

2022



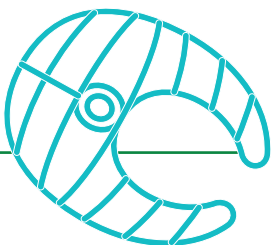
THE FOOD  
INDUSTRY  
ASSOCIATION

# SEAFOOD CALENDAR

## JANUARY

### *Nutrition*

The new year is time for a fresh healthy start. Seafood can help you meet those nutrition goals.



## FEBRUARY

### *Heart Health*

Heart disease is the leading cause of death for both men and women in the US. Seafood has been proven to decrease heart disease risk and risk of dying from a heart attack. Love your heart with seafood.

## MARCH

### *Seafood Education*

One of the biggest barriers to eating more seafood is the confidence in cooking it. Empower your customers to try something new and support them in their path to healthier food purchases.

## APRIL

### *Sustainability*

Seafood is a responsible and sustainable protein choice. Remind your customers of your banner's stringent sustainable seafood standards and help them enjoy sustainably harvested seafood.

## MAY

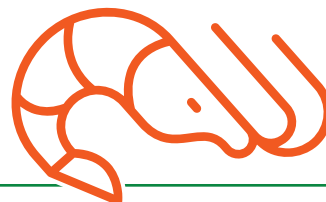
### *New Season, New Catch*

So many of our favorite species are coming into season right now. Promote the new catch and discuss seasonality with consumers and employees.

## JUNE

### *Grilling*

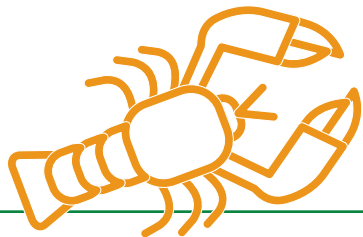
Take it to the grates! Seafood on the grill is easy, fast and fun. Try shrimp skewers, tuna steak or a salmon burger this season.



## JULY

### *American Seafood*

It's all things USA in July. Promote domestic seafood: Alaska, Maine Gulf, or seafood local to your area.



## AUGUST

### *Back to School*

There are big benefits from eating seafood twice a week for kids. Seafood improves memory and learning centers in the brain. Help your little seafoodie enjoy a successful year with fish and shellfish.

## SEPTEMBER

### *Family Meals*

Magic happens during family mealtime when children and parents gather around the table and engage each other in conversation. Enjoy seafood as part of your family meal. Bring the focus back to family this month with weeknight dinners at the table.

## OCTOBER

### *National Seafood Month*

Reel in the benefits with seafood. This is the time to showcase this protein with a focus on helping consumers enjoy it more. Back to the basics: the how and why - how to cook seafood and its health benefits.

## NOVEMBER

### *Celebrate with Seafood*

Make gatherings memorable by featuring delicious seafood, from football parties to big holiday celebrations, we've got great recipes for you.

## DECEMBER

### *Entertaining for the Holidays*

Whether you're hosting a holiday gathering or attending a party, make sure seafood is on the menu. Not only is it the healthier choice, it's also the delicious choice.