

# Honoring the Family Meal

Helping families be healthier and happier with quick, easy seafood meals



**OCTOBER IS NATIONAL SEAFOOD MONTH**



**SEAFOOD  
NUTRITION  
PARTNERSHIP®**



Seafood Nutrition Partnership is here to inspire Americans to enjoy seafood at least twice a week by showing how buying and preparing seafood is simple and delicious!

**For National Seafood Month in October, we are bringing the focus back to family.**

Magic happens during family mealtime when children and parents gather around the table and engage each other in conversation. Family meals eaten at home have been proven to benefit the health and wellness of children and adolescents, to fight obesity and substance abuse, and to make families stronger—creating a positive impact on our communities and our nation as a whole.

**Join us as we work collaboratively with health partners, seafood companies, retailers and dietitians from across the country to bring families back to the table.**

Seafood Nutrition Partnership is partnering with the Food Marketing Institute Foundation to emphasize the importance of family meals, expanding National Family Meals Month throughout the year and into a true movement — the Family Meals Movement.



## *Fun ways to* **USE THIS TOOLKIT**

This toolkit is designed to inspire and demonstrate how you can implement **National Seafood Month this October**. Within the theme, several messaging tracks will be promoted to speak to different consumers. Please utilize the turnkey resources and messaging, or work with us to customize it for your audiences.

- ▶ **Quick, Easy Weeknight Meals**  
Many fish dishes cook in 15 minutes or less
- ▶ **Fun Ways to Engage Little Seafoodies**  
Get kids cooking in the kitchen
- ▶ **Live Smarter and Healthier with Seafood**  
Seafood benefits everyone in the family
- ▶ **Seafood 101**  
Help people be more confident in purchasing seafood

**We want to hear from you** and discuss ways we can implement **National Seafood Month in October!**

**Contact us with questions –**

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## KEY MESSAGES



**We care about the health of you and your family! That's why we are celebrating families this October during National Seafood Month.**

- ▶ We know that juggling jobs, kids and the demands of a busy, modern life often come at the expense of family mealtime at home. We're here to be your ally—the solution to your mealtime dilemma.

**Did you know 63% of Americans decide what to eat less than an hour before eating?**

Source: Hartman Group, 2013

- ▶ 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!

**Researchers and health experts endorse and promote the lifelong benefits of family meals.**

- ▶ Numerous studies show that home-cooked meals nourish the spirit, brain and health of all family members.
- ▶ Regular family meals are linked to the kinds of outcomes that we all want for our children: higher grades and self-esteem, healthier eating habits and less risky behavior.

**We're helping your family eat well together to be well together.**

- ▶ We're committed to helping you make shared meals at home fun, affordable and healthier.

**Seafood includes vital nutrients needed for health and wellness at all ages, including omega-3s, iron, B and D vitamins, and protein.**

- ▶ The benefits of seafood for kids are big! Fish and shellfish supply the nutrients, vitamins and omega-3s essential for strong bones, brain development, and healthy heart and immune system. Studies show that seafood just twice a week for kids leads to better attention span, better grades, and better sleep!
- ▶ Eating seafood at least twice a week reduces the risk of death from any health-related cause by 17%.
- ▶ The fats found naturally in seafood, omega-3s EPA and DHA, are essential to our health. On average, Americans consume only 80 of the recommended 250-500mg of omega-3s EPA+DHA per day.
- ▶ Fish has more vitamin B12 and vitamin D than any other type of food, according to the FDA.

**Be thankful for October, after the back-to-school rush and before the holiday hectic. It's the perfect time to focus on sitting down together as a family to regroup.**

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**You and your family are an important part of our community! Engage with us and show your commitment to more meals together on social media.**

- ▶ Follow us for family meals focused content, including shopping tips and recipes. [insert company social media handles]
- ▶ Share your own family meal experiences, misadventures and solutions with your social channels, and don't forget to use hashtags #familymeals and #seafoodmonth.

## Quick, Easy Weeknight Meals



**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!

**Good rule of thumb** 👍

Try the 10-minute rule, which says you should measure the fish at its thickest point, and cook it 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 15-20 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.





# The Ultimate Guide to Cooking Seafood

## BEST WAY TO COOK YOUR SHELLFISH

Often, shellfish are boiled, poached, steamed or microwaved. They can also be baked, broiled or grilled, as with scallops or shrimp.

### IS IT DONE?

- **Raw shrimp:** will turn pink and become firm.
- **Live oysters, clams and mussels:** shells will open when they are done.
- **Shucked oysters, clams and mussels:** will become plump and opaque. The edges of the oysters will start to curl.
- **Scallops:** will turn white or opaque and become firm to the touch.
- **Crab and lobster:** shells will turn bright red and the meat will become white or opaque.

	 CLAMS	 CRAB	 LOBSTER	 MUSSELS	 OYSTERS	 SCALLOPS	 SHRIMP
Cooking Method	Steam	Steam, boil or buy precooked frozen or canned	Boil, or use precooked frozen	Steam	Steam, roast or poach	Pan-sear, broil or grill	Boil, saute, grill or use precooked frozen
Ways to Enjoy	In risotto or on their own with a squeeze of lemon	In gumbos, as crab cakes, or as a topping on fish, shrimp, or lobster	Over a fresh salad or served with melted butter	Steamed in broth or soup, or on their own with a squeeze of lemon	Grilled or baked, topped with sautéed spinach and garlic	Tossed with pasta	Grilled, in tacos or over pasta

## BEST WAY TO COOK YOUR FISH

Fish can be divided into categories based on the amount of fat it contains. Within each category, you can swap types of fish in recipes and cooking techniques.

- **Steamed or poached:** Lean, mild-flavored fish with tender, white or pale flesh, such as sea bass, cod, flounder or grouper are usually delicate, so this cooking method works well. Shrimp, crab and lobster can be cooked in this method.
- **Grilled, baked or broiled:** Medium-to-fatty fish with a firmer texture and richer flavor are perfect for these methods because they can withstand the heat. Try black cod (sablefish), bluefish, catfish, mackerel, salmon, swordfish or trout.

### IS IT DONE?

- Many types of fish are delicate and tender, so you want to avoid overcooking them. The best way to tell if a fish is done is by testing it with a fork. Insert the 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.
- If you are new to preparing seafood, a good rule of thumb is to cook the fish to an internal temperature of 140° to 145°F.
- Try the 10-minute rule, which says you should measure the fish at its thickest point and cook it for 10 minutes per inch, turning halfway through the cooking time.

Fish is versatile and can be paired with a variety of cuisines and flavors. Try a few of our favorite ways to enjoy it!

MILD FISH	COOKING METHODS	WAYS TO ENJOY
Cod	Broil, pan-fry, bake, or poach	Baked with vegetables
Flounder	Broil, pan-fry, or bake	Dress it with toasted almonds and lemons
Grouper	Grill, pan-fry, pan-sear, bake, or poach	Try a zesty lime sauce or marinade
Haddock	Broil, pan-fry, bake, or poach	In a sandwich topped with slaw
Halibut	Grill, broil, pan-sear, or bake	Marinated in soy sauce and miso paste, paired with vegetables
Mahi mahi	Grill, saute, bake, or poach	Topped with a spicy pesto sauce or in a curry sauce
Monkfish	Grill, pan-roast, or pan-fry	Cubed, coated with Jamaican jerk spices, grilled and served as kabobs
Pollock	Broil or saute	Coated with breadcrumbs and parmesan
Red Snapper	Roast, fry, or saute	Served in a spicy tomato sauce with pasta
Sea Bass	Grill, broil, pan-sear, or bake	Baked with a citrus dressing or pan-seared with vegetables
Sole	Broil, saute, or bake	Simple saute or stir-fry
Tilapia	Broil, pan-fry, or saute	Pan-fry with a lemon and kalamata olive sauce

RICHER-FLAVORED FISH	COOKING METHODS	WAYS TO ENJOY
Catfish	Grill, pan-fry, or bake	In gumbo or pan-fried
Salmon	Grill, broil, bake, poach, or use canned	Form into cakes or dust with cumin and pair with black bean stew
Sardines	Grill, broil, bake, or use canned	In meatballs or puttanesca sauce
Swordfish	Grill, broil, or bake	As a grilled steak or kabobs
Trout	Grill, broil, or pan-fry	Saute with vegetables, rice, and pecans
Tuna, Yellowfin	Grill, broil, pan-fry, bake, or use canned	In a panini, atop a salad, or grilled as a steak

# Fun Ways to Engage Your Little Seafoodies



## Get kids cooking in the kitchen

“Whenever I meet an adult that doesn’t eat fish, they almost always say, we never had it when I was growing up,” Chef **Ryan Nelson**, SNP Ambassador, commented. One way to get kids eating brain-boosting seafood is to get them involved in kitchen. Studies have shown that when kids help to prepare the food, they are much more likely to try new eating new things.

There are so many reasons to get your kids cooking. When kids cook, it boosts their self-esteem. They learn real lessons in math, science, and creativity. And, it creates a great opportunity for family bonding. So, rally your kids and get cooking!

# Top 6 Secrets to Getting Kids to Eat More Seafood

The benefits of seafood for kids are big! Fish and shellfish supply the nutrients, vitamins and omega-3s essential for strong bones, brain development, and healthy heart and immune system. **So how do moms get their kids to eat more of this delicious, nutritious food?** Seafood Nutrition Partnership talked to hundreds of moms and asked top nutrition experts and chefs for their input — all parents with tested-true tips. Here are the ones that, when put into action with real moms as part of SNP’s **Little Seafoodies** program, seemed to work best.



Here are the top six secrets to getting your kids to eat more seafood.

## 1 HAVE FIN FUN! WHEN SEAFOOD LOOKS FUN, IT’S “YUM!”

For younger kids, this can simply be visually appealing, like a sandwich shaped like a fish. The heart of this concept is for there to be an exciting component. Maybe it’s interactive and they can “play” with their food or make a taco or bowl with their favorite flavor combos.

## 2 DIPPING MEANS YUMMING!

Seafood, the perfect ketchup delivery device! More than three-quarters of respondents in our mom survey said dipping sauces would be a good way to get their kids to try seafood. Ketchup, ranch dressing and barbecue sauce are kids faves.

## 3 DO THE SEAFOOD SWAP!

“Kids love chicken fingers, breaded fish or shrimp is really not that different than chicken,” said Nelson. “Kids love burgers, patty up some shrimp or fish and make burgers.”

“Our kids love tacos and spaghetti...whose kids don’t love those? So sometimes I just substitute beef with shrimp or fish in my tacos and spaghetti sauce,” said Indianapolis mom of two **Stephanie Hart**. “I find that if you introduce seafood with familiar flavors your kids already love, they’ll eat it with few or no questions. Once they get used to it, then they’re willing to expand and try new things.”

## 4 TOP IT. KIDS LOVE IT!

Kids love fruit? Pile it on! Try making an avocado and fruit salsa with mango, pineapple or even strawberries to top a fillet.

“Serve fish with sauces and toppings that are flavorful and preferred by kids,” suggested **Jessica Levinson**, mom of twin girls, dietitian and author of 52-Week Meal Planner. “For example, my Orange Maple Salmon goes over swimmingly with kids because of the sweet flavor of maple syrup.”

## 5 ADD IT TO A FAVE, WATCH ‘EM RAVE!

Crab in mac & cheese, please! Tuna on pasta makes it go fasta!

“I got my daughter back on the shrimp lover’s wagon by adding it to her favorite foods like cheese quesadillas and as a topping on homemade pizza (which she makes herself),” said mom, dietitian and co-founder of Teaspoon of Spice, **Deanna Segrave-Daly**.

## 6 OUR BEST ADVICE IS TO KEEP TRYING.

“Seafood on the menu doesn’t happen overnight—it’s a series of trial and error. Being willing to ‘try and error’ is what landed a variety of seafood on my kids plate today,” said dietitian and mom **Robin Plotkin**.

For more ways to increase your seafood intake, visit [seafoodnutrition.org/seafoodsmarts](https://seafoodnutrition.org/seafoodsmarts)



# Live Smarter and Healthier with Seafood

## FISH PROVIDES ESSENTIAL HEALTH FOR EVERYONE IN THE FAMILY

Here are all the reasons you need to celebrate National Seafood Month

### 1 LIVE (HEALTHIER) LONGER

- ▶ Fish literally saves lives. Eating seafood two to three times per week reduces the risk of death from any health-related cause by 17 percent.<sup>1</sup>
- ▶ Seven out of 10 deaths in the U.S. are preventable through nutrition and lifestyle changes, like adding omega-3s to your diet. Low seafood intake contributes to 55,000 deaths each year, making seafood deficiency a leading dietary contributor to preventable death in the U.S.<sup>2</sup>
- ▶ Older adults with highest fish consumption lived an average of 2.2 years longer.<sup>3</sup>

<sup>1</sup> Mozaffarian D, Rimm EB. Fish intake, contaminants, and human health: evaluating the risks and the benefits. *JAMA*. 2006;296:1885-99.

<sup>2</sup> Micha R, et al. Association Between Dietary Factors and Mortality From Heart Disease, Stroke, and Type 2 Diabetes in the United States. *JAMA*. 2017 Mar 7;317(9):912-924.

<sup>3</sup> Mozaffarian D, et al. Plasma Phospholipid Long-Chain Omega-3 Fatty Acids and Total and Cause-Specific Mortality in Older Adults. *Ann Intern Med*. 2013 Apr 2;158(7):515-25.

<sup>4</sup> Hibbeln JR, et al. Maternal seafood consumption in pregnancy and neurodevelopmental outcomes in childhood (ALSPAC study): an observational cohort study. *Lancet*. 2007;369(9561):578-85.

<sup>5</sup> Tan MD, MPH, Z.S. Red blood cell omega-3 fatty acid levels and markers of accelerated brain aging. *Neurology*. 2012 Feb 28;78(9):658-664.

### 2 SEAFOOD IS A “PROTEIN WITH BENEFITS”

- ▶ Seafood sits among the highest-quality proteins (like eggs, meats, poultry and dairy) and offers additional health benefits. It can reduce your risk of heart disease, improve how you feel during pregnancy and help your child develop a healthy brain and eyes, and improve memory and sharpness.<sup>1,4,5</sup>
- ▶ As a “protein with benefits,” leading health organizations recommend Americans eat seafood at least twice a week.

### 3 SEAFOOD IS BRAIN FOOD

- ▶ “As calcium is to the bones, DHA is to the brain,” says Dr. Tom Brenna, member of the 2015-2020 Dietary Guidelines Advisory Committee. Seafood provides docosahexaenoic acid (DHA), a type of omega-3 essential for brain development and function, helping neurons trigger and cells regenerate. It is such an important building block that people with low levels of it have measurably smaller brains!<sup>5</sup>
- ▶ The FDA and EPA agree seafood consumption is especially important for pregnant or nursing women because eating fish regularly helps with the growth and development of children’s brains and even helps boost IQ. Babies from moms who ate seafood twice a week had a higher IQ averaging 5.8 points.<sup>6</sup>
- ▶ People who regularly eat fish are 20% less likely than their peers to have depression.<sup>7</sup> In fact, the American Psychiatric Association has endorsed the fatty acids in fish as an effective part of depression treatment.



<sup>6</sup> FAO/WHO (2011). Report of the Joint FAO/WHO Expert Consultation on the Risks and Benefits of Fish Consumption. Rome, Food and Agriculture Organization of the United Nations; Geneva, World Health Organization, 50 pp.

<sup>7</sup> Li F, et al. Fish consumption and risk of depression: a meta-analysis. *J Epidemiol Community Health*. 2016 Mar;70(3):299-304.

## THE BENEFITS OF FAMILY MEALS

Parents estimate that they enjoy dinner with their children on average 4.7 times per week, about 10% less than they would like.<sup>1</sup>

The reasons to eat together as a family are numerous

### 1. ENJOY A MEAL TOGETHER

- ▶ Numerous studies have found that eating with others, particularly family, is associated with healthier dietary outcomes for both children and adults.<sup>2</sup>
- ▶ When parents eat dinner alone, they find their own evening meal less satisfying.<sup>3</sup>



### 2. EAT TO LOSE

- ▶ People who eat the most home-cooked meals eat healthier and consume about 130 fewer calories daily, on average, compared to people who cook less or not at all.<sup>4</sup>
- ▶ Benefits include a reduction in the odds for overweight (12%), eating unhealthy foods (20%), and disordered eating (35%) and an increase in the odds for eating healthy foods (24%).<sup>5</sup>
- ▶ Kids and teens that share meals with their family three or more times per week are significantly less likely to be overweight, more likely to eat healthy foods and less likely to have eating disorders.<sup>6</sup>

### 3. SHARING IS CARING

- ▶ Children who grow up sharing family meals are more likely to exhibit prosocial behavior as adults, such as sharing, fairness, and respect.<sup>7</sup>
- ▶ Teens who eat dinner with their parents regularly develop better relationships with them, do better in school, and are at lower risk of using drugs, drinking or smoking.<sup>8</sup>
- ▶ With each additional family meal shared each week, adolescents are less likely to show symptoms of depression, less likely to use or abuse drugs, and less likely to engage in delinquent acts.<sup>9</sup>

<sup>1</sup> Food Marketing Institute. Shopping for Health, 2016.

<sup>2</sup> Fulkerson JA, et al. A Review of Associations Between Family or Shared Meal Frequency and Dietary and Weight Status Outcomes Across the Lifespan. *J Nutrition Education & Behavior*. Jan 2014;46(1): 2-19.

<sup>3</sup> The Hartman Group. Compass Eating Occasions 2014-2016. 2017.

<sup>4</sup> Wolfson J, Bleich S. Is Cooking at Home Associated With Better Diet Quality Or Weight-Loss Intention? *Public Health Nutrition*. Published online 17 November 2014.

<sup>5</sup> Hammons A, Fiese B. Is Frequency of Shared Meals Related to the Nutritional Health of Children and Adolescents? *Pediatrics*. 2011;127 (6).

<sup>6</sup> Berge J. The Protective Role Of Family Meals For Youth Obesity: 10-Year Longitudinal Association. 2014.

<sup>7</sup> De Backer CJ, et al. "Our" Food Versus "My" Food. Investigating The Relation Between Childhood Shared Food Practices And Adult Prosocial Behavior In Belgium. *Appetite*. 2014.

<sup>8</sup> CASAColumbia. The Importance of Family Dinners VIII. National Center on Addiction and Substance Abuse at Columbia University. 2012.

<sup>9</sup> Meier A, Musick K. Variation in Associations Between Family Dinners And Adolescent Well-Being. *J Marriage & Family*, 2014.

## Seafood 101

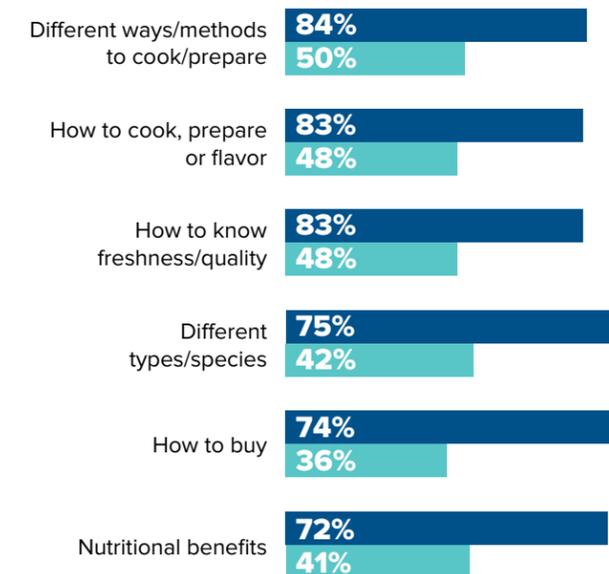


## Help consumers be more confident in purchasing seafood

Selecting and cooking seafood is simple for those who have eaten it for a while. But, for others, it can be intimidating.

According to the Food Marketing Institute's Power of Seafood 2019, consumers would like to try different types of seafood if someone advised them. That's where we can all step in and help. For many consumers, seafood isn't something they grew up eating or isn't as familiar to cook with as poultry. They need a little help to confidently eat more seafood for their health.

### WANT MORE KNOWLEDGE ABOUT:



■ Seafood consumer ■ Non-seafood consumer

Source: FMI's Power of Seafood (Q28)



# The Ultimate Guide to Buying Seafood

Buying seafood doesn't need to be complicated. Utilize this guide to find the perfect seafood to satisfy your taste, schedule, budget and diet.

## I'M IN THE MOOD FOR:

- For a light, delicate fish, choose a lean fish, such as striped sea bass, cod, flounder, grouper, haddock, halibut, mahi mahi, perch, pollock, red snapper, rockfish, sole or yellowfin tuna.
- For a richer taste, choose a fattier fish usually with darker flesh, such as herring, mackerel, salmon, sardines, swordfish, trout or albacore tuna.

**Tip** LET FRESHNESS BE YOUR GUIDE. It's easy to substitute one fish for another in a recipe, so if the mahi mahi looks and smells fresher than the pompano, buy it instead. Also, keep in mind the frozen and canned sections offer the same health benefits and often a wider variety to choose from.

## TO PREPARE AND COOK MY SEAFOOD, I'D LIKE TO:

- **Use my outdoor grill**
  - Many fish stand up to the heat, and it can bring out a delicious grilled flavor. Try salmon, snapper, tuna, mahi mahi, swordfish, catfish, scallops or shrimp.
- **Steam or poach it**
  - Try lean fish – mild-flavored with tender, white or pale flesh – such as sea bass, cod, flounder, grouper, haddock, halibut or pollock.
- **Broil or bake**
  - Try a medium-fat fish, such as bluefish, catfish, mullet, salmon or swordfish.
- **Eat it without having to cook it**
  - Choose a precooked fish that's frozen (so you just have to warm it up), or opt for canned tuna, salmon or crab.

## ACROSS THE STORE

- **FRESH:** A great option if you're planning to eat fish today or tomorrow. Seafood should be consumed within one to two days when it's fresh or thawed. If you're eating it right away, prepared seafood is a quick and easy option, as well. Swing by the sushi station or prepared foods section for a meal on the run.
  - **For the wallet:** Seasonal or local fresh options tend to be more budget-friendly at your fish counter. Both farm-raised and wild fish are good nutritional choices, so talk to your seafood counter expert about best deals, what's freshest and recipe ideas.



- **FROZEN:** If you plan to save your seafood for a later date, this is the way to go. It's also great for fast family-friendly meals such as pre-seasoned fish that can be cooked quickly in the oven or even microwave. Frozen seafood is just as good for you, especially with today's flash-frozen-at-sea technologies and can be saved for up to six months.



- **For the wallet:** Frozen seafood is often a budget-friendly option, especially if you can buy larger packages and store them. Check for sales and coupons for even better values.
- **CANNED, TINNED OR POUCHED:** There are many canned seafood options for a quick and easy meal or snack, and they serve as a great source of protein.
  - **For the wallet:** Canned seafood is often the most budget-friendly option. Keep an eye out for sales and stock up on this shelf-stable pantry protein.



## Additional Considerations

### SUSTAINABILITY

- Sustainable means that seafood has been caught or farmed with minimal impact to the environment.
- The majority of U.S. retailers have sustainability practices in place. Always buy seafood from a reputable market where the employees are able to answer your questions.
- When at the store, look for a trusted certification such as Certified Sustainable Seafood from the Marine Stewardship Council or Best Aquaculture Practices administered by the Global Aquaculture Alliance.
- You can also download the Seafood Watch app from the Monterey Bay Aquarium or visit FishWatch.gov, both of which list sustainable seafood choices based on where the fish is from, how it was caught and other factors.

### FARMED VS. WILD

- Both farmed and wild seafood are safe to eat.
- The two main types of seafood farming are marine, which is net enclosures in the open ocean or in tanks on land, and freshwater, usually man-made ponds. In the U.S., the most common farmed species include oysters, clams, mussels, and shrimp, and fish such as catfish, trout, salmon and black sea bass.
- Farming fish, shellfish and even seaweed helps produce food while restoring habitats, replenishing wild stocks, and rebuilding populations of threatened and endangered species.
- When it comes to the environment, both farmed and wild fish and shellfish can be harvested responsibly, or not, so it is best to find out the sustainability policy of your grocer or look for a trusted certification on the package.

# Around the Store Shopping Tips



Shoppers often hesitate when it comes to choosing seafood. Here are some talking tips to help them make choices that taste delicious and are good for their health.

## SEAFOOD COUNTER

- When you are in the mood for something fresh, ask our seafood counter about seasonal seafood options, along with any recipes they may have on hand.
- Be flexible and let freshness be your guide. Seafood is seasonal just like produce. It's easy to substitute one fish for another, so if the mahi mahi looks and smells fresher than the pompano, buy it instead.
- Saltwater fish should smell briny, freshwater fish should smell like a clean pond, and shellfish mild and sweet.
- When buying fresh fish, ask the seafood counter when they got it in, and check to see if the flesh is firm and elastic, meaning it will spring back when touched.
- When buying shellfish, make sure that if they have shells, they are tightly closed, not cracked or broken. If you are purchasing them alive, make sure they are actually alive by tapping on the shell to make sure they close.
- If you aren't going home within an hour or it's warm outside, ask for your fish to be packed with a separate bag of crushed ice to keep it cold while shopping.



## FREEZER SECTION

- Frozen seafood is just as good for you as fresh, especially with today's flash-frozen-at-sea technologies.
- It is a cost-effective alternative that allows you to make something special and healthy any day of the week.
- From baked fish sticks to grilled salmon to shrimp scampi, frozen seafood offers healthy varieties that everyone in your family will love for quick weeknight meals.
- If thawed properly — either in the refrigerator overnight or in a sealed plastic bag placed in cold water for 15-30 minutes — fish should retain its fresh texture and taste.

## CENTER OF THE STORE

- There are many canned seafood options when you are looking for a quick and easy meal or snack — and they serve as a great source of lean protein. Canned tuna, crab and salmon are precooked options that taste great in salads, on pasta or all by themselves.
- Canned salmon, sardines, anchovies, mackerel, herring, crab and clams are among the highest sources of omega-3s in the grocery store.



## PREPARED FOOD

- When you're in a hurry, the prepared food section offers quick and convenient seafood choices — and is the perfect opportunity to try something new.
- Check out the store's seafood offerings and pick up an entrée to pair with cooked vegetables or a salad for a balanced meal.
- Stop by the sushi counter for a seafood lunch or dinner on the run.



## OMEGA-3S BEYOND THE FISH DEPARTMENT

- If your customers are truly fish-averse, or are vegetarian or vegan, there are still ways to get your EPA and DHA.
- Milk and buttery spreads can be found fortified with omega-3s, as well as a variety of shelf-stable products such as tortillas, pasta sauces and peanut butter. There's an omega-3-enhanced olive oil. Most omega-3-containing foods are fortified with DHA, sourced either from fish or from algae, so vegans should be sure to read the label.
- Another option for boosting marine-based omega-3s is to choose eggs from chicken raised with DHA-heavy diets.
- Most fortified food products provide less than 100 mg per serving, which falls short of the 250 mg recommended per day.



## PHARMACY/VITAMIN AISLE

If you can't get enough omega-3s in your diet from food, supplements are a great option. But, with dozens of options available on the shelves, consumers often are overwhelmed with choice and may need help understanding how to narrow their choices.

When it comes to choosing an omega-3 supplement, be sure to read the Supplement Facts panel. There are two important things to look for on the label:

1. **The amount of EPA and DHA:** The number shown on the front of the package doesn't always tell the whole story. For example, some packaging will feature "Fish Oil 1000mg," but this describes the amount of total fish oil in the product and not the specific levels of omega-3s. The Supplement Facts panel on the back of the packaging should clearly identify the amount of EPA and DHA.
2. **What is considered a serving:** While on the Supplement Facts, check the serving size, as well. For some supplements, you might need to take two or more pills, especially when it comes to gummies. Remember — you are looking to consume at least 250 mg to 500 mg of EPA and DHA per day.

Supplement Facts		
Serving Size: 2 Soft Gels		
Amount Per Serving		% Daily Value*
Calories	18	
Calories from fat	18	
Total Fat	2.0g	3%
Saturated Fat	0.1g	1%
Trans Fat	0g	**
Vitamin E (d-alpha tocopherol)	30 I.U.	100%
Omega-3s	Weight***	Volume %
EPA (Eicosapentaenoic Acid)	650mg	35%
DHA (Docosahexaenoic Acid)	450mg	25%
Other Omega-3s	180mg	10%
Total Omega-3s	1280mg	70%
Oleic Acid (Omega-9)	56mg	3%

\* Percent Daily Values are based on a 2,000 calorie diet.  
 \*\* Daily Value not established. \*\*\* Natural Triglycerides.  
 Less than 5mg of Cholesterol per serving.  
**Ingredients:** purified deep sea fish oil (from anchovies and sardines), soft gel capsule (gelatin, water, glycerin, natural lemon oil), natural lemon oil, d-alpha tocopherol, rosemary extract.

For those following a vegetarian or vegan diet, you can still add EPA and DHA to your nutrition regimen by choosing algae-based omega-3 supplements. ALA supplements (think flaxseed and chia) will not provide the EPA and DHA your body needs.

## FISH STREET TACOS

**Servings:** 4 | **Prep Time:** 10 mins  
**Cook Time:** 15 mins | **Total Time:** 25 mins  
Recipe by Annessa Chumbley, RDN



### INGREDIENTS

- 16 oz. tilapia, frozen or fresh
- 1 tsp. chili powder
- 1/2 tsp. ground cumin
- 1 tsp. garlic powder
- 1/2 tsp. kosher salt
- 16 mini street taco soft shells
- 1 ripe avocado
- juice of 2 limes and zest of 1 lime
- 1/4 cup water, plus more
- 1/2 tsp. salt
- crumbled cojita cheese
- shredded purple cabbage
- corn
- salsa
- ranch dressing

### INSTRUCTIONS

1. Heat oven to 400°. On a baking sheet lined with parchment paper, place tilapia fillets. Sprinkle seasonings and salt on top of the filets, rubbing seasonings in to cover the top of the tilapia.
2. Bake fish for 13 minutes, or until cooked through, but not overcooked. During the last 5 minutes of baking, wrap the soft taco shells in parchment paper then aluminum foil, and place in on the baking sheet to warm up with the tilapia.
3. Remove baking sheet from oven, leaving taco shells in their package until ready to serve. Using two forks, shred tilapia.
4. To make Green Drizzle: add ingredients into a small food processor or chopper. Blend until smooth. If needed, thin out with a little more water or olive oil.
5. To make street tacos, put 2 tablespoons of tilapia in the center of each soft taco shell. Top with shredded purple cabbage, crumbled cheese, Green Drizzle, and anything else the family loves! Enjoy.

This recipe can be made with any flaky white fish.

## SHRIMP PESTO PIZZAS

**Servings:** 4 | **Prep Time:** 5 mins  
**Cook Time:** 10 mins | **Total Time:** 15 mins  
Recipe by Annessa Chumbley, RDN



### INGREDIENTS

- 4 sandwich thins
- 8 Tbsp. pesto sauce, either homemade or store-bought
- 1 cup baby shrimp (they come frozen and already cooked)
- 1 cup shredded Monterrey or mozzarella cheese

### INSTRUCTIONS

1. Heat oven to 425°. Separate sandwich thins and lay all of the halves sliced-side-up on a baking sheet covered in parchment paper. You should have 8 little "pizza crusts" on the baking sheet. Spray each lightly with olive oil nonstick cooking spray (or brush with olive oil), and bake for 5 minutes.
2. Remove little pizza crusts, and spread each with 1 tablespoon pesto sauce, then top with 2 tablespoons baby shrimp (it's okay if they are not thawed), and sprinkle on 2 tablespoons cheese.
3. Put back into the oven and bake for another 5 minutes, until crispy and cheese is melted and gooey. Remove pizzas and serve!

**NOTE:** If your kids won't eat "green" pesto, try it with red marinara or white alfredo sauce.

Easy 4-ingredient pizzas that come together in 10 minutes are perfect for little fingers. Cheesy, delicious, and the added benefit of brain-boosting shrimp make these a triple win.

## SWEET ORANGE SALMON

**Servings:** 4 | **Prep Time:** 15 mins  
**Cook Time:** 10 mins | **Total Time:** 25 mins  
Recipe by Annessa Chumbley, RDN



### INGREDIENTS

- 4 salmon fillets (3-4 oz. each)
- 1/2 cup orange juice
- 2 Tbsp. tamari (or liquid aminos or soy sauce)
- 3 Tbsp. raw honey
- 1 1/2 cup corn (frozen, canned, or cut straight off the cob)
- 1/2 cup finely diced cucumber
- 1 Tbsp. finely diced red onion
- 1/4 tsp. salt

### INSTRUCTIONS

1. Turn oven to 450°. In a small sauce pan, add orange juice, tamari or soy sauce, and honey. Bring to a boil, then reduce to a simmer for 10 minutes, until orange glaze thickens enough that it can coat the back of a spoon.
2. Lay salmon fillets on a baking sheet covered in parchment paper. Brush each filet 3-4 times with the yummy orange glaze. If you don't have a brush, just drizzle the glaze with a spoon and then spread it across the top of each salmon. Bake for 7-9 minutes. If you want more glaze on it, brush it again one minute before it comes out of the oven.
3. In a medium bowl, mix together ingredients for corn salsa.
4. Remove salmon from oven, and top each with 1/3 cup corn salsa. Serve with extra salsa on the side. Enjoy!!

Sweet orange salmon is a delicious dinner topped with a yummy corn salsa that kids love... and with all the healthy fats of salmon!

## ALASKA POLLOCK BURRITO BOWLS

**Servings:** 4 | **Prep Time:** 20 mins  
**Cook Time:** 15 mins | **Total Time:** 30 mins  
Recipe from Alaska Seafood Marketing Institute



### INGREDIENTS

- 1 lb. Alaska pollock
- 1 Tbsp. canned chipotle chilies in adobo, chopped
- 2 Tbsp. and 1 tsp. fresh lime juice, divided
- 1 Tbsp. canola oil
- 1/2 Tbsp. sugar
- 1/2 tsp. dried oregano
- 1/4 tsp. salt
- 1/4 tsp. onion powder
- 1/4 tsp. garlic powder
- 1 cup fresh diced pineapple
- 2 Tbsp. red onion, small dice
- 1/2 small jalapeno pepper, minced
- 2 1/2 cups black beans, prepared
- 1 cup rice, prepared

### INSTRUCTIONS

1. Preheat oven to 400 degrees F.
2. Rinse any ice glaze from frozen Alaska pollock; pat dry. Place in a spray-coated baking dish/pan and tightly cover with foil.
3. Bake for 15 minutes or just until fish is opaque throughout.
4. Puree the chilies in adobo, lime juice, oil, sugar, oregano, salt, onion powder and garlic powder.
5. Pour this sauce over cooked fish. Break up until sauce is evenly distributed, keeping fish chunky. Keep warm.
6. For the pineapple salsa, combine pineapple, onion, cilantro, jalapeno, 1 tsp. of lime juice and a pinch of salt.
7. For each portion, place 1/2 cup rice, 1/2 cup black beans, and 3 oz. chipotle lime Alaska pollock in a bowl. Top with 1/4 cup pineapple salsa.

These Alaska Pollock Burrito Bowls are fun, flavorful, and perfect for the whole family.

## CRAB MAC & CHEESE

**Servings:** 6-8 | **Prep Time:** 15 mins

**Cook Time:** 30 mins | **Total Time:** 45 mins

Recipe from Alaska Seafood Marketing Institute

### INGREDIENTS

- ▢ 1 lb. rotini pasta, cooked al dente, drained and kept warm
- ▢ 1 lb. Alaska crabmeat
- ▢ 2 cups bite-sized pieces of fresh asparagus (about 9 oz.)
- ▢ 1/2 cup butter
- ▢ 1/2 cup flour
- ▢ 1 tsp. salt or garlic salt or onion salt
- ▢ 1/2 tsp. cracked black pepper
- ▢ 1 quart non-fat or 1% milk, warmed
- ▢ 1 cup shredded Gruyere or Swiss cheese
- ▢ 2 cups shredded sharp white cheddar cheese
- ▢ 1/2 to 3/4 cup panko breadcrumbs
- ▢ 1/2 tsp. each smoked paprika and dried thyme

### INSTRUCTIONS

1. Preheat oven to 400 degrees F.
2. In a large pot over medium-low heat, melt butter. Whisk in flour and cook 2 minutes, stirring constantly.
3. Stir in the salt, pepper and warm milk. Cook and whisk until sauce has thickened and is smooth.
4. Turn heat to lowest setting; stir in cheeses. Turn off heat; continue stirring until sauce is smooth.
5. Gently blend in the pasta, crabmeat and asparagus. Turn mixture into a spray coated 9x13-inch pan or 8 (1-1/2 cup) baking dishes.
6. Blend together breadcrumbs, smoked paprika and thyme; sprinkle evenly over pasta.
7. Bake 20 minutes or until sauce is bubbly and topping is browned.

Crab Mac & Cheese is a very tasty way for you and your little seafoodie to get your [#Seafood2xWk](#).



## FISH STICK GYRO

**Servings:** 4 | **Prep Time:** 10 mins

**Cook Time:** 20 mins | **Total Time:** 30 mins



Recipe from Alaska Seafood Marketing Institute

### INGREDIENTS

- ▢ 12 frozen breaded Alaska pollock fish sticks (.75 to 1.0 oz. each)
- ▢ 4 whole pita pockets
- ▢ 1 tomato, sliced into 16 thin wedges
- ▢ 1 red pepper, sliced into 8 thin strips
- ▢ 1/4 cup pitted, coarsely chopped Kalamata olives
- ▢ 1/4 cup crumbled Feta cheese
- ▢ 1 tsp. dried oregano
- ▢ 3/4 to 1-1/2 cups tzatziki sauce

### INSTRUCTIONS

1. Prepare fish sticks according to package directions. The oven or toaster oven will make them crunchiest, but if you're in a time crunch, the microwave is a great solution.
2. Warm pita; remove top third of pita pocket. Fill each pocket with 4 tomato slices, 2 pepper slices, 3 fish sticks, 1 tablespoon olives, 1 tablespoon crumbled Feta and 1/4 teaspoon oregano. Top with 2 to 3 tablespoons tzatziki sauce.



Crunchy breaded Alaska pollock topped with creamy tzatziki sauce makes for the perfect bite. These Alaska Pollock Gyros make Greek cuisine an easy family dinner for any night of the week.

## NEWSLETTER/BLOG CONTENT



### For National Seafood Month in October, we are bringing the focus back to family

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.

### Easy Seafood Cooking Tips for Busy Families

- ▶ **Cook it from frozen:** the Alaska Seafood Marketing Institute offers whole series of tasty recipes called [Cook It Frozen!](#) Most frozen seafood can be prepared in as little as 15 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 alternative 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!



## SUGGESTED POSTS

### Join the Conversation

SHOW US HOW YOU DO #SEAFOODMONTH AND ENCOURAGE OTHERS TO DO SO.

Here are some sample posts to use with followers

**You and your family are an important part of our community! Engage with us and show your commitment to more meals together on social media.**

- ▶ Follow us for family meals focused content, including shopping tips and recipes. [insert company social media handles]
- ▶ Share your own family meal experiences, misadventures and solutions with your social channels, and don't forget to use hashtags #familymeals and #seafoodmonth.

We care about the health of you and your family! That's why we are celebrating families this October during National #SeafoodMonth, offering [insert tips, promos, mealtime solutions, or other highlights].

Join us in celebrating seafood in October as National #SeafoodMonth. We'll be offering [insert mealtime solutions, specials, promotions or demo days], and follow along for #seafood #tips all month!

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

The American Academy of Pediatrics (@AmerAcadPeds) says kids should be eating #Seafood2xWk as part of a healthy diet. Looking for ways to incorporate more fish & shellfish in your #familymeals? Check out these simple & delicious seafood recipes from @Seafood4Health: <http://www.seafoodnutrition.org/recipes>

The benefits of seafood for kids are big! Studies show that #fish & shellfish just twice a week for kids leads to better attention span, better grades & better sleep! #Seafood2xWk #FamilyMeals

Good rule of thumb 👍 Try the 10-minute rule, which says you should measure the fish at its thickest point, and cook it for 10 minutes per inch, turning halfway through the cooking time. #SeafoodMonth #DYK #easydinner



## SUGGESTED POSTS



Did you know 63% of Americans decide what to eat less than an hour before eating? We offer an ever-expanded assortment of products that take the stress out of planning & preparing #familymeals including pre-seasoned #seafood and delicious ready-made entrees.

ONE type of #protein you should eat TWO times per week that's found in THREE different parts of the grocery store. Get your fresh, frozen and canned #Seafood2xWk

As you juggle new school routines and fall activities, we invite you to look to us for support. When it comes to making more shared mealtimes happen for your busy family, let us be your ally. #familymeals #seafoodmonth

We're committed to helping you make #familymeals at home fun, affordable and healthier. Comment below to let us know what struggles you have in getting health family meals on the table.

Let's get back to the dinner table. Numerous studies show that home-cooked meals nourish the spirit, brain and health of all family members. #FamilyMeals #SeafoodMonth



FOLLOW US @Seafood4Health



While we celebrate National Seafood Month in October, seafood should be part of family meals year round. Visit [seafoodnutrition.org/retail](https://seafoodnutrition.org/retail) for content ideas, fish facts and more to utilize throughout the year.



**Seafood Nutrition Partnership** is a charitable nonprofit with a mission to create a healthier America through consumption of seafood. SNP addresses the biggest barriers to eating seafood — a lack of confidence in knowing how to select, buy, prepare and eat seafood — to encourage more Americans to consume fish, shellfish and omega-3s as part of a balanced diet.

SNP provides resources that help answer customers' questions about seafood and health and encourages balanced nutrition throughout the lifespan. SNP's outreach materials emphasize seafood at all price points, ease of prep and cooking, and provide culturally relevant recipes — many of which feed a family of four for less than \$10 and can be made in less than 15 minutes.



Established in 1996, the **Food Marketing Institute Foundation** seeks to ensure continued quality and efficiency in the food retailing system and is operated for charitable, educational and scientific purposes. To help support the role of food retailing, the FMI Foundation focuses on research and education in the areas of food safety, nutrition, and health. The FMI Foundation is a 501(c)3 non-profit organization.