EAT SEAFOOD AMERICA!

Presented by Andrea Albersheim
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## AMERICANS MISS SEAFOOD!

<table>
<thead>
<tr>
<th>Food Type</th>
<th>Missed by Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seafood</td>
<td>31%</td>
</tr>
<tr>
<td>Asian food</td>
<td>30%</td>
</tr>
<tr>
<td>Burgers</td>
<td>29%</td>
</tr>
<tr>
<td>Italian food</td>
<td>29%</td>
</tr>
<tr>
<td>Steak</td>
<td>27%</td>
</tr>
<tr>
<td>BBQ</td>
<td>19%</td>
</tr>
<tr>
<td>Fries</td>
<td>18%</td>
</tr>
<tr>
<td>Sushi</td>
<td>18%</td>
</tr>
<tr>
<td>Pasta</td>
<td>17%</td>
</tr>
<tr>
<td>Fried chicken</td>
<td>17%</td>
</tr>
<tr>
<td>Desserts</td>
<td>15%</td>
</tr>
<tr>
<td>Wings</td>
<td>14%</td>
</tr>
</tbody>
</table>

*Datassential in National Restaurant News 5/11/20*
CONSUMER BEHAVIOR CHANGE

We have a once in a lifetime opportunity to help Americans embrace the vital benefits of sustainable seafood for our health, our planet’s health, and for our economy’s health.
SEAFOOD4HEALTH ACTION COALITION
(Multi-sector Collaboration)

- Alaska Seafood Marketing Institute
- Aquaculture Stewardship Council
- Aquarium of the Pacific, Seafood for the Future
- Bristol Bay Regional Seafood Development Association
- Chilean Salmon Marketing Council
- Coastal Culinary Academy
- Conservation Alliance for Seafood Solutions
- East Coast Shellfish Growers Association
- Environmental Defense Fund
- Fair Trade USA
- FishChoice
- FishWise
- Food Marketing Institute - Seafood Strategy Leadership Council
- Genuine Alaska Pollock Producers
- Global Aquaculture Alliance
- Global Salmon Initiative
- Gulf of Maine Research Institute
- Gulf of Mexico Reef Fish Shareholders' Alliance
- Gulf Seafood Foundation
- James Beard Foundation Smart Catch
- Maine Aquaculture Association
- Maine Coast Fishermen's Association
- Marine Stewardship Council
- Monterey Bay Aquarium Seafood Watch
- National Fisheries Institute
- National Marine Sanctuary Foundation
- NOAA Fisheries
- Northwest Aquaculture Alliance
- Oregon Dept. of Agriculture
- Oyster South
- Pacific Seafood Processors Association
- Pacific Coast Shellfish Growers Association
- Positively Groundfish
- Seafood Harvesters Of America
- Seafood Nutrition Partnership
- Sea Pact
- SeaShare
- The Nature Conservancy
- The Ocean Foundation
- The Walton Family Foundation

RETAIL PARTNERS
- Giant Eagle
- H-E-B
- HelloFresh
- Hy-Vee
- Meijer
- Publix
- ShopRite
- Stop & Shop
THE EAT SEAFOOD AMERICA! CAMPAIGN is a unifying consumer-facing campaign to encourage Americans to buy and eat sustainable seafood for health and to support the U.S. seafood community affected economically from COVID-19, with the rapid response phase from April to July 2020 and recovery phase through 2021.
MEET CONSUMERS WHERE THEY ARE

• Consumers are buying more seafood and we need to ensure they continue to have success making delicious meals at home so they continue to buy seafood into the future.

• Consumers are seeking to strengthen their health & immunity, reduce stress, get better sleep and a new movement toward self care.

• With quarantine fatigue and cooler weather approaching, consumers are seeking comfort foods and those fall flavors that warm the soul.

• Consumers want to help with social issues if they can.
WHILE THE GLOBAL PANDEMIC CREATED A SOCIALLY DISTANCED WORLD, FAMILY MEALS HAVE BEEN KEEPING US TOGETHER - IN PERSON AND VIRTUALLY WITH OUR EXTENDED FAMILIES.
Seafood Is Simple
Many fish dishes cook in 15 minutes or less

RECIPE RUNDUP (OPEN USE WITH CREDIT)

Foil-Packet Lemon & Herb White Fish from Seafood Nutrition Partnership
Sheet Pan Salmon with Miso Glaze from Seafood Nutrition Partnership
How to Cook (& Eat) Maine Lobster from Monique at @aragostamama
Sheet Pan Panko Crusted Cod from Seafood Nutrition Partnership
Four-Ingredient Shrimp Pesto Pizza from Seafood Nutrition Partnership
Blackened White Fish from Barton Seaver @coastalculinaryacademy
Alaska Pollock Street Tacos use a freezer staple from Alaska Seafood Marketing Institute
Live Healthier with Seafood
Seafood can lift you up during these trying times

- **EAT SEAFOOD AMERICA!**
  - Fish is like a multivitamin for your brain

- **EAT SEAFOOD AMERICA!**
  - Seafood can help fight depression

- **EAT SEAFOOD AMERICA!**
  - Think of seafood as self care

- **EAT SEAFOOD AMERICA!**
  - Eating fish can improve sleep

State of the Science 2020
EAT SEAFOOD, AMERICA TO SUPPORT WORKING WATERFRONT COMMUNITIES AND LOCAL BUSINESSES THROUGH THESE UNPRECEDENTED TIMES.
RAPID-RESPONSE HAD NEARLY 300M IMPRESSIONS!

<table>
<thead>
<tr>
<th>TOTAL REACH/IMPRESSIONS</th>
<th>TOTAL CAMPAIGN</th>
</tr>
</thead>
<tbody>
<tr>
<td>#EATSEAFOODAMERICA TWITTER</td>
<td>11,973,310</td>
</tr>
<tr>
<td>#EATSEAFOODAMERICA FACEBOOK</td>
<td>10,549,569</td>
</tr>
<tr>
<td>@SEAFOOD4HEALTH OWNED CHANNELS</td>
<td>8,564,280</td>
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<tr>
<td>EARNED MEDIA</td>
<td>68,617,642</td>
</tr>
<tr>
<td>MAT RELEASE</td>
<td>189,953,135</td>
</tr>
<tr>
<td>RD BROADCAST SEGMENTS</td>
<td>8,132,000</td>
</tr>
<tr>
<td>MICROSITE PAGEVIEWS</td>
<td>51,486</td>
</tr>
<tr>
<td>TOTAL</td>
<td>297,129,181</td>
</tr>
</tbody>
</table>

(*INSTAGRAM NOT REPORTED; ALL CHANNELS INCLUDES EARNED MEDIA AND ADS)
ESA! Consumer Survey Highlights
(June & July 2020 n=1,097 confidence level = 95%)

• More than 14% of respondents recall seeing the ESA! campaign.

• People who remember seeing the ESA! campaign are:
  o 3x more likely to have increased their seafood consumption in the last 2 months as compared to those who didn’t see messaging.
  o 3x more likely to say they eat seafood >= 2x per week.
  o 2x more likely to add seafood to their meals soon.
ESA! Consumer Survey Highlights
(June & July 2020 Survey: n=1,097, confidence level = 95%)

• Of consumers surveyed approximately:
  o 12% plan to add seafood to their meals soon
  o 22% learning to cook seafood more at home
  o 23% eaten more seafood in last two months

• Consumers look for the following when buying sustainable seafood. Approximately:
  o 36% look for U.S. Seafood
  o 36% rely on grocery stores and/or restaurants for sourcing of sustainable seafood
  o 27% look for certification logos and programs
Seafood continues to show the strongest demand of any category.
Eat Seafood America!
Campaign Activation Timeline

2020
Apr – Jul: Rapid-Response Phase
Sep – Oct: National Seafood Month

2021
Jan - Feb: Health & Wellness
Mar - May: Your Health & Planet’s Health
Jun - July: Summer Seafood
Sep - Oct: National Seafood Month
Campaign Call To Action

HERE’S HOW YOU CAN HELP:

1. Eat seafood and buy seafood. It’s as simple as that! Buy it online or order pick-up from purveyors, restaurants, mail-order, grocery stores.

2. Post a photo of your meal, tag it with #EatSeafoodAmerica.

3. Repeat. Keep supporting our nation’s seafood community by eating seafood and buying seafood as often as you can.
OVERVIEW MESSAGE: EAT SEAFOOD AMERICA! TO MAKE YOUR LIFE HEALTHIER, TO MAKE MEALS SIMPLER, AND TO SUPPORT WORKING WATERFRONT COMMUNITIES.

Toolkit available at eatseafoodamerica.com
ESA! FUNDING SUPPORT

WALTON FAMILY FOUNDATION

National Marine Sanctuary Foundation

DISCOVER WONDER

NOAA FISHERIES

Bluehouse Salmon

Salmon de Chile

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