

Not Your Average Farm: How RDNs Can Navigate Seafood Sustainability

Oldways Supermarket Dietitian Symposium
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Overview of Session

According to a recent Springboard report about the retail and foodservice constraints on sustainable seafood, farmed seafood is the No. 1 question consumers have regarding fish at point of purchase. Is farmed seafood good for you? Does it have the same nutrients as wild caught? Is it safe? Is it sustainable? This session will help retail RDNs be able to answer these questions and feel confident talking with consumers about seafood, encouraging more people to eat this lean protein and move the needle closer to the guidelines of seafood twice a week.

Three Key Takeaways:

- the ability to identify and recommend sustainable fish
 - the latest trends in farming fish and the truth behind wild and farmed seafood myths
 - the ability to answer questions on fish farming to customers
- 



SNP: What We Do

Mission: SNP is a non-profit inspiring a healthier America by empowering seafood consumption through partnerships and collaborations.

Seafood Nutrition for Human Health

- Encourage Americans to eat more seafood for better health & reduce chronic disease risks

Communications Outreach

- Equip health & nutrition influencers with resources to recommend more seafood

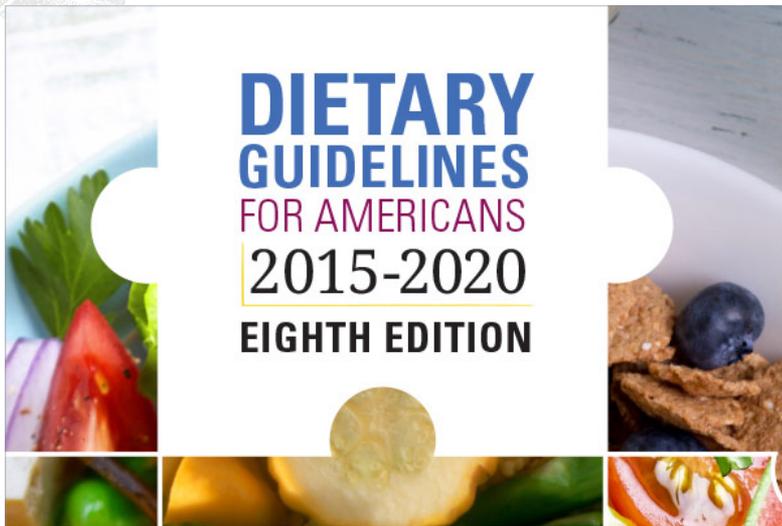
Partnerships

- Build partnerships to amplify the urgent message of the need to eat more seafood for better health

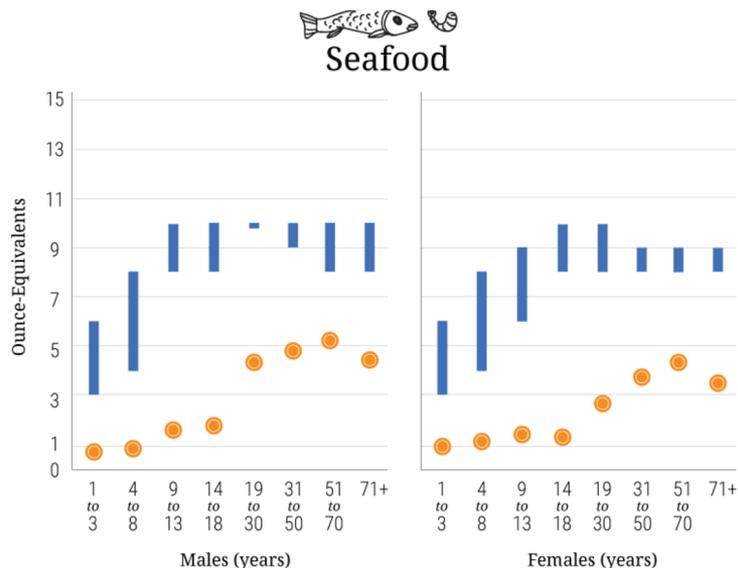


DGA 2015-2020

#Seafood2xWk Consumption Gap

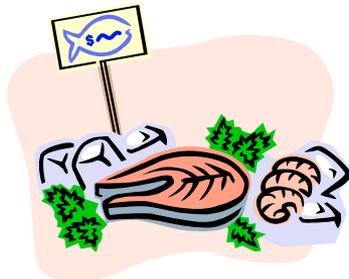
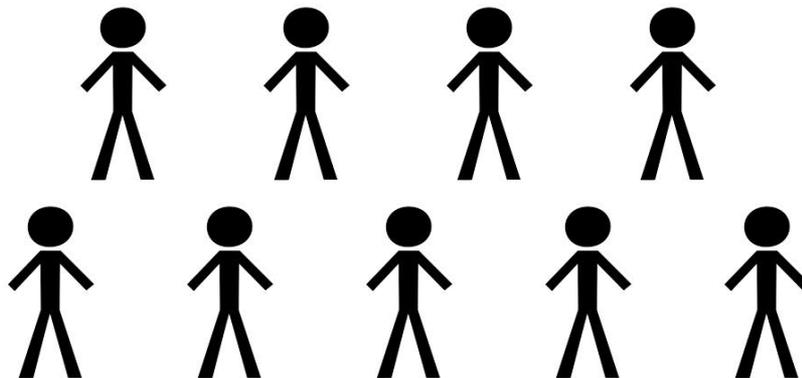


■ Recommended Weekly Intake Ranges | ● Average Weekly Intake





1 in 10 Americans Follow DGA Recommendation to Eat Seafood 2x Week



Source: [USDA](#)

Biggest Barrier to Eating Seafood

Lack of **confidence** in knowing:
how to: select, buy, and eat
seafood.



Why Seafood?

- Seafood, which includes fish and shellfish, is a delicious package of lean protein that includes a variety of vitamins, minerals, and essential omega-3 fatty acids EPA + DHA
- These marine sourced omega-3s are vital to the building blocks of our brain and important to our heart health.
- As calcium is to the bones, DHA is to the brain.
- The Dietary Guidelines for Americans recommend 2 servings of seafood per week and 2-3 servings for expectant moms.



Where does seafood come from?

- Seafood comes from waters from the US and around the world. This includes oceans, lakes, rivers, ponds.
- Fishermen catch seafood from these waters as seafood is the last food sourced from the wild on a commercial scale.
- Farmers raise seafood and maintain conditions and nutrition to those needed by the wild species.
- Over half of the world's seafood produced come from farms including: Barramundi, Branzino, Catfish, Clams, Kampachi, Mussels, Oysters, Salmon, Sea Bass, Shrimp, Steelhead Trout, Tilapia
- Most seafood comes from fresh water sources and China.



What to look for when buying seafood?

90% of retailers in the US have a sustainable seafood policy in place, per Conservation Alliance for Seafood Solutions.

Wild

- Country of Origin
- US has best managed fisheries in the world
- Certification programs: Marine Stewardship Council, Seafood Watch
- Freshness and Quality

Farmed

- Country of Origin
- US is developing a farmed seafood industry
- Certifications: Aquaculture Stewardship Council, Best Aquaculture Practices
- Freshness and Quality



NOAA FishWatch.gov



NOAA
FISHERIES

About

Get the most up-to-date info on popular seafood harvested or farmed in the U.S. to help you make educated seafood choices.

MORE ►

Management

The U.S. is a global leader in sustainable seafood thanks to a rigorous science-based fisheries management process.

MORE ►

Aquaculture

Aquaculture is critical to meet the growing seafood demand, help build wild fish stocks, and reduce dependence on imports.

MORE ►

Global

NOAA plays an active role in shaping the conservation and management of international fisheries and aquaculture.

MORE ►



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Best Aquaculture Practices



★ Processor
★ Farm
★ Hatchery
★ Feed

Cert. No. 12345

www.bapcertification.org

The Responsible Seafood Choice



Aquaculture Stewardship Council



ASC Logo Versions

- Version 1: Thank you for choosing a product that has met the ASC's global standard for responsibly farmed seafood. www.asc-aqua.org
- Version 2: This product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. www.asc-aqua.org
- Version 3: The XXXXXX (insert seafood species) in this product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. www.asc-aqua.org
- Version 4: This product has met the ASC's global standard for responsibly farmed seafood. www.asc-aqua.org
- Version 5: ASC certified as responsibly farmed. www.asc-aqua.org

RDN Resources for #Seafood2xWk

Inspire a healthier America and include seafood nutrition.

Leverage SNP Resources:

- RDN Toolkit
- [Seafood Recipes & Videos](#)
- Social: Facebook, Instagram, Twitter, YouTube
- Contact Andrea Albersheim, Director of Communications



Seafood Nutrition:

UNDERSTANDING THE SCIENCE,
COMMUNICATING TO CLIENTS, RESOURCES
AND RECIPES TO SHARE

RDN Toolkit

