



**SEAFOOD
NUTRITION
PARTNERSHIP**



MOVING THE NEEDLE ON SEAFOOD CONSUMPTION

SNP ANNUAL REPORT 2018



MISSION

SNP is a 501(c)3 non-profit inspiring a healthier America by empowering seafood consumption through partnerships and collaborations.

VISION

For Americans to live smarter and healthier through sustainable seafood.

STRATEGY

Build lifelong seafood consumers.

A LETTER FROM

LINDA CORNISH, FOUNDER & PRESIDENT



Dear Friends,

Through the support of generous donors like you, the Seafood Nutrition Partnership is moving the needle on seafood consumption. Thank you for sharing our commitment to helping Americans be healthier through increased seafood nutrition.

Your tremendous support and partnership powered our work to educate health and nutrition influencers across the country to learn more about the essential health benefits that seafood offers and to strengthen the seafood recommendation in our nutrition policy and guidelines.

We convened leading scientists, federal agencies, non-profits, and industry at our 2nd Annual State of the Science Symposium. Every program detailed in this report was designed to accelerate the shift toward increased seafood consumption.

I invite you to join us as we look back and celebrate the progress you made possible in 2018.

With gratitude,

Linda Cornish, Founder & President

A LETTER FROM

HUGH WELSH, CHAIRMAN



Dear Friends,

As a donor as well as a Board member of Seafood Nutrition Partnership, I am excited to share that we are helping Americans to eat more seafood for better health. Per capita consumption rose to 16 pounds in 2017 according to the latest NOAA report, the highest level in a decade.

In my experience from the global health space, it's important to know that behavior change takes persistence, time, and a very targeted strategies. I know firsthand that Seafood Nutrition Partnership is well-equipped to take on the challenge of inspiring a healthier America with seafood. We need to continue to build on our momentum and successes to make breakthrough change.

Thank you for your continued support and partnership!

Best Regards,

Hugh Welsh, 2017-2018 Chair

2018 YEAR IN REVIEW

We meet high-impact health & nutrition influencers where they are to provide them educational resources they can use.

JANUARY

- Drs. Tom Brenna and John Paul SanGiovanni presented on brain health at FoodFluence, along with DSM and GOED

FEBRUARY

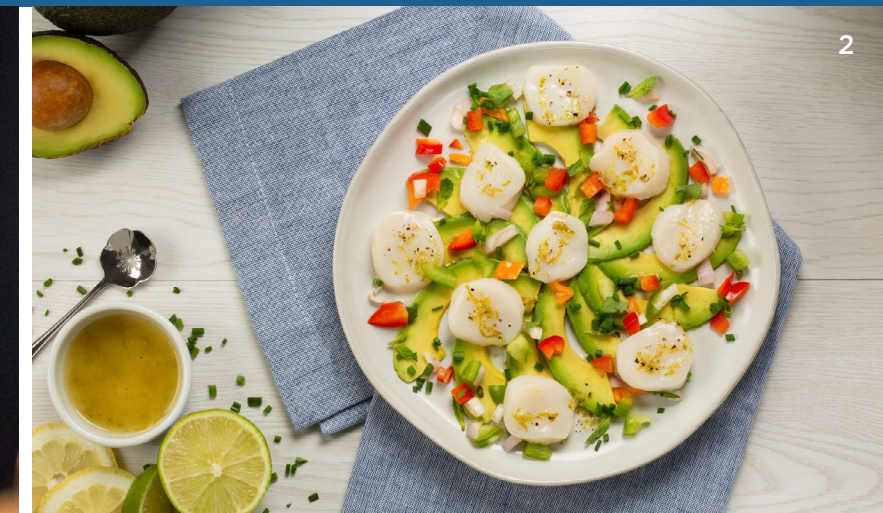
- Linda Cornish presented at Aquaculture America

MARCH

- New seafoodnutrition.org website launched
- Hosted a media event at Crave Fishbar in New York City
- Held a chef demo and nutrition education event at the Time Inc. test kitchen
- Hosted a reception at Seafood Expo North America
- Linda Cornish and Kim Thompson of the Aquarium of the Pacific presented on sustainable seafood at Oldways Retail Dietitian Conference

MAY

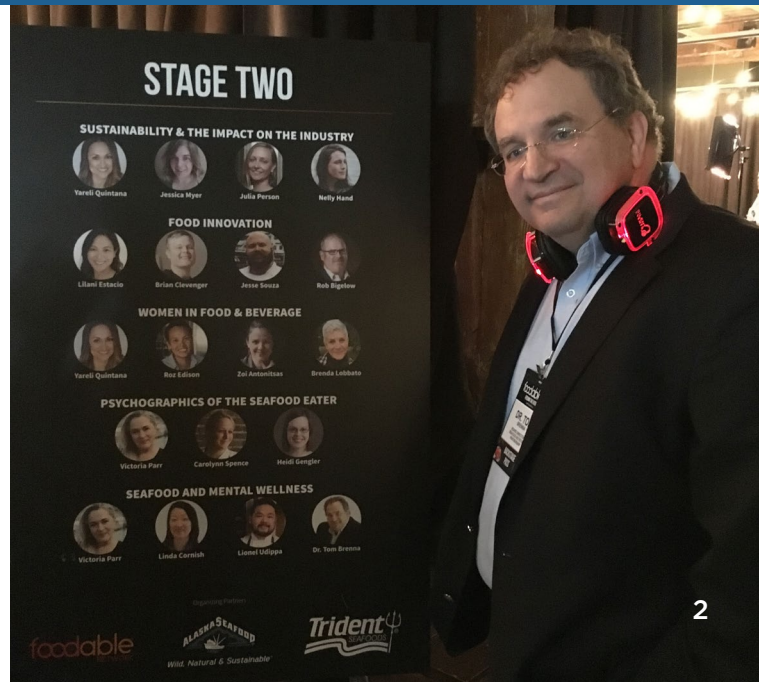
- Dr. Tom Brenna presented at Today's Dietitian conference
- Hosted a conversation on sustainable seafood and nutrition in San Francisco
- Judged and sponsored the seafood category at Memphis in May barbecue competition



AT RIGHT

1. Engaged with important health influencers and presented on seafood and brain health at FoodFluence 2. SNP Ambassadors created a series of new recipes, which were featured for the media 3. Held a chef demo and nutrition education event at the Time Inc. test kitchen 4. With Chef Ambassador Todd Mitgang, hosted a media event in New York City 5. Presented on sustainable seafood to top retail dietitians at the Oldways Retail Dietitian Conference 6. Linda Cornish and SNP Ambassador Chef Ryan Lopez hosted a conversation on sustainable seafood and nutrition in San Francisco 7. Linda Cornish judged and presented the seafood category winners at Memphis in May barbecue competition.

2018 YEAR IN REVIEW



JUNE

- SNP Ambassador Captain Keith Colburn and Linda Cornish presented at the Northwest Fisheries Association

JULY

- Presented at Society of Nutrition Education and Behavior conference
- Featured SNP Ambassadors in a recipe booklet, themed Feast of the Seven Fishes

SEPTEMBER

- 2nd Annual State of the Science Symposium showcased the latest human nutrition and environmental sustainability science

OCTOBER

- National Seafood Month kicked off with a theme of #CelebrateSeafood at the Celebration of Sustainable Seafood
- Presented on seafood nutrition at the Fisheries Council of Canada
- Hosted two webinars with the Academy of Nutrition and Dietetics: sustainable seafood for culinary professionals and healthy aging
- Linda Cornish and Dr. Tom Brenna spoke about seafood and brain health at a Foodable IO
- Hosted several events for influential dietitians at their annual conference, FNCE

NOVEMBER

- Presented on seafood nutrition for 125 ShopRite dietitians

AT LEFT

1. Ambassador Captain Keith Colburn and Linda Cornish presented at the Northwest Fisheries Association 2. Linda Cornish and Dr. Tom Brenna were interviewed at a Foodable IO live event turned broadcast on seafood and brain health 3. Throughout the year, SNP Ambassador and sustainable seafood champion Barton Seaver had a monthly column in Cooking Light magazine highlighting the #Seafood2xWk Pledge and created a series of blog posts, recipes and videos for us 4-6. The 2nd Annual State of the Science Symposium provided the latest information on seafood nutrition science, addressed by leading experts including (clockwise from top left) Senator Roger Wicker (Mississippi), Capt. Joseph Hibbeln, MD, and Senator Lisa Murkowski (Alaska) 7. Ambassador Michael-Ann Rowe emceed our Celebration of Sustainable Seafood, which kicked off National Seafood Month 8. Chef Tae Strain from Momofuku CCDC shows influential media dietitians how easy it is to prepare delicious seafood at an SNP dinner during the Food & Nutrition Conference & Expo



SNP AT A GLANCE

CHALLENGES

The majority of Americans are missing out on the essential health benefits of seafood nutrition for brain health, heart health, eye health, and overall wellness. 90% of Americans fall short of the Dietary Guidelines for Americans recommendation to eat seafood at least twice a week and take in at least 250mg of omega-3s EPA +DHA per day.

Eating seafood frequently as part of a balanced diet is a nutrition solution that can help address the chronic disease crisis Americans face today. 90% of the nation's \$3.3 trillion in annual health care expenditures are for people with chronic and mental health conditions.

90% OF AMERICANS MISS BENEFITS FROM EATING #SEAFOOD2XWK

SOLUTIONS

At Seafood Nutrition Partnership, we are inspiring a healthier America by empowering seafood consumption through partnerships and collaborations. We develop evidenced based messages that serve as the foundation for our communications outreach through various influencer channels. Strategically, we focus our efforts on:

Influencer Engagement

We educate and equip health & nutrition influencers with resources to recommend more seafood.

Ocean to Table Engagement

We build partnerships to amplify the urgent message of the need to eat more seafood for better health.

Science & Nutrition Policy

We translate seafood nutrition science to support nutrition policy development.



THE YEAR IN NUMBERS

- **3 BILLION** total SNP impressions
- **640 MILLION** total earned media
- **4,341** registered dietitian nutritionists reached
- **5 MILLION** reached through retail
- **14** conference presentations
- **94%** positive or neutral media sentiment about seafood
- **3.9%** increase in seafood dollar sales in 2018 YOY
- **16 POUND** per capita seafood consumption in 2017, highest in a decade



DONOR TESTIMONIAL

“Seafood Nutrition Partnership is doing the important work of communicating the value of seafood for human health, our food systems, and planetary health.”

LAUREL BRYANT
Chief External Affairs Division, NOAA Fisheries



DONOR TESTIMONIAL

“I am proud to be a founding investor in Seafood Nutrition Partnership. SNP has grown into an invaluable organization that provides evidence-based messages that empower Americans to eat more seafood for better health.”

JOE BUNDRANT
CEO, Trident Seafoods Corporation



DONOR TESTIMONIAL

“Linda and Seafood Nutrition Partnership have built the critical message around the value of sustainable seafood for human health with the health & nutrition community.”

TERESA ISH
Oceans Initiative Program Officer
at the Walton Family Foundation



DONOR TESTIMONIAL

“I’m honored to have served as the founding Chairman working alongside Linda and Seafood Nutrition Partnership to build an effective organization that continues to affect behavior change for Americans to eat more seafood for better health.”

JUDSON REIS,
President & CEO, Gorton’s Inc.

THANK YOU TO PHASE 1 CAMPAIGN DONORS!

The generosity of these donors powered SNP's national public health campaign from 2014 to 2017 and helped increase seafood consumption in the U.S. to 16 pounds per person, the highest in a decade.

CHAIRMAN'S CAMPAIGN CIRCLE VISIONARY PARTNERS \$500,000+



CHAIRMAN'S CAMPAIGN CIRCLE ANCHOR PARTNERS \$250,000+



CHAIRMAN'S CAMPAIGN CIRCLE TAILWIND PARTNERS \$75,000+



2018 DONORS

VISIONARY \$25,000+

Google

CHAMPION \$10,000+

Alaska Seafood Marketing Institute
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Corbion
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Preferred Freezer Services
StarKist Co.
The Walton Family Foundation
Wiley's Finest

ADVOCATE \$5,000+

Bristol Seafood, LLC
Maine Community Foundation
Rich Products
Santa Monica Seafood
Sustainable Shrimp Partnership

SUPPORTER \$2,500+

Global Aquaculture Alliance
Global Organization for EPA and DHA Omega-3
Harvest Select
Nature Made
OmegaQuant, LLC
Open Blue Cobia
Vital Choice Wild Seafood & Organics

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Nuts Over Fish
Seabreeze Seafoods International
Seafood Exchange of Florida, Inc.
Ste Michelle Wine Estates
The Nature Conservancy
UniSea, Inc.
Veramaris

FINANCIALS

EXPENSES BY FUNCTIONAL CATEGORY

	2017	2018
EXPENDITURES	\$1,271,931	\$ 1,096,928
PROGRAM SERVICES	81%	73%
FUNDRAISING	9%	11%
ADMINISTRATION	10%	16%
TOTAL	100%	100%

BOARD & ADVISORS

The Seafood Nutrition Partnership has a broad-based group of well-respected advocates, advisors and partners from healthcare, academia, business and nonprofits who share our mission of educating Americans about the health benefits of seafood. The following is a list of SNP stakeholders:

BOARD OF DIRECTORS 2018

Mr. Hugh Welsh (Chair), President & General Counsel, DSM N. America
Dr. Steve Hart (Vice Chair), VP, Global Aquaculture Alliance
Mr. Jack Kilgore (Treasurer), Retired President, Rich Products – Consumer Brands
Ms. Linda Cornish (Secretary), President, Seafood Nutrition Partnership
Dr. Tom Brenna, Professor of Nutrition, Dell Medical School, University of Texas
Ms. Sonja Connor, Research Associate Professor, Oregon Health & Science University;
Past President, Academy of Nutrition & Dietetics
Ms. Stephanie Mattingly, VP of Marketing, Long John Silver's
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Mr. Judson Reis, President & CEO, Gorton
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Past President, Academy of Nutrition & Dietetics
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Dr. Norman Salem, Corporate Scientist, DSM
Dr. Michael Tlusty, Associate Professor, University of Massachusetts Boston
Ms. Gretchen Vannice, Director of Nutrition Education and Research at Organic Technologies

AMBASSADORS 2018

Chef Kelly Armetta, Boston, MA
Chef Jennifer Chandler, Memphis, TN
Chef Johnny Carino, St. Simons, GA
Mr. Keith Colburn, Fisherman, Television Personality, Advocate, Seattle, WA
Chef Jeff Cowles, St. Simons, GA
Chef Chris Edelman, Boston, MA
Chef Tony Hang, Tampa, FL
Chef Kerry Heffernan, New York City, NY
Chef Tim Hughes, Birmingham, AL
Chef Ayanna Johnson, Memphis, TN
Chef Ryan Lopez, Oakland, CA
Chef Todd Mitgang, New York, NY
Chef Ryan Nelson, Indianapolis, IN
Ms. Julie Qiu, New York, NY
Chef Michael-Ann Rowe, New York, NY
Chef Barton Seaver, Portland, ME
Chef Ben Smith, Memphis, TN
Chef Marco Suarez, Boston, MA
Ms. Heather Tallman, Indianapolis, IN
Mr. Joe Urban, Greenville, SC

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Dr. Steven Hart, Vice President, Global Aquaculture Alliance
Ms. Jill Kauffman Johnson, Head of Global Market Development - Algae, Corbion
Ms. Contessa Kellogg-Winters, Communications Director, Aquaculture Stewardship Council (ASC)
Ms. Mary Blankenship Pointer, Senior Vice President, Republic Bank & Trust
Mr. Richard Stavis, Chief Sustainability Officer, Stavis Seafoods
Mr. Jared Thorson, VP of Sales & Marketing, Carlson Laboratories, Inc.



To learn more about how you can help SNP increase seafood consumption in the U.S., contact us and follow us on social media.

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