

SNP Overview

Partner With SNP In 2026



SEAFOODNUTRITION.ORG

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 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.

PHILANTHROPIC PARTNERS



BUILDERS INITIATIVE



SNP Value Proposition





2013-2025 Impact

The leading voice for educating consumers on seafood nutrition

Promoting Seafood Nutrition & Boosting Consumption



2014-25: 10 BILLION+ MARKETING IMPRESSIONS

- Healthy Heart Pledge
- Celebrate Seafood
- Eat Seafood, America!
- Little Seafoodies
- Fall In Love With Seafood



2024-25 FALL IN LOVE WITH SEAFOOD CAMPAIGN DROVE \$4.52 ROI

H-E-B Publix
Whole Foods Harris Teeter
HyVee Weis



2014-17: 50,000+ HEALTHY HEART PLEDGES

- Nutrition education programs
- Eating Heart Healthy
 - Eating for Brain Health



30,000+ REGISTERED DIETITIANS REACHED

- Tailored programs & webinars
- State of Science Symposium
- Monthly RD newsletter



2024-25: REACHED 100M+ WITH BENEFITS OF SEAFOOD FOR PREGNANT WOMEN

- 66% reduction in preterm birth preterm birth
- 7.7 point increase in infant IQ



2015-25: 1 MILLION+ CONSUMER EMAILS SENT

- 'Seafood 101 Monthly Newsletter
- Recipes
- Tips on seafood selection, preparation, sustainability

Empowering the Seafood Community to Promote Seafood's Health Benefits



2014: SCIENTIFIC NUTRITION ADVISORY COUNCIL (SNAC)

SNP convenes the leading experts in science, nutrition, and health



2021-25: THE NATIONAL SEAFOOD COUNCIL TASK FORCE

Bringing the seafood industry together to increase consumption and public health impact



2017-25: ANNUAL STATE OF THE SCIENCE SYMPOSIUM

Annual forum of global leaders sharing latest seafood nutrition science with the industry and policymakers



2020-23: SEAFOOD4HEALTH ACTION COALITION

SNP convened Seafood4Health AC comprised of 50+ non-profits to support the industry during Covid-19



2023-25: SNP PRESIDENT & FOUNDER RECOGNIZED AS SEAFOOD INDUSTRY LEADER

- 2025: Intrafish 'Women Shaping the Future of Seafood'
- 2023-25: Intrafish Seafood 100



2013-25: INDUSTRY RESOURCES TO DRIVE SEAFOOD CONSUMPTION

- Nutrition guides, resources, monthly newsletter
- Latest seafood nutrition science
- Promotion tools, downloadable social graphics

Championing Seafood Nutrition Science & Public Policy



2015 & 2020: IMPACTING DIETARY GUIDELINES FOR SEAFOOD

Delivered oral and written DGA Committee input elevating seafood across the lifespan



2021: SNAC INPUT ADOPTED IN FDA'S FISH ADVICE

SNAC input to FDA on translating DGAC advice to the public



2025: FDA DEFINITION OF HEALTHY INCLUDES ALL SEAFOOD

SNP engagement with FDA contributed to Feb '25 'healthy' designation



2025: SEAFOOD INCLUDED IN MAHA REPORT

SNP instrumental in inclusion of seafood in the MAHA *Make Our Children Healthy Again* report



2021-22: GAO ON SEAFOOD IN SCHOOLS REPORT RESOURCE

GAO report found USDA purchased 3 oz. of seafood per student per year.



2016: WIC SEAFOOD NUTRITION COURSE

SNP developed seafood nutrition online course for WIC

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
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Paul Doremus, PhD, Past Chair
VP, Policy & Sustainability Strategy
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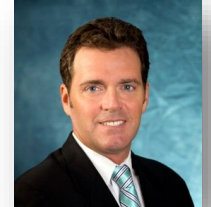
Steve Hart, PhD
VP, Global Seafood Alliance
Home: Indianapolis, IN



Morgan Howard
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Board Member, Sealaska
Home: Kirkland, WA



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



Hugh Welsh
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General Counsel
DSM-Firmenich
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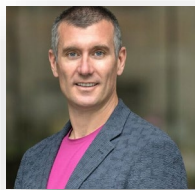
Scientific Nutrition Advisory Council



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



Martin-Paul Agbaga, PhD
Assistant Professor,
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Richard Bazinet, PhD
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Brain Lipid Metabolism
University of Toronto



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



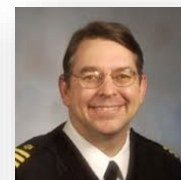
Sonja Connor, MS, RDN
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Megan Davis, PhD
Director, Queen Conch Lab
Florida Atlantic University
Harbor Branch Oceanographic Institute



Bill Harris, PhD
President,
Fatty Acid Research Institute



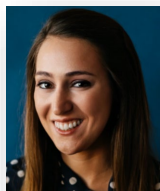
Joseph R. Hibbeln, MD
Psychiatrist
Omega-3 Expert



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



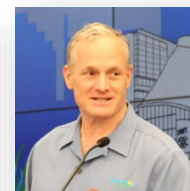
Maya Maroto, EDD, MPH, RD
Vice President
FoodMinds



Scott Nichols, PhD
Founder & Principal
Food's Future



Norman Salem, PhD
Omega-3 Expert



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



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.

NSCTF Chair

- Bill Hueffner, CMO, Pacific Seafood

NSCTF Marketing Committee Co-Chairs

- Daryl Gormley, CEO, Aquamar
- Vnay Bedi, Senior Vice President, Cox's Seafood

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Pacific Seafood



RAWSEAFOODS

RICH'S

RIVERENCE



Sysco

TOKYO GARDENS COMPANY

Trident

Sea Grant
WASHINGTON

NSC Task Force (2021–2026)

2021 – Formed National Seafood Council Task Force

Launched a precompetitive industry initiative to assess pathways for a unified national seafood marketing body.

2022 – Introduced the Seafood Marketing Act of 2022 with Senators Wicker and Cardin.

The bill requested \$25MM a year for 5 years to promote the public health benefits of seafood.

2024 – Launched the Fall In Love With Seafood Campaign

Activated the first large-scale, consumer-facing national seafood marketing effort.

2024 to 2025 – Demonstrated Positive ROI from FILWS Campaigns

Retail, eCommerce, and shopper marketing results prove that unified seafood marketing drives sales and engagement.

November 2025 – Industry Survey Shows Strong Support

NSC Task Force survey confirms broad industry endorsement for establishing a national seafood promotion council and for SNP to lead it.

Starting December 2025 – SNP Convenes Foundations & Industry Leaders.

Philanthropic & corporate partners align around forming a national seafood campaign fund.

January 2026 – NSC Task Force Forms Pooled Campaign Fund

The NSCTF agrees to pay fair share formula and new member benefits introduced.

2026 – New FILWS campaign strategy unveiled

FILWS expands from Retailer anchored to Retailer + Target Market anchored starting with Texas.

Fall In Love With Seafood

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

The logo features the text "Fall in Love with Seafood" in a serif font. "Fall in Love" is on the top line, "with" is on the second line, and "Seafood" is on the third line. A heart shape is formed by the top of the "Love" and the "with" text. Below "Seafood" are three wavy lines representing water.

Fall in Love
with Seafood

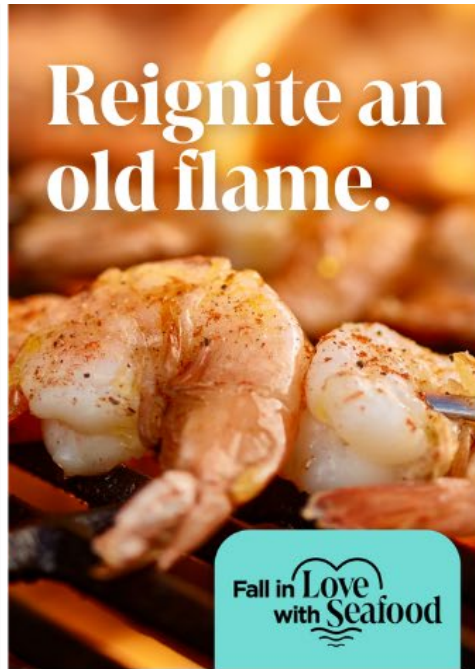


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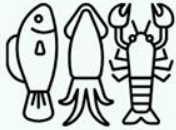
Fall in Love with Seafood Campaign

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



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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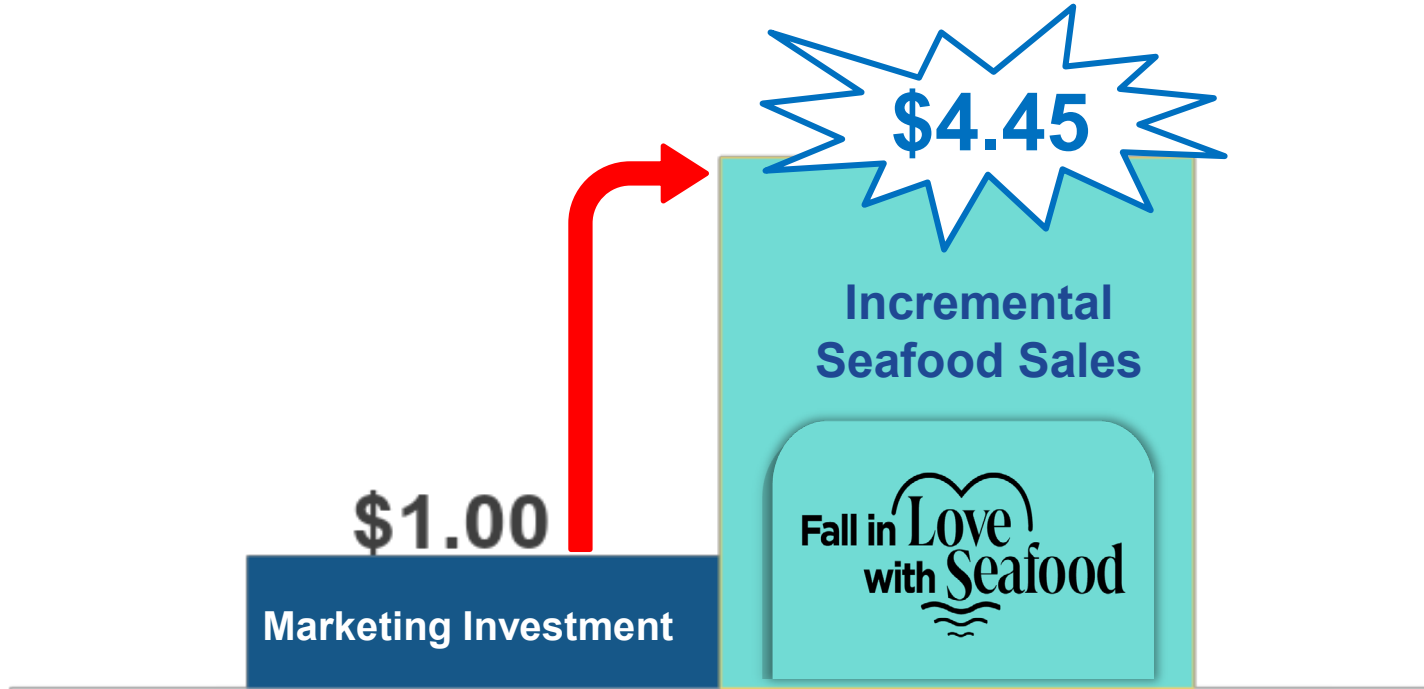
FILWS Campaign 2024-25 Results

- 130 million campaign views!
- 5 major retailers – 7 campaigns
 - 2,878 grocery stores
- 40+ supplier and brand partners
- Delivers average **ROI** of **\$4.45**
- Strong consumer engagement
 - 200k+ consumer social engagements
 - 3.5% social click-thru rate, over 2x the industry avg (1.5%)



FILWS Campaign: ROI

Each \$1 Invested Drove \$4.45 in Incremental Seafood Sales



Campaigns Conducted with Retail Partners Nationwide

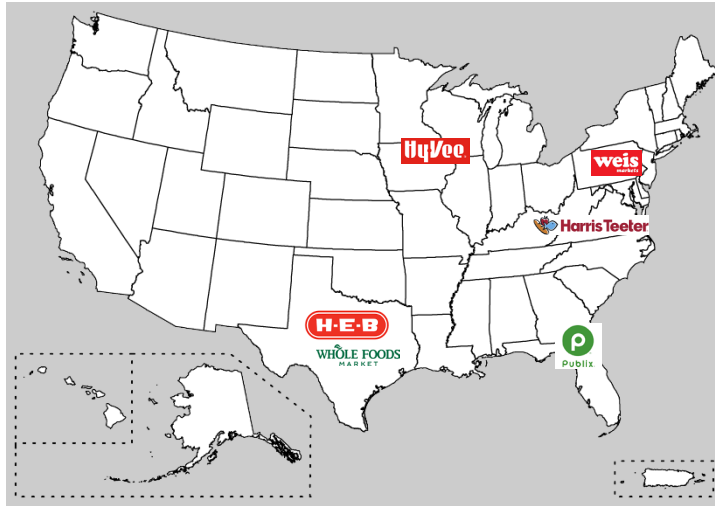
Q1'24	Q'24	Q3'24	Q4'24	Q1'25	Q4'25	Q1'26	Q2'26	Q4'26
 Jan'24  Mar/Apr	 May/Jun'24	 Sept'24	 Publix Oct'24	 Jan'25	 Publix Oct'25	  Jan'26	 FILWS Texas TM Launch May'26	 Publix Oct'26

Active Discussions



FILWS Campaign Expansion

**Retailer Anchored Model
2024-2026**



**Target Market Model
2026**



40+ Suppliers & Brands Campaign Supporters

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



TAMPA BAY
FISHERIES, INC.

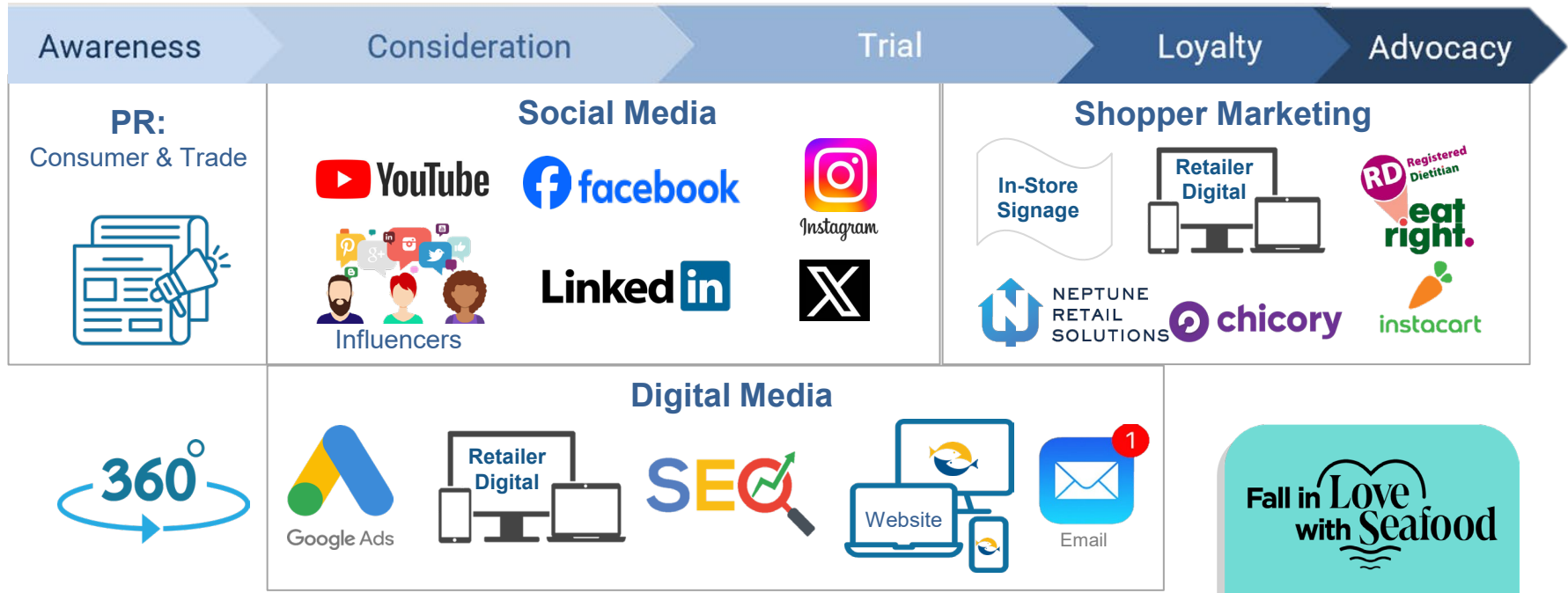


Bluehouse Salmon



Retail Marketing Plan Development

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



10th Annual State of the Science Symposium

Washington DC

9.14.26 - 9.15.26



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10th 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](#).



2026 Theme: Seafood & Blue Food, an Essential Pillar of a Resilient Food System

Please join us on 9.14.26-9.15.26 in Washington DC!

Summer Seafood Challenge



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SNP Summer Seafood Challenge

June 22, 2026 until August 21, 2026

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 2025 challenge with an aggressive goal to raise \$100k, +33% v LY



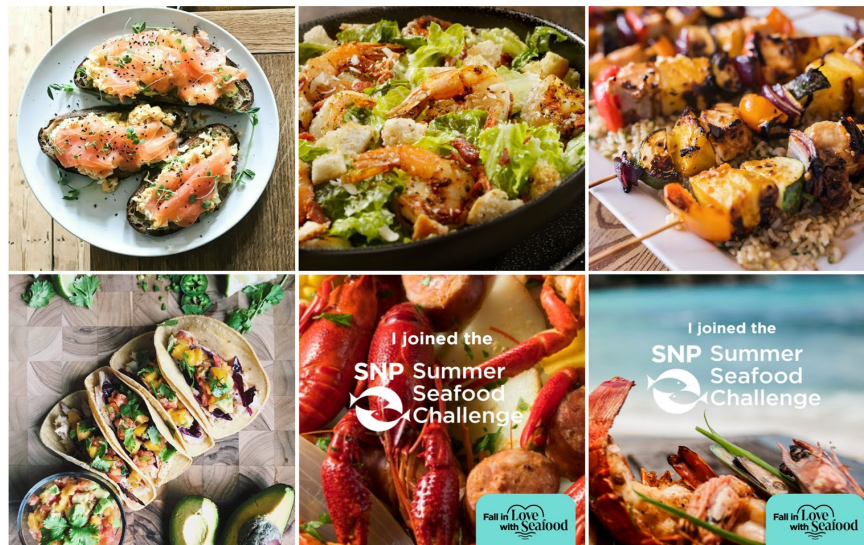
SNP Summer Seafood Challenge

June 22, 2026 until August 21, 2026

How it works

- Seafood leaders create team on 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

#summerseafoodchallenge



Ways to Partner with 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 strategies to promote the public health benefits of seafood at scale.
- Form a team for the [Summer Seafood Challenge 2026](#).
- Sponsor a [FILWS](#) campaign at retail or foodservice.
- Sponsor the [10th Annual State of the Science Symposium](#).

FILWS Sponsorships 2026

Program	Payment Deadline	Sponsorship Levels	Includes	Notes
FILWS Walmart 2026	TBD	Supplier Sponsor: \$50,000	Integrated Campaign, Digital end tag, digital endcap, FILWS toolkit	For existing suppliers only. 6 week campaign at 3,000+ locations
FILWS Whole Foods 2026	TBD	Supplier Sponsor: \$25,000	Integrated Campaign, Digital end tag, digital endcap, FILWS toolkit	For existing suppliers only. 2 week campaign, chainwide
FILWS Publix Oct 2026	8/1/26	Supplier Sponsor: \$25,000	Integrated Campaign, Digital end tag, digital endcap, FILWS toolkit	For existing suppliers only. 1 month campaign, chainwide
FILWS H-E-B Jan 2027	11/1/26	Supplier Sponsor: \$25,000	Integrated Campaign, Digital end tag, digital endcap, FILWS toolkit	For existing suppliers only. 1 month campaign, chainwide
NSC Task Force	Annual renewal	Seafood Co's: \$25 per \$100K of U.S. seafood sales (0.00025 X annual sales) Non-Seafood Co's: \$5,000	Quarterly updates, in-person meeting at GSMC, SENA, input on FILWS expansion	NSCTF members receive FILWS campaign toolkits, campaign support, updates

Science & Nutrition Sponsorships 2026

Program	Payment Deadline	Sponsorship Levels	Includes
10 th Annual State of the Science Symposium Washington DC 9.14-15.26	7/1/26	Presenting Sponsor: \$25,000 Platinum: \$10,000 Gold: \$5,000	Presenting 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 2026 San Antonio, TX 10.24-27.26	8/1/26	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!



[Video Link](#)