

# SNP Overview

Mission Advancement 2025



[SEAFOODNUTRITION.ORG](http://SEAFOODNUTRITION.ORG)

# 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 smarter, happier, and healthier through seafood nutrition.

## Strategy

Build lifelong seafood consumers.

# Join SNP to Support Healthier Americans

[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 2012 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.



**Thank You  
For Supporting  
SNP!**

# 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



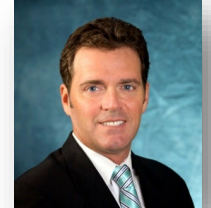
**Steve Hart, PhD**  
VP, Global Seafood Alliance  
Home: Indianapolis, IN



**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

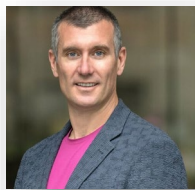
# Scientific Nutrition Advisory Council



**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



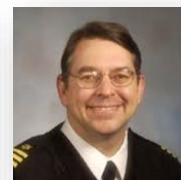
**Sonja Connor, MS, RDN**  
Research Associate Professor  
School of Medicine  
Oregon Health  
Science University



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



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



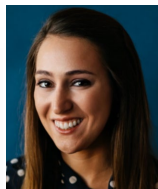
**Joseph R. Hibbeln, MD**  
Psychiatrist  
Omega-3 Expert



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



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



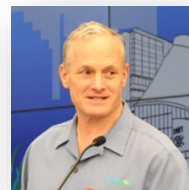
**Kelly Leblanc, RDN**  
Dir. of Nutrition  
Oldways



**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

# 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. Higher omega-3s DHA can reduce pre-term birth risks.



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](#)

# 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 a playbook with the NSC Task Force for a national seafood promotion campaign.



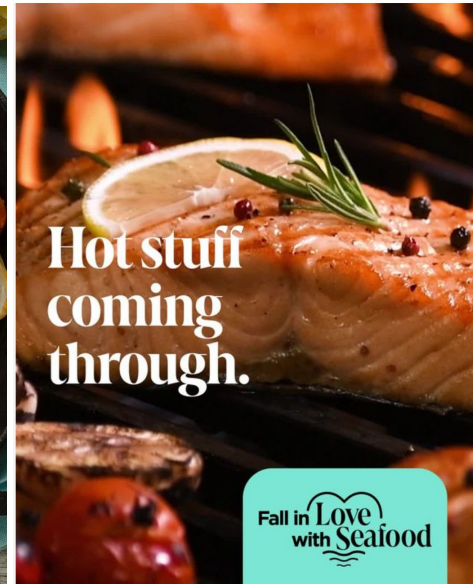
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# Fall in Love with Seafood Campaign

**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



# Retail Campaign Rollout Phases

Q3'23 Industry Launch	Q1'24	Q'24	Q3'24	Q4'24	Q1'25	Q2'25
<ul style="list-style-type: none"> <li>Engage Industry</li> <li>Rollout Toolkit</li> <li>Trade Media PR</li> </ul> 	 Jan'24   Mar/Apr	 May/June'24	 Harris Teeter Sept'24	 Oct'24	 Jan'25	 MARKET   Jun'25

## Active Discussions for 2025



Harris Teeter



# 2024 Retail & Supplier FILWS Support

Supported by 30+ seafood suppliers & brands

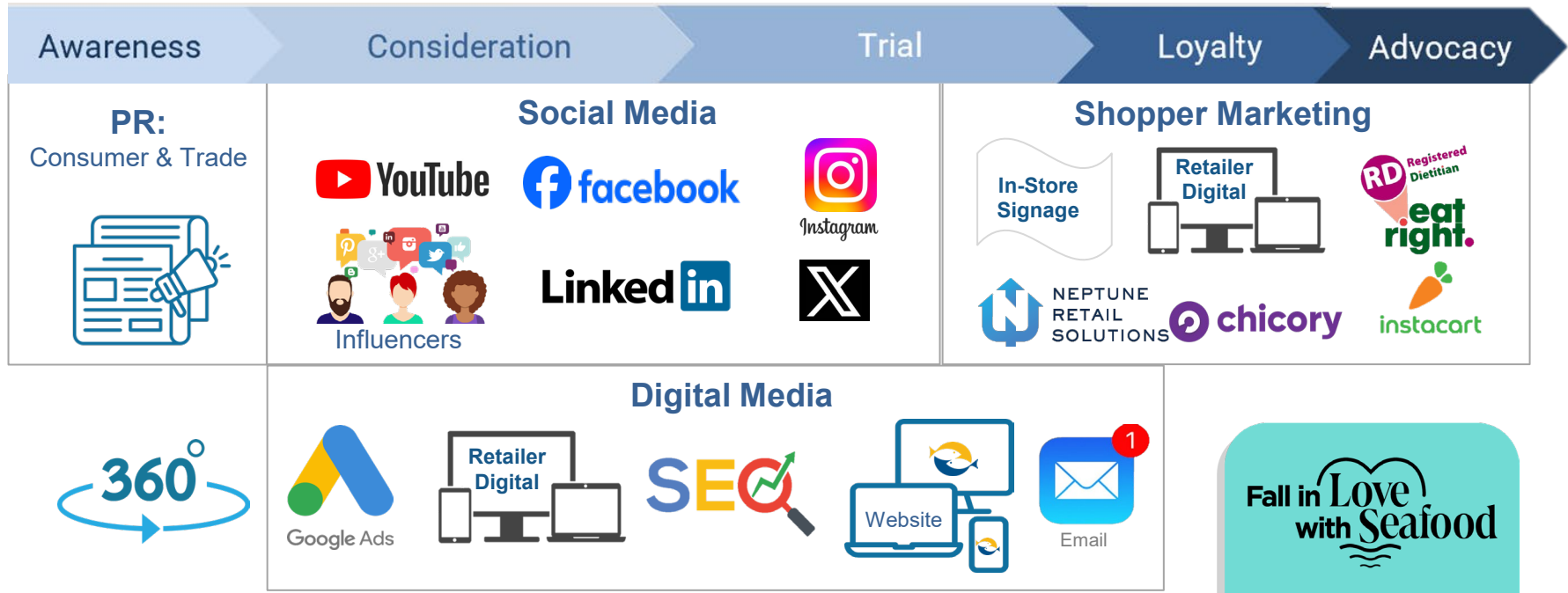
## All Seafood Categories

- Fresh, frozen, shelf stable & ready meals
- Multiple species
- 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

## 2024 Campaign Reach Summary

- Actuals for HEB, Weis, HyVee & Harris Teeter, projections for Publix
- **60 million+ campaign views!**
- 2,878 grocery stores
- 30+ 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

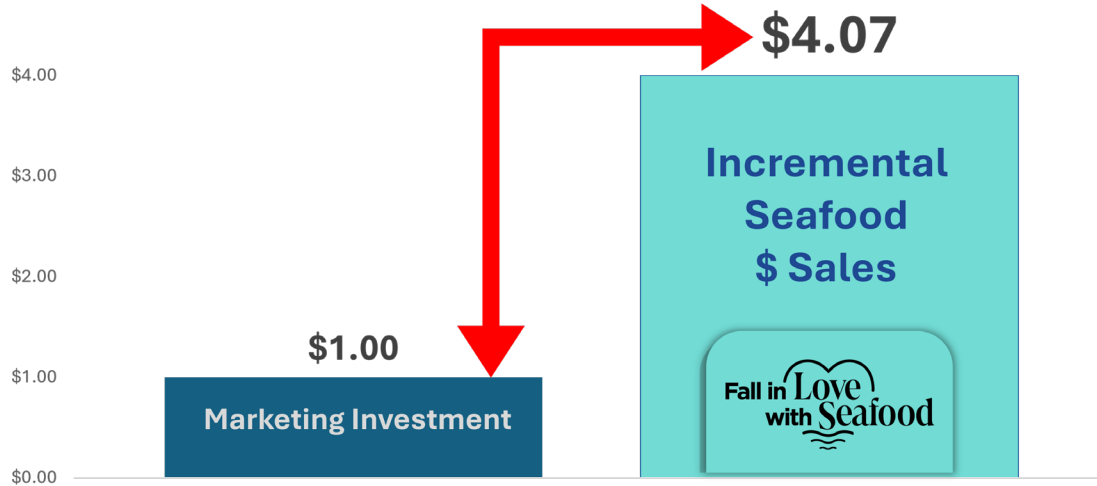
### 5 Retail Partners



Fall in Love  
with Seafood

# FILWS Q1-Q3'24 Campaign Results

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



**SNP Donors:**  
Download to FILWS  
Marketing Toolkit  
[HERE](#)

# 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!



# 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](#).

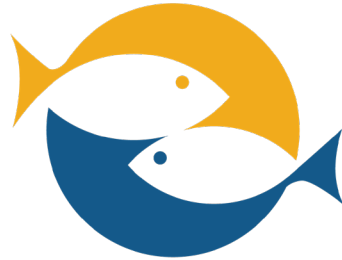
# FILWS Sponsorships 2025

Program	Payment Deadline	Sponsorship Levels	Includes	Notes
FILWS Walmart May 2025	3/1/25	Supplier Sponsor: \$50,000 Option to add influencer video: \$25,000	Integrated Campaign, Digital end tag, digital endcap, FILWS toolkit	For existing suppliers only.  1 month 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 \$.025 of \$100 of U.S. seafood sales (0.00025 X annual sales)	Quarterly updates, in-person meeting at SENA	NSCTF included in FILWS sponsorships >\$25K

# 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	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!



**SEAFOOD  
NUTRITION  
PARTNERSHIP**