

SNP Program Overview 2024

Join us to inspire healthier, happier, smarter people

January 2024



SEAFOODNUTRITION.ORG

Thank you for supporting seafood nutrition!

Dear Friends,

SNP has made a tremendous impact in helping consumers understand the healthiness of seafood, empowering nutrition advocates with up-to-date resources, and strengthening the dietary guidelines recommendation for seafood consumption. Over the past decade, we have created a model for a pre-competitive consumer campaign around the public health benefits of seafood.

With a solid understanding of the essential nutritional requirements to support the brain, heart, and overall wellness and the deficiencies that exist in our society that can be improved with seafood nutrition, we have a strong resolve to bring this information to the public through education and outreach. We can only do this important work and help more Americans through your support.

“Our brain is what makes us human,” said Dr. Tom Brenna. The effects of the pandemic continue to show us how vital it is to build back our mental health reserves to function better as a society. We invite you to support us in creating a more peaceful and prosperous world through seafood nutrition. The SNP Board, Science Council, and Team have the talent, experience, and passion to help build a healthier, happier, and smarter America.

Sincerely,

Linda Lai Cornish, MBA
President & Founder

SNP Mission, Vision, Strategy

Mission

SNP is a 501(c)3 with a mission to inspire a healthier America through partnerships and outreach to raise awareness about the essential nutritional benefits of eating seafood.

Vision

For Americans to live healthier, happier, and smarter through seafood nutrition.

Strategy

Build lifelong seafood consumers.

SNP Board of Directors



Paul Doremus, PhD, Chair
VP, Policy & Sustainability Strategy
Trident Seafoods
Home: Washington, DC



Jason Driskill, Vice Chair
VP of Seafood
H-E-B
Home: San Antonio, TX



Judson Reis, Treasurer
Retired President & CEO of Gorton's Inc.
Home: Gloucester, MA



Linda Cornish, President & Secretary
Seafood Nutrition Partnership
Home: Memphis, TN



Tom Brenna, PhD, SNAC Chair
Professor of Pediatrics & Chemistry
Dell Medical School
Home: Austin, TX



Sonja Connor, MS, RDN
Research Associate Professor
School of Medicine
Oregon Health & Science University
Home: Portland, OR



Victoria Gutierrez
SVP & Chief Merchandising Officer
Sysco Corporation
Home: Houston, TX



Steve Hart, PhD
VP, Global Seafood Alliance
Home: Indianapolis, IN



Morgan Howard
Founder, Morgan Howard Communications
Board Member, Sealaska
Home: Kirkland, WA



Gustavo Lara
Commercialization Lead, Seafood
Cargill
Home: Minneapolis, MN



Patty Trevino
Experienced CMO
Home: Nashville, TN



Hugh Welsh
President &
General Counsel
DSM N. America
Home: Parsippany, NJ

Scientific Nutrition Advisory Council



Tom Brenna, PhD, SNAC Chair
Professor of Pediatrics,
Chemistry, Nutrition
Dell Medical School
UT Austin



Martin-Paul Agbaga, PhD
Assistant Professor,
Dept. of Ophthalmology,
Univ. of OK
Health Sciences Center



Richard Bazinet, PhD
Professor, Dept of Nutritional
Sciences, Canada Research
Chair in Brain Lipid Metabolism
U of Toronto



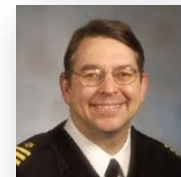
Susan Carlson, PhD
AJ Rice Professor of Nutrition,
University of Kansas Medical Center



Sonja Connor, MS, RDN
Research Associate Professor
School of Medicine
Oregon Health & Science University



Bill Harris, PhD
President,
Fatty Acid Research Institute



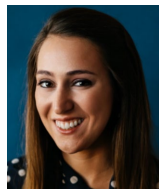
Joseph R. Hibbeln, MD
Psychiatrist
Omega-3 Expert



Bruce Holub, PhD
Professor Emeritus,
University of Guelph



Penny Kris-Etherton, PhD
Distinguished Professor
Emeritus of Nutrition
Penn. State Univ.



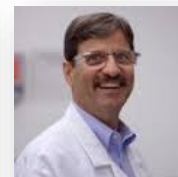
Kelly Leblanc
Dir. of Nutrition
Oldways



Maya Maroto, EDD, MPH, RD
Vice President,
FoodMinds



Scott Nichols, PhD
Founder & Principal
Food's Future



Norman Salem, PhD
Omega-3 Expert

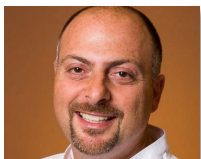


Michael Tilusky, PhD
Associate Professor –
Sustainability and Food Solutions,
U Mass Boston



Gretchen Vannice, MS, RDN
NIH Office of Dietary
Supplements

Ambassadors



Chef Kelly Armetta
Hyatt Regency Boston
Home: Boston, MA



Jennifer Chandler
Cookbook Author, Reporter
Home: Memphis, TN



Chef Johnny Carino
HHS – Senior Living
Home: St. Simons, GA



Captain Keith Colburn
Fisherman, Deadliest Catch
Home: Seattle, WA



Emily De Sousa
Fisheries Scientist
Home: Ontario, Canada



Gardner Douglas
Oyster Expert
Home: Washington, DC



Chef Chris Edelman
Happy Marble
Home: Boston, MA



Chef Kerry Heffernan
Restaurateur, TV Personality
Home: NYC, NY



Chef Tim Hughes
Snapper Grabber's
Home: Birmingham, AL



Chef Ayanna Johnson
Chef Du Jour
Home: Memphis, TN



Chef Ryan Lopez
Private Chef to Kevin Durant
Home: Oakland, CA



Chef Todd Mitgang
Crave Fishbar
Home: NYC, NY



Chef Ryan Nelson
Late Harvest Kitchen
Home: Indianapolis, IN



Julie Qiu
Oyster Expert & Blogger
Home: NYC, NY



Michael-Ann Rowe
Food & Travel Journalist
Home: NYC, NY



Chef Barton Seaver
Coastal Culinary Academy
Home: Portland, ME



Chef Ben Smith
Tsunami
Home: Memphis, TN



Heather Tallman
Food Writer, Blogger
Home: Indianapolis, IN



Chef Joe Urban
Greenville County Schools
Home: Greenville, SC

Why Eat Seafood?



It's delicious
and good for
you!



Over 40K studies on
health benefits of seafood
& omega-3s EPA + DHA.



Seafood supports brain
health, heart health, and
overall wellness.



People who regularly
eat fish are 20% less
likely than their peers to
have depression.



A third of the brain's
key functional units
are made up of
omega-3 fatty acids
found in seafood.



Moms to be who ate
seafood had babies with
higher IQ and have a 66%
reduction in early preterm
births.



Eating two servings of
fatty fish a week
reduces the risk of dying
from heart disease by
30-50%



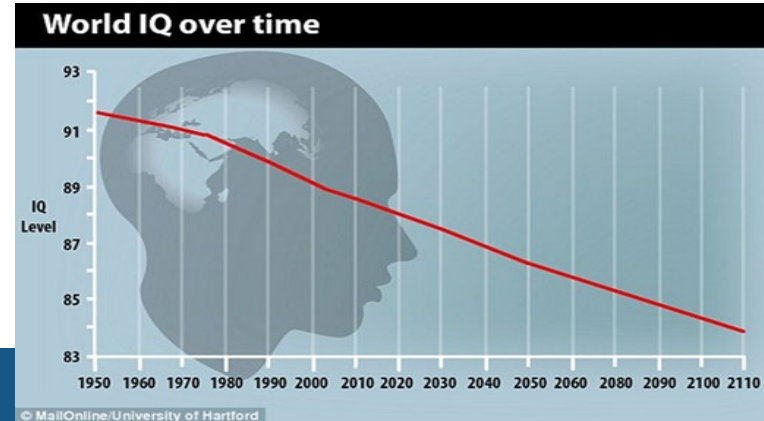
Seafood is a nutrient-packed food
with vitamins A, B, and D,
Omega3s, selenium, zinc, which
helps to reduce inflammation and
supports a healthy immune system

Source: [Seafood Nutrition Partnership](#)

Urgent Crisis: The Shrinking Brain

Problem Statement: The human brain is shrinking. The rise of mental ill-health and decline in IQ due to our food system. The decline may have started with the introduction of land-based agriculture. The rise in brain disorders has significant impacts for a peaceful society.

Solution: Build awareness of the essential nutrition for the brain, with a focus on the main building blocks of the brain, omega-3 DHA for IQ, and regulator of mood, omega-3 EPA.

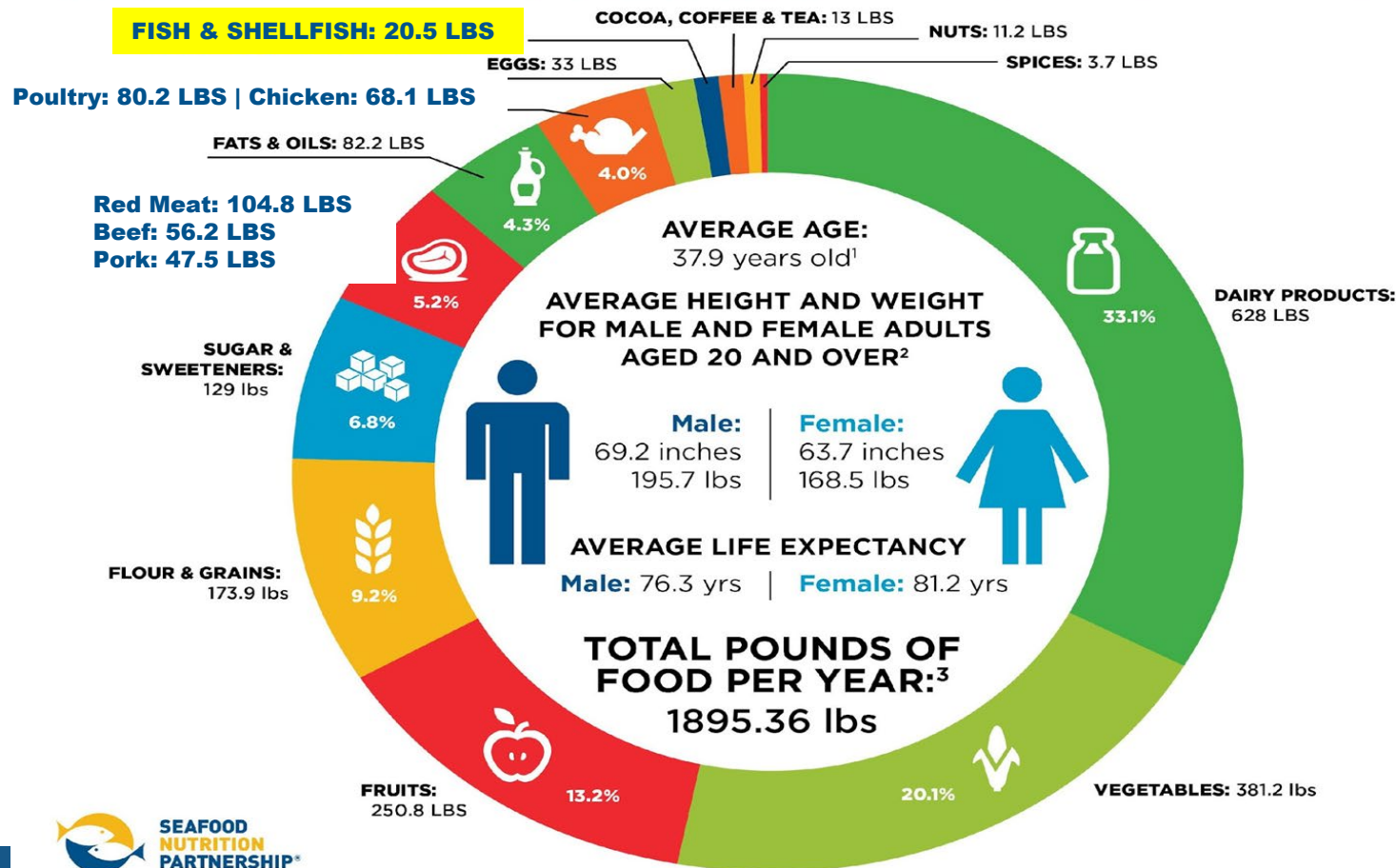


USDA Dietary Guidelines 2020-2025



90% of Americans do not meet the USDA Dietary Guidelines recommendation to eat seafood at least 2 servings per week.

What We Eat In America THE AVERAGE AMERICAN



seafoodnutrition.org

Source: ¹ census.gov • ² cdc.gov • ³ ers.usda.gov 2015 data

Seafood, Poultry, Red Meat 2021 Figures

#Seafood2xWk

Seafood Nutrition Supports UN SDGs



**SUSTAINABLE
DEVELOPMENT GOALS**

17 GOALS TO TRANSFORM OUR WORLD



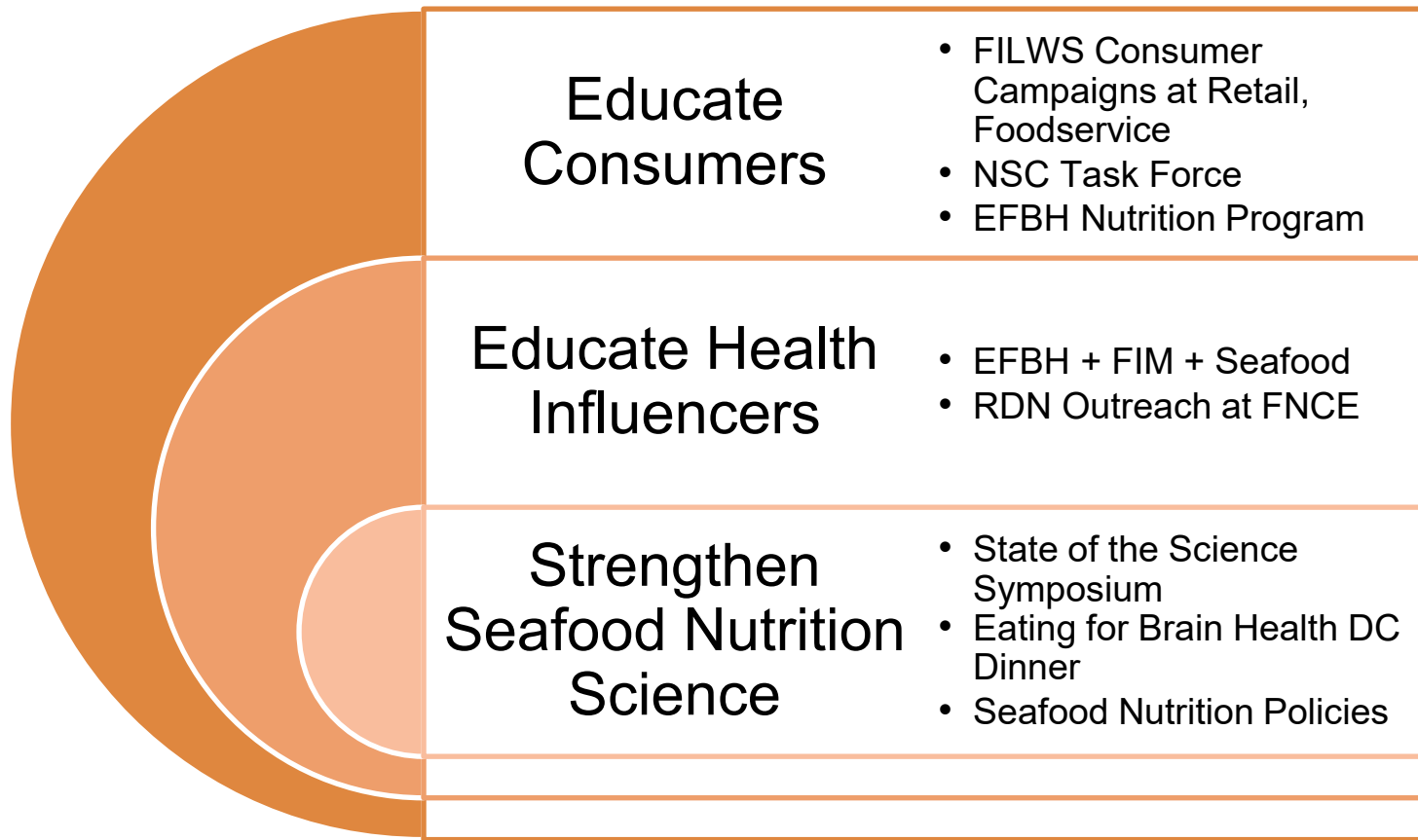
**SEAFOOD
NUTRITION
PARTNERSHIP**

Program Summary



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SNP Programs 2024



2024 Programs



Fall In Love With Seafood: Regional Consumer Campaigns

- **Problem Statement:** 90% of Americans do not follow seafood guidelines and consumption has dropped since the pandemic.
- **Solution:** New public health campaign focused on occasional seafood consumers to increase seafood consumption in select cities across the US.

National Seafood Council Task Force: Galvanize Industry for National Seafood Campaign

- **Problem Statement:** The seafood sector in the US is very fragmented and challenged in telling the great public health story of seafood with consumers. The last category campaign for seafood was conducted over 35 years ago by NOAA Fisheries.
- **Solution:** The National Seafood Council Task Force comprised of a group of passionate seafood companies representing all sizes and points along the supply chain works together on a pre-competitive basis to secure federal funding for a comprehensive National Seafood Promotion Campaign in the US.

Eating for Brain Health Nutrition Program + Food Is Medicine Initiative

- **Problem Statement:** The human brain is shrinking & IQ has been decreasing. The decline may have started with the introduction of land-based agriculture. The rise in brain disorders has significant impacts for a peaceful society.
- **Solution:** Build awareness of the essential nutrition for the brain by establishing an Eating for Brain Health Nutrition Program in your community.

2024 Programs (cont.)



Inaugural Eating for Brain Health Dinner DC Sep 2024

- Key leaders come together to help build awareness on key nutrients essential for brain health. This fundraising dinner will raise funds to scale SNP's Eating for Brain Health program across the country.

8th Annual State of the Science Symposium DC Sep 2024

- Hosted by SNP's Scientific Nutrition Advisory Council, this annual event provides a forum for global leaders in human nutrition to outline the latest consensus on all aspects of seafood nutrition.
- Themes and topics may include Fall In Love With Seafood, Brain Health, Maternal Health, Reproductive Health, WIC Updates, Nutrition for the Military, Feeling Good, Feeling Happy, Feeling Sexy.

Direct to Consumer Promotion Program 2024

- A **new** always-on program to support direct-to-consumer seafood suppliers year-round.

Sponsorship Overview

Programs	Sponsorship Levels
Fall In Love With Seafood: Regional Consumer Campaigns	\$150K per target market min., \$25K per sponsor min.
National Seafood Council Task Force	\$10K max., \$25 for each \$100K of U.S. seafood sales
Eating for Brain Health Nutrition Program	\$10K min. to establish program
Inaugural Eating for Brain Health Dinner DC Sep 2024	Presenting Sponsors \$25K Gold \$10K; Silver \$5K; Bronze \$3.5K
8th Annual State of the Science Symposium DC Sep 2024	Presenting Sponsors \$25K Gold \$10K; Silver \$5K; Bronze \$3.5K
Direct to Consumer Promotion Program 2024	\$2,500 per brand/company

Program Details



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Fall In Love With Seafood

Regional Consumer Campaign 2024



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Fall In Love With Seafood (FILWS)

Problem Statement: Seafood consumption has dropped since the pandemic.

Solution: New public health campaign focused on occasional seafood consumers to increase seafood consumption.

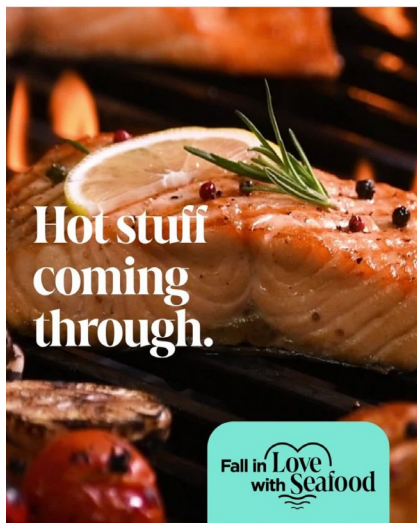
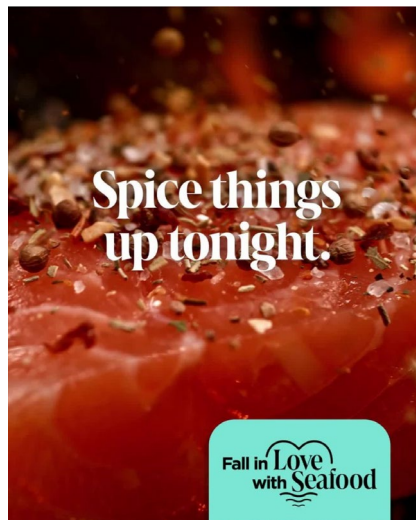
- 77% of consumers agreed campaign made them want to eat more seafood!
- Campaign is resonating with seafood industry, has stopping power, make everyone smile.
- Amplifies other seafood campaigns and benefits the entire seafood sector.



FILWS Creatives

Communications Toolkit

<https://www.seafoodnutrition.org/fall-in-love-with-seafood/>



Animated Posts



Videos

FILWS Soft Launch

SNP Partners Making FILWS Their Own!

seapakshrimpc

LET'S BANG BANG



Fall in Love with Seafood

SEAFOOD NUTRITION PARTNERSHIP

Liked by Ilcornish and 56 others

seapakshrimpc In the mood for a quickie? Our Bang Bang Shrimp Sliders are crunchy, craveable, and ready to enjoy in just 30

seapakshrimpc

LET'S SPOON



Fall in Love with Seafood

SEAFOOD NUTRITION PARTNERSHIP

Liked by Ilcornish and 45 others

seapakshrimpc Hey, pumpkin. 🍂 This Pumpkin and Coconut Shrimp Soup has just a hint of spice. Get the recipe at the link in bio and fall in love with seafood!

vaitaireseafod

Fins with benefits.



Fall in Love with Seafood

SEAFOOD NUTRITION PARTNERSHIP

Liked by Ilcornish and others

vaitaireseafod There's nothing like a Salmon Teriyaki Bowl to make you fall in love with Seafood 🐟 Having Seafood x2 a week is shown to reduce inflammation, lower blood pressure, and decrease stroke risk ❤️ #nationalseafoodmonth #loveaseafod @seafood4health

moreys.seafood

REIGNITE AN OLD FLAME



Fall in Love with Seafood

SEAFOOD NUTRITION PARTNERSHIP

Liked by Ilcornish and 15 others

moreys.seafood Sparks will fly when you experiment with new ways to enjoy seafood, like grilling with a cedar plank for an extra irresistible flavor. 🍷

FILWS Jan '24 Target Market: Texas

- 360° Marketing – reach current seafood consumers throughout their day
- Compel existing & new consumers to purchase more seafood



- ✓ Retail Partner: HEB
- ✓ 9 Supplier Partners
- ✓ Seafood featured across the store: fresh, frozen, shelf stable & sushi, spanning multiple species
- ✓ Funding completed

- Robust H-E-B Media campaign including:
 - Digital ads and endcap on H-E-B site
 - Influencer marketing & videos
 - In-store signage
 - Wellness H-E-B recipe integration
- Geo-targeted Marketing to H-E-B Zip Codes
 - Google search & display ads
 - Chicory recipe Integration
- PR/Media Outreach
 - Local Texas media
 - National consumer & trade media

FILWS: How To Get Involved

Support A Market

- Minimum of \$150K investment per market per promotional period (i.e. January, Summer, October 2024). Can be divided amongst partners.
- Promote seafood in a region, state, or by species.

Leverage “LoveSeafood” Assets

- Work with your social/digital teams to capitalize on brand presence in Target Markets using “Fall in Love with Seafood” Toolkits provided by SNP

Engage Brand Influencers

- Work with SNP to identify and activate influencers within Target Markets

Add Cause Marketing to Amplify the Campaign

- Add % of Sales and SNP logo to SKU packaging and/or Restaurant Dish for extra product push to support future #LoveSeafood campaigns/SNP Programs

National Seafood Council Task Force

Galvanize Industry for National Seafood Campaign



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NSC Task Force

Problem Statement: The seafood sector in the US is very fragmented and challenged in telling the great public health story of seafood with consumers. The last category campaign for seafood was conducted over 35 years ago by NOAA Fisheries.

Solution: In 2021, SNP convened the National Seafood Council Task Force comprised of a group of passionate seafood companies representing all sizes and points along the supply chain to work together on a pre-competitive basis to secure federal funding for a comprehensive National Seafood Promotion Campaign in the US.

NSC Task Force Members

- Alaska Wild Caught Seafood
- American Albacore Fishing Association
- Aquamar
- Bay Hill Seafood
- Beaver Street Fisheries, Inc.
- Blue Ocean Mariculture
- Bon Secour Fisheries, Inc.
- Bosarge Boats, Inc.
- C&G's Wild Alaska Salmon
- CenSea, Inc.
- Cooke, Inc.
- Cuna Del Mar
- Duna Fisheries
- Forever Oceans
- Gorton's Inc.
- Harlon's LA Seafoods
- H-E-B
- High Liner Foods, Inc.
- H & N Group
- King and Prince Seafood
- Kruzof Fisheries LLC
- New England Young Fishermen's Alliance
- Pacific Seafood
- Premier Catch
- Raw Seafood
- Ready Seafood
- Red Lobster
- Rich Products
- Riverence Provisions LLC
- Roger's Fish
- Sea Port Products Corporation
- Seafood Exchange
- Slade Gorton & Co., Inc.
- Southwind Foods / Great American Seafood Import Co.
- StarKist
- Sysco
- Straight to the Plate
- Tampa Bay Fisheries, Inc.
- Trident Seafoods
- United Fishing Agency, Ltd.

NSCTF Accomplishments

National Seafood Council Task Force (NSCTF) Achievements:

- Seafood Marketing Act of 2022: This bill was introduced by Senators Wicker and Cardin in September 2022 to re-establish the National Seafood Council and administer seafood promotion campaigns to promote the public health benefits and sustainability of seafood.
- Omnibus Bill FY23: Included language to direct NOAA Fisheries to submit a plan to form a National Seafood Council.
- SNP engaged with USDA Food Nutrition Services regarding the National School Lunch Program audit by the GAO. USDA FNS has committed to featuring seafood in the upcoming their national eLetter to schools across the country following the release of the Foods Available List this winter.
- Seafood Promotion Act of 2023: A bill will be re-introduced by Senators Wicker and Cardin, along with a House companion bill.
- The NSCTF Marketing Subcommittee developed the foundations for the new Fall In Love With Seafood consumer campaign to demonstrate to industry a model for a national seafood promotion campaign.

Ways to Support the National Seafood Council Task Force

- Join the NSC Task Force to help shape the formation of the National Seafood Council and the future of the national seafood promotion campaign. Sponsorships based on company sales up to a max of \$10,000 annually.
- Lend your voice at key moments by sending letters and working with your elected officials to support seafood promotion.

2024 NSCTF Priorities

- SNP will continue to advocate with federal policymakers and agencies for the need to promote the public health benefits of seafood through a national promotion campaign and food and nutrition programs.
 - Given the difficult political environment in DC, we will reassess GR assistance after elections. SNP will continue to lend its voice on issues pertaining to the public health benefits of seafood consumption, such as in the USDA Dietary Guidelines, FDA Seafood Guidance, NOAA's National Seafood Strategy, Farm Bill, National School Lunch Program, SNAP Education, and WIC.
- In 2024, our priority is to establish retail and foodservice campaign anchors. In addition to HEB and Hy-Vee, we will engage with Walmart, Costco, Kroger, Albertsons, Publix, Wegmans, Hannaford, Whole Foods, Sysco, US Foods, Denny's, Red Lobster, Rubio's, and more. We are building out campaign engagement opportunities for all size of seafood suppliers.
- Integrate seafood and brain nutrition into the Food Is Medicine movement. Conduct an inaugural Eating for Brain Health dinner in DC with key Congressional Caucuses.
- Conduct the 2nd Annual Summer Seafood Challenge fundraiser with the industry!

Eating for Brain Health + Food Is Medicine

Integrating essential brain nutrition into the Food Is
Medicine movement

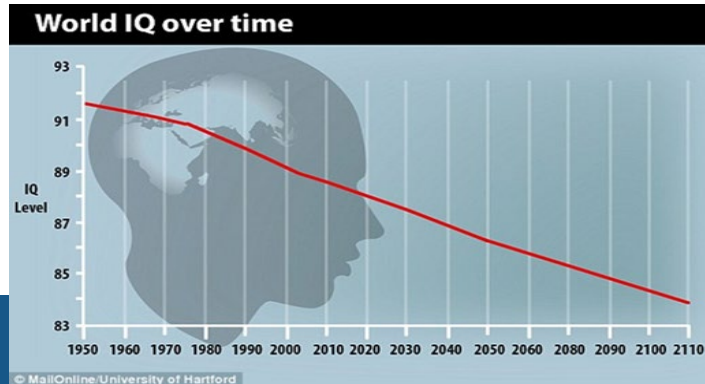


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The Shrinking Brain

Problem Statement: The human brain is shrinking & IQ has been decreasing. The decline may have started with the introduction of land-based agriculture. (Crawford & Marsh 2023). The rise in brain disorders has significant impacts for a peaceful society.

Solution: Build awareness of the essential nutrition for the brain, with a focus on the main building blocks of the brain, omega-3 DHA for IQ, and regulator of mood, omega-3 EPA.



Rise in Brain disorders

EU - 2004 €386 Billion
2010 €789 Billion

UK 2007 £77 Billion :
Greater than heart disease and cancer combined (DoH Data).
2010 £105 Billion
WELLCOME 2013 £113 Billion
TRUST: HIGHEST COST IN ALL 5 HEALTH AUDITS. NO ONE RESPONDED!

Eating for Brain Health Nutrition Workshops

- **SNP's Commitment** to the White House National Strategy on Hunger, Nutrition & Health
- **Four-part education program**
 - [Introduction/General Session](#)
 - [Mom & Baby](#)
 - [Mental Health](#)
 - [Healthy Aging](#)
- **Pilot Programs:**
 - Springfield, MO: Jul 2023
 - Boston, MA: Aug-Oct 2023
 - St. Paul, MN: Nov 2023 – Jan 2024
- **National Program Donors:** Ms. Sonja Connor, Red Lobster
- **Local Program Donors:** Cargill, CenSea, COSI, North Coast Seafoods, OBI Seafoods, SeaBest



Online Programs

SNP Programs were created for health and nutrition professionals, school educators, workplace wellness coordinators or just someone looking to learn more about seafood nutrition. The online programs reinforce key elements of chronic disease prevention, nutrition, and the importance of seafood for overall health and wellness.



EATING FOR BRAIN HEALTH

Eating for Brain Health, an interactive cooking and nutrition workshop, is part of Seafood Nutrition Partnership's commitment to the White House Conference on Hunger, Nutrition, and Health. [LEARN MORE](#)



Eating FOR BRAIN HEALTH

Seafood Nutrition Education & Cooking Program

Now available
in Spanish!



Eating for Brain Health, Drew Lewis Foundation, Springfield MO 2023



Chef Jared demoed affordable seafood meals for families, and Registered Dietitian Jessica provided health education.



Families were served a Mediterranean [Tuna Salad](#)

Exercise was also incorporated into our nutrition presentations.



Eating for Brain Health, Roxbury Tenant of Harvard, Boston MA 2023



Chef Andrew demoed affordable seafood meals for families, Registered Dietitian Victoria provide health education, everyone sampled the recipes, and received the ingredients to practice at home.

Eating for Brain Health 2024

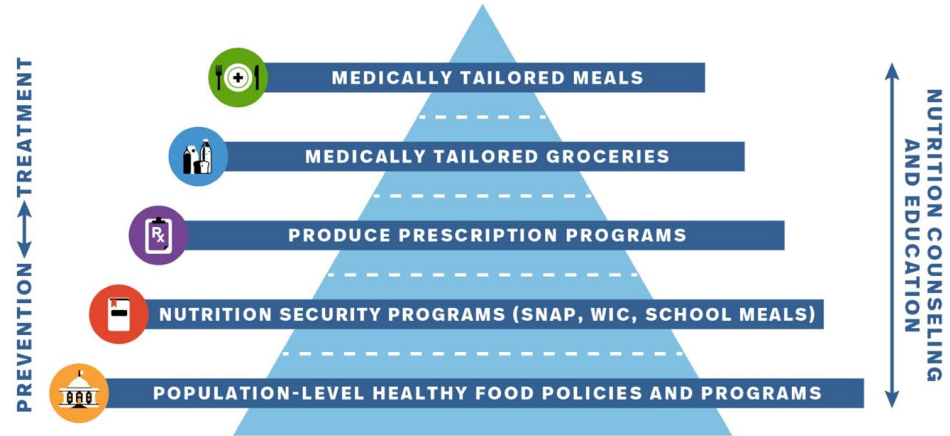
- **2024:** Continue to roll out the nutrition workshops in select communities: Boston MA; Memphis TN; Saint Paul MN; Savannah GA; Seattle WA; Washington DC
- **Key partners:** Community organizations, Registered Dietitians, Chefs, Grocery box providers, Produce Rx provider, Seafood providers
- **Each program includes:** (4) 90-minute classes for 20 people with health & nutrition education, cooking demonstration on affordable seafood recipes, omega-3 index measurement, and take-home bag of food to practice at home.
- **Cost for each program:** \$10K to \$15K to establish.

What is Food Is Medicine?

Food Is Medicine (FIM) programs integrate food-based nutritional interventions into healthcare to treat or prevent disease and advance health equity.

These are health sector strategies that prescribe medically tailored meals, groceries, or produce to support disease management and optimal well-being, based on the presence of a specific health condition as well as social needs.

FIM programs leverage RDN expertise and offer culturally appropriate, often digital nutrition and culinary education to patients.



Source: <https://tuftsfoodismedicine.org/>

EFBH + FIM for Healthcare

- **Problem Statement:** FIM is a growing movement to prescribe foods to address health conditions. The default healthy food is Fruits & Vegetables and often leave off the essential nutrition from seafood.
- **Solution:** Build awareness of the need to include essential brain nutrition from seafood (fish, shellfish, seaweed).
- SNP will advocate with leaders in the Food Is Medicine space to include Seafood by June 2024. We are seeking sponsors for this effort.
- SNP will partner with RDN groups for FNCE 2024. We are seeking sponsors to support this activation.

Inaugural Eating for Brain Health Dinner

September 25, 2024
Washington, DC



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Eating for Brain Health Dinner DC 2024

Host Committee: Congressional Caucuses (Maternal Health, Black Maternal Health, Mental Health, Ocean, Shellfish), Senators, Philanthropists, SNP Board, SNP SNAC

Goal: Convene key leaders together to help our citizenry with awareness and resources on key nutrients essential for brain health.

Fundraiser to support SNP's Eating for Brain Health Nutrition Program and Outreach scale nationwide

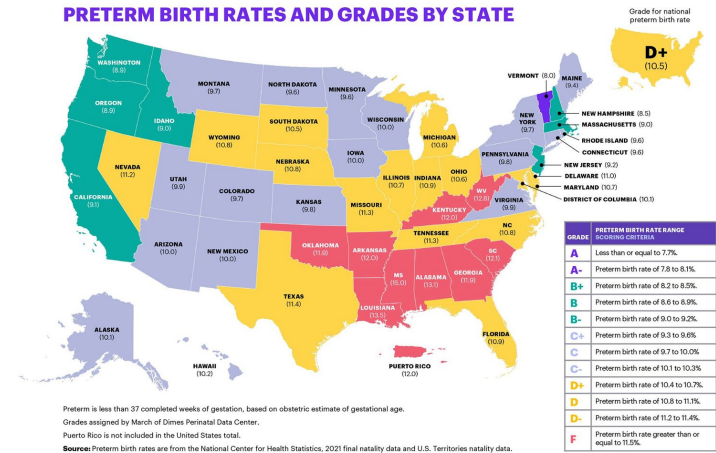
- Fundraising Goal \$1MM
- Sponsorship Levels: Presenting Sponsors \$25K; Gold \$10K; Silver \$5K; Bronze \$3.5K

Reducing Preterm Births in the US

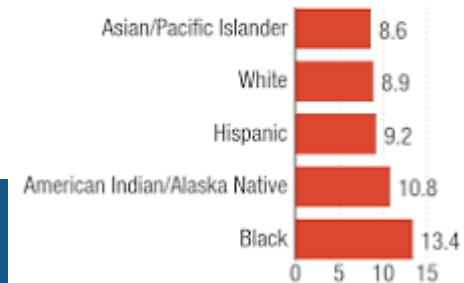
Problem Statement: In 2022, preterm births affected about 1 in 10 infants born in the US. The rate of preterm birth among African-American women (14.6%) was about 50 percent higher than the rate of preterm birth among white or Hispanic women (9.4% and 10.1% respectively). The US was rated a D+ by the March of Dimes.

Solution: Continue to raise awareness of the need to provide adequate Omega-3 DHA to expecting moms to provide newborns with a healthy start to life.

Moms to be who eat seafood have babies with higher IQ and have a 66% reduction in early preterm births with more DHA.



Preterm Birth Rate by Maternal Race/Ethnicity in the U.S., 2014-2016

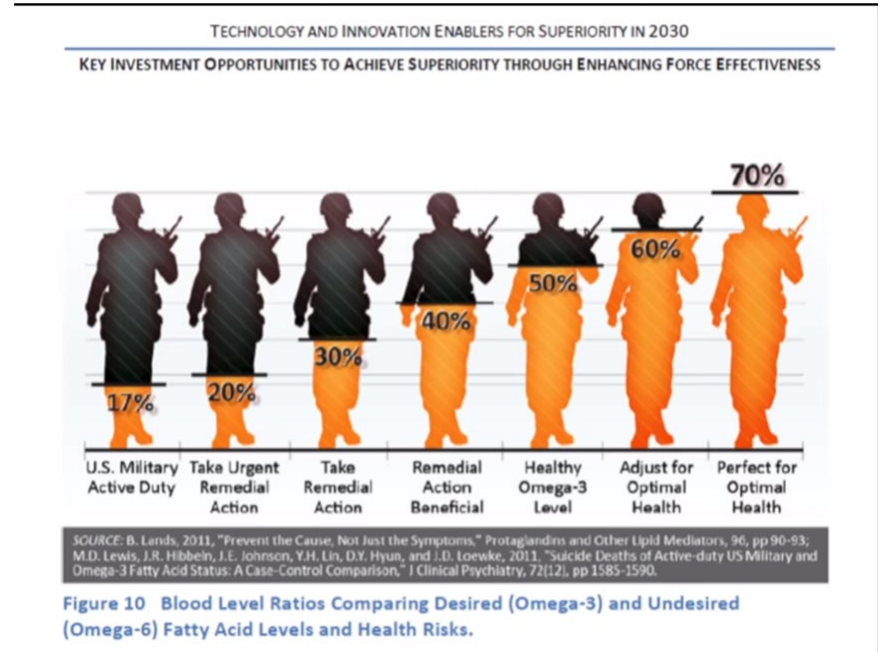


Nutritional Armor for the Warfighter

Problem Statement: Active-duty US military are woefully low in omega-3 levels. This poses a high risk for depression, anxiety, and suicide.

Solution: Continue to raise awareness of the need to provide adequate nutrition for our armed forces and assessing the progress made since the convening on the Nutrition Armor for the Warfighter meeting at NIH in 2009 with Surgeon General Richard Carmona.

People who regularly eat fish are at least 20% less likely than their peers to have depression.



8th Annual State of the Science Symposium

September 26, 2024

Washington, DC



SEAFOODNUTRITION.ORG

State of the Science Symposium 2024

Hosted by SNP's Scientific Nutrition Advisory Council, this annual event provides a forum for global leaders in human nutrition to outline the latest consensus on all aspects of seafood nutrition.

Themes and topics for the 8th annual symposium may include Fall In Love With Seafood, Brain Health, Maternal Health, Reproductive Health, WIC Updates, Nutrition for the Military, Feeling Good, Feeling Happy, Feeling Sexy.

Sponsorship Levels: Presenting Sponsors \$25K; Gold \$10K; Silver \$5K; Bronze \$3.5K

Fall in Love with Seafood



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Direct to Consumer Promotion Program

Strategy: Create always-on program to support direct-to-consumer seafood suppliers year-round

Multi-media program promoting D-to-C suppliers/brands

- Drive to SNP website landing page featuring multiple D-to-C seafood suppliers
- Logo/product shot and description on new “FILWS shipped direct” page
- Product images/offers linked to supplier online product offerings/ordering page

Monthly single supplier/brand ‘spotlight’ feature

- In monthly consumer and RD newsletters
- Organic and boosted social posts
- Google Ads based on supplier-specific keywords

Launch program with dedicated email to consumers and RDs

Target launch date: 02/14

- Valentine’s Day
- 1st Day of Lent

Annual participation fee of \$2,500 per company/supplier

Direct to Consumer Promotion Program

Benefits to Seafood D-to-C Participants

- New venue to promote products and drive incremental sales revenue
- Align 'Spotlight' promo month with product launches or seasonal offerings
- Opportunity to support SNP org and mission
- Relatively low participation fee

Benefits to Consumer

- Easy way to enjoy nutritious, delicious seafood shipped directly to their home
- Access to new products and special promotions from suppliers
- Access to recipes, selection and preparation tips – links on landing page