

Eat Seafood America!

September & October 2021
Communications Toolkit

Welcome to the Eat Seafood America! Communications Calendar Toolkit for September and October 2021, a free resource for you to share the health benefits of eating more seafood as recommended by the Dietary Guidelines for Americans. The Eat Seafood America! consumer-facing campaign is a collaborative effort of the members of the Seafood4Health Action Coalition, which includes non-profits, government, retailers, industry sponsors, and foundations. The themes in this toolkit include:

- Seafood Is Simple
- Stay Strong With Family Meals
- Seafood Twice A Week

By sharing these consumer messages around the health benefits of seafood, we are collectively doing good by supporting healthier people and a healthier planet. Be sure to use #EatSeafoodAmerica in your social posts. All graphics and resources are available to download at seafoodnutrition.org/eat-seafood-america/social-shares.

To Your Health,
Seafood4Health Action Coalition

@Seafood4Health
#EatSeafoodAmerica

Seafood Is Simple

Many fish dishes cook in 15 minutes or less

SAMPLE SOCIAL POSTS



Need something quick and easy for #dinner? Most seafood cooks in 15 minutes or less. For #recipe inspiration, visit https://www.seafoodnutrition.org/recipes/?fwp_dietary_considerations=quick-meals #EatSeafoodAmerica

Wondering what you should eat for dinner tonight? Seafood is the perfect main dish because it's so simple to cook, healthy for you, and really delicious! #EatSeafoodAmerica #Seafood2xwk

Good rule of thumb: Try the 10-minute rule, which says you should measure the fish at its thickest point, and cook it on medium-high for 10 minutes per inch, turning halfway through the cooking time. #EatSeafoodAmerica #RealSimple #DYK #EasyDinner

Life can be complicated. Meals are simple with seafood. Need a quick #recipe? Seafood cooks fast. Plus, if you didn't plan ahead, seafood can be cooked from frozen! #EatSeafoodAmerica



LINKS TO USEFUL RESOURCES

- [Quick Recipes](#)
- [Ultimate Guide to Cooking Seafood](#)
- [6 Simple Techniques for Cooking Fish](#)
- [5 Weeknight Dinner Hacks](#) by Cookbook Author, Dietitian & Momma of 3 Dana White
- [6 Reasons to Add Seafood to Your Menu](#) post by NOAA Fisheries
- [Don't Let Grocery Shortages Stop Tasty Meals: Easy Seafood Swaps](#)
- [Dish on Fish blog](#)

RECIPE ROUNDUP (OPEN USE WITH CREDIT)



[How to Cook Salmon \(3 Simple Techniques\)](#) from Seafood Nutrition Partnership [Recipe video](#)



[How to Cook Shrimp \(3 Simple Techniques\)](#) from Seafood Nutrition Partnership [Recipe video](#)



[How to Cook White Fish \(3 Simple Techniques\)](#) from Seafood Nutrition Partnership [Recipe video](#)

SAMPLE BLOG POST

Quick, Easy Weeknight Meals

Life can be complicated, especially during these times. Meals can be simple with seafood.

We are here to take the stress out of planning and preparing family meals.

Need a [quick recipe](#)? Many fish dishes can be made in 15 minutes or less. Plus, if you didn't plan ahead, seafood can be cooked from frozen! Check out the [six easiest ways to cook fish at home](#).

Good rule of thumb: Try the 10-minute rule, which says you should measure the fish at its thickest point, and cook it on medium-high (think 375) for 10 minutes per inch, turning halfway through the cooking time. That means a thin fish like sole or perch



cooks in about 4-5 minutes while a thicker salmon or tuna steak might be closer to 15 or more minutes. The best way to tell if your fish is done is by testing it with a fork at an angle, at the thickest point, and twist gently. The fish will flake easily when it's done and it will lose its translucent or raw appearance.

Want a cheat sheet for seafood prep? Here is a printable [Ultimate Guide to Cooking Seafood](#).

SEAFOOD 101: EASE OF COOKING

With new consumers trying seafood at home, it's important to support them with new recipes and tips to make sure those continued purchases result in delicious meals. How can we make meal prep and cooking easier? Here are some topics you can highlight:

- [Simple techniques for cooking seafood](#)
- 1-3 minutes cooking videos
- 3- or 5-ingredient recipes
- [Cook from frozen](#)
- Foil packets or one-pan dishes
- Retail pre-seasoned or cooked options
- Tinned and smoked products
- Simple storage techniques



[How to Cook \(& Eat\) Maine Lobster](#) from Monique at @aragostamama



[Blackened White Fish](#) from Barton Seaver @coastalculinaryacademy



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

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.

Let's help families eat well together to be well together.

SAMPLE SOCIAL POSTS



Seafood cooks in less than 15 minutes, which means you save time during those busy weeknights. Adding seafood to your plate is the perfect way to keep your family healthy and happy. What is your favorite weeknight meal? Let us know in the comments below! #EatSeafoodAmerica #Seafood2xwk



LINKS TO USEFUL RESOURCES

- [5 Reasons Why Seafood Should Be on Your Family Table](#)
- [15 Mouth-Watering Seafood Recipes for Busy Families](#)



We're committed to help you make #familymeals at home fun, affordable and healthier. Comment below to let us know how we can support you in getting health family meals on the table. #StrongerTogether #EatSeafoodAmerica

We care about the health of you and your family and are committed to helping you make meals at home fun, affordable and healthier, offering [insert tips, promos, or mealtime solutions]. #EatSeafoodAmerica #FamilyMealsMovement

Mealtime can be an afterthought. We're here to be your ally—the solution to your dinner dilemma. [LINK to blog post or recipes] #EatSeafoodAmerica #FamilyMealsMovement

Need something quick and easy for #dinner? Most seafood cooks in 15 minutes or less. For inspiration, visit: <http://www.seafoodnutrition.org/recipes> #SeafoodMonth #EatSeafoodAmerica

Easy Seafood Cooking Tips for Busy Families

- **Cook it from frozen:** Alaska Seafood Marketing Institute offers a series of tasty recipes called [Cook It Frozen!](#)[®]. Frozen seafood can be prepared in as little as 10 minutes. You can also stock up on frozen seafood when it's on sale.
- **Stock up on canned seafood:** When you're at the grocery store, grab canned, tin or pouch seafood (especially when on sale). Canned seafood often offers a more reasonably priced option and can be tossed into salads or pastas for an easy meal.
- **Cook it once, eat it twice:** Try doubling recipes to get ahead on cooking and have a dinner or lunch ready for later in the week. Recipes that freeze well, such as stews and casseroles, are great to double. Also, consider cooking an extra piece of fish to use on a salad or in a sandwich the next day.



- **Grab-and-go options:** the easiest cooking tip of all is to grab pre-prepped seafood from your local grocery store to just bring home and heat!

Stay Strong with Seafood and Family Meals



Magic happens during family mealtime when children and parents gather around the table and engage each other in conversation. Regular family meals are linked to the kinds of outcomes we all want for our children: higher grades and self-esteem, healthier eating habits and weight, and less risky behavior.

Making and eating dinner at home is one way families can stay connected and share their daily experiences while enjoying a nutritious meal. Getting kids involved in cooking makes them feel proud of helping and more likely to eat wholesome foods.

Fish and shellfish are good options for busy nights. Most seafood can be cooked in 15 minutes or less. Additionally, fish and shellfish are sources of lean protein, low in saturated fat and rich in vitamins and minerals, most notably the omega-3 fatty acids EPA and DHA. The Dietary Guidelines for Americans and American Academy of Pediatrics both recommend at least two servings of seafood per week to support heart and brain health.

Seafood Twice a Week

Live Healthier & Happier with Seafood



SAMPLE SOCIAL POSTS

Pack your plate with seafood and smiles by creating a delicious and flavorful meal that your family will love. Don't forget: the goal is to eat seafood twice a week to see the health benefits! #EatSeafoodAmerica #Seafood2xwk

#DYK the goal is to eat seafood at least twice a week to reel in the health benefits? That's only 2 meals out of 21 during the week! Leading health organizations including @american_heart encourage eating fish & shellfish to support your heart, brain, and immune system. #EatSeafoodAmerica #Seafood2xWk



IMMUNE HEALTH

- Now, more than ever, people are looking for ways to “boost” their immune system. Seafood, both fish and shellfish, provides essential nutrients to the body that support immune health.
- Seafood is a nutrient-packed food that reduces inflammation with vitamins A, B, and D, as well as omega-3 fatty acids and minerals such as calcium, selenium, phosphorus, iron, zinc, iodine, magnesium and potassium.
- Zinc helps the immune system fight off invading bacteria and viruses, and is found in abundance in oysters. Other shellfish such as crab and lobster as well as some fish like sardines, salmon, flounder and sole are a good sources of zinc.
- **BLOG POST:** [Support Your Immune Health by Eating a Variety of Seafood](#)
- **SOCIAL POST:** Seafood helps support your immune health. Good nutrition is essential to support a strong immune system, and seafood is nutrient-packed with antioxidants and anti-inflammatory vitamins, minerals such as selenium, iron and zinc, and omega-3s. <https://www.seafoodnutrition.org/seafood-101/support-your-immune-health-with-seafood> #EatSeafoodAmerica #immunehealth

STRESS & ANXIETY

- When we are depressed or anxious, we naturally resist self-care, including preparing and eating nutritious food. But good nutrition is more important than ever for those suffering from depression. Research shows that our daily food choices influence our mental health, and evidence is strong that seafood is brain food.
- **SOCIAL POST:** Seafood has the vitamins needed to boost your mood and calm your mind. #LearnMore <https://www.seafoodnutrition.org/seafood-101/health-tips/seafood-is-brain-food-anxiety-stress> #EatSeafoodAmerica
- **FACT SHEET:** [A Dive into Mental Health & Depression](#)



SLEEP

- **SOCIAL POST:** With all that is happening, a lot of people are struggling right now to get a good night's sleep. Eating seafood has been shown to improve sleep quality as well as daily functioning for adults and kids alike. #EatSeafoodAmerica

Together We Thrive

Cross promote & tag the Seafood4Health Action Coalition

ORGANIZATION	SOCIAL HANDLES
Alaska Seafood Marketing Institute	alaskaseafood (IG & FB) alaska_seafood (TW)
Aquaculture Stewardship Council	asc_aqua (IG & TW) ASCaqua (FB)
Aquarium of the Pacific, Seafood for the Future	seafoodfuture
Best Aquaculture Practices (BAP)	bapcertification (IG) bestaquaculturepractices (FB) BAP_Aquaculture (TW)
Bristol Bay Regional Seafood Development Association	BristolBaySockeyeSalmon (IG & FB)
Chilean Salmon Marketing Council	chileansalmonmc
Coastal Culinary Academy	coastalculinaryacademy bartonseaver (IG & TW) bartonseaverauthor (FB)
Comepesca (Eat Seafood Mexico)	comepesca
Conservation Alliance for Seafood Solutions	ConsAllianceSS (TW)
East Coast Shellfish Growers Association	ecsga (IG) ShellfishFarmer (TW)
Environmental Defense Fund	environmental_defense_fund (IG) EDFOceans (TW) edfbiz (TW) EnvDefenseFund (FB)
Fair Trade USA	fairtradecertified (IG & FB) FairTradeCert (TW)
FishChoice	fishchoiceinc (IG) fishchoice (FB & TW)
FishWise	fishwise (IG & FB) FishWiseOrg (TW)
FMI - Seafood Strategy Leadership Council	fmi_org (IG & TW) FoodMarketingInstitute (FB)
Genuine Alaska Pollock Producers	wildakpollock
Global Aquaculture Alliance	aquaculturealliance (IG & FB) GAA_Aquaculture (TW)
Global Salmon Initiative	gsi_salmon
Gulf of Maine Research Institute	gulfofmainereseearchinstitute (IG) gmri (TW) gulfofmaine (FB)
Gulf of Mexico Reef Fish Shareholders' Alliance	gulfalliance (TW & FB)
Gulf Seafood Foundation	gulfseafoodfoundation
Hawaii Seafood Council	No handles
James Beard Foundation Smart Catch	beardfoundation
Maine Aquaculture Association	maine_aquaculture (IG) maine_aqua (TW) maineaquacultureassoc (FB)
Maine Coast Fishermen's Association	mainecoastfishermen (IG) MaineFishermen (TW) MaineCoastFishermensAssociation (FB)

ORGANIZATION	SOCIAL HANDLES
Marine Stewardship Council, US	mscbluefish
Minorities in Aquaculture	mia_npo
Monterey Bay Aquarium Seafood Watch	seafoodwatch
National Fisheries Institute	dishonfish
National Marine Sanctuary Foundation	marinesanctuaryfdn (IG) marinesanctuary (FB & TW)
The Nature Conservancy	nature_org (IG & TW) thenatureconservancy (FB)
NH Community Seafood	nhcommunityseafood (IG & FB) nhcommunityfish (TW)
NOAA Fisheries	noaafisheries
Northwest Aquaculture Alliance	
The Ocean Foundation	theoceanfoundation (IG) oceanfdn (FB & TW)
Oregon Department of Agriculture	EatOregonSeafood (IG) ORAgriculture (FB & TW)
Oyster South	oystersouth_ (IG) oystersouth (FB & TW)
Pacific Coast Shellfish Growers Association	_pcsga (IG)
Pacific Seafood Processors Association	No handles
Positively Groundfish	No handles themselves, but support SeafoodOR & oregon.trawl.commission
SAGE	seafood_and_gender_equality (IG) seafoodandgenderequality (FB) sdg5forseafood (TW)
Seafood Harvesters Of America	SeaHarvesters (TW)
Seafood Nutrition Partnership	seafood4health
Sea Pact	SeaPact (TW) seapactorg (FB)
SeaShare	seashareorg (IG) SeaShareOrg (FB) seashare (TW)
The Walton Family Foundation	waltonfamilyfdn (IG & TW) waltonfamilyfoundation (FB)

Retail support for the campaign from:

Giant Eagle | H-E-B | HelloFresh | Hy-Vee | Meijer | Publix | Raley's | ShopRite (Wakefern) | Stop & Shop

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Builders Initiative



Beaver Street Fisheries | Bluehouse Salmon | Bumble Bee Seafoods | CenSea | Chilean Salmon Marketing Council | Cuna del Mar | Gorton's | High Liner Foods | King & Prince Seafood | Mazzetta Company | North Coast Seafoods | Mr. Judson Reis | Rich's | Sea Port Products | StarKist | Trident Seafoods