



SEAFOOD4HEALTH

# EAT SEAFOOD AMERICA!

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**SEAFOOD  
NUTRITION  
PARTNERSHIP®**

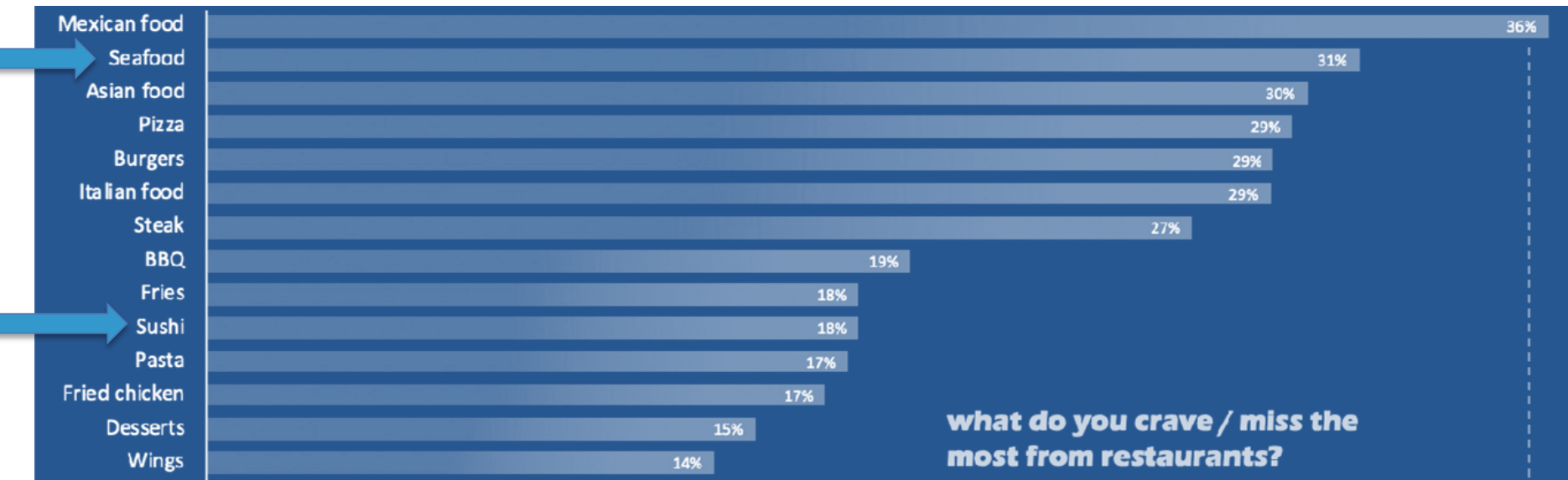


SEAFOODNUTRITION.ORG

## State of The Science

September 17, 2020

# AMERICANS MISS SEAFOOD!



[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.







# Stay Strong with Family Meals

Help make fish dishes fun & affordable

WHILE THE GLOBAL PANDEMIC  
CREATED A SOCIALLY  
DISTANCED WORLD, FAMILY  
MEALS HAVE BEEN KEEPING US  
TOGETHER – IN PERSON AND  
VIRTUALLY WITH OUR  
EXTENDED FAMILIES.

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## CALL TO ACTION

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FISHING FAMILIES AND CREWS,  
SHOW US HOW YOU  
**#EATSEAFOODAMERICA**

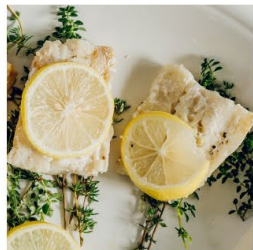
Our working waterfront communities have strong commitments to family values. Encourage your fishermen to share recipes, stories and photos using [#EatSeafoodAmerica](#) and [#FamilyMeals](#).

Photo from Barton Seaver

# Seafood Is Simple

Many fish dishes cook in 15 minutes or less

## RECIPE ROUNDUP (OPEN USE WITH CREDIT)



[Foil-Packet Lemon & Herb White Fish](#) from Seafood Nutrition Partnership



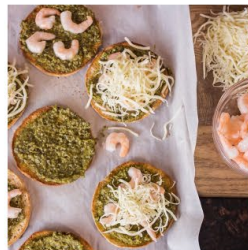
[Sheet Pan Salmon with Miso Glaze](#) from Seafood Nutrition Partnership



[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



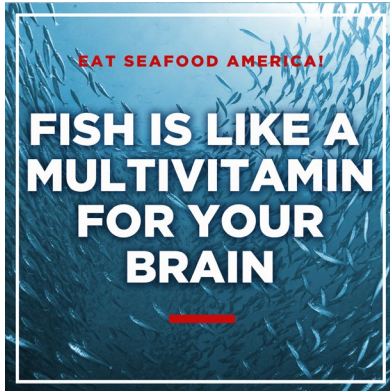
[Alaska Pollock Street Tacos](#) use a freezer staple from Alaska Seafood Marketing Institute





# Live Healthier with Seafood

Seafood can lift you up during these trying times





## Back to the Source

Highlight the working waterfront communities

EAT SEAFOOD, AMERICA TO SUPPORT  
WORKING WATERFRONT COMMUNITIES  
AND LOCAL BUSINESSES THROUGH THESE  
UNPRECEDENTED TIMES.





# RAPID-RESPONSE HAD NEARLY 300M IMPRESSIONS!

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

(\*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:
  - 3x more likely to have increased their seafood consumption in the last 2 months as compared to those who didn't see messaging.
  - 3x more likely to say they eat seafood  $\geq$  2x per week.
  - 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:
  - 12% plan to add seafood to their meals soon
  - 22% learning to cook seafood more at home
  - 23% eaten more seafood in last two months
- Consumers look for the following when buying sustainable seafood. Approximately:
  - 36% look for U.S. Seafood
  - 36% rely on grocery stores and/or restaurants for sourcing of sustainable seafood
  - 27% look for certification logos and programs



# IRI CPG Demand Index

2020

Week Ending

**Total CPG**

**Fresh Foods\***

Deli Cheese <sup>1</sup>

Deli Meat <sup>1</sup>

Deli Prep <sup>1</sup>

Floral

Meat <sup>2</sup>

Produce <sup>2</sup>

Bakery <sup>2</sup>

Seafood <sup>2</sup>

04.19

04.26

05.03

05.10

05.17

05.24

05.31

06.07

06.14

06.21

06.28

07.05

101

119

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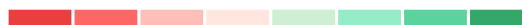
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Indices < 100 = Decline; > 100 = Growth

<https://advantage.iriworldwide.com/Engineering/covid19/>



Seafood continues to show the strongest demand of any category

# Eat Seafood America!

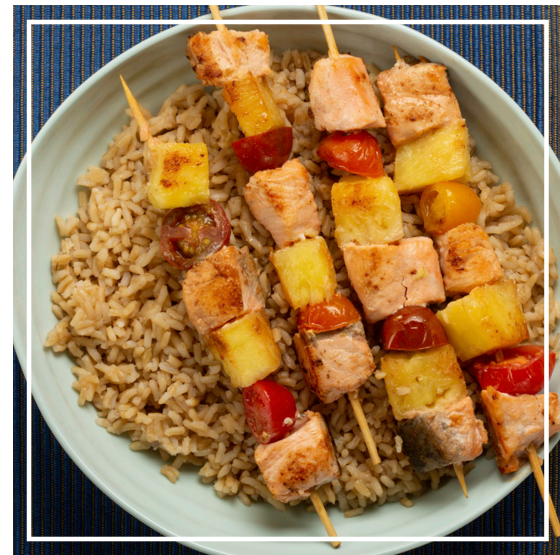
## Campaign Activation Timeline



# 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.



# Eat Seafood America!

September & October 2020  
Communications Toolkit



**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](https://eatseafoodamerica.com)

# ESA! FUNDING SUPPORT

## WALTON FAMILY F O U N D A T I O N



**National  
Marine Sanctuary  
Foundation**

DISCOVER WONDER



**NOAA  
FISHERIES**

**Bluehouse Salmon®**



**SEAFOOD  
NUTRITION  
PARTNERSHIP®**



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