEAFOOD
We are in the midst of a dangerous trend: kids in the U.S. are eating less seafood per the CDC. This is a threat to their health, the industry, and to the planet if the next generation consumes even less seafood than their parents.

Seafood and omega-3s are essential building blocks for the brain and enables the brain to function at its optimal capacity.

Seafood Nutrition Partnership’s solution to arrest and reverse that trend is to educate moms on the health benefits of seafood for their children with a digital outreach campaign called Little Seafoodies.

PROPOSED SOLUTION: LITTLE SEAFOODIES DIGITAL PILOT CAMPAIGN
SNP recently invested $100,000 to conduct an 8-week digital pilot campaign in Indianapolis, IN. Using advanced digital technologies to reach 300,000 moms with young kids, serving more than 7.5 million impressions from March 1 to April 25, 2019. We tested our campaign concept by delivering messages on building Little Seafoodies to moms’ mobile devices, social media accounts, favorite blogs and morning lifestyle shows, and we refined messages and ads in real time based on performance.

INITIAL CAMPAIGN RESULTS: SUCCESS!
Seafood dollar sales grew by 2.4% promotional period year-over-year during Lent, generating a 300% return on investment, and outperformed control cities of Cincinnati/Dayton, OH and Louisville, KY.

• Seafood dollar sales up 2.4% in grocery, YOY Lent period
• 3X return on $100K investment with approximately $300K in sales growth
• 64% of moms intended to serve more seafood after our ads
• “Kids won’t eat seafood” went down 35.56%
• 13.5% increase in positive sentiment of seafood

SEAFOOD CONSUMPTION DATA FROM IRI

<table>
<thead>
<tr>
<th>% CHANGE YOY 2018-2019 LENT</th>
<th>TOTAL US - MULTI OUTLET</th>
<th>TOTAL U.S. FOOD</th>
<th>INDIANAPOLIS FOOD</th>
<th>CINCINNATI FOOD</th>
<th>LOUISVILLE FOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOLLAR SALES</td>
<td>3.68%</td>
<td>2.78%</td>
<td>2.40%</td>
<td>-0.81%</td>
<td>1.18%</td>
</tr>
<tr>
<td>UNIT SALES</td>
<td>0.15%</td>
<td>-2.40%</td>
<td>0.73%</td>
<td>-3.45%</td>
<td>-3.02%</td>
</tr>
</tbody>
</table>

The next step is to conduct additional test markets to replicate our success and refine our methodologies before scaling this campaign concept to a national initiative.

Let’s come together and grow Little Seafoodies!
WHY SNP: A CHARITABLE NON-PROFIT WITH A PROVEN TRACK RECORD

Seafood Nutrition Partnership is the leading charitable non-profit in the U.S. helping Americans to eat more seafood for better health.

Founded in 2013, SNP has been moving the needle on seafood consumption through public health campaigns. Our programs are pre-competitive and promote consumption of sustainable seafood.

INVITATION TO SUPPORT SNP

Please consider an annual tax-deductible contribution to SNP. Your support will enable us to expand and scale the campaign, and help the next generation of Americans become lifelong seafood consumers.

<table>
<thead>
<tr>
<th>Founder's Circle</th>
<th>Visionary</th>
<th>Champion</th>
<th>Advocate</th>
<th>Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000</td>
<td>$25,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

SNP experts support donor initiatives when feasible: x
Recognition in press release and blog: x x
Representation on National Leadership Council: x x x
Limited license rights to use SNP icon: x x x
Tickets to SNP events: 6 4 3 2 1
Recognition on SNP website & annual report: x x x x x
Provide content for SNP programs: x x x x x

Thank you to everyone whose support made this project and SNP programs possible this past year:

- Alaska Bering Sea Crabbers
- Alaska Seafood Marketing Institute
- Aquaculture Stewardship Council
- Australis Aquaculture
- Beaver Street Fisheries
- Bristol Seafood
- Bumble Bee
- Camanchaca
- Carlson Laboratories
- Catalina Offshore Products
- CenSea
- Chilean Salmon Marketing Council
- Corbion
- DSM
- The Fishin’ Company
- Fishpeople Seafood
- Fortune Fish & Gourmet
- Global Aquaculture Alliance
- GOED
- Google
- Gorton’s
- Harbor Seafood
- Harvest Select
- Hudson Valley Fisheries
- King & Prince Seafood
- Late Harvest Kitchen
- Mazzetta Company
- Ms. Sonja Connor
- Mr. Robert Cornish, Sr.
- Mr. Tom Enlow
- Mr. Jack Kilgore
- Mr. Judson Reis
- Mr. Wally Stevens
- Multiexport Foods
- National Marine Sanctuary Foundation
- NOAA Fisheries
- Nuts Over Fish
- OmegaQuant
- Open Blue
- Pacific Seafood Processors Association
- Pharmavite
- Preferred Freezer Services
- Red Lobster
- Rich Products
- Santa Monica Seafood
- Seabreeze Seafoods International
- Seafood Exchange of Florida
- StarKist
- Sustainable Shrimp Partnership
- Trident Seafoods
- Veramaris
- Verlasso
- Vital Choice
- The Walton Family Foundation
- Wiley’s Finest

JOIN THE GROWING LIST OF SNP SUPPORTERS! CALL OR EMAIL:
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