



National Seafood Month Reels in Family Meals Movement

Introductions

Jessica Miller, RDN

- Nutrition
Communications
Manager – Seafood
Nutrition
Partnership



Introductions

Krystal Register, MS,
RDN, LDN

- Director of Health and Well-being at FMI – The Food Industry Association





Appreciation for SNP

**Family
Meals**

**Health and
Well-being**

Shopping

What is National Family Meals Month?



Each September, our country celebrates National Family Meals Month™ -- a nationwide event designed to support families in enjoying more meals together using items purchased at the grocery store and, as a result, reap the **many health and social benefits** of doing so.

The aim is simple: pledge to have one more meal together, at home, per week. What is less simple, we know, is the practical aspect of making this happen. That's where we come in. You bring the desire and we bring the support.

This educational program is designed for ***you*** and brought to you by the **FMI Foundation**, an organization whose mission is to support food retail through research and education on important topics including food safety, nutrition, and health, in partnership with our dedicated retailer, supplier, and community partners.

HOME

PARTNERS

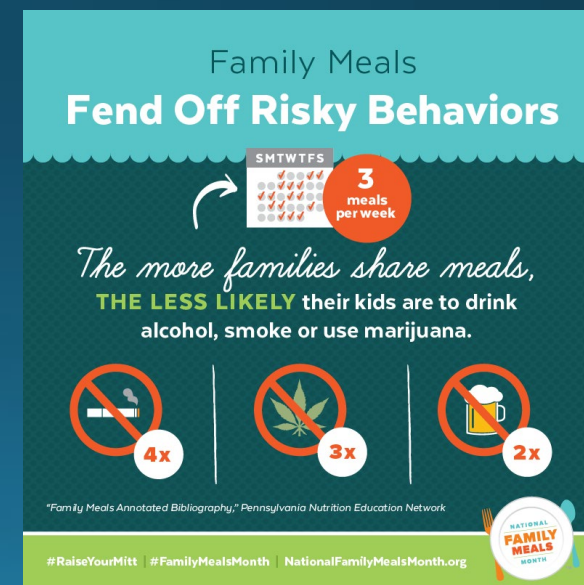
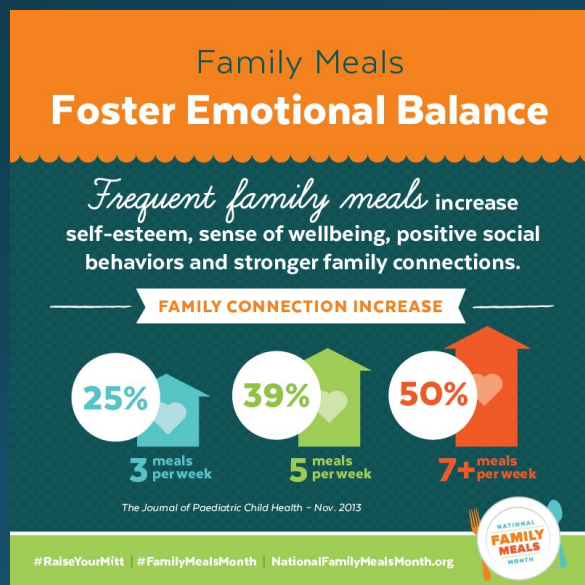
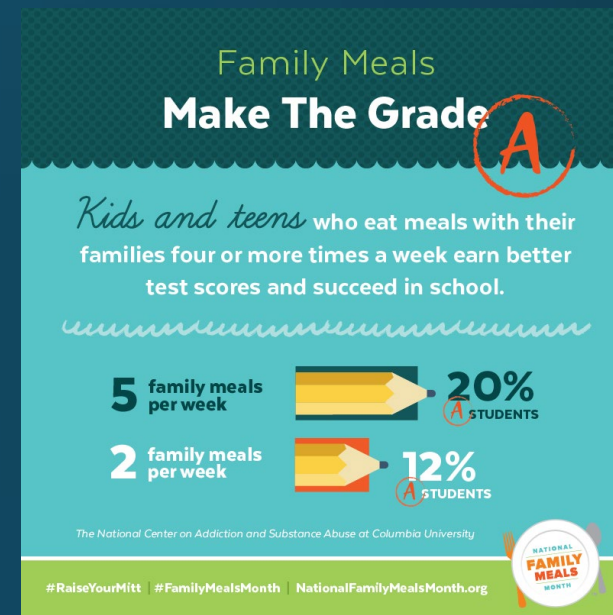
STAY STRONG TIPS

SPOTLIGHT

JOIN THE MOVEMENT

Join the Movement!





Journal of Nutrition Education and Behavior



**Society for
Nutrition Education
and Behavior**

Family Functioning as an Outcome

- **1,982** publications identified
- **83** selected for full article review
- **12** articles met the all study inclusion criteria and were selected for systematic review

ARTICLE IN PRESS

Systematic Review

Family Meal Frequency, Diet, and Family Functioning: A Systematic Review With Meta-analyses

Shannon M. Robson, PhD, MPH, RD¹; Mary Beth McCullough, PhD²;
Samantha Rex, MS³; Marcus R. Munafo, PhD³; Gemma Taylor, PhD⁴

ABSTRACT

Objective: To examine the direction and magnitude of the relation between family meal frequency and dietary and family functioning outcomes in children (aged 2–18 years).

Design: Systematic literature review with meta-analysis.

Methods: Independent electronic searches, 1 for each outcome of interest, were conducted across 5 databases: PubMed, Cumulative Index to Nursing and Allied Health Literature, Web of Science, Scopus, and PsycINFO. Studies were included if they were peer-reviewed and published in English in the US through December 2018.

Main Outcome Measures: Diet and family functioning.

Results: Dietary outcomes showed some evidence of a positive association between family meal frequency and fruits, vegetables, fruits and vegetables, sugar-sweetened beverages, and the Healthy Eating Index. There was less clear evidence of this relation in snacks, fast food, and desserts. A positive association was found between family meal frequency or dinner family meal frequency and family functioning outcomes. All studies included had cross-sectional and longitudinal study designs.

Conclusions and Implications: There is some evidence to show a positive relation between family meal frequency and dietary outcomes. There is stronger evidence for the relation with family functioning outcomes. Most articles included in the systematic reviews were excluded from meta-analysis owing to inadequate data and high methodological diversity across exposure and outcome variables.

Key Words: family meal frequency, diet outcomes, family functioning, dinner family meal, eating behavior (*J Nutr Educ Behav* 2019;000:1–12.)

Accepted December 15, 2019.

INTRODUCTION

Family meals have been identified as a key factor in the home environment to promote positive health behaviors in children and adolescents. Family meals have been positively associated with healthy eating behaviors,^{1,2} improved dietary quality,³ psychosocial outcomes,^{4–6} and reduced engagement in high-risk behaviors.^{7–9} Because of these relations, family meals are hypothesized to play a protective role for children and are often recommended for

health promotion.^{10–12} The Expert Committee recommendations regarding the prevention, assessment, and treatment of child and adolescent overweight and obesity¹² specifically encouraged family meals in which the parent and child eat together, as a target behavior for obesity prevention.

Because of the presence of food at family meals, outcomes naturally have often focused on dietary intake or nutrition-related outcomes. Results of a systematic review examining the

influence of family meals on dietary intake in adolescents suggested that family meals may improve dietary intake and quality, but cautioned about the complexity of today's families (such as family structures, living arrangements, and employment demands) and the need to include mediating and confounding factors.¹³

The first study to use meta-analytic methods to examine the association between family meal frequency (≥ 3 meals/wk to < 3 meals/wk) and nutrition health outcomes found that there was a 20% reduction of odds of eating unhealthy foods and 24% increased odds of eating healthy foods in children and adolescents when families shared ≥ 3 meals/wk.¹ The definitions used to define a family meal varied across studies. Besides the study by Hammons and Fiese¹ that reported unhealthy and healthy eating, a meta-analysis has not been conducted to understand the association between family meal fre-

¹Department of Behavioral Health and Nutrition, University of Delaware, Newark, DE

²Psychology Department, Suffolk University, Boston, MA

³School of Psychological Science, University of Bristol, Bristol, United Kingdom

⁴Department of Psychology, University of Bath, Bath, United Kingdom

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Address for correspondence: Shannon M. Robson, PhD, MPH, RD, Department of Behavioral Health and Nutrition, University of Delaware, 100 Discovery Blvd, Office 316, Newark, DE 19713; E-mail: looneyshannon@gmail.com

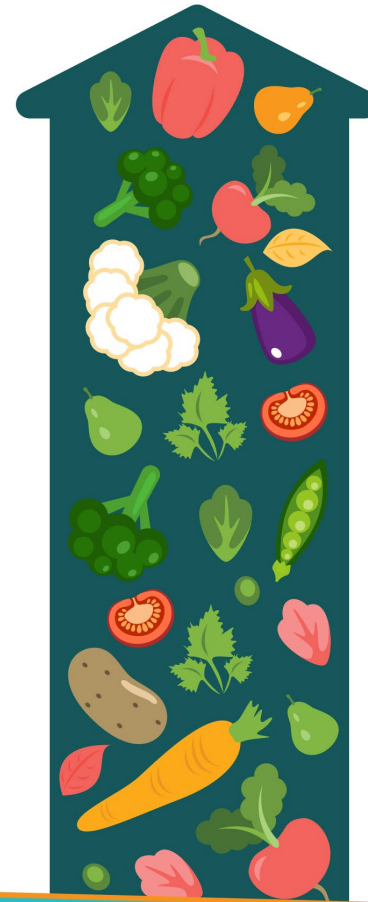
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Dietary Outcomes

- **1,241** publications identified
- **87** selected for full article review
- **31** articles met the all study inclusion criteria and were selected for systematic review

Family Meals Increase Fruit and Vegetable Consumption

**MORE FAMILY MEALS =
MORE FRUITS & VEGGIES**



The most comprehensive study to date proves that **fruit and vegetable consumption increases** with the frequency of family meals.



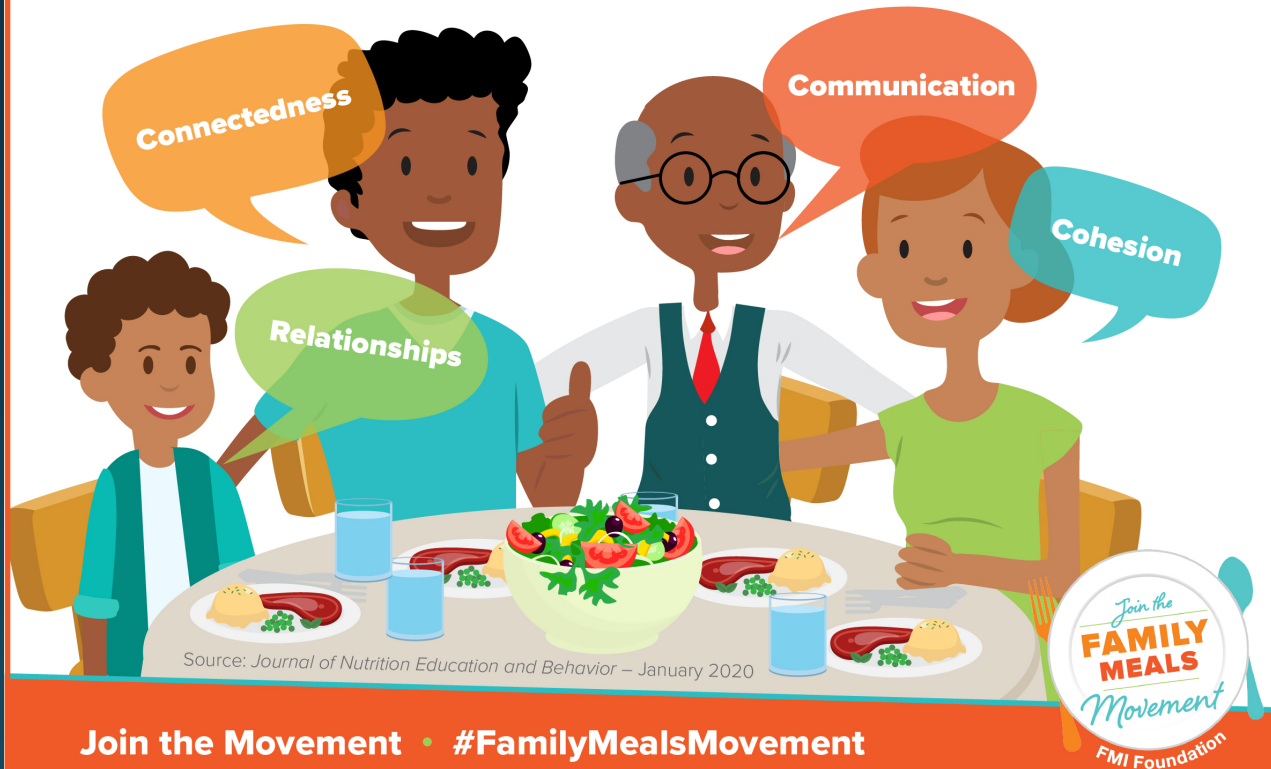
Source: Journal of Nutrition Education and Behavior – January 2020

Join the Movement • #FamilyMealsMovement



FAMILY MEALS MAKE FAMILIES STRONGER

The most comprehensive study to date proves that **family dynamics improve with the frequency of family meals.**



Join the Movement • #FamilyMealsMovement

Family Meals Improve Family Functioning

Family Functioning

A faint, dark blue silhouette of a family consisting of two adults and two children, holding hands, serves as the background for the slide.

Connectedness

Communication

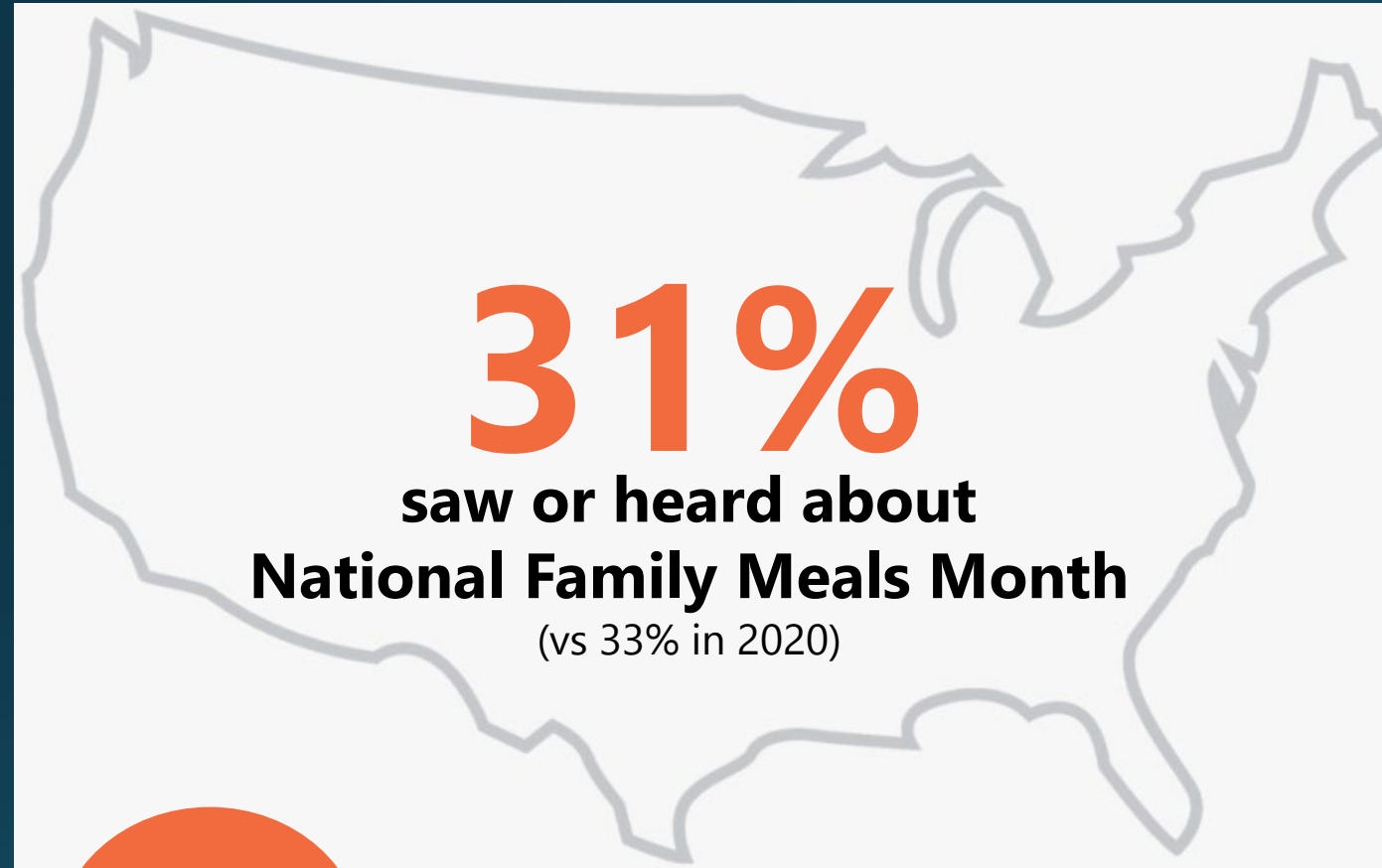
Expressiveness

**Problem
Solving**

Family Meals By the Numbers



Measurement by  **The Harris Poll**
A STAGWELL COMPANY



95% of those, report **NFMM** impacted their shopping and consumption habits

55%

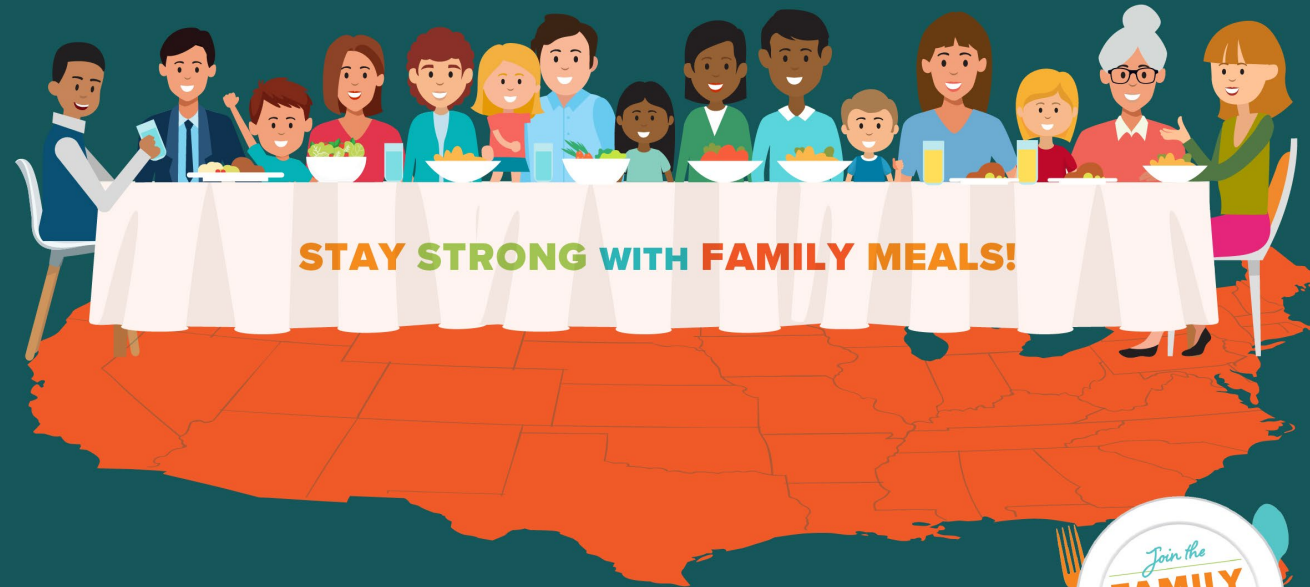
of households with children saw a National Family Meals Month promotion

97%

of those, report NFMM impacted their shopping and consumption habits

FAMILY MEALS ARE THE FOUNDATION FOR A HEALTHY NATION

The nourishment we get at family meals help
us to be **physically** and **emotionally fit**.



Join the Movement • #FamilyMealsMovement



Americans Are Cooking More with their Families



Source: Staying Strong with Family Meals Barometer – July 2021

Americans Are Having More Family Meals



Source: Staying Strong with Family Meals Barometer – July 2021

Family Meals Have Been Helping Americans Stay Strong During the Pandemic

Source: Staying Strong with Family Meals Barometer – July 2021



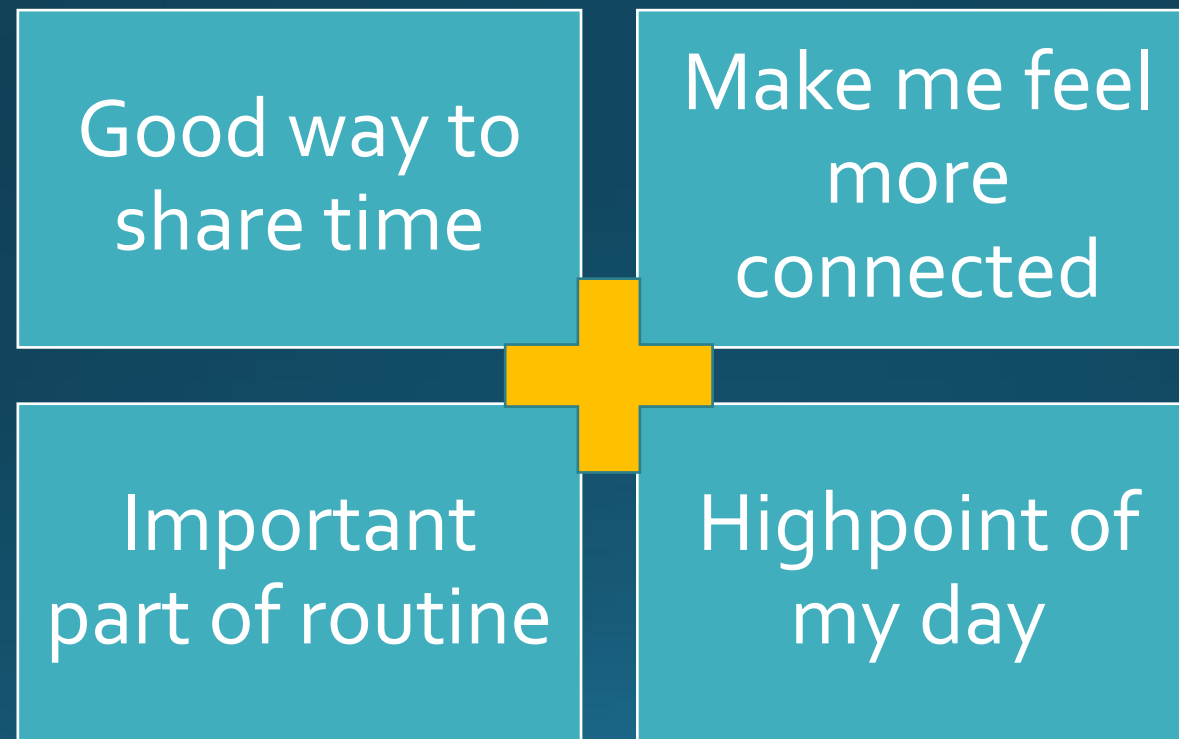
70+% More Connected

Family Meals Are The #1 Strategy for Americans to Stay Connected to their Families in Months Ahead



Source: Staying Strong with Family Meals Barometer
– July 2021

Nine out of 10 Americans Feel Positive About Family Meals



The Mind-Heart-Body Connection

Glenn N. Levine, MD

In Western medicine, we are very good at treating the disease, less good at treating the patient, and not very good at treating the person. We devote almost all of our clinical time and practice to implanting the latest devices, imaging and testing each and every symptom, and prescribing mouthfuls (now syringes full) of medicines, yet pay minimal attention to the psychological and physiological milieu in which the heart resides and which affect the heart; namely, the patient's—and a person's—mind and body. There is now a growing body of data that the mind and the body can negatively and positively impact cardiovascular health, and the time has come for us as clinicians to take heed of the interconnected, interdependent being of the heart and body with the mind, a relationship that can be termed the "mind-heart-body connection."

THE INTERCONNECTEDNESS OF MIND, HEART, AND BODY

Just as systemic processes in the body, such as hypertension, diabetes mellitus, and obesity, can adversely affect the heart and cardiovascular health, so can dysphoric and negative psychological states and processes of the mind. The most overt, recognizable, and measurable example of a negative interaction between the mind and the heart is the phenomenon of Takotsubo, or "stress-induced" cardiomyopathy, in which intense psychological distress or emotions directly results in a distinct pattern of left ventricular dysfunction, electrocardiographic repolarization abnormalities, and elevation of cardiac biomarkers. Acute stress is also associated with true acute coronary syndrome and with cardiovascular death. For example, on the day of the January 1994 Northridge earthquake, there was a 260% increase in cardiovascular deaths in Los Angeles when compared with other days that month.¹ An overview of anxiety in patients with coronary artery disease found consistent and statistically significant increased relative risk, generally in the range of 2.5 to 4.9, for anxiety as a cardiac risk factor for the development of unstable angina, myocardial infarction, ventricular arrhythmia, and death. That same overview found comparable increased relative risk for nonfatal and fatal myocardial infarction with the presence of depression.² In fact, a clear dose-response curve has been found between the degree of depressive symptoms and increased cardiac mortality. It is important to note that depression is associated with decreased medication compliance. In one notable study, one third of patients post acute coronary syndrome who were moderately to severely depressed were noncompliant with their prescribed medications. Even more notable is that the medication studied was simply aspirin.³ Even the lack of a sense of worth or purpose has been associated with increased risk of developing cardiovascular disease (relative risk, 1.6) and increased all-cause mortality (risk ratio, 1.9).

October 22, 2019 1363

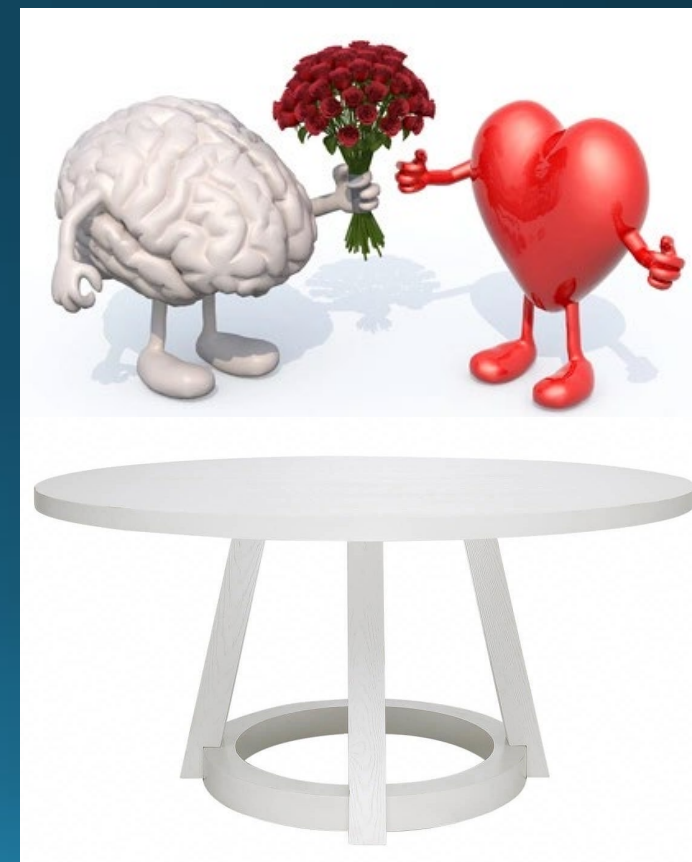
Circulation. 2019;140:1363–1365. DOI: 10.1161/CIRCULATIONAHA.119.041914

The Mind, Heart, and Body Come Together at the Family Table



The opinions expressed in this article are not necessarily those of the editors or of the American Heart Association.

Key Words: mindfulness ■ stress, psychological, mental health
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<https://www.ahajournals.org/journal/circ>



Family Meals Are Good for the Heart





THE POWER OF HEALTH AND WELL-BEING IN THE FOOD INDUSTRY

CHANGING LANDSCAPE IN A TIME
OF TRANSFORMATION 2021



FMI Research

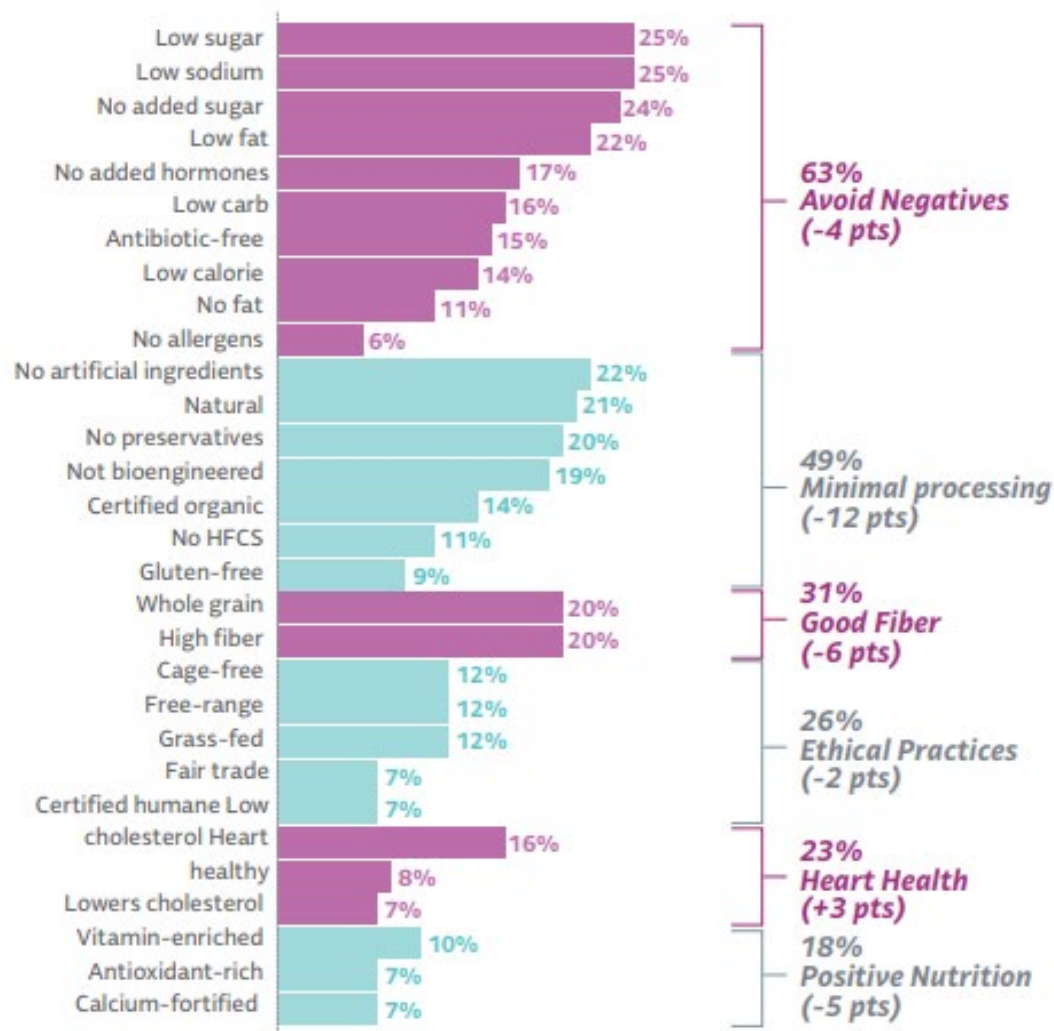
Focus on Health
& Well-being

Naturally
"Better-for-You"



PRODUCT CLAIMS SHOPPERS SEEK WHEN PURCHASING A FOOD PRODUCT

Among all shoppers



Source: FMI U.S. Grocery Shopper Trends 2021

Product Claims Shoppers Seek

Seafood as a Nutritious Choice



72%

of frequent seafood customers have been putting somewhat or much more effort into selecting nutritious and healthy options during the pandemic.¹⁶

2/3

of seafood consumers say nutrition and health are the primary or very important reasons they eat seafood



74%

of consumers want to know more about the nutritional benefits of seafood



71%

of seafood consumers want to know more about seafood sustainability



Consumers Bought More Seafood in 2020

Frozen

+36%

Fresh

+25%

Grocery

21%

Most Appealing Health Claims

Quality
Protein

Healthy
Fats

Low Fat

Heart
Healthy

Essential
Nutrients

Immune
Support

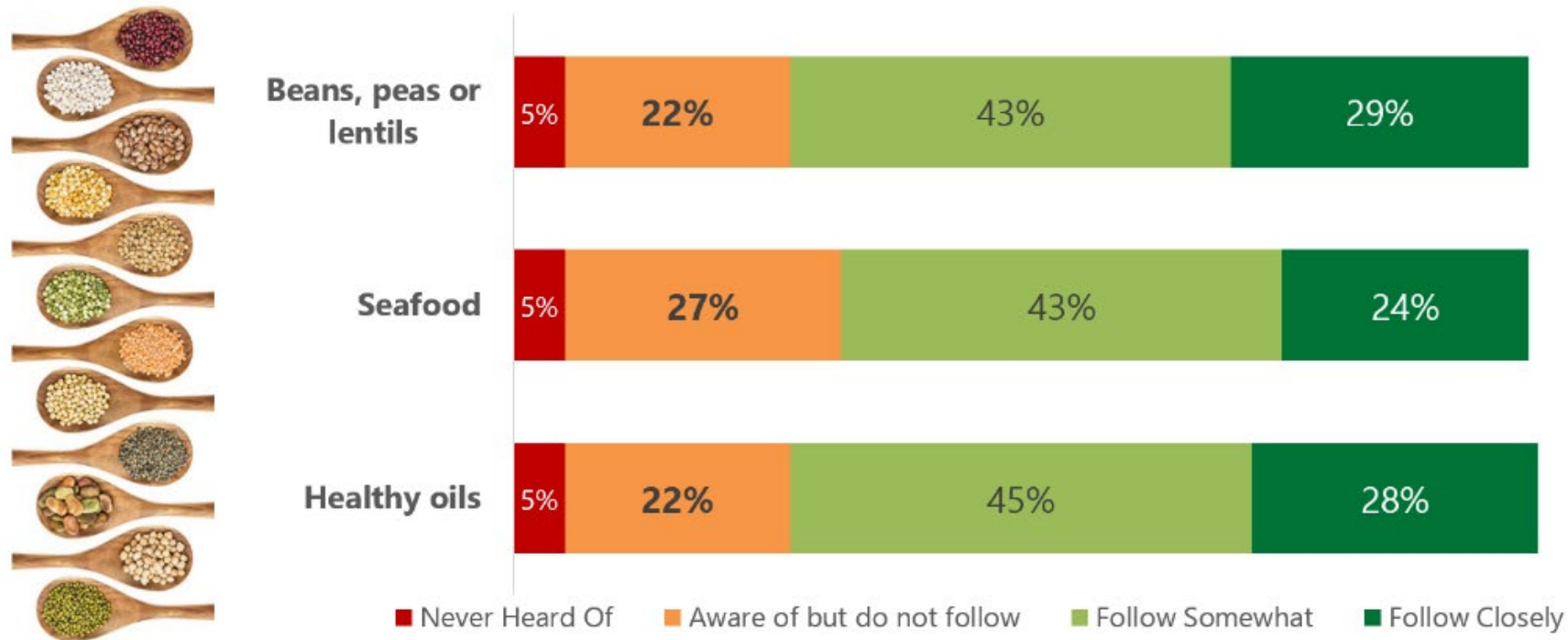
THE FOOD AS MEDICINE OPPORTUNITY IN FOOD RETAIL



FMI Research

Consumers Seek Benefits from Food Groups

Consumers report including food groups from the Dietary Guidelines for Americans to gain specific health benefits:





Circling Back to Seafood and Family Meals...

National Seafood Month Reels In Family Meals Movement

October 27, 2021



**SEAFOOD
NUTRITION
PARTNERSHIP®**



SEAFOODNUTRITION.ORG

Compared to the average consumer, the seafood consumer has a higher average household income and spends more on groceries than the average shopper. When seafood is part of the basket, the **average basket size almost triples.**

PEOPLE WHO SAW
EAT SEAFOOD
AMERICA! MESSAGES,
ARE **3-4 TIMES**
MORE LIKELY TO
HAVE INCREASED
THEIR SEAFOOD
CONSUMPTION.

(SNP CONSUMER SURVEY)

How can you help?



[RECIPES](#) [SEAFOOD 101](#) [THE SCIENCE](#) [RESOURCES](#) [IMPACT OF DONORS](#) [DONATE](#) [EAT SEAFOOD, AMERICA!](#) [Q](#)

EAT SEAFOOD, AMERICA CAMPAIGN DOWNLOADS & SOCIAL SHARES

HERE'S HOW YOU CAN HELP:

1. **Eat seafood and buy seafood.** It's as simple as that! Buy it online or order pick-up from purveyors, restaurants, mail-order, grocery stores.
2. **Post a photo of your meal,** tag it with [#EatSeafoodAmerica](#).
3. **Repeat.** Keep supporting our nation's seafood community by eating seafood and buying seafood as often as you can.

And, remember, we're here to support our communities and fellow Americans – be nice and stay positive. Thank you!

HEALTHY EATING
IS THE LEADING
DRIVER FOR
SEAFOOD GROWTH.
(2021 POWER OF SEAFOOD)

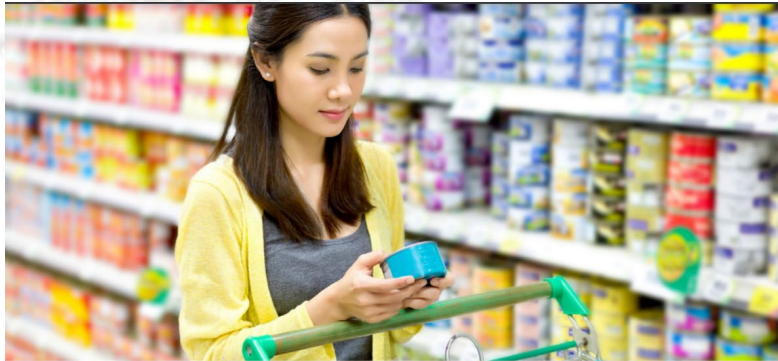


[SEAFOODNUTRITION.ORG](#)

Seafood Nutrition Partnership is here to inspire Americans to enjoy seafood at least twice a week by showing how buying and preparing seafood is simple and delicious!

Our [Family Meals Toolkit](#) should assist you in answering questions and inspiring customers to make healthier choices for themselves and for their families.





The Ultimate Guide to Buying Seafood

Buying seafood doesn't need to be complicated. Utilize this guide to find the perfect seafood to satisfy your taste, schedule, budget and diet.

I'M IN THE MOOD FOR:

- **For a light, delicate fish.** Choose a lean fish, such as barramundi, sea bass, cod, flounder, grouper, haddock, halibut, mahi mahi, perch, pollock, red snapper, rockfish, sole or yellowfin tuna. For shellfish, shrimp is light and lean.
- **For a richer taste.** Choose a fattier fish usually with darker flesh, such as herring, mackerel, salmon, sardines, swordfish, trout or albacore tuna. Several shellfish varieties fit in this rich category and offer delicious briny flavor, such as clams, mussels and oysters.

TO COOK MY SEAFOOD, I'D LIKE TO:

- **Use my outdoor grill:** Many fish stand up to the heat, and it can bring out a delicious smoky flavor. Pick a variety that is firmer in texture, such as catfish, mahi mahi, salmon, scallops, shrimp, snapper, swordfish or tuna.
- **Steam or poach it:** Try lean fish – mild-flavored with tender, white or pale flesh – such as sea bass, cod, flounder, grouper, haddock, halibut or pollock.
- **Broil or bake:** Try a medium-fat fish, such as bluefish, catfish, salmon or swordfish.
- **Eat it without having to cook it:** Choose a precooked fish that's frozen (so you just have to warm it up), or opt for canned tuna, salmon, sardines or crab.

TIP Let availability and freshness be your guides. It's easy to substitute one fish for another in a recipe, so if the mahi mahi looks and smells fresher than the pompano, buy it instead. Also, keep in mind the frozen and canned sections offer the same health benefits and often a wider variety to choose from.

AT THE STORE, WHAT TO DO:

Find a grocery store, box store, or butcher shop you trust. Most major chains have their seafood sourcing policies on their website, and the smaller stores can often provide their sourcing guidelines if you ask. Making healthy, sustainable choices is easier than it has ever been as a good grocer will do the research for you.

If you want to know more about what you're buying, ask the staff in the seafood department. They're there to help you!

What to ask at the seafood counter

- How long has it been on display? Or, when did you get this in?
- Is there a 3rd-party certification?
- Where is the seafood from?

If you're looking for more information about sustainability, digital guides such as NOAA Fisheries' FishWatch offers information about many U.S.-produced species.



The Ultimate Guide to Cooking Seafood

Take the stress out of planning and preparing family meals! Here are some quick tips to make sure your seafood meals turn out delicious every time. For more tips, visit seafoodnutrition.org/cooking.

THE BEST WAYS TO COOK YOUR SHELLFISH

Often, shellfish are boiled, poached, steamed or even microwaved. They can also be baked, broiled or grilled, as with scallops or shrimp. See the chart below for species-specific recommendations:

IS IT DONE?

- **Raw shrimp:** will turn pink and become firm.
- **Live oysters, clams and mussels:** shells will open when they are done.
- **Shucked oysters, clams and mussels:** will become plump and opaque. The edges of the oysters will start to curl.
- **Scallops:** will turn white or opaque and become firm to the touch.
- **Crab and lobster:** shells will turn bright red and the meat will become white or opaque.

	CLAMS	CRAB	LOBSTER	MUSSELS	OYSTERS	SCALLOPS	SHRIMP
COOKING METHOD	Steam	Steam, boil or buy precooked frozen or canned	Boil, or use precooked frozen	Steam or poach	Steam, roast or poach	Pan-sear, broil or grill	Boil, sauté, grill or use precooked frozen
WAYS TO ENJOY	In risotto or on their own with a squeeze of lemon	In gumbos, as crab cakes, or as a topping on fish, shrimp, or lobster	Over a fresh salad or served with melted butter	Cooked in broth or soup, or on their own with a squeeze of lemon	Grilled or baked, topped with sautéed spinach and garlic	Tossed with pasta	Grilled, in tacos or over pasta

8 #Seafood2xWk | @Seafood4Health

Seafood & Type 2

A DIVE INTO DIABETES



For people with type 2 diabetes or those at high risk, the statistics are familiar. In the United States, approximately 30 million people have diabetes¹ – that's nearly 10% of the country – and rates are on the rise. Healthy lifestyle changes can help reduce diabetes risk and help keep diabetes in control. But change can be hard, especially when unhealthy options surround you.

Small improvements to your eating habits can make a huge impact on your health. Remember, your health matters to you and to those who love you! The American Diabetes Association offers recommendations, tips and recipes for balanced meals, including the suggestion to eat fatty fish 2-3 times per week.²

Based on the overwhelming research, just one more seafood meal a week improves your health, and ideally for those with diabetes and/or prediabetes, 1,000 – 2,000 mg of omega-3s EPA+DHA a day can show significant impacts to your health.



For more ways to increase your seafood intake, visit our website or follow us on social media.

f @Seafood4Health | #Seafood2xWk
seafoodnutrition.org

- The type of fat in seafood, heart-healthy omega-3s, helps prevent clogging of the arteries, according to the American Diabetes Association, and it has so many other benefits – including reducing inflammation, increasing insulin function, and even improving your mood (with the release of blissful serotonin).^{3,4} Simply, **omega-3s may improve effectiveness of insulin and reduce your risk for related complications.**

- Studies have shown that **eating (non-fried) fish and shellfish can reduce your risk of getting type 2 diabetes⁵** – and the data show the more fish, the better.

- Diabetes has many side effects and complications. People with type 2 diabetes are twice as likely to die from heart attack or stroke.⁶ A study that followed young adults for 25 years showed that **eating (non-fried) fish reduced risk of high blood pressure, a large waistline, prediabetes, and abnormal cholesterol measurements** later in life.⁷ In women living with diabetes, **higher consumption of fish is linked to less sudden cardiac death,⁸ may reduce the risk of heart disease,⁹ lower triglycerides and blood pressure,¹⁰ and improve HDL-cholesterol.^{11,12}**

QUICK TIPS TO UP YOUR SEAFOOD INTAKE

The American Diabetes Association recommends fatty fish 2-3 times per week. Seafood with the highest amounts of these healthy fats include salmon, herring, mackerel, sardines, swordfish, trout, albacore tuna, pollock, barramundi, oysters, mussels, and crab. Get your dose of omega-3s EPA and DHA from eating seafood – **just one 4 oz. serving of salmon has more than 1,200 mg!**

- **Try canned seafood.** Keeping canned options, like salmon, tuna or sardines on hand can make for an easy and healthy weeknight dinner.
- **Throw it on a sheet pan!** Sheet pan meals are an easy way to save time in food preparation and cleanup and allow you to cook everything at once. Pair your choice of fish with some delicate veggies like asparagus for an easy, delicious and nutritious meal.
- **Get creative with seafood.** Try adding it as a salad topper, layering it in a sandwich or making homemade fish tacos for an easy way to add protein, nutrients and flavor.

6 #Seafood2xWk | @Seafood4Health



Promotion Ideas

Sample Social Media Posts

The benefits of seafood for kids are big!
Studies show that #fish & shellfish just twice
a week for kids leads to better attention
span, better grades & better sleep!
#Seafood2xWk #FamilyMeals

Kid's Cooking Classes

Feature the Catch of the
Week!

15-Second In-Store Announcement

Researchers and health experts endorse and
promote the lifelong benefits of family meals.

When adding seafood to your family meals,
everyone can benefit from the nutrition it provides.
Not only that, it's super easy to make and with its
many species, you can find something the entire
family will enjoy!

In-Store Ideas

Utilize one of Seafood
Nutrition Partnership's
many handouts to put into
bags at checkout.

Dietitians can blog about
the Family Meals
Movement, highlighting
their favorite store's
seafood department.

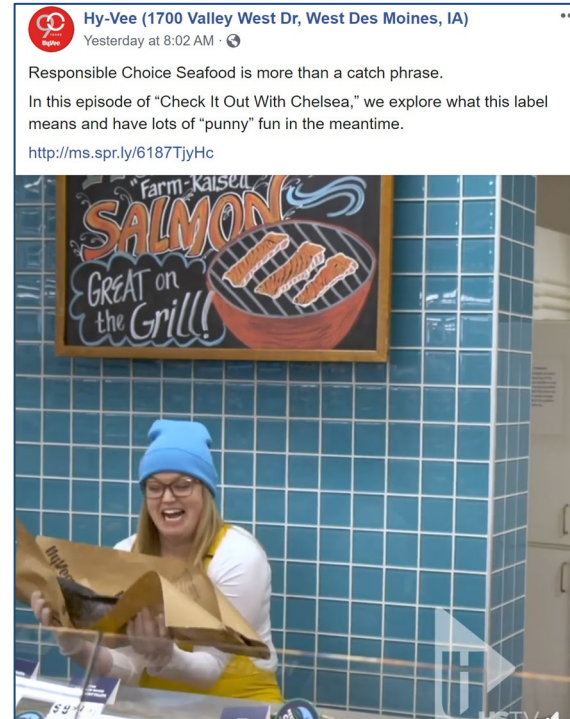
Example: Cross Channel Promotions



Dietitian Pick
with simple recipes



Seafood Case &
Freezer Clings



Social Media Video



Recipe Cards at the Case

Get Creative!
Ideas are
Endless!



Jessica Miller RDN, CDE

Nutrition Communications Manager at Seafood Nutrition Partnership

2yr •

We hosted a cooking class this week to celebrate National Seafood Month! A big thanks to [Rick Heatherington](#) and [Corey Lawler](#) for contributing to its success! Our shoppers enjoyed recipe demos, samples, great info and all sorts of SWAG! [#cooking](#) [#pyramidfoods](#) [#groceryindustry](#)



Guide to Answering Customers' Seafood Questions



As an expert, you know consumers are often overwhelmed by the options, or confused about how best to prepare a delicious seafood dish. Far too frequently, shoppers walk by the seafood counter or stop and stare blankly. The Seafood Nutrition Partnership is here to help! Here are some tips that answer common questions customers have when it comes to buying, preparing or serving seafood.

HOW OFTEN SHOULD I EAT SEAFOOD AND WHY?

- The American Heart, Diabetes, Pediatric, Alzheimer's and Psychiatric associations — and many others — promote seafood as part of the solution to be healthier, recommending fish and shellfish at least twice a week. This recommendation, which translates to about 250 mg of omega-3s EPA and DHA per day, is based on decades of research that shows seafood at least twice a week can lead to fewer instances of chronic and preventable diseases, and even reduce the risk of death from any health-related cause by 17 percent.¹

HOW DO I KNOW IF A FISH IS FRESH?

When it comes to fresh fish, here are some tips:

- If it's the whole fish, gills should be reddish-pink and scales should be bright with a sheen.
- For fillets, the flesh of the fish should be firm and elastic, meaning it will spring back when touched.
- There should be no unpleasant odor.

For frozen fish:

- The package should be tightly wrapped, and frozen solid with little or no air space between the package and the fish. (Unless the package says flash frozen.)
- It should not be discolored. If there are points of discoloration, it may indicate freezer burn.
- There should be no odor.

When buying shellfish:

- Make sure that if they have shells, they are tightly closed, not cracked or broken.
- If you are purchasing them alive, make sure they are actually alive by tapping on the shell to make sure they close.
- The odor should be mild and sweet, not overwhelming or foul.

WHICH FISH HAVE THE MOST HEALTH BENEFITS?

- While all fish are excellent high-quality protein options, those with higher amounts of omega-3 fatty acids are packed with the most heart, brain, eye and overall health benefits. Try mackerel, trout, tuna, salmon, sardines, anchovies or pollock. Some shellfish also are rich in omega-3s such as oysters, crab and mussels.

HOW DO I PREPARE FISH WITHOUT ANY ADDITIONAL FAT OR FRYING?

- For lean, mild-flavored fish with tender flesh, such as sea bass, cod, flounder, grouper, haddock, halibut, pollock or monkfish, you can steam, poach or even microwave without adding fat.
- For medium-fat fish, such as catfish, mullet or swordfish, any cooking method will do.
- For fattier fish with a firmer texture, richer flavor, and deeper color — such as salmon, mackerel or trout — try broiling, grilling, poaching, baking or microwaving.

IF A RECIPE CALLS FOR A WHITE FISH, WHAT DOES THAT MEAN?

- White fish is generally a mild-flavored fish, so if your recipe calls for it, look for cod, bass, flounder, grouper, haddock, snapper or tilapia. These are great for pan-frying, pan-searing, using in soups and chowders, and baking.

SHOULD YOU EAT SEAFOOD WHILE PREGNANT?

- The FDA and EPA agree seafood consumption is especially important for pregnant or nursing women because eating fish regularly helps with the growth and development of children's brains and even helps boost IQ.² Babies from moms who ate seafood twice a week have a higher IQ by an average of 5.8 points.³ Studies have shown women who do not eat seafood during pregnancy are twice as likely to experience depression.⁴

SHOULD I BE CONCERNED ABOUT MERCURY IN FISH?

- For men and women not trying to get pregnant, the recommendation is to eat a variety of seafood each week to reap the range of nutrients in different types of fish, and there are no specific species you need to avoid.
- The FDA and EPA released advice urging pregnant women, breastfeeding moms, and young children to consume more fish and seafood, including all of the most popular seafood in the U.S. from salmon to canned tuna. The guidance listed seven fish to avoid during pregnancy due to higher mercury: shark, swordfish, king mackerel, ...

CONTENT CALENDAR

JANUARY

Start Out Small

The new year is a time for a fresh, healthy start. This year, start off by taking small steps to balance your plate with seafood.

FEBRUARY

Heart Health

Heart disease is the leading cause of death for both men and women in the US. Heart disease can often be prevented when people make healthy choices, like eating more seafood.

MARCH

Try A New Bite

There are over 500+ species of delicious seafood. Try a new bite of seafood this month to mark National Nutrition Month.

APRIL

Sustainable Solutions

Seafood is the future of sustainable protein — it's a vital part of the diet that supports both human health and environmental health.

MAY

Women's Health

When pregnant or nursing moms should eat a variety of #Seafood2xWk. It can have numerous health benefits for both mom and the baby.

JUNE

Grilling

Skewered, smoked or straight-up seared, summer is here and it's time to head to the grill and get creative with your favorite fish.

JULY

Seafood for Athletes

In time for the Summer Games, eating seafood is a great way for athletes to get the protein and omega-3 fatty acids they need to become stronger.

AUGUST

Back to School

When kids eat at least two servings of seafood each week the benefits are big. The nutrients provided are essential for strong bones, brain development, and a healthy immune system.

SEPTEMBER

Family Meals

Seafood should be enjoyed as a part of your family meal. There are so many ways to incorporate seafood into your meals, whether fresh, frozen, canned or dried!

OCTOBER

National Seafood Month

Seafood is known as the "protein with benefits." Celebrate National Seafood Month and reel in the amazing benefits.

NOVEMBER

Celebrate with Seafood

From oyster stuffing to Feast of the Seven Fishes, the holidays are upon us and seafood is the perfect way to celebrate with family and friends.

DECEMBER

Healthy 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, but it's also the delicious choice.



Reach Out!

If you have questions or need resources contact
Andrea Albersheim at aalbersheim@seafoodnutrition.org or
Jessica Miller at jmiller@seafoodnutrition.org



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NUTRITION
PARTNERSHIP®**



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This sounds great!

How can I promote more family meals?





HOME

PARTNERS

STAY STRONG TIPS

SPOTLIGHT

JOIN THE MOVEMENT





Consumer Website

Industry/Collaborator Website

The screenshot shows a web browser displaying the FMI Foundation's website. The address bar shows the URL `fmi.org/family-meals/toolkits/retailer-toolkit`. The website has a white background with a teal navigation bar. The navigation bar includes the FMI Foundation logo, a megaphone icon, and links for **TOOLKITS**, **OUR MISSION**, **PARTNERS**, **AWARDS**, **NEWS**, and a large orange **JOIN THE MOVEMENT** button. The main content area features the title **Retailer Toolkit** and the heading **Join The Family Meals Movement!**. Below this, a paragraph explains that September is National Family Meals Month, an industry-wide movement to raise awareness of the benefits of frequent family meals. It invites retailers to join the movement and celebrate National Family Meals Month in September. To the right of the text is a graphic for National Family Meals Month, September, featuring a family at a table and a **RETAILER TOOLKIT** download button. Below the graphic is a red button that says **Download the Toolkit! (.pdf)**. On the left side of the page, there is a sidebar with a list of links: **Rally Staff & Customers**, **Messages for Consumers**, **Messages for Employees**, **Supporting Research**, **Infographics**, and **Highlight Meals Solutions**. The Windows taskbar at the bottom shows the time as 12:49 PM on 8/10/2021, with a temperature of 70°F and various system icons.

← → ↻ `fmi.org/family-meals/toolkits/retailer-toolkit` 🔍 ☆ 🟢 📱 📧 📺 ⚙️ 🔴

 **TOOLKITS** **OUR MISSION** **PARTNERS** **AWARDS** **NEWS** **JOIN THE MOVEMENT**




Rally Staff & Customers

Messages for Consumers

Messages for Employees

Supporting Research

Infographics




Highlight Meals Solutions

Retailer Toolkit

Join The Family Meals Movement!

September is National Family Meals Month,™ an industry-wide movement to raise awareness of the benefits of frequent family meals. Join us, your industry's trade association, as we work collaboratively with retailers from across the country to bring families back to the table to share one more meal at home per week. We invite you to join the movement and celebrate National Family Meals Month™ in September. Whether you have a robust family meals program in place, or you're just getting started, there's a way to bring the family meals movement to your shoppers. This toolkit is designed to inspire, and demonstrate how you can implement National Family Meals Month™ this September.



Download the Toolkit! (.pdf)

12:49 PM 8/10/2021 70°F

Infographics



Bring Fun - Aug 2018



Bring Fun with Outline - Aug 2018



Chillax - August 2018



Chillax with Outline - August 2018



Experts Agree - Aug 2018



Experts Agree with Outline - Aug 2018



Get Conversation Started - Aug 2018



Get Conversation Started with Outline - Aug 2018



Improve Communication - Aug 2018



Improve Communication with Outline - Aug 2018



Improve Eating Habits & Nutrition - Aug 2018



Improve Eating Habits & Nutrition with Outline - Aug 2018

FMI | Graphics

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fmi.org/family-meals/toolkits/graphics



TOOLKITS

OUR MISSION

PARTNERS

AWARDS


NEWS


JOIN THE MOVEMENT


Graphics

Family Meals Movement and National Family Meals Month™ logos are adaptable for use across every category and in every department. Consider using them to promote meal-related products.


National Family Meals Month™ Logos


PNG | JPG | EPS



PNG | JPG | EPS



PNG | JPG | EPS


Family Meals Movement Logo


PNG | JPG | EPS

Raise Your Mitt Logos


PNG | JPG | EPS


PNG | JPG | EPS


PNG | JPG | EPS

Graphics/ Logos