

Eat Seafood America!

September & October 2020

Communications Toolkit



Eat Seafood America! to make your life healthier, to make meals simpler, and to support working waterfront communities.

Eat Seafood America!, an initiative aimed at helping Americans stay healthy during the COVID-19 crisis as well as help boost the seafood economy, has been successful in encouraging consumers to eat more fish and shellfish. Of consumers surveyed, those who reported seeing the Eat Seafood America! messaging were three times more likely to have increased their seafood consumption in the previous two months.

Spurred by the Seafood4Health Action Coalition of more than 40 organizations, this unified consumer outreach campaign earned nearly 300 million potential impressions in the first 16 weeks.

The Coalition Communications Subcommittee has worked collectively to create relevant and engaging messaging for September and October, National Seafood Month, focusing on education and simple approaches to increasing seafood consumption.

Five messaging themes have been designed to demonstrate how you can share Eat Seafood America! with your audience, and while they can be used anytime, we have suggested a timeline for use. Please utilize the turnkey resources and messaging, or work with us to customize it.

Theme	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26
Stay Strong with Family Meals Help make fish dishes fun & affordable	■	■	■	■				
Back to the Source Highlight the working waterfront communities	■	■	■	■	■	■	■	■
Fall Fish Favorites Seasonal seafood paired with the autumn harvest			■	■	■	■		
Seafood Is Simple Many fish dishes cook in 15 minutes or less				■	■	■	■	■
Live Healthier with Seafood Seafood can lift you up during these trying times					■	■	■	■

@Seafood4Health
#EatSeafoodAmerica

Stay Strong with Family Meals

Help make fish dishes fun & affordable

WHILE THE GLOBAL PANDEMIC CREATED A SOCIALLY DISTANCED WORLD, FAMILY MEALS HAVE BEEN KEEPING US TOGETHER - IN PERSON AND VIRTUALLY WITH OUR EXTENDED FAMILIES.

Let's help families eat well together to be well together.

SAMPLE SOCIAL POSTS



LINKS TO USEFUL RESOURCES

- [5 Reasons Why Seafood Should Be on Your Family Table](#)
- [15 Mouth-Watering Seafood Recipes for Busy Families](#)

We care about the health of you and your family and are committed to helping you make meals at home fun, affordable and healthier,

offering [insert tips, promos, mealtime solutions, or other highlights]. #EatSeafoodAmerica #FamilyMealsMovement

We are in unprecedented times and while juggling work and online schooling, mealtime can be an afterthought. We're here to be your ally—the solution to your dinner dilemma. [LINK to blog post or recipes] #EatSeafoodAmerica #FamilyMealsMovement

We're committed to help you make #familymeals at home fun, affordable and healthier. Comment below to let us know how we can support you in getting health family meals on the table. #StrongerTogether #EatSeafoodAmerica

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

SAMPLE BLOG POST



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!

CALL TO ACTION



FISHING FAMILIES AND CREWS, SHOW US HOW YOU #EATSEAFOODAMERICA

Our working waterfront communities have strong commitments to family values. Encourage your fishermen to share recipes, stories and photos using #EatSeafoodAmerica and #FamilyMeals.

Photo from Barton Seaver

SAMPLE BLOG POST

Stay Strong with Seafood and Family Meals

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.

Back to the Source

Highlight the working waterfront communities

EAT SEAFOOD, AMERICA TO SUPPORT WORKING WATERFRONT COMMUNITIES AND LOCAL BUSINESSES THROUGH THESE UNPRECEDENTED TIMES.

Fishermen and seafood farmers work hard to provide us with sustainable, delicious food. Let's show support and #EatSeafoodAmerica! Purchase seafood online or from your retailer to cook at home, or order from your favorite restaurants for delivery or pick-up.

SAMPLE SOCIAL POSTS

How can we support fishermen & seafood farmers so their businesses can thrive (and adapt) during these extremely difficult times? #EatSeafoodAmerica! It's that simple. #eatmoreseafood

Many fishermen, farmers and distributors have shifted to online deliveries to help get healthy seafood to Americans. Help support these local businesses. [LINK to business or directory] #EatSeafoodAmerica #backtowork

Support fishing communities during these trying times. Here's advice on how from @aragostamama: If you want to support fishermen and eat sustainable seafood start by learning about when different types of seafood are available, ask for fish that is caught and landed by American fishermen, and eat a variety of seafood. #EatSeafoodAmerica #fishermen #sustainableseafood



Oysters are tasty, nutritious & help the environment! Learn more the important role this shellfish plays in ocean ecosystems. [LINK to video: [Ocean to Table: South Carolina - Lady's Island Oyster Inc.](#) OR [Ocean to Table: California - Hog Island Oyster Company](#)]

Seafood is good for you and good for the planet, too! #LearnMore about #sustainableseafood <https://www.seafoodnutrition.org/> sustainable #EatSeafoodAmerica



FishWatch is the nation's database on U.S. managed sustainable seafood, helping you make smart seafood choices. Search for up-to-date information on the status on U.S.-harvested and farmed seafood.

The U.S. is a global leader in sustainable seafood thanks to a rigorous science-based fisheries management process that supports the goals of sustaining fish populations, protecting habitat and other species, and keeping fishermen on the job.

Fall Fish Favorites

Seasonal seafood paired with the autumn harvest

AS PEOPLE SEEK COMFORT — AND COMFORT FOODS — DURING THIS DIFFICULT TIME, IT IS A PERFECT OPPORTUNITY TO HIGHLIGHT SEAFOOD PAIRINGS WITH FALL HARVEST FLAVORS

SAMPLE BLOG POST

Seasonal Celebration: Seafood Comfort Food

Enjoying these (socially-distanced) autumn days means for many people picking apples or visiting a pumpkin patch. Just as the old adage says, “If it grows together, it goes together,” it is especially true this time of year as the fall harvest flavors pair perfectly with seasonal seafood offerings. A great example is this [Pumpkin & Spinach Risotto with Scallops](#) recipe. For a fish sandwich with the perfect fall crunch, try a [pumpkin seed-cruste fish sandwich](#). Or, as temperatures drop, a nice bowl of New England Clam Chowder (or your [favorite regional variation](#)) can't be beat.

WHAT'S IN SEASON?

Highlight the fall “harvest” and fishing season together puts the spotlight on the freshest seafood available:

- Clams
- Cod
- Crab
- Flounder
- Haddock
- Hake
- Halibut
- Maine Lobster
- Mussels
- Oysters
- Pollock
- Salmon
- Scallops
- Swordfish

SAMPLE SOCIAL POSTS



Lobster, oysters, cod and many more seafood favorites are in season right now for fall harvest. Support your fishermen and seek out clams, crab, halibut, mussels, scallops, pollock, salmon — all fall fish favorites! #EatSeasonally #FreshFish #FallHarvest #EatSeafoodAmerica



School at Home Means Kids in the Kitchen

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 & creativity. And, it creates a great opportunity for family bonding. Studies show that when kids help to make the food, they are much more likely to try eating new things. Here are some great kid-friendly #recipes to get you cooking: <https://www.seafoodnutrition.org/little-seafoodies-recipes/> #EatSeafoodAmerica #littleseafoodies #kidsinthekitchen

We're all seeking comfort during these trying times, and for us that means (healthy) comfort foods. Check out this seasonal celebration of #seafood #comfortfood #recipes with everything from Pumpkin Risotto with Scallops to Cod & Smoked Salmon Chowder <https://www.seafoodnutrition.org/seafood-101/recipe-roundup/seasonal-celebration-seafood-comfort-food/> #EatSeafoodAmerica

SUSTAINABILITY CURRICULUM: [Teach—and learn—about ocean sustainability](#) from Marine Stewardship Council

RECIPE ROUNDUP (OPEN USE WITH CREDIT)



[Mussels in Garlic Broth](#) from Seafood Nutrition Partnership



[Alaska Cod and Smoked Salmon Chowder](#) from Alaska Seafood Marketing Institute



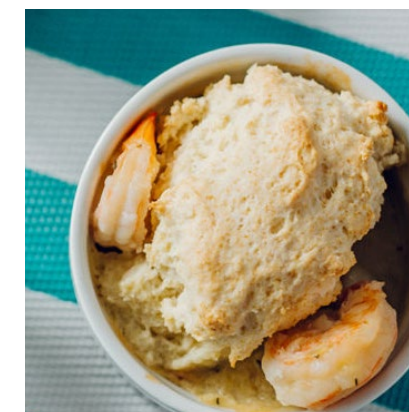
[Poached Rockfish with Apples & Almonds](#) from Barton Seaver @CoastalCulinaryAcademy



[Pumpkin Alfredo with Seared Scallops](#) from Alaska Seafood Marketing Institute



[1891 Bouillabaisse](#) from Eat Oregon Seafood @OregonSeaGrant



[Mini Seafood Pot Pies](#) from Seafood Nutrition Partnership



[Sporty Corned Hake](#), a healthy take on a Maine tradition, from Monique at @aragostamama

Seafood Is Simple

Many fish dishes cook in 15 minutes or less

SAMPLE SOCIAL POSTS



Need something quick and easy for #dinner? Most seafood cooks in 15 minutes or less. For #recipe inspiration, visit [#https://www.seafoodnutrition.org/recipes/?fwp_dietary_considerations=quick-meals](https://www.seafoodnutrition.org/recipes/?fwp_dietary_considerations=quick-meals) #EatSeafoodAmerica

time. #EatSeafoodAmerica #RealSimple #DYK #EasyDinner

Life can be complicated, especially during these times. Meals can be simple with seafood. 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! Check out this blog post for more #tips [LINK] #EatSeafoodAmerica #weeknightdinner #athome



Good rule of thumb: Try the 10-minute rule, which says you should measure the fish at its thickest point, and cook it on medium-high for 10 minutes per inch, turning halfway through the cooking



LINKS TO USEFUL RESOURCES

- [Quick Recipes](#)
- [Ultimate Guide to Cooking Seafood](#)
- [6 Simple Techniques for Cooking Fish](#)
- [5 Weeknight Dinner Hacks](#) by Cookbook Author, Dietitian & Momma of 3 Dana White
- [6 Reasons to Add Seafood to Your Menu](#) post by NOAA Fisheries
- [Don't Let Grocery Shortages Stop Tasty Meals: Easy Seafood Swaps](#)
- [Dish on Fish blog](#)

SAMPLE BLOG POST

Quick, Easy Weeknight Meals

Life can be complicated, especially during these times. Meals can be simple with seafood.

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! Check out the [six easiest ways to cook fish at home](#).

Good rule of thumb: Try the 10-minute rule, which says you should measure the fish at its thickest point, and cook it on medium-high (think 375) 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 or more 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.

Want a cheat sheet for seafood prep? Here is a printable [Ultimate Guide to Cooking Seafood](#).

SEAFOOD 101: EASE OF COOKING

With new consumers trying seafood at home, it's important to support them with new recipes and tips to make sure those continued purchases result in delicious meals. How can we make meal prep and cooking easier? Here are some topics you can highlight:

- [Simple techniques for cooking seafood](#)
- 1-3 minutes cooking videos
- 3- or 5-ingredient recipes
- [Cook from frozen](#)
- Foil packets or one-pan dishes
- Retail pre-seasoned or cooked options
- Tinned and smoked products
- Simple storage techniques

RECIPE ROUNDUP (OPEN USE WITH CREDIT)



[Foil-Packet Lemon & Herb White Fish](#) from Seafood Nutrition Partnership



[Local Ocean's Fish & Chips](#) from Eat Oregon Seafood! [Recipe video link](#)



[Sheet Pan Salmon with Miso Glaze](#) from Seafood Nutrition Partnership



[How to Cook \(& Eat\) Maine Lobster](#) from Monique at @aragostamama



[Four-Ingredient Shrimp Pesto Pizza](#) from Seafood Nutrition Partnership



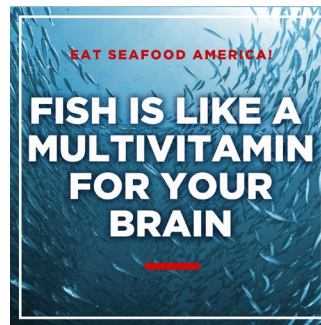
[Blackened White Fish](#) from Barton Seaver @coastalculinaryacademy



[Alaska Pollock Street Tacos](#) use a freezer staple from Alaska Seafood Marketing Institute

Live Healthier with Seafood

Seafood can lift you up during these trying times



IMMUNE HEALTH

- Now, more than ever, people are looking for ways to “boost” their immune system. Seafood, both fish and shellfish, provides essential nutrients to the body that support immune health.
- Seafood is a nutrient-packed food that reduces inflammation with vitamins A, B, and D, as well as omega-3 fatty acids and minerals such as calcium, selenium, phosphorus, iron, zinc, iodine, magnesium and potassium.
- Zinc helps the immune system fight off invading bacteria and viruses, and is found in abundance in oysters. Other shellfish such as crab and lobster as well as some fish like sardines, salmon, flounder and sole are a good sources of zinc.
- **BLOG POST:** [Support Your Immune Health by Eating a Variety of Seafood](#)
- **SOCIAL POST:** Seafood helps support your immune health. Good nutrition is essential to support a strong immune system, and seafood is nutrient-packed with antioxidants and anti-inflammatory vitamins, minerals such as selenium, iron and zinc, and omega-3s. <https://www.seafoodnutrition.org/seafood-101/support-your-immune-health-with-seafood> #EatSeafoodAmerica #immunehealth

STRESS & ANXIETY

- When we are depressed or anxious, we naturally resist self-care, including preparing and eating nutritious food. But good nutrition is more important than ever for those suffering from depression. Research shows that our daily food choices influence our mental health, and evidence is strong that seafood is brain food.
- **SOCIAL POST:** Seafood has the vitamins needed to boost your mood and calm your mind. #LearnMore <https://www.seafoodnutrition.org/seafood-101/health-tips/seafood-is-brain-food-anxiety-stress> #EatSeafoodAmerica
- **SOCIAL POST:** Fish is like a multivitamin for your brain. Fish is more than just an excellent source of lean protein and essential #omega3s, it provides other vitamins & minerals important for mental health. The nutrients that tend to be low in people who are depressed - #vitaminD, magnesium & zinc - are found in #fish. <https://www.seafoodnutrition.org/seafood-101/health-tips/seafood-is-brain-food-multivitamin-for-your-brain/> #EatSeafoodAmerica
- **FACT SHEET:** [A Dive into Mental Health & Depression](#)

WELLNESS & SELF-CARE

- **SOCIAL POST:** During these stressful times, your health and #wellness comes first. Think of seafood as #selfcare - you get to eat something delicious while doing something very healthy for yourself. #EatSeafoodAmerica

SLEEP

- **SOCIAL POST:** With all that is happening, a lot of people are struggling right now to get a good night's sleep. Eating seafood has been shown to improve sleep quality as well as daily functioning for adults and kids alike. #EatSeafoodAmerica
- **BLOG POST:** Sleep Like a Fisherman post coming soon in partnership with Monique at @aragostamama

Peak Nutrition for Seasonal Seafood

Seafood is not just filled with omega-3s, it includes vital nutrients optimal for overall health and wellness, such as selenium, iron, vitamin B-6 and B-12, and protein. With so many great seasonal seafood options to choose from, they each offer a unique nutrient profile. Here are a few highlights in sharable social post format:



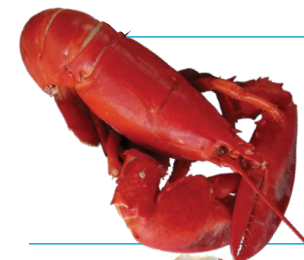
CLAMS have more vitamin B-12 per serving than any other food — 1,868% of the daily value, to be exact. B-12 keeps nerves and blood cells healthy, balancing mood and fighting fatigue.



COD is one of the leanest proteins available, meaning the protein to calorie ratio beats out any other food.

HADDOCK is a popular option for fish and chips (just choose baked to retain the nutrients!) because of its light, slightly sweet flavor. It's also full of B vitamins — B-6 and B-12, niacin, thiamin, riboflavin and folate — as well as more than 50% DV of immune-boosting selenium.

CRAB is prized for its sweet flavor and tender, flaky meat, and is a rich source of zinc and copper.



MAINE LOBSTER is a tasty way to get a boost of thyroid-boosting iodine. A 100-gram serving of the crustacean provides 100 micrograms of the essential mineral, or 67% of the recommended daily intake.



OYSTERS are an immune-boosting super food with 32 mg, or nearly 300% DV, of zinc in just 6 medium oysters. They are also pumping iron: a serving has about 50% of your daily needs.

ALASKA POLLOCK boasts a whopping 27 grams of protein in just 127 calories, and even though it's so lean, has more than 500mg of essential omega-3 fatty acids EPA+DHA per serving.



SALMON is helping fight American's Vitamin D deficiency with 100% of your daily “sunny D.” This bone-strengthening vitamin is naturally present in very few foods.



SARDINES boast 43% of your daily value of calcium, because of the tiny, edible bones, plus another whopping 169% of your daily vitamin B-12, 85% of selenium and 56% of phosphorus.

Statistics based on 4 oz. servings.

Data from U.S. Department of Agriculture, FoodData Central at fdc.nal.usda.gov.

Together We Thrive

Cross promote & tag the Seafood4Health Action Coalition

THE SEAFOOD4HEALTH ACTION COALITION MEMBERS HAVE TAGGED #EATSEAFOODAMERICA ON THEIR CHANNELS MORE THAN 1,000 TIMES, GENERATING A REACH OF 700,000.

ORGANIZATION	SOCIAL HANDLES
Alaska Seafood Marketing Institute	alaskaseafood (IG & FB) alaska_seafood (TW)
Aquaculture Stewardship Council	asc_aqua (IG & TW) ASCaqua (FB)
Aquarium of the Pacific, Seafood for the Future	seafoodfuture
Bristol Bay Regional Seafood Development Association	BristolBaySockeyeSalmon (IG & FB)
Chilean Salmon Marketing Council	chileansalmonmc
Coastal Culinary Academy	coastalculinaryacademy bartonseaver (IG & TW) bartonseaverauthor (FB)
Conservation Alliance for Seafood Solutions	ConsAllianceSS (TW)
East Coast Shellfish Growers Association	ecsga (IG) ShellfishFarmer (TW)
Environmental Defense Fund	environmental_defense_fund (IG) EDFOceans (TW) edfbiz (TW) EnvDefenseFund (FB)
Fair Trade USA	fairtradecertified (IG & FB) FairTradeCert (TW)
FishChoice	fishchoiceinc (IG) fishchoice (FB & TW)
FishWise	fishwise (IG & FB) FishWiseOrg (TW)
FMI - Seafood Strategy Leadership Council	fmi_org (IG & TW) FoodMarketingInstitute (FB)
Genuine Alaska Pollock Producers	wildakpollock
Global Aquaculture Alliance	aquaculturealliance (IG & FB) GAA_Aquaculture (TW)
Global Salmon Initiative	gsi_salmon
Gulf of Maine Research Institute	gulfofmainereseearchinstitute (IG) gmri (TW) gulfofmaine (FB)
Gulf of Mexico Reef Fish Shareholders' Alliance	gulfalliance (TW & FB)
Gulf Seafood Foundation	gulfseafoodfoundation
James Beard Foundation Smart Catch	beardfoundation

ORGANIZATION	SOCIAL HANDLES
Maine Aquaculture Association	maine_aquaculture (IG) maine_aqua (TW) maineaquacultureassoc (FB)
Maine Coast Fishermen's Association	mainecoastfishermen (IG) MaineFishermen (TW) MaineCoastFishermensAssociation (FB)
Marine Stewardship Council	mscbluefish
Monterey Bay Aquarium Seafood Watch	seafoodwatch
National Fisheries Institute	dishonfish
National Marine Sanctuary Foundation	marinesanctuaryfdn (IG) marinesanctuary (FB & TW)
The Nature Conservancy	nature_org (IG & TW) thenatureconservancy (FB)
NOAA Fisheries	noaafisheries
Northwest Aquaculture Alliance	
The Ocean Foundation	theoceanfoundation (IG) oceanfdn (FB & TW)
Oregon Department of Agriculture	EatOregonSeafood (IG) ORAgriculture (FB & TW)
Oyster South	oystersouth_ (IG) oystersouth (FB & TW)
Pacific Seafood Processors Association	
Pacific Coast Shellfish Growers Association	_pcsga (IG)
Positively Groundfish	No handles themselves, but support SeafoodOR & oregon.trawl.commission
Seafood Harvesters Of America	SeaHarvesters (TW)
Seafood Nutrition Partnership	seafood4health
Sea Pact	SeaPact (TW) seapactorg (FB)
SeaShare	seashareorg (IG) seashare (TW)
The Walton Family Foundation	waltonfamilyfdn (IG & TW) waltonfamilyfoundation (FB)

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