National Seafood Month Reels in Family Meals Movement
Introductions

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Introductions

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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.
Join the Movement!

FAMILY MEALS Movement
FMI Foundation
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

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
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.

Source: Journal of Nutrition Education and Behavior – January 2020

Join the Movement • #FamilyMealsMovement

Family Meals Improve Family Functioning
Family Functioning

- Connectedness
- Communication
- Expressiveness
- Problem Solving
Family Meals By the Numbers

Measurement by The Harris Poll

31% saw or heard about National Family Meals Month (vs 33% in 2020)

55% of households with children saw a National Family Meals Month promotion

97% of those, report NFMM impacted their shopping and consumption habits

95% 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.

STAY STRONG WITH FAMILY MEALS!

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
Nine out of 10 Americans Feel Positive About Family Meals

Good way to share time
Make me feel more connected
Important part of routine
Highpoint of my day

Source: Staying Strong with Family Meals Barometer – July 2021
ON MY MIND

The Mind-Heart-Body Connection

In Western medicine, we view the heart as a vital organ that is essential to life. Yet, the mind-body connection is an integral part of our clinical practice, emphasizing the close relationship between the mind and body. The mind-body connection is a broad concept that encompasses the influence of psychological and emotional factors on physical health and disease. This connection is supported by numerous studies that demonstrate the impact of stress, anxiety, and depression on cardiovascular health. For example, chronic stress has been linked to increased risk of heart disease, while positive emotions, such as happiness and laughter, have been shown to have a beneficial effect on heart health. The heart and brain are closely connected, and changes in one can affect the other. For instance, chronic stress and anxiety can lead to increased heart rate, blood pressure, and the release of stress hormones, which can put a strain on the heart and blood vessels. On the other hand, engaging in regular physical activity, such as exercise, can help reduce stress levels and lower the risk of heart disease. The heart and brain are also connected through the autonomic nervous system, which regulates the body's responses to stress. This system can affect heart rate, blood pressure, and other physiological functions. Understanding the mind-body connection is crucial for promoting overall health and well-being.
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
Focus on Health & Well-being

Naturally "Better-for-You"
PRODUCT CLAIMS SHOPPERS SEEK WHEN PURCHASING A FOOD PRODUCT

Among all shoppers

- Low sugar: 25%
- Low sodium: 25%
- No added sugar: 22%
- Low fat: 24%
- No added hormones: 17%
- Low carb: 16%
- Antibiotic-free: 15%
- Low calorie: 14%
- No fat: 11%
- No allergens: 6%
- No artificial ingredients: 22%
- Natural: 21%
- No preservatives: 20%
- Not bioengineered: 19%
- Certified organic: 14%
- No HFCS: 11%
- Gluten-free: 9%
- Whole grain: 20%
- High fiber: 20%
- Cage-free: 12%
- Free-range: 12%
- Grass-fed: 12%
- Fair trade: 7%
- Certified humane: 7%
- Low cholesterol: 16%
- Healthy: 8%
- Lowers cholesterol: 7%
- Vitamin-enriched: 7%
- Antioxidant-rich: 7%
- Calcium-fortified: 7%

- 63% Avoid Negatives (-4 pts)
- 49% Minimal processing (-12 pts)
- 31% Good Fiber (-6 pts)
- 26% Ethical Practices (-2 pts)
- 23% Heart Health (+3 pts)
- 18% Positive Nutrition (-5 pts)

Source: FMI U.S. Grocery Shopper Trends 2021
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
Consumers Seek Benefits from Food Groups

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

- **Beans, peas or lentils**
  - Never Heard Of: 5%
  - Aware of but do not follow: 22%
  - Follow Somewhat: 43%
  - Follow Closely: 29%

- **Seafood**
  - Never Heard Of: 5%
  - Aware of but do not follow: 27%
  - Follow Somewhat: 43%
  - Follow Closely: 24%

- **Healthy oils**
  - Never Heard Of: 5%
  - Aware of but do not follow: 22%
  - Follow Somewhat: 45%
  - Follow Closely: 28%
Circling Back to Seafood and Family Meals...
National Seafood Month Reels In Family Meals Movement

October 27, 2021
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.

**How can you help?**

**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!
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 Cooking 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:

1. A light, delicate fish. Choose a lean fish, such as barramundi, sea bass, cod, flounder, grouper, halibut, mahi-mahi, perch, pollock, red snapper, rockfish, sole, or whiting. For shellfish, shrimp is light and tender.
2. A richer taste. Choose a fattier fish usually with darker flesh, such as herring, mackerel, salmon, sardines, swordfish, trout or whitefish. 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:

1. Use my outdoor grill. If your fish stand up to the heat, and if the cooking is delicious enough to make people who normally hate fish love it, you should use grilling.
2. Steam or poach it. Try lean fish – mild-flavored with broccoli, white or pale fish – such as bass, cod, flounder, grouper, halibut, halibut or pollock.
3. Broil or bake. Try a medium-fat fish, such as flounder.
4. Eat it without having to cook it! Choose a pre-cooked portion. If you can’t think of what you want to eat, or need 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, or substitute whole fish and seafood from the supermarket. But in reality, both fresh and in-mold frozen and canarded offer the same health benefits and offer a wider variety to choose from. Exercises:

COOKING METHOD

<table>
<thead>
<tr>
<th>CLAMS</th>
<th>CRAB</th>
<th>LOBSTER</th>
<th>MUSSELS</th>
<th>OYSTERS</th>
<th>SCALLOPS</th>
<th>SHRIMP</th>
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<tbody>
<tr>
<td>Steam</td>
<td>Steamed, split or whole</td>
<td>Steamed, split or whole, poached</td>
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<tr>
<td>Over a fresh tomato, butter or cream sauce</td>
<td>Grilled or baked, seasoned with lemon and garlic</td>
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<td>Grilled or baked, seasoned with lemon and garlic</td>
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<td>Grilled or baked, seasoned with lemon and garlic</td>
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<td>Ways to enjoy:</td>
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<tr>
<td>In chunks or on their own with a side of vegetables</td>
<td>In purées, as crab cakes, or as a filling for fish, shrimp, or pasta</td>
<td>In broth or broth or cream with a sprinkle of lemon</td>
<td>Steamed or poached</td>
<td>Steamed or poached</td>
<td>Steamed or poached</td>
<td>Steamed or poached</td>
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</tbody>
</table>

AT THE STORE, WHAT TO DO: Find a grocery store, fish store or butcher shop you trust. Most major chains have their seafood sourcing policies on their website, and the smaller stores often can provide you with 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:

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

If you’re looking for more information about sustainability, digs for signals such as NOAA Fisheries’ SeafoodWatch offers information about many U.S.-produced species.

THE BEST WAYS TO COOK YOUR SHELLFISH

Other shellfish are boiled, poached, steamed or even recommended. They can also be baked, broiled, grilled or sautéed as with scallops or shrimp. The chart below for species-specific recommendations:

IS IT DONE?

1. Blue shrimp will turn pink and become firm.
2. Shrimp and scallops red meat will turn white when they are done.
3. Shelled oysters, clams and mussels will become plumpy and opaque. The edges of the oysters will start to curl.
4. Basket weave will form in opaque and论述 turned from the mouth.
5. Crab and lobster will turn bright red and the meat will become white or opaque.

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

For people with type 2 diabetes or those at high risk, the statistics are familiar. In the United States, approximately 30 million people have diabetes—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 suggestions to eat fatty fish 2-3 times per week.

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-3 EPA + DHA a day can show significant impacts to your health.

~ SEAFOOD NUTRITION PARTNERSHIP

For more ways to increase your seafood intake, visit our website at followmyfish.com or seafoodnutrition.org

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The Ultimate Guide to Buying Seafood

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

1. Try canned seafood. Canned seafood is a great alternative to fresh fish, and it can be an excellent option for an easy, delicious and nutritious meal.
2. Eat it as a salad or pasta! Shrimp penne recipes are an easy way to save time in home preparation and can make a great solution for your family. Add your choice of fish with some delicate vegetables like capers for an easy, delicious and nutritious meal.
3. Eat creatively 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.
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
Jessica Miller RDN, CDE
Nutrition Communications Manager at Seafood Nutrition Partnership

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

Get Creative! Ideas are Endless!
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 often, consumers are forced to choose between a lack of information or an overabundance of it. What’s worse, some of the incorrect advice available online can be downright dangerous. The Seafood Nutrition Partnership is here to help! Here are some tips that answer common questions consumers 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 translates to about 250 mg of omega-3s EPA and DHA per day, 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.

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 red/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 unappetizing 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 shellfish 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 vitamin D, 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. Babies from moms who ate seafood twice a week have a higher IQ by an average of 5.8 points. Studies have shown women who do not eat seafood during pregnancy are twice as likely to experience depression.

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, pike, king mackerel, black bass and white croaker.

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 U.S. 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
This sounds great!

How can I promote more family meals?
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)
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**

- [Logos](#)

**Family Meals Movement Logo**

- [Logos](#)

**Raise Your Mitt Logos**

- [Logos](#)