

FMI SEAFOOD CALENDAR 2016/2017



MONTH	FOCUS	KEY MESSAGES	LINKS/RESOURCES	
<ul style="list-style-type: none"> JANUARY 	NUTRITION	<p>Health benefits of seafood</p> <p>Planning your New Year's Resolution? Seafood is a healthy choice</p>	<p>SNP: Reel In The Health Benefits Poster</p> <p>SNP: Seafood Is Lifesaving</p> <p>SNP: 10 Tips to Eat Seafood Twice a Week</p> <p>SNP: Go Fish!</p> <p>USDA ChooseMyPlate: Dietary Guidelines recommend shifting to a leaner protein such as seafood</p>	
<ul style="list-style-type: none"> FEBRUARY 	HEART HEALTHY	<p>American Heart Month: seafood is a heart healthy choice.</p> <p>This Valentine's Day, be heart healthy and choose seafood.</p>	<p>SNP: Love Your Heart - Eat Your Seafood</p> <p>SNP: Take the Healthy Heart Pledge!</p> <p>Dish on Fish blog</p> <p>Dish on Fish Facebook</p> <p>Dish on Fish Twitter</p> <p>Dish on Fish Pinterest</p>	
<ul style="list-style-type: none"> MARCH 	SEAFOOD EDUCATION	<p>Focus on informing and educating your consumers about seafood: different types of species (education on non-traditional fish), information on sustainability, etc.</p> <p>Focus on employee knowledge and education for your employees about: farm raised seafood and safe and sustainable imports.</p> <p>Note: Lent begins March 1, 2017.</p>	<p>SNP: The Ultimate Guide to Buying Seafood</p>	
<ul style="list-style-type: none"> APRIL 	SUSTAINABILITY	<p>Promote, discuss and educate around seafood sustainability.</p> <p>Seafood is a responsible and sustainable choice.</p>	<p>SNP: Guide to Answering Customers' Seafood Questions</p> <p>SNP: The Ultimate Guide to Cooking Seafood</p> <p>SNP: 3 Steps to the Best Seafood Demo</p> <p>NOAA: Aquaculture</p>	
<ul style="list-style-type: none"> MAY 	NEW SEASON, NEW CATCH	<p>Promote new catch, new season seafood. Discuss seasonality with consumer and employees.</p> <p>Copper river salmon, Alaska season opens.</p>	<p>Nutrition Action Health Letter: Fish, a lighter impact on the environment</p> <p>SNP: Happy Mother's Day! Seafood Advice for Moms & Babies</p> <p>ASMI: Alaska Seafood</p>	
<ul style="list-style-type: none"> JUNE 	GRILLING	<p>Seafood on the grill is easy, fast and fun.</p> <p>Educate with recipe cooking instructions and promote all kinds of seafood that go great on the grill.</p>	<p>Cooking Light: Grilled Seafood Recipes</p>	
<ul style="list-style-type: none"> JULY 	DOMESTIC SEAFOOD	<p>Promote domestic seafood: Alaska, Gulf, local to your area, etc.</p> <p>Emphasize what local is: in some areas, any USA source is local.</p>	<p>NOAA: US is Best Managed Fisheries</p>	

• **JULY** (CONTINUED) DOMESTIC SEAFOOD

Tip: list the port where your seafood comes from.

ASMI: Alaska Seafood
Alabama Seafood: The Seafood Industry
Gulf Coast Seafood
Indiana: Commercial Fish Producers
Maine: Gulf of Maine Research Institute

• **AUGUST** GLOBAL SEAFOOD

Seafood from around the world: promote different species, wild caught, etc.
Educate the consumer and the employee on global product.
Global seafood is still a responsible choice.

Global Aquaculture Alliance: Best Aquaculture Practices Certification
Culinary Institute of America: Move to more environmentally friendly protein such as fish

• **SEPTEMBER** TAILGATE WITH SEAFOOD/
BACK TO SCHOOL

Back to School: cooking seafood is simple and quick during this busy time of year. 25% of cases are ready to eat. Seafood is a convenient dinner choice now that parents are pressed for time.
Tie in with weekend football and other sports activities: soccer, cheer, etc.

National Family Meals Month

SNP: Kid Friendly Seafood Meals
White House: Kids State Dinner Winners

Dish on Fish blog
Dish on Fish Facebook
Dish on Fish Twitter
Dish on Fish Pinterest

• **OCTOBER** NATIONAL SEAFOOD MONTH

Remind your customers and employees that it is National Seafood Awareness Month (build awareness)
Focus on consuming more seafood: how to cook, health benefits, etc.

SNP: Media segment ideas for October National Seafood Month
SNP: Eat Smart + Add Seafood To Your Cart America!
SNP: 3 Reasons To Eat Seafood
SNP: Sample Social Media Messages to Highlight Seafood
Cooking Light: Eat More Fish
USDA ChooseMyPlate: 10 Tips to Eat Seafood Twice a Week
SNP: Take the Healthy Heart Pledge!

• **NOVEMBER** CELEBRATE WITH SEAFOOD

How will you celebrate with seafood? Focus on Thanksgiving and weekend football parties
Shellfish focus: clams, oysters, etc.

• **DECEMBER** ENTERTAINING FOR THE HOLIDAYS

Focus on home entertaining with seafood (Christmas parties, New Years Eve, etc.)

Epicurious: Feast of the Seven Fishes



For more information, contact Rick Stein at rstein@fmi.org or visit www.fmi.org

Thank you to the FMI Seafood Strategy Committee