



Fisheries Council of Canada
Conseil Canadien des Pêches

NUTRITION

Overview

Canadians aren't eating enough seafood. An early phase of the Fisheries Council of Canada and the Canadian Aquaculture Industry Alliance's joint Choose Canadian Seafood campaign involved public polling to identify the frequency of consumption among Canadians and barriers to increased consumption. It found that Canadians aren't eating the 2 portions of seafood per week recommended by Health Canada and the World Health Organization, and that perceived cost and familiarity are the largest barriers.

Seafood is full of vital nutrients needed for health and wellness, including omega-3 fatty acids, iron, and B and D vitamins that contribute to strong bones, brain development and healthy hearts and immune systems. Additionally, seafood options are high in protein, with many fish and shellfish species nearly as high in protein as beef, chicken, and pork.

In addition to contributing to healthy lifestyles, the consumption of sustainable Canadian seafood contribute to reduced carbon emissions, as fish and seafood can have some of the lowest GHG emissions per unit of protein produced of all protein sources, and helps drive forward an industry that contributes \$9 billion annually in GDP to Canada's economy.

Objective

Promote healthier lifestyles for Canadians by encouraging increased seafood consumption.

Key messages

1. **Health Canada recommends Canadians eat fish and seafood twice per week to take advantage of a healthy protein source. Fish and seafood provide essential vitamins, minerals, omega-3 fatty acids and other nutrients not found in plant-based or other animal proteins.**
2. **Seafood is a cornerstone Canadian industry providing support to rural, coastal and Indigenous communities. Creating a larger market for seafood will have far-reaching benefits to boost our economy from those communities.**



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Background & Facts

In 2022, the Fisheries Council of Canada and the Canadian Aquaculture Industry Alliance, the two national associations representing wild and farmed seafood respectively, joined together on a national domestic marketing initiative funded by the Canadian Fish and Seafood Opportunities Fund. Executed in partnership with Nourish Food Marketing, the *Choose Canadian Seafood* campaign aimed to increase consumption of Canadian fish and seafood among Canadians, focusing on seafood-positive Millennials and their families. The goal was to increase awareness of Canadian fish and seafood and consumption from 1-2 portions per month to 2-4 portions per month.

Phase 1 of the domestic marketing project involved public polling to identify the frequency of consumption among Canadians and barriers to increased consumption. It found that Canadians aren't eating the 2 portions of seafood per week recommended by Health Canada, and that perceived cost and familiarity are the largest barriers.

FCC and CAIA's domestic marketing campaign addressed these concerns by showcasing a "Smarter Meals Out of the Blue" approach that promoted the ease of swapping seafood into everyday favourite meals. The *Choose Canadian Seafood* website features over a dozen easy, fast, healthy and affordable family-friendly recipes that feature a wide variety of Canadian seafood. These recipes were promoted through digital campaigns and influencer marketing, but also through media campaigns and grocery store features at Sobeys and Metro locations.

The campaign created significant momentum with more than 30 million impressions in its first six months and almost 130 million impressions total. Consumption among our target audience of Millennials was up 9% compared to 2020. Seafood offers significant health benefits to consumers and with more than 200 species harvested along Canada's three coasts, provides plenty of variety for Canadian diets. Proven by the success of *Choose Canadian Seafood*, amplifying the protein sources Canada's oceans have to offer stands to improve the image of Canadian seafood as a whole and provide Canadians with the most fulsome information about the benefits of various seafood options, contributing to improved health for Canadians overall.