



# NFI CLASS PROPOSAL: SEASHARE

## Purpose:

The 2023 Future Leaders Class will create a strategic proposal that raises awareness for SeaShare and its mission.

## Activity to date:

The Future Leader Class will create a strategic plan that focuses on increasing awareness for SeaShare's mission to engage the seafood industry in a collective effort to improve nutrition for those assisted by food banks and feeding centers. The proposal will include:

1. Broad industry messaging that can be shared with the seafood community, stakeholders, and partners
2. Ideas on how to increase seafood product donations to SeaShare
3. A narrative highlighting that food banks are in great need of healthy nutritional food products
4. Talking points that promote SeaShare's accomplishments and community impact
5. Strategies to help promote SeaShare's mission and accomplishments on social media, in traditional print materials, at trade shows and across the broader industry



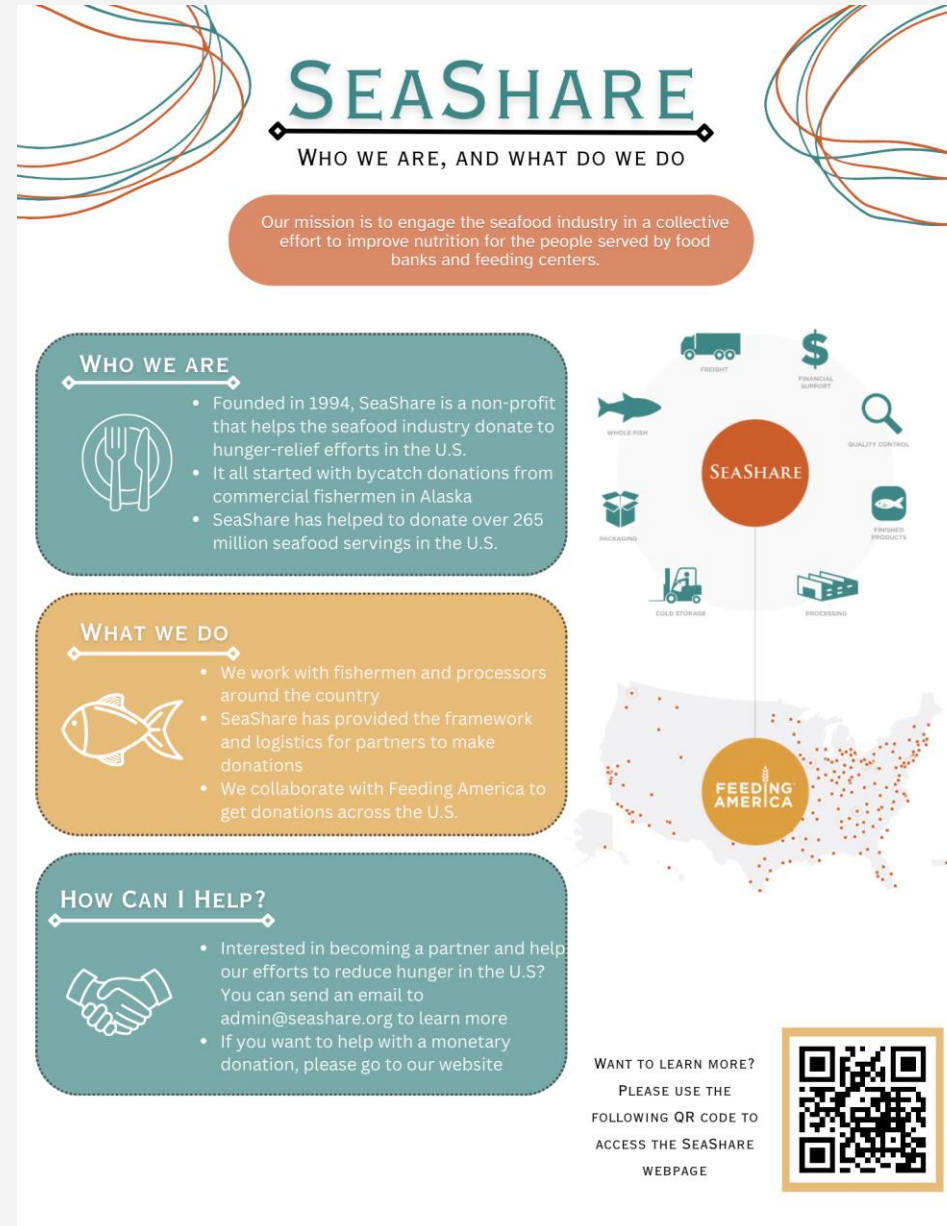


# TOPIC: MESSAGING FOR SEASHARE

- Broad industry messaging that can be shared with the seafood community, stakeholders, and partners (#1)
- A narrative highlighting that food banks are in great need of healthy nutritional food products (#3)
- Talking points that promote SeaShare's accomplishments and community impact (#4)



# Quick & Concise information on SeaShare's history, mission and how companies can help



## SEASHARE

WHO WE ARE, AND WHAT DO WE DO

Our mission is to engage the seafood industry in a collective effort to improve nutrition for the people served by food banks and feeding centers.

### WHO WE ARE

- Founded in 1994, SeaShare is a non-profit that helps the seafood industry donate to hunger-relief efforts in the U.S.
- It all started with bycatch donations from commercial fishermen in Alaska
- SeaShare has helped to donate over 265 million seafood servings in the U.S.


### WHAT WE DO

- We work with fishermen and processors around the country
- SeaShare has provided the framework and logistics for partners to make donations
- We collaborate with Feeding America to get donations across the U.S.

### HOW CAN I HELP?

- Interested in becoming a partner and help our efforts to reduce hunger in the U.S.? You can send an email to [admin@seashare.org](mailto:admin@seashare.org) to learn more
- If you want to help with a monetary donation, please go to our website

WANT TO LEARN MORE? PLEASE USE THE FOLLOWING QR CODE TO ACCESS THE SEASHARE WEBPAGE





An informational  
flyer:  
Why fish is  
important for  
Food Bank  
clients?

# SEASHARE

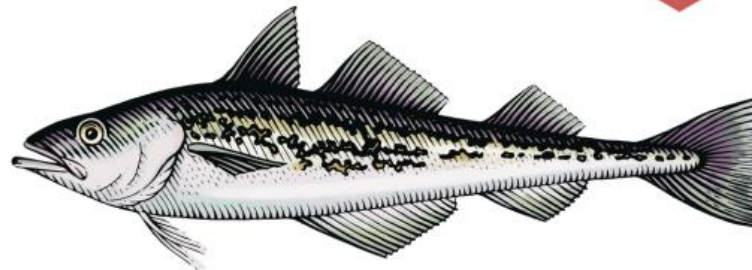
## Why are Food Banks in great need of healthy, nutritious food products?

People living in food-insecure households are more likely to experience poor health across their lifespan and are at increased risk for illness, including heart disease, diabetes, hypertension, and struggle with chronic disease management. Children at risk of hunger are more likely to be in poor health, including obesity and developmental problems, and struggle in school.

Everyone, no matter their health status, can benefit from shifting food and beverage choices to better support healthy dietary patterns. Food banks are not just a place for a meal but a place where we can provide nutrition to those in need.



More than 44 million people in the US face hunger, including 1 in 5 children.



## Why Fish?

Seafood is one of the healthiest proteins on the planet, it contains essential vitamins and minerals and is a great source of nutrients to people who are in need. It is essentially the only natural source of omega-3s; one cannot choose another food to get the same benefits. The omega-3 oils in fish are especially healthy for babies. Science shows that children of pregnant women who DO eat seafood while pregnant have on average 7 IQ points higher than those who did not. Another incredibly powerful benefit of eating fish is prevention of heart disease.

Those struggling to feed their families face the burden of not only getting enough to eat, but also accessing nutrient-rich foods that promote good health and help reduce the risk of chronic disease. SeaShare exists to provide food banks and feeding centers access to nutritious seafood.

The federal government via the Dietary Guidelines for Americans (DGAs) has repeatedly concluded that seafood underconsumption is a public health problem and as a result urges pregnant and nursing mothers, along with everyone else, to eat seafood 2-3 times every week. Seafood is a nutrient-rich food, high in vitamins and omega-3 fatty acids, yet only 1 in 5 Americans eat seafood twice per week, as recommended by the USDA. Eating 8 to 12 ounces of seafood per week when pregnant can improve a baby's IQ, cognitive development, and eye health. Older adults with high fish consumption live an average of 2.2 years longer.

Fish and seafood also provides those who use food banks with an alternative that may meet their religious or dietary preference guidelines/requirements. A lot of faith-based communities do not eat certain meats, but fish and seafood would fill that protein gap. Seafood in various food banks allows for more choices and a balanced nutrition profile for their customers.

## Why should you help?

At Seashare, our goal is to not just fill up plates with healthy seafood but also create opportunities to help nurture those in need for a healthier and stronger community. With more fish and seafood donations we will be able to provide to the community and also introduce the benefits of seafood to the US as a whole, whether it is to those in need or those who are helping.

Sources:  
[www.feedingamerica.org](http://www.feedingamerica.org)  
[www.health.gov](http://www.health.gov)  
 Dietary Guidelines for Americans  
<https://www.seashare.org/nutrition>

## SeaShare can help your company reach their Philanthropic Goals!



SeaShare is the only nonprofit organization dedicated to providing seafood to our nation's food bank network.



SeaShare works with a multitude of partners including fishermen, processors, distributors and retailers to deliver seafood to families across America.



SeaShare partners with donors to use funds to support the high cost associated with seafood donations.

## SeaShare provides a platform to help Americans with *Seafood* consumption!

SeaShare provides nutritious seafood to **large segments of the population** that routinely lack access to high-quality protein.



SeaShare helps get high-quality, nutrient-dense seafood into the nation's **food banks**.



SeaShare is achieving its goal of helping to **change eating habits** by increasing consumption of **healthier** foods.

HEALTHY  
HABITS

SeaShare works with **nutritionists** to promote the **importance of seafood** in a well-rounded, balanced diet.



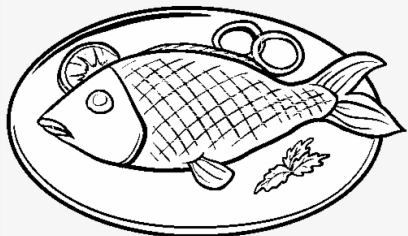
# SEASHARE'S IMPACT ON THE COMMUNITY

**50** *Million Americans are food insecure*

Of those, **nearly 17 million** are children who lack consistent access to a well-balanced diet



**Protein** is the most difficult food item for food banks to obtain and **donors** are key to improving access to seafood



With help from donors, SeaShare has delivered

**250 million+**  
**seafood servings**

to food banks and feeding centers

For every **\$1** donated ...  
SeaShare can provide up to  
6 servings of seafood

**6**



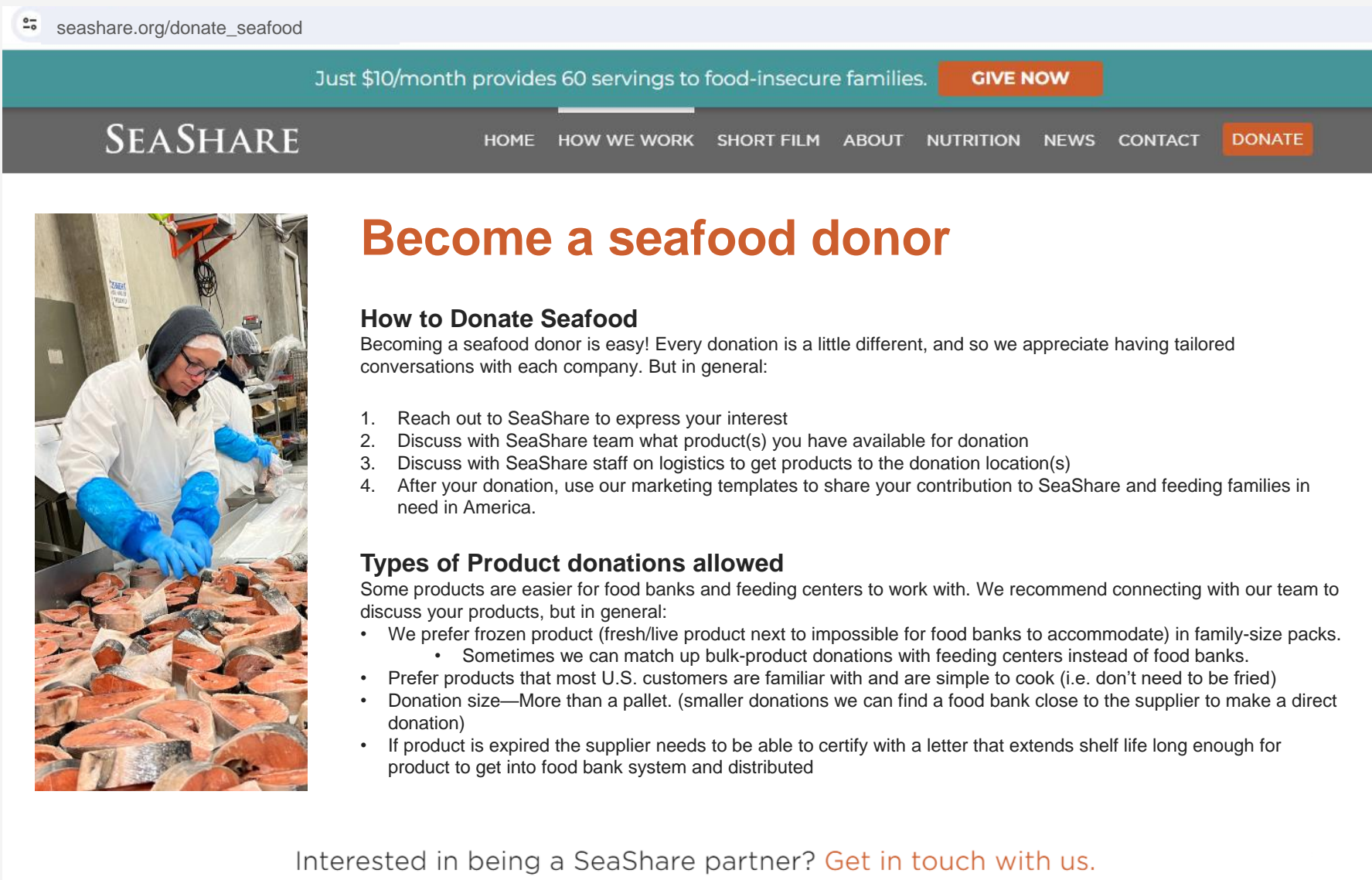


# TOPIC: INCREASING PRODUCT DONATIONS & GETTING THE WORD OUT

- Ideas on how to increase seafood product donations to SeaShare (#2)
- Strategies to help promote SeaShare's mission and accomplishments on social media, in traditional print materials, at trade shows and across the broader industry (#5)



# Clear Instructions on Becoming a Donor



The screenshot shows the SeaShare website interface. At the top, there is a navigation bar with the SeaShare logo and a menu including HOME, HOW WE WORK, SHORT FILM, ABOUT, NUTRITION, NEWS, CONTACT, and a prominent DONATE button. Below the navigation bar is a teal banner with the text "Just \$10/month provides 60 servings to food-insecure families." and a GIVE NOW button. The main content area features a large heading "Become a seafood donor" in orange. Below this heading is a sub-heading "How to Donate Seafood" followed by a paragraph explaining that becoming a donor is easy and that the organization appreciates tailored conversations. A numbered list of four steps is provided: 1. Reach out to SeaShare to express your interest; 2. Discuss with SeaShare team what product(s) you have available for donation; 3. Discuss with SeaShare staff on logistics to get products to the donation location(s); 4. After your donation, use our marketing templates to share your contribution to SeaShare and feeding families in need in America. Below the list is another sub-heading "Types of Product donations allowed" followed by a paragraph and a bulleted list of preferences: We prefer frozen product (fresh/live product next to impossible for food banks to accommodate) in family-size packs; Sometimes we can match up bulk-product donations with feeding centers instead of food banks; Prefer products that most U.S. customers are familiar with and are simple to cook (i.e. don't need to be fried); Donation size—More than a pallet. (smaller donations we can find a food bank close to the supplier to make a direct donation); If product is expired the supplier needs to be able to certify with a letter that extends shelf life long enough for product to get into food bank system and distributed. On the left side of the page, there is a photograph of a person in a white lab coat and blue gloves working with large pieces of salmon in a kitchen setting.

seashare.org/donate\_seafood

Just \$10/month provides 60 servings to food-insecure families. [GIVE NOW](#)

SEASHARE [HOME](#) [HOW WE WORK](#) [SHORT FILM](#) [ABOUT](#) [NUTRITION](#) [NEWS](#) [CONTACT](#) [DONATE](#)

## Become a seafood donor

### How to Donate Seafood

Becoming a seafood donor is easy! Every donation is a little different, and so we appreciate having tailored conversations with each company. But in general:

1. Reach out to SeaShare to express your interest
2. Discuss with SeaShare team what product(s) you have available for donation
3. Discuss with SeaShare staff on logistics to get products to the donation location(s)
4. After your donation, use our marketing templates to share your contribution to SeaShare and feeding families in need in America.

### Types of Product donations allowed

Some products are easier for food banks and feeding centers to work with. We recommend connecting with our team to discuss your products, but in general:

- We prefer frozen product (fresh/live product next to impossible for food banks to accommodate) in family-size packs.
  - Sometimes we can match up bulk-product donations with feeding centers instead of food banks.
- Prefer products that most U.S. customers are familiar with and are simple to cook (i.e. don't need to be fried)
- Donation size—More than a pallet. (smaller donations we can find a food bank close to the supplier to make a direct donation)
- If product is expired the supplier needs to be able to certify with a letter that extends shelf life long enough for product to get into food bank system and distributed

Interested in being a SeaShare partner? [Get in touch with us.](#)





# WEEKLY SEAFOOD INDUSTRY NEWSLETTER

*News Summary November 26, 2023*

**Today's Top Story: SeaShare has donated over 4 million servings of seafood to families and friends in need in 2022**

SeaShare has partnered with over 200 companies to help provide over 1 million pounds of nutrient-dense seafood to foodbanks throughout the United States in 2022. With the help of Feeding America, they have been able to safely and efficiently distribute 4 million servings of seafood to 28 different food banks and feeding centers in 16 different states. In addition to making an impact on Americans in need, these proud partners and donors are benefiting from charity driven tax advantages (enhanced tax deductions). Interested in becoming a SeaShare partner? [Click here to learn more.](#)

## Featured Stories

- Seafood Industry Not Alone as Consumers Rotate Away From Expensive Products
- U.S. King Crab Sellers Get a Boost from Alaskan Red King Crab
- ANALYSIS: Imports and Price Retreat on Squid Market

## November 26<sup>th</sup>, 2023

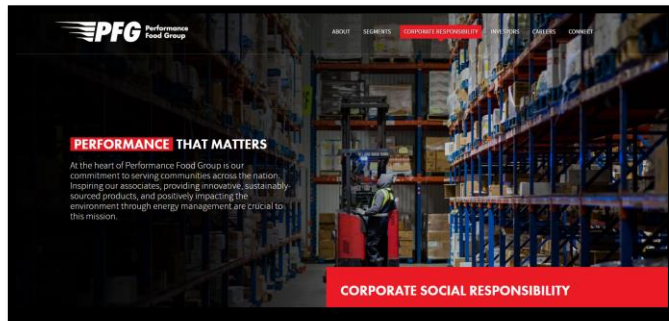
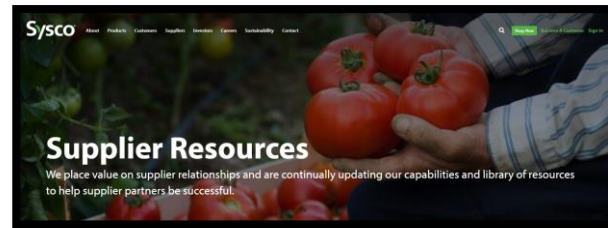
- Vietnam: Fishery Industry See Potential Export Recovery By Year End
- Multiple Violations Net SoCal Lobster Fisherman Termination of Their Licenses
- Divers to Inspect Fishing Boat that Sank at Jersey Shore During Salvage Attempt



## ADVERTISEMENTS ON DISTRIBUTOR WEBSITES

*Goal: Distributors to share SeaShare on their company websites and or newsletters to increase awareness and donations*

- Distributors to post a link to SeaShare website/icon to click on under potential submenus
  - Corporate Responsibility
  - Supplier Resources
  - Services



### Examples of Potential Distributor List

- US Foods
- Sysco
- Sygma
- Gordon Food Service
- Cheney Brothers
- Ben E Keith
- Nicholas & Co.
- McLane Company
- Performance Food Group
- Shamrock Foods Co.

## ADVERTISEMENTS ON URNER BARRY & SEAFOODSOURCE

*Goal: Urner Barry and SeafoodSource to promote SeaShare through their news platforms to increase awareness and donations among their users.*

- Example of Ads



### BENEFITS

- Quick and Easy access to SeaShare's website via QR Code
- Reach readers all over the US
- Reach over 25,000 monthly users
- Multiple advertisement opportunities
  - Reporter Magazine
  - Webinars
  - Events
  - Website
  - Newsletters
  - Podcasts
  - Price Reports
  - Email Alerts



# End of Year Email campaign

Consider donating seafood to families in need in 2024

Reminder: Giving Tuesday is next week and seafood donations are needed

Today is Giving Tuesday!

Thank you for your support!

**Thank you**  
Your donation is so valuable to families in need. Please share your contribution with our templates for social media or your website.

Dec 10, 2024

Donated

Didn't Donate

Dec 10, 2024

**Reminder**  
There's still time if you haven't been able to donate in 2024. [impact + why] If you're not able to support this year, let us know if you're interested for 2025.

If you missed donating, there's still time!

Nov 3, 2024

Nov 19, 2024

Dec 3, 2024

## Announcement

Thank you for being a part of the SeaShare community!

[impact statement] Each 100 lbs donation supplies 300 meals.

Instruction for making a donation

## 2 week reminder

#givingTuesday is next week

[impact + why]

To date, we've supplied XX meals this year and are hoping to hit XX by years end.

Instructions for making a donation.

## Day of

Today is #givingTuesday.

[ why statement]

Families are in need of healthy meals for the holidays and you can help.

Instructions for making a donation.



# Food Donation Improvement Act 2023

January 2023- Food Donation Improvement Act signed by President Biden

Builds on Bill Emerson Good Samaritan Food Donation Act (1996)

1. Extends liability protection to donations offered to recipients at a “good Samaritan reduced price”...(a price that is not greater than the cost of handling, administering, harvesting, processing, packaging, transporting & distributing the food).

*Previous law only provides liability protection if the donation is for free*

2. Extends protections for certain donations given by businesses directly to those in need.

*Previous law only protected donations to non profits that distribute food to insecure individuals*

3. Enhances the deductibility of donated food to the lesser of

- Twice the cost basis value of the donated food
- The basis value of the donated food plus one-half of the foods expected profit margin

*Under the enhanced deduction, all businesses may deduct up to 15% of their taxable income for food donations.*



# Food Donations Tax Benefit – Example

Under enhanced FDIA

FMV of Good to be donated \$ 100,000

Cost basis of Goods to be donated \$ 40,000

**Profit margin** \$ 60,000

*2x cost basis* \$ 80,000

*Basis + 50% Profit* \$ 70,000

**Lesser of two = allowable donation** \$ 70,000

*tax rate* 30%

**Savings assuming < 15% taxable income** \$ 21,000

Previous donation treatment

Cost basis of Goods to be donated \$ 40,000

*Cost basis* \$ 40,000

*tax rate* 30%

\$ 12,000

**\$ 9,000** increase in tax deduction

# Donor Promotion Package



# Donor Promotion Package - Social Media Posts

**King & Prince Seafood**  
11,750 followers  
5d • Edited •

We are a proud partner of [SeaShare](#), a non-profit helping to feed families in need with healthy protein through seafood donations.

This year we've donated over 5,000 meals to families in need and we're calling for other industry players to do the same.

You too can donate seafood to SeaShare to feed families across America. Learn how: <https://lnkd.in/geq2qrmn>



We donated  
**5000**  
seafood meals  
this year

Michael Tigani and 31 others • 2 comments

Reactions




**Laura McDearis (Johnson) • You**  
Senior Market Manager, US at Marine Stewardship Council  
4mo •

So proud of my team today at the [Marine Stewardship Council](#). We spent all day packaging 5000 meals of healthy, nutritious salmon that's headed to food banks in the Pacific Northwest in time for the holidays.

We partner with [SeaShare](#) to be able to help feed the 50M+ families in the US that are food insecure. Seafood is a healthy protein that many families in need can't afford and we're grateful we can do our part to help provide this nutritious protein to families that routinely lack access to high quality proteins – especially women and children.

You too can donate seafood to SeaShare to feed families across America. Learn how: <https://lnkd.in/geq2qrmn>



Michael Tigani and 31 others • 2 comments

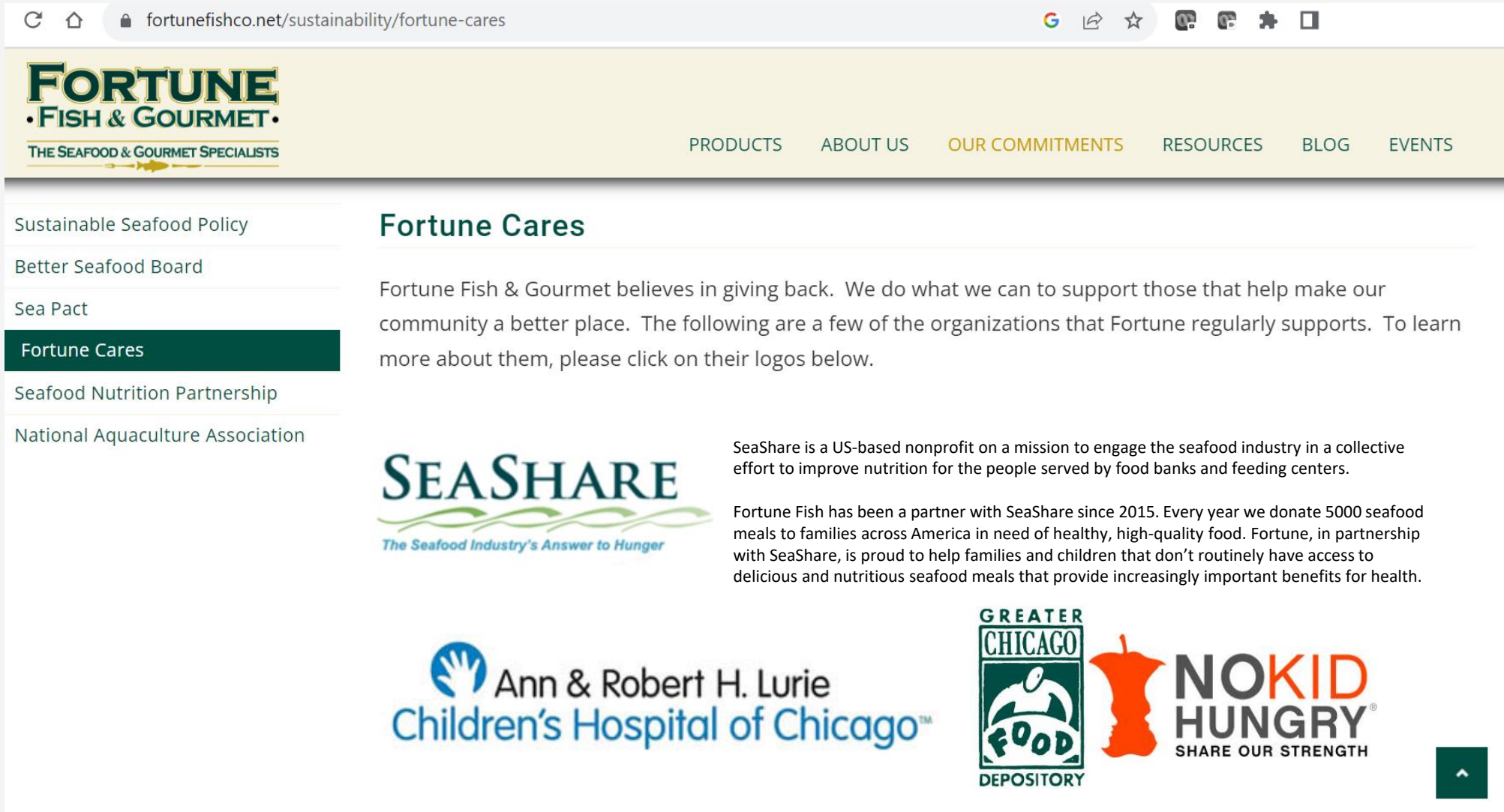
Reactions







# Donor Promotion Package – Website content



fortunefishco.net/sustainability/fortune-cares


**FORTUNE**  
• FISH & GOURMET •  
THE SEAFOOD & GOURMET SPECIALISTS

PRODUCTS ABOUT US **OUR COMMITMENTS** RESOURCES BLOG EVENTS

Sustainable Seafood Policy  
Better Seafood Board  
Sea Pact  
**Fortune Cares**  
Seafood Nutrition Partnership  
National Aquaculture Association


## Fortune Cares


Fortune Fish & Gourmet believes in giving back. We do what we can to support those that help make our community a better place. The following are a few of the organizations that Fortune regularly supports. To learn more about them, please click on their logos below.


  
*The Seafood Industry's Answer to Hunger*

SeaShare is a US-based nonprofit on a mission to engage the seafood industry in a collective effort to improve nutrition for the people served by food banks and feeding centers.

Fortune Fish has been a partner with SeaShare since 2015. Every year we donate 5000 seafood meals to families across America in need of healthy, high-quality food. Fortune, in partnership with SeaShare, is proud to help families and children that don't routinely have access to delicious and nutritious seafood meals that provide increasingly important benefits for health.

  
Ann & Robert H. Lurie  
Children's Hospital of Chicago™

  
GREATER CHICAGO  
FOOD DEPOSITORY

  
NOKID HUNGRY®  
SHARE OUR STRENGTH

↑

# Donor Promotion Package – Packaging materials

**SEASHARE  
PARTNER**



Learn how you can donate  
seafood to families in need  
[www.seashare.org](http://www.seashare.org)

**RECEIPT**

Sample Seafood Restaurant Name

**Invoicing** Street Address  
**Template.com** City, ST, ZIP Code  
 Phone Number, Web Address, etc. DATE:   
 BILL #:

Your VAT#

**BILL TO**

Name	Table#
Address	Server#

Description	Quantity	Unit Price	Line Total
Alaska Salmon Bake with Pecan Crunch Coating	1	100.00	100.00
Baked Salmon Fillets Dijon	2	110.00	220.00
Angel Hair Pasta with Garlic Shrimp and Broccoli	1	120.00	120.00
Shrimp and Mushroom Linguine with Creamy Cheese	1	130.00	130.00
Garlic Shrimp Linguine	1	140.00	140.00
InvoicingTemplate.com fish	1	200.00	200.00
SUBTOTAL			910.00
DISCOUNT			
VAT 8.000%			72.80
<b>TOTAL</b>			<b>982.80</b>

NOTES:

**SEASHARE  
PARTNER**



Learn how you can donate  
seafood to families in need  
[www.seashare.org](http://www.seashare.org)

THANK YOU FOR YOUR BUSINESS!



# Trade show materials – for SeaShare

**SEASHARE**  
*THE SEAFOOD INDUSTRY'S ANSWER TO HUNGER RELIEF*



**TOGETHER**, the seafood industry is feeding hungry people. Join fishermen, processors and seafood companies to keep this industry-wide effort going strong.

**LEARN HOW YOU CAN PARTNER WITH US: SEASHARE.ORG**

**SEASHARE**

**50 million** Americas are food insecure.

SeaShare works with industry partners including fishermen, processors, distributors, and retailers to donate and deliver seafood to families in need across America.

Learn how you can partner with us 

[www.seashare.org](http://www.seashare.org)



**Providing Healthy Seafood Meals to Food Banks Across America**

**SEASHARE**

**Providing Healthy Seafood Meals to Food Banks Across America**



**50 million** Americas are food insecure.

SeaShare works with industry partners including fishermen, processors, distributors, and retailers to donate and deliver seafood to families in need across America.

Learn how you can partner with us 

[www.seashare.org](http://www.seashare.org)

# Trade show materials – for SeaShare

## HELPING PROVIDE HEALTHY MEALS FOR FAMILIES ACROSS AMERICA

Become a seafood donor today

At Seashare, our goal is to not just to fill up plates with healthy seafood but also create opportunities to help nurture those in need for a healthier and stronger community. With more fish and seafood donations we will be able to provide to the community and also introduce the benefits of seafood to the US as a whole whether it is to those in need or those who are helping.

Learn more:



[seashare.org](http://seashare.org) | [@SeaShare](https://twitter.com/SeaShare) | [admin@seashare.org](mailto:admin@seashare.org)

# SEASHARE

Feeding families well

**50M** Americans are food insecure

**17M** children lack consistent access to a well-balanced diet.

**100%** of seafood donations to American food banks comes from SeaShare and partners

**28** years of providing nutritious healthy seafood meals

Learn more at:  
[www.seashare.org](http://www.seashare.org)



## STEPS TO BECOME A SEASHARE PARTNER & DONATE SEAFOOD

- 1 Contact SeaShare to become a donor and discuss details.
- 2 Sign a partnership agreement.
- 3 Provide details on species, amount, format, location, and shipping options.
- 4 Ship your seafood to the directed food banks.
- 5 Get the word out about your support for families in need with our Donor Promotion Package.

## JOIN THE SEAFOOD INDUSTRY'S FIGHT AGAINST HUNGER

**250M+**  
high-quality, nutritious seafood meals provided to food banks and feeding centers over the last 28 years.

**50+**  
seafood industry partners donated seafood or seafood meals to food banks across the USA.

Become a partner:



SeaShare is a US-based nonprofit with a mission to engage the seafood industry in a collective effort to improve nutrition for the people served by food banks and feeding centers.

## Trade show materials – for donors/partners

# 2023 Donor SEASHARE

**We've helped support families in need by donating seafood to SeaShare.**

[www.seashare.org](http://www.seashare.org)

# 2023 Donor SEASHARE

*Learn how to donate seafood*



[www.seashare.org](http://www.seashare.org)

# PROUD PARTNER SEASHARE



**We've helped support families in need by donating seafood to SeaShare.**



# THANK YOU!

**Chris Barnette (Harvest Select)**

**Regina Beecroft (Rich Products)**

**Steve Ciano (Channel Fish)**

**Rick Chien (Ammon International Inc.)**

**Grace Diaz (Raw Seafoods Inc)**

**Jordan Espinosa (Sea Delight)**

**Megan Garcia (Thai Union North America)**

**Patrick Harmalik (Slade Gorton)**

**Gustavo Lara (Cargill, Inc)**

**Tomohiro Matano (Red Shell Sushi)**

**Laura McDearis (MSC)**

**Gary Morrison (Urner Barry)**

**Joe Perri (Southwind Foods)**

**Paul Prakash (Blue Sea Products LLC)**

**Olga Semenovich (Trident)**

**Kedrin Simms Brachman (NFI)**

**Abbey Vahhaji (CenSea)**

**Seitaro Yanai (Clearwater)**

**Heidi Weeks (Seafood Source)**

**Noelle Wisneski (GSA)**

**Lydia Zaiter (Quirch Foods)**

