

# SNP Overview

Mission Advancement 2025



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# SNP Mission, Vision, Strategy

## Mission

SNP is a 501(c)3 non-profit 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 happier, healthier, and smarter through seafood nutrition.

## Strategy

Build lifelong seafood consumers.

# Join SNP to Support a Healthier America

[Seafood Nutrition Partnership](#) (SNP) is one of the most effective advocates for seafood nutrition for public health. SNP has strengthened the federal recommendations for seafood consumption in the USDA Dietary Guidelines for Americans, FDA seafood guidance for expectant moms, FDA definition of [healthy](#) now includes all seafood, and WIC packages now include more seafood.

SNP is a charitable 501(c)3 non-profit founded in 2013 to inspire a healthier America through partnerships and outreach to raise awareness about the essential nutritional benefits of eating seafood. SNP has volunteer oversight from a [Board of Directors](#) comprised of leaders in food, seafood, public health, and a [Scientific Nutrition Advisory Council](#) comprised of leading scientists in human health and nutrition.

Despite proven benefits, 90% of Americans fail to meet the recommended dietary guidelines of eating seafood at least twice a week. SNP addresses this critical gap through targeted regional consumer campaigns, evidence-based educational outreach, and nutrition policy advocacy. Our organization brings together leading experts from public health, nutrition, sustainability, and science to drive meaningful change.

At SNP, we believe that what we eat directly impacts our health outcomes, and seafood offers a powerful solution to many chronic health challenges. With your support, SNP can further amplify its impact, contributing valuable expertise, resources, and a shared commitment to building a healthier future for all Americans.

# SNP Guiding Principles

<b>Essential Health Benefits</b>	Seafood provides unique health benefits as a lean protein and is the best source for Omega-3 fatty acids (EPA & DHA), which are healthy fats essential to human health and development.
<b>Science Driven</b>	The health benefits of seafood are supported by science and science-based research drives us and guides our communications. The health benefits of eating seafood include reduced risk of heart disease and improved baby brain and eye development.
<b>Partnerships</b>	We will partner with organizations in the public and private sector who share our view of the important nutritional value and health benefits of eating seafood.
<b>Focus on All Seafood</b>	Seafood is our focus and SNP will not favor one species over another. Imported or Domestic, Fresh, Frozen or Shelf Stable, SNP supports all seafood.
<b>Sustainability</b>	We are committed to the waters that provide the seafood we eat and our effort will be mindful of how to ensure it is available for future generations.

# Seafood as Solution

**Seafood is a solution for public health.**

**Seafood is a solution for a better food system and food security.**

**Seafood is a solution for addressing climate change.**

We need to shift diets to include more sustainable seafood and blue food for healthier people and healthier planet.

# SNP Board of Directors



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



**Gustavo Lara**  
Managing Director, Seafood  
Cargill  
Home: Minneapolis, MN



**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



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



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



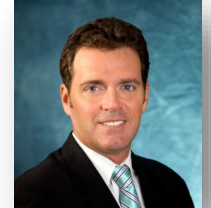
**Steve Hart, PhD**  
VP, Global Seafood Alliance  
Home: Indianapolis, IN



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



**Patty Trevino**  
Chief Brand Officer  
Denny's  
Home: Nashville, TN



**Hugh Welsh**  
President &  
General Counsel  
DSM-Firmenich  
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**  
Research Chair  
Brain Lipid Metabolism  
University 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



**Megan Davis, PhD**  
Director, Queen Conch Lab  
Florida Atlantic University  
Harbor Branch Oceanographic Institute



**Bill Harris, PhD**  
President,  
Fatty Acid Research Institute



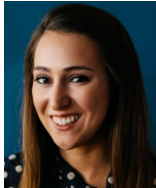
**Joseph R. Hibbeln, MD**  
Psychiatrist  
Omega-3 Expert



**Bruce Holub, PhD**  
Professor Emeritus,  
University of Guelph



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



**Kelly Leblanc, RDN**  
Dir. of Nutrition  
Oldways



**Scott Nichols, PhD**  
Founder & Principal  
Food's Future



**Norman Salem, PhD**  
Omega-3 Expert



**Steve Summerfelt, PhD, PE**  
Chief Science Officer,  
Superior Fresh



**Michael Tlusty, PhD**  
Associate Professor  
Sustainability & Food Solutions  
U Mass Boston



**Gretchen Vannice, MS, RDN**  
Omega-3 Expert

# National Seafood Council Task Force



The National Seafood Council Task Force (NSCTF) unites leaders from across the seafood industry to advance national promotion, policy, and research initiatives to increase seafood consumption and improve public health.

## Together, We Shape the Future of Seafood

AQUAMAR®

BOSARGE BOATS, INC.  
SPECIALTY TRAWLING & MARINE SERVICES



HIGH LINER FOODS



PacificSeafood

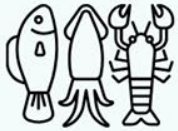


Sysco





# Why Eat Seafood?



Packed with nutrients:  
vitamins A, B, D,  
omega-3s, selenium,  
and zinc



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



People who regularly  
eat seafood are 20%  
less likely to have  
depression



Regular seafood  
consumption linked to  
lower risk of Alzheimer's  
and dementia



Omega-3 fatty acids  
found in seafood  
make up one-third of  
the brain's essential  
functions



Sufficient intake of  
omega-3s reduces  
preterm birth by up  
to 66%



Babies of mothers who  
eat seafood at least  
twice a week can gain  
a full 7.7 IQ points



So many delicious  
choices!



Omega-3s found in fatty  
fish have anti-inflammatory  
properties that help lower  
the risk of cancer



Omega-3 fatty acids  
found in fish oil can  
enhance muscle recovery  
by reducing inflammation



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Fall in Love  
with Seafood

# SNP Priorities & Programs 2025

- Scale the Fall In Love With Seafood (FILWS) consumer campaign into 2025-2026 with SNP's National Seafood Council Task Force.
- Conduct a FILWS pilot at food service in 2025.
- Continue to strengthen seafood nutrition policy in collaboration with SNP's Scientific Nutrition Advisory Council.



# Fall In Love With Seafood @ Retail

- SNP's Consumer Campaign launched in 2024, expanding to more retailers in 2025-2026.
- Goal: Develop playbook with the NSC Task Force for a national seafood promotion campaign.

Fall in Love  
with Seafood



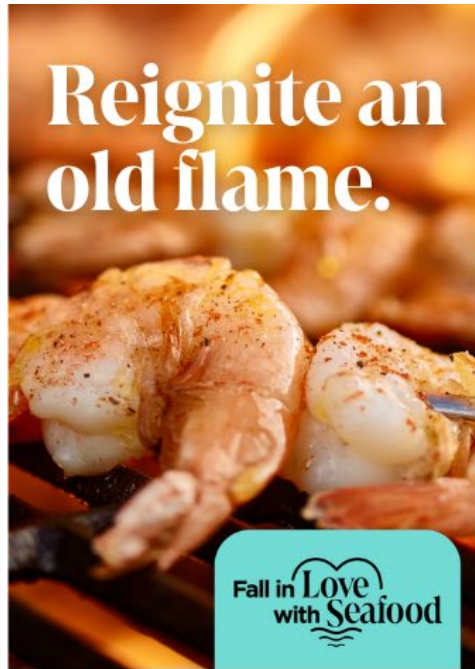
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# Fall in Love with Seafood Campaign

**77% of consumers said campaign made them want to eat more seafood**

- Bold mouthwatering images making consumers crave seafood
- Cheeky headlines to make campaign memorable and drive engagement



# Campaign Launched with Retail Partners Nationwide

Q1'24	Q'24	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25	Q4'25	Q1'26
 Jan'24   Mar/Apr	 May/Jun'24	 Harris Teeter Sept'24	 Publix Oct'24	 Jan'25	 Walmart Jun'25	 Harris Teeter Sept'25	 Publix Oct'25	 Jan'24

## 2025 Active Discussions

*Wegmans*



*weis*



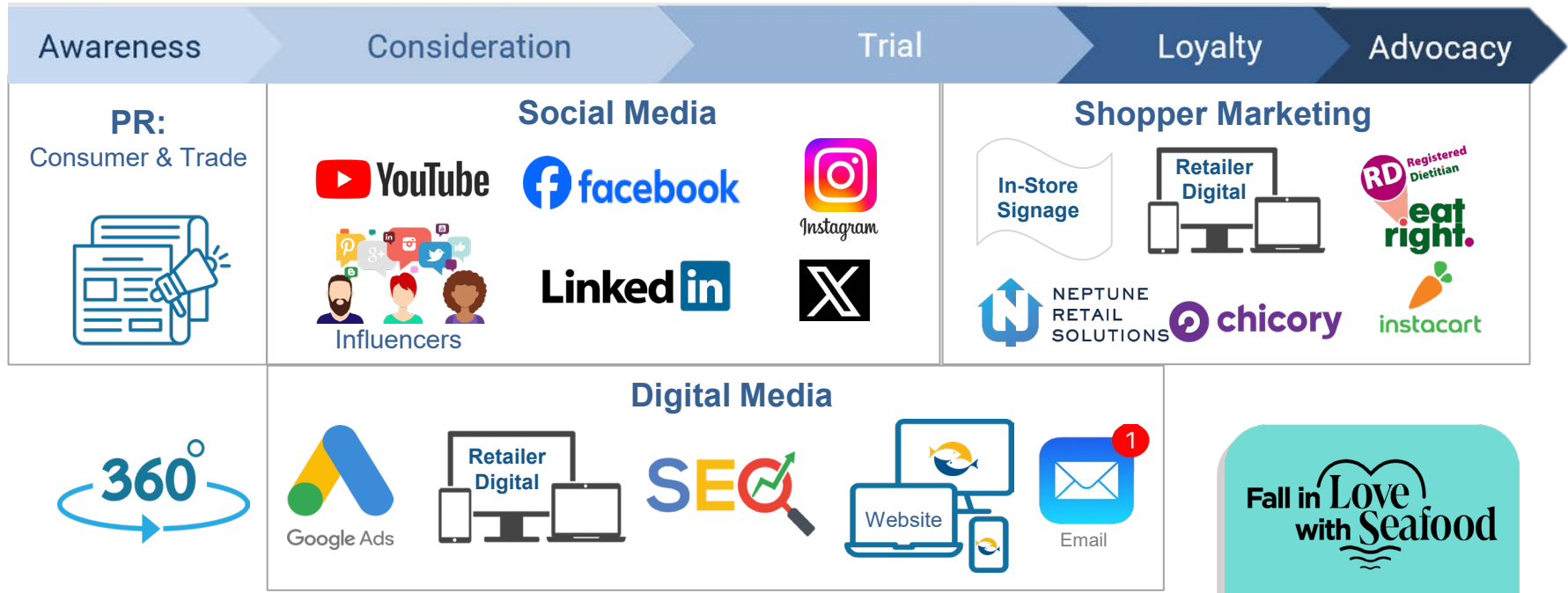
# 40+ Suppliers & Brands Campaign Supporters

- Multiple species across seafood categories: fresh, frozen, shelf stable & ready meals
- Own brand & national brand products



# Retail Marketing Plan Development

- Campaign tailored to the needs and opportunities of each retailer
  - Retailers have different shopper programs and in-house marketing capabilities



# 2024 FILWS Campaign Results

## Campaign Marketing Reach Summary

- **60 million+ campaign views!** **5 Retail Partners**

- 2,878 grocery stores



- 40+ supplier and brand partners



- 3.5% social media click-thru rate, over 2x the industry avg (1.5%)

- 175k+ consumer social engagements

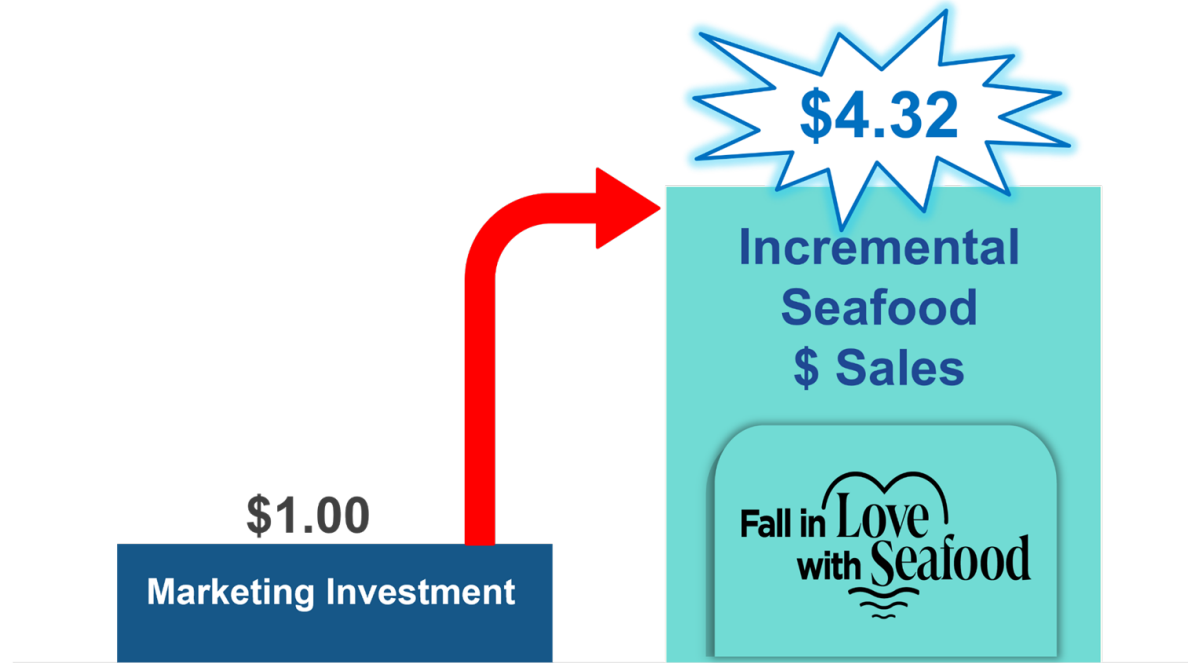
- Clicks, likes, shares, comments...etc.
- 1/3rd of engagements from consumers age 18-34





# 2024 FILWS Campaign Results

- Each \$1 Invested Returned \$4+ in Incremental Seafood Sales



# 9<sup>th</sup> Annual State of the Science Symposium

Washington DC

9.23.25



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# 9<sup>th</sup> Annual State of the Science Symposium



This annual event provides a forum for global experts in human nutrition to outline the latest consensus on all aspects of seafood nutrition. View past symposia [here](#).

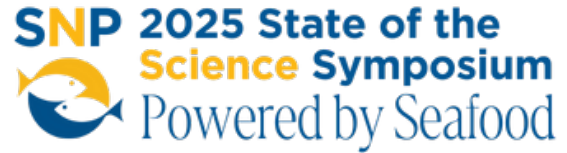
Please join us on 9.23.25 in Washington DC!



# 9th Annual State of the Science Symposium

**Dates:** Sept 22-23, 2025 10AM – 5PM ET

**Place:** MSC Office, 2445 M St. NW, Wash, DC



**Theme:** Powered by Seafood

- Seafood for Smarter, Stronger, Healthier Americans

## **Human Health**

- Seafood & IQ: The impact of maternal omega-3 intake on childhood intelligence.
- Sports Performance: How omega-3s fuel athletic edge and faster recovery

## **Consumer Outreach – Back to Basics Nutrition**

- Good Energy Conversation: Making seafood a cornerstone of American nutrition
- Fall in Love with Seafood: Consumer insights from SNP's public health campaign
- Food Is Medicine: The impact of nutrition on overall well-being and health outcomes

# Summer Seafood Challenge



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# SNP Summer Seafood Challenge

June 20, 2025 until August 20, 2025

A 60 Day initiative to galvanize the seafood industry to lead by example

- Eat seafood twice per week
- Fundraise to support SNP mission to improve public health through seafood nutrition
  - Build on success of 2024 challenge with an aggressive goal to raise \$75k, +82% v LY



# SNP Summer Seafood Challenge

June 20, 2025 until August 20, 2025

## How it works

- Seafood leaders create team on [givelively.com](https://givelively.com) and encourage colleagues, friends, and family to:
  - Commit to eating seafood 2x a week
  - Support SNP with donations
- Share ready-made social media graphics or own recipe creations on social media
- Rally peers to choose seafood, and help point Americans to the seafood sections of grocery stores and restaurant menus

In 2024 100+ posts with #summerseafoodchallenge

#summerseafoodchallenge



# Registered Dietitian Webinars





# Registered Dietitian Webinar Series

- 1-hour live webinar featuring key seafood topics
- 25-30 key RDNs & Health Influencer participants
- Educate RDs on the nutritional & environmental benefits of seafood
- Debunk seafood myths that may affect consumer perception & purchase consideration
- Provide toolkits & resources to share with clients
- Sponsored by SNP suppliers & brands
  - Link to: [SNP RD Webinar Sell Sheet](#)

## Sample Topics

- Open to other suggestions



# Ways to Support SNP



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# Ways to Support SNP

- Make a tax-deductible donation to SNP [online](#) to support on-going resource development, education & outreach, and communications.
- Join the [NSC Task Force](#), a pre-competitive convening developing plans for a national seafood promotion campaign.
- Form a team for the [Summer Seafood Challenge 2025](#).
- Sponsor a [FILWS](#) campaign at retail or foodservice.
- Sponsor the [9<sup>th</sup> Annual State of the Science Symposium](#).
- Sponsor a [Registered Dietitian Webinar](#)

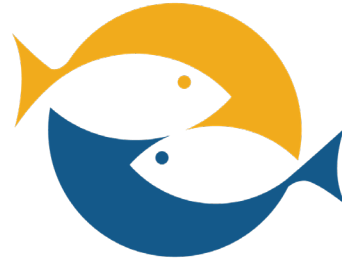
# FILWS Sponsorships 2025

Program	Payment Deadline	Sponsorship Levels	Includes	Notes
FILWS Walmart 2025	TBD	Supplier Sponsor: \$50,000 Option to add influencer video: \$25,000	Integrated Campaign, Digital end tag, digital endcap, FILWS toolkit	For existing suppliers only. 6 week campaign at 3,000+ locations
FILWS Publix Oct 2025	8/1/25	Supplier Sponsor: \$30,000 Option to add influencer video: \$10,000	Integrated Campaign, Digital end tag, digital endcap, FILWS toolkit	For existing suppliers only. 1 month campaign, chainwide
FILWS Harris Teeter Oct 2025	8/1/25	Supplier Sponsor: \$15,000 Option to add influencer video: \$5,000	Integrated Campaign, Digital end tag, digital endcap, FILWS toolkit	For existing suppliers only. 1 month campaign, chainwide
FILWS H-E-B Jan 2026	11/1/25	Supplier Sponsor: \$25,000 Option to add influencer video: \$5,000	Integrated Campaign, Digital end tag, digital endcap, FILWS toolkit	For existing suppliers only. 1 month campaign, chainwide
NSC Task Force	Annual renewal	Max of \$10,000 or \$25 of \$100K of U.S. seafood sales (0.00025 X annual sales)	Quarterly updates, in-person meeting at SENA	NSCTF members receive FILWS campaign updates

# Science & Nutrition Sponsorships 2025

Program	Payment Deadline	Sponsorship Levels	Includes
9 <sup>th</sup> Annual State of the Science Symposium Washington DC 9.23.25	7/1/25	Present Sponsor: \$25,000 Platinum: \$10,000 Gold: \$5,000	Present Sponsor: Sponsor remarks, sponsor video, feature seafood on menu, include in press release & website, item in swag bag, 8 tickets  Platinum: include in press release & website, item in swag bag, 8 tickets  Gold: include in press release & website, item in swag bag, 4 tickets
Academy of Nutrition & Dietetics FNCE 2025 Nashville TN 10.11-14.25	8/1/25	Reception Sponsor: \$25,000	Design a special reception event for 25 influential RDNs at the annual AND's Food & Nutrition Conference & Expo. Limited to 1 sponsor.
Educational Webinars for Health Influencers, RDN CE Credits	2 months lead time	Presenting Sponsor: \$10,000	Design an educational webinar for health influencers via Zoom with recording saved on SNP YouTube.
Seafood Nutrition Resource Development	Custom	Depends on the scope of the project.	Project aligns with SNP mission and priorities.

# Thank You for Supporting SNP!



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