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**American's Still Not Consuming Recommended
Amount of Seafood**

St. Simons Island, Ga., January 12, 2009 – The heart of the matter: American's still aren't eating enough seafood; And, beef, pork and poultry consumption continue to dominate the country's protein eating habits.

While the benefits of eating seafood are vast....Americans consumed less than ½ the recommended amount – at only 16.3 lbs. per capita of fish and shellfish in 2007, according to a recent NOAA Fisheries Service Study (http://www.st.nmfs.noaa.gov/st1/fus/fus07/08_perita2007.pdf). This compares to 62.4 pounds per year, per capita of beef, 61 pounds of chicken, 47.4 pounds of pork, and 13.8 pounds of turkey, according to 2007 food indicators from the Economic Research Service of the U.S. Department of Agriculture.

More than five years ago the American Heart Association (AHA) announced the benefits of consuming seafood and recommended eating a variety of fish at least twice a week. <http://www.americanheart.org/presenter.jhtml?identifier=4632>. And, many other health organizations have endorsed the recommendation for consuming seafood. The AHA suggested that eating just two, 6-ounce servings a week (39 lbs. per year) would provide significant health benefits. Yet, Americans aren't even eating ½ of that recommended amount.

“This is a huge concern,” said Joyce Mattox, a registered dietitian for SeaPak Shrimp Company. “Shrimp and fish a source of omega-3 fatty acids that can improve cardio-vascular health and lower the incidence of heart disease and stroke. “Seafood is also a great lean protein and a source

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of many other vital nutrients,” said Mattox. “For example, according to USDA data, 4 ounces of raw shrimp serves up a whopping 23 grams of protein, which is almost half of the recommended Daily Value (DV) of 50 grams.”

In addition, shrimp and other seafood deliver impressive amounts of vitamin D, which is in short supply in the American diet. Recent research has shown that much of our population has low



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levels of this essential vitamin, and numerous health problems have been associated with vitamin D deficiency. But just 4 ounces of shrimp provides 172 IU of D, which is *43% of the current Daily Value of 400 IU*. (Source: USDA). That's almost as much as two 8-ounce glasses of fortified milk! Wild Caught Salmon is also an excellent source of vitamin D. While many health authorities are advocating even higher Daily Values for vitamin D than the current recommendation of 400 IU, eating shrimp and salmon are delicious ways to help you meet your dietary goal for this key vitamin that is receiving more and more attention every day.

Four ounces of shrimp also offers nearly a quarter (22%) of the Daily Value for vitamin B12 which is essential for blood formation and normal nerve function. (source: USDA). And, there are many, many other published benefits for eating seafood.

“An increasingly health-conscious public eager for heart healthy ‘happy fat’ and low calorie meals has made seafood one of the fastest-growing food categories. The United States represents one of the most important seafood markets in the world, both from a consumption and catch perspective,” according to Packaged Facts, “U.S. Market for Seafood, With a Focus on Fresh.” <http://www.packagedfacts.com/Seafood-Focus-Fresh-1737415> .

“More and more doctors and dietitians are beginning to see America’s seafood deficient diet as a real public health issue. Whether it’s a lack of omega-3 fatty acids that are essential to prenatal development or an excess of meals packed with saturated fats—seafood alternatives are part of the front line defense in the fight for better health,” said Gavin Gibbons, spokesperson for the National Fisheries Institute. “

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Why Aren't American's Eating Enough Seafood?

Cost:

One common misperception is that seafood is too expensive. But, frozen items are priced significantly lower than those items at the seafood counter or in restaurants, and they can be stored in the freezer for an inexpensive and convenient meal option.

As budgets tighten, consumers are heading to the frozen food section searching for value. According to IRI data (52 weeks ending Nov. 11, 2008) frozen seafood sales indeed were on the rise.

“We’re seeing consumers migrate to the frozen food section,” said Jenna Guthrie, Recipe Director and Marketing Manager for SeaPak Shrimp Company.

“Consumers are actively looking for cost savings, and the frozen food section is a great place to start,” she added. “SeaPak offers several delicious, high-quality seafood products that can be



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incorporated into a meal that can serve a family of four for between \$10.00-\$20.00! We can show you how to serve a restaurant-quality meal without the high restaurant prices.

Preparation:

“I think one of the problems with consuming enough seafood is also the ‘intimidation’ factor. We’ve been told that many of our consumers just don’t know how to prepare seafood. They’re concerned they might mess it up, and that they’re actually intimidated by it,” said Guthrie. “A recent study pointed out that 70% of seafood consumption take place in restaurants (*Packaged Facts*, Jan. 2009), and consumers tell us they simply don’t think they can cook or serve great seafood at home.

We’ve been industry leaders and shrimp experts for more than sixty years, and our products are incredibly convenient -- prepared, seasoned and ready to serve in just 7-20 minutes, depending on the product. Also, they’re just as good as many items you would expect to find in high-end restaurants, “ said Guthrie. SeaPak’s Artichoke Pesto Tilapia was even named among the “125 Best Packaged Foods for Women” in the meat and fish category. The judges called it ‘a gourmet entrée hiding in the freezer aisle.’ SeaPak’s Jumbo Butterfly Shrimp has been an award winner as well.

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As consumers look for easy to prepare, cost efficient recipes and great ideas for in home dining in 2009, they can search for terrific recipe ideas on www.SeaPak.com.

Take the Seafood Challenge:

“In 2009, many people are concerned about their wallet, and I’d like them to be more concerned about what they eat as well” said Mattox. “Seafood is a smart choice. It is a great lean protein, and I’m astounded that the consumption continues to be so low. SeaPak offers a great variety of choices and makes it easy to serve on a regular basis.

“And, the key to beginning any new habit is balance: start out slowly, don’t be too strict on yourself, and begin a realistic eating plan that will support a lifelong eating habit.

For example, one of our best selling items is breaded shrimp. And of course it is, because who doesn’t love it...it’s the most popular item on a seafood platter. As a nutritionist, you might be surprised to hear that I’m not going to say ‘don’t eat that.’ Instead, I suggest balanced eating as a way to jumpstart a seafood habit.



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For instance, you could place four jumbo butterfly shrimp on a salad, mix in some carrots and tomatoes, toss in two tablespoons of regular salad dressing, and you can have a terrific, balanced meal. It will include the benefits of seafood and veggies, 10 grams of protein, some omega-3s, and a significant dose of Vitamins D and B12. And, you can have this for fewer than 400 calories and roughly 10 grams of fat! That's a great option. You don't have to give up all of the items you love, you just have to eat smarter and start slowly if you're trying to make changes."

I'm encouraging everyone to take the SeaPak Seafood Challenge: In 2009, pledge to eat seafood at least twice a week. It's all about balance. Little-by-little it's easy to make changes and form new habits." Enjoy the recipe below courtesy of SeaPak, and Happy New Year!

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SeaPak's Tangy Lemon Pepper Shrimp with Broccoli



photo courtesy of SeaPak Shrimp Company

Prep Time: 2 minutes
Cook Time: 8 minutes
Makes: 4 servings

Ingredients:

- 2 12 oz SeaPak® Shrimp Scampi (frozen)
- 1 lbs angel hair pasta, dry (choose multi-grain for a healthy option)
- 1 16 oz package broccoli (no sauce), frozen
- 2 tsp lemon pepper
- ¼ cup Dijon mustard
- 1 cup dry white wine

COOK pasta to al dente according to package directions.

HEAT large sauté skillet on medium for 1 minute. Add frozen shrimp to pan and sauté 5 minutes.

DEFROST broccoli in microwave according to package directions. Drain broccoli and add to skillet with shrimp.



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WISK lemon pepper, Dijon mustard and wine in a small bowl. Pour mixture over shrimp and broccoli. Stir well to incorporate all ingredients. Simmer for additional 3-4 minutes (or until shrimp are fully cooked) stirring frequently.

TOSS shrimp and broccoli with pasta and serve.

**Secret Tip: Want to add a little spice to your dish? Try adding 1-2 tsp of crushed red pepper when you add the lemon pepper.*

Recipe cost to serve four: \$18.36; cost per serving: \$4.59

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About SeaPak Shrimp Company and Rich Products Corporation:

SeaPak Shrimp Company, owned by Rich Products Corporation, has led the seafood industry more than sixty years, and is the producer of the nation's #1 selling retail shrimp brand within the frozen specialty category. SeaPak Shrimp Company is a founding and governing member of the Aquaculture Certification Council (ACC), a non-governmental, non-profit organization that monitors the social, environmental and food safety activities of aquaculture facilities throughout the world. SeaPak proudly purchases products from processors that have been certified by ACC, and provides ongoing support to the efforts of both the ACC and the Marine Stewardship Council (MSC).

Rich Products Corporation is the founder of the non-dairy segment of the frozen food industry and a leading supplier and solutions provider to the retail, foodservice and in-store bakery marketplaces. Rich's posts annual sales exceeding \$2.65 billion, employs more than 7,200 people worldwide, and sells a variety of products to 73 countries.

The Consumer Brands Division of Rich Products, located on Saint Simons Island, is responsible for the successful portfolio of products sold to consumers at retail grocery and club stores nationwide for Rich Products.

In addition to SeaPak, other brands in the portfolio managed by the Consumer Brands Division of Rich Products include *WorldCatch*, the first all-natural brand of value-added seafood; *Farm Rich*, delicious appetizers including the #1 selling

cheese sticks in the country, *Casa Di Bertacchi*, the gold standard for authentic Italian meatballs, *Byron's Authentic Bar-B-Q*, and *Jon Donaire* decadent desserts.

About Joyce Mattox:

Joyce Mattox brings an enthusiastic and knowledgeable expertise in the area of health and wellness to the SeaPak team.

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She is a registered dietitian who lends her extensive knowledge and expertise to create customized diet plans designed to foster a healthy balance between life and nutrition.

Through tailored nutrition plans, Mattox's ultimate goal is to create small changes that can be incorporated into everyday life and will result in meaningful improvements for the health and wellbeing of those she counsels. In addition to her work with SeaPak Shrimp Company, she consults with Sea Island Resorts and also served as the consumer advisor for Cuisinart.

Following a Bachelor of Arts in Psychology from Meredith College in Raleigh, NC, Mattox earned her Master of Science in Food, Nutrition and Institution Management from East Carolina University in Greenville, NC. She also received specialized training in "Yoga Fit," "Hydro Fit" and "Healthy Cuisine" at the Culinary Institute in Hyde Park, NY.

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