

# Perfection in Plain Sight: Selling Surimi Seafood to Health Professionals

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# The “State of Nutrition”

- At the end of September 2022, the FDA released a proposed ruling on the definition of “healthy”, as it pertains to limits of dietary cholesterol.
  - *“Because seafood is a nutrient-dense food, provides important nutrients, and is specifically recommended by the Dietary Guidelines, 2020-2025, for inclusion in a healthy dietary pattern, we consider that it is appropriate for these foods to meet the updated “healthy” criteria.”*
  - *For these reasons, we are not proposing to include a limit on dietary cholesterol as part of the updated criteria for “healthy.”*
- This proposal is currently open for public comment (90 days) but, if finalized, this would be a great opportunity for continued innovation around convenient Genuine Alaska Pollock products that meet the healthy definition.



# The “State of Nutrition”

- On September 28<sup>th</sup>, 2022, the Biden administration held a White House Conference on Hunger, Nutrition, and Health.
- The purpose of the conference was to catalyze action for the millions of Americans struggling with food insecurity and diet-related diseases like diabetes, obesity, and hypertension.
- Five “Pillars of Action” were introduced:
  1. Improve Food Access & Affordability
  2. Integrate Nutrition & Health
  3. Empower consumers to make and have access to healthy choices
  4. Support physical activity for all
  5. Enhance Nutrition and Food Security Research



# What is the Opportunity?

During the White House conference:

- Registered Dietitians and Nutritionists (RDNs) were highlighted several times in the strategy document as change agents at retail, as well as important resources for all health professionals.



**RDNs are the best opportunity for engagement and the best product for them to promote is surimi.**



# What GAPP & Eat Well Global Has Done

## NUTRITION FOCUSED RESEARCH – Q3 2021

### Purpose:

- Help to identify key patient groups to whom Registered Dietitians (RDs) were recommending Wild Alaska Pollock and what the key drivers were for these recommendations.



### Methods and Results:

- Worked with Today's Dietitian to send a survey to 14,000 patient-facing nutrition experts (RDs).
- Responses from 300 RDs
- Results showed that RDs who recommend the product are most likely to recommend to adults.
- 91% of these RDs would recommend surimi.
- 48% of the RDs who completed the survey met face-to-face with more than 20 patients per week and are **considered key purchasing behavior influencers among consumers.**



# What GAPP & Eat Well Global Has Done

## KEY OPINION LEADER INTERVIEWS – DECEMBER 2021

- The project objective was to map HCP perception, awareness, and knowledge of Wild Alaska Product and its product forms with RDs of identified consumer target audiences
- Selection of eight(8) RDs representative of key demographics; including general / family, pregnancy / women's health, pediatric, and older adult specializations.
- Criteria for RD selection included credentials, area of expertise, seafood recommendations (identified through their social profiles), an established social media following, and availability.
- Questions included, but were not limited to:
  - Do RDs that recommend seafood recommend pollock?
  - What do RDs think of the available pollock product forms?
  - What can GAPP provide to RDs to facilitate pollock product recommendation?

*[Seafood] like a nutritional supplement because it packs so much nutrition...*

Women's Health

*I don't specifically mention WAP but may bring pollock up as an [alternative] to other fish.*

Pediatric

*[Low Mercury levels] is why I specifically recommend WAP over pollock in general.*

Women's Health



# What GAPP & Eat Well Global Has Done

## KEY OPINION LEADER INTERVIEWS – KEY TAKEAWAYS

- RDs do not recommend Wild Alaska Pollock, unless they have been previously educated on its Unique Selling Points (USPs).
- Individual preference, taste, affordability and convenience were consistently mentioned as key properties that affect both RD recommendation rates of Wild Alaska Pollock and seafood in general.
- General agreement about the relevance of life-specific messaging as an enabler for seafood adherence.



# Eat Well Global's Knowledge

- Eat Well Global has 16 Registered Dietitians and 3 Registered Nutritionists on staff, with over 280 years of combined professional experience.
- In 2022, Eat Well Global continued our commitment to helping global change agents in health and nutrition stay up-to-date with constant changes in the industry with the “**HCP Voice**”.
- The HCP Voice surveyed **350 healthcare professionals** across the US to hear about their priorities and opinions towards health and nutrition information, learning experience, and patient interaction.





# Findings from the “HCP Voice”

Why the best opportunity for engagement is with RDNs



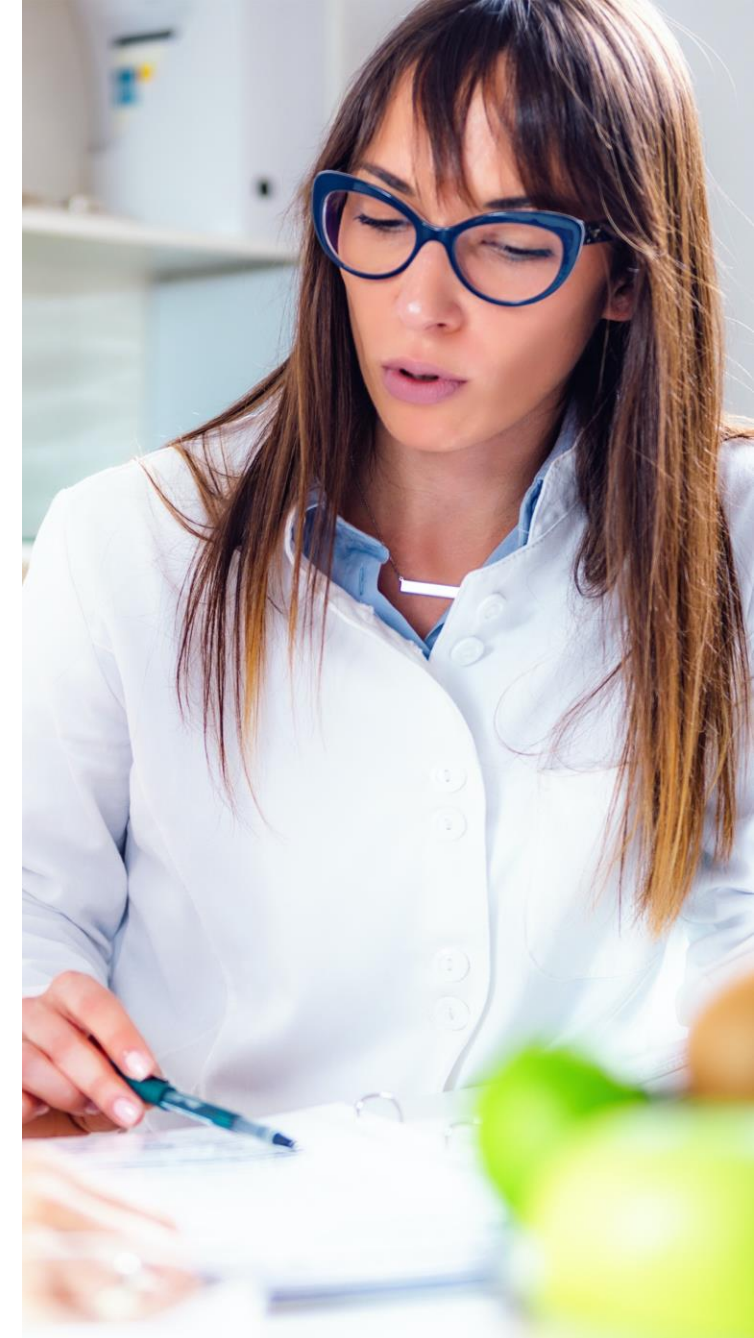
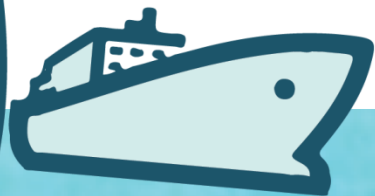
# Trust in RDNs is at an **all-time high**

## TRUST FROM CONSUMERS

- Registered Dietitians and Nutritionists are the **most frequently consulted health professionals** for nutrition and healthy eating information<sup>1</sup>
- They are the most trusted source of information about which foods to eat or avoid, with **23% of people having more trust in dietitians since COVID-19**<sup>2</sup>
- 43% of Healthcare Professionals claim they deliver **food and nutrition recommendations more frequently since COVID-19**<sup>4</sup>
- 77% of global consumers declare that **the advice of dietitians and nutritionists impacts which foods they buy**<sup>3</sup>

### Sources:

1. International Food Information Council (IFIC) Foundation's 2022 Food and Health Survey
2. IFIC COVID-19 US Consumer research, May 2020
3. Eat Well Global, The Consumer Voice Report: Global Insights on Food, Trust, Nutrition and Influencer, November 2020
4. Eat Well Global, US Health Care Professionals Survey, June 2022



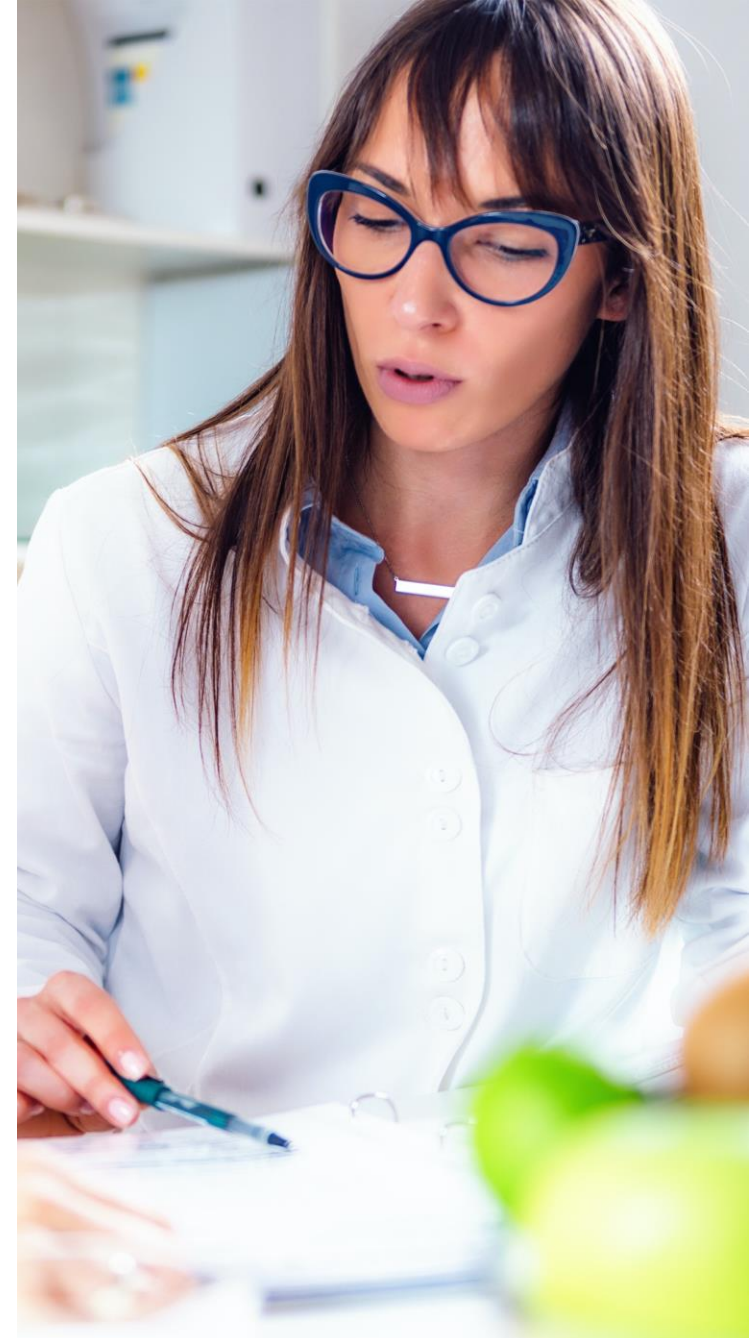
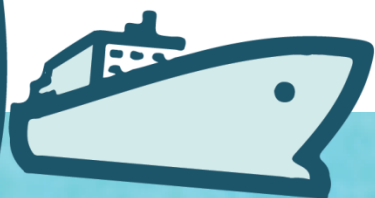
# Trust in RDNs is at an **all-time high**

## TRUST WITHIN THE PROFESSION

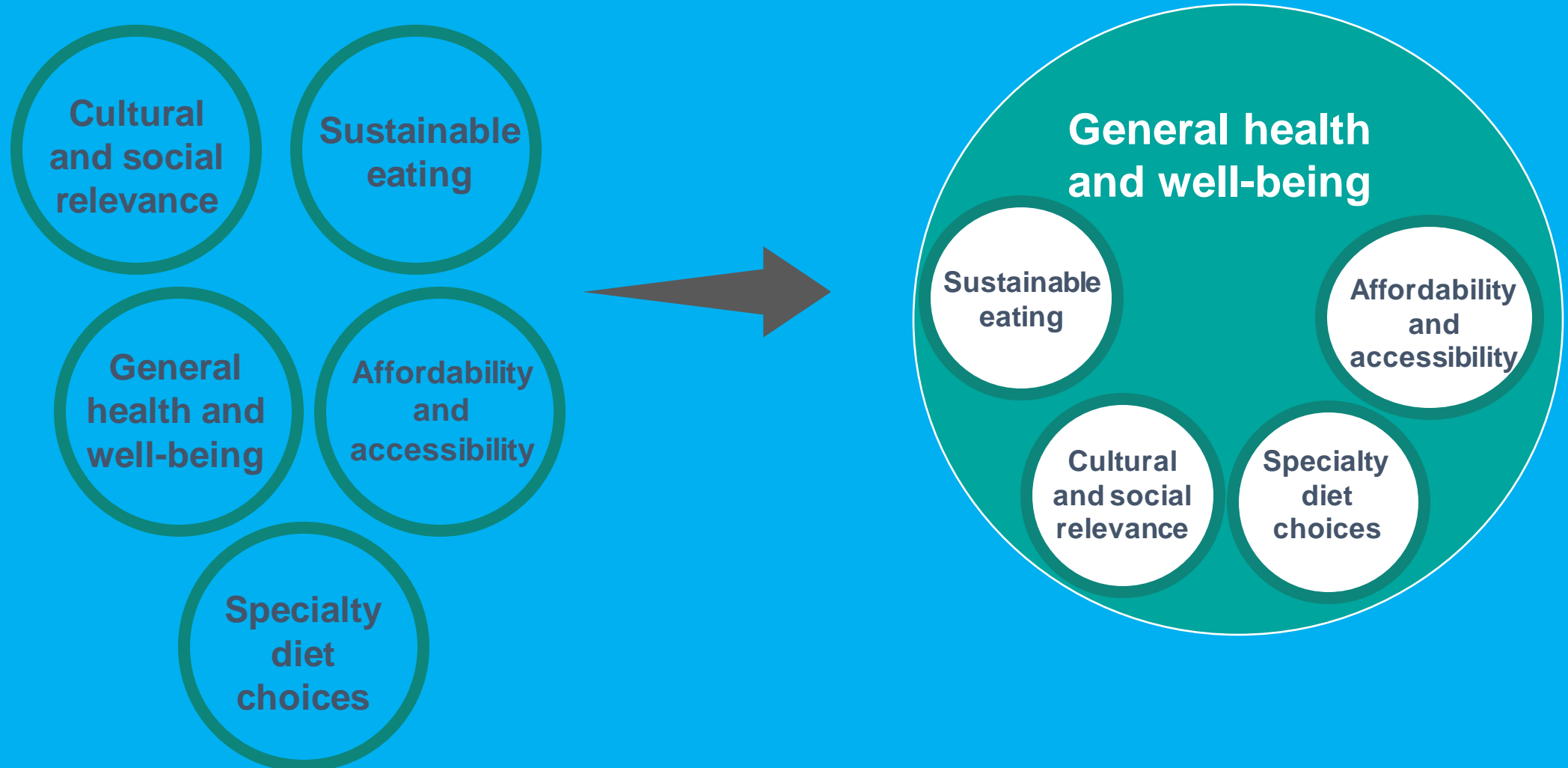
- RDNs (62%) are the **third most used source of information** by HCPs to keep informed about food and nutrition, after Professional Associations (69%) and Academia (67%)<sup>4</sup>
- **79% of HCPs refer their patients** and clients to Registered Dietitians and Nutritionists<sup>4</sup>
- **94% of RDNs use other RDNs** as food & nutrition sources of information<sup>4</sup>

### Sources:

1. International Food Information Council (IFIC) Foundation's 2022 Food and Health Survey
2. IFIC COVID-19 US Consumer research, May 2020
3. Eat Well Global, The Consumer Voice Report: Global Insights on Food, Trust, Nutrition and Influencer, November 2020
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# To drive appeal and engagement of societal and environmental issues we need to integrate them with the most popular nutrition topics



# Turning Insights into a Focused Message

- Taking these gained insights, we have tailored an executable Message Map to ensure message resonance and relevance in alignment with GAPP's nutrition & accessibility story.
- Message Maps are tailored towards two audience groups (general HPs and Retail Dietitians).
- Message Maps contain a core message and overarching themes which can be utilized in current and future engagement opportunities.
- **Overall, the message is that surimi, in addition to being perfection in plain sight, is the seafood for everyone.**





## Core Message:

Wild Alaska pollock surimi is the seafood for everyone

## Wild Alaska pollock seafood surimi provides:

### IMPROVED DIET QUALITY

- Surimi is part of a nutritious and balanced eating pattern, providing vitamins and minerals lacking in the standard American diet, like vitamin B12, vitamin E, selenium, and phosphorus.
- Surimi is an excellent source of high-quality protein, containing all nine essential amino acids and is low in calories and fat, making it an appropriate addition to any diet.
- Add surimi to well-loved recipes for a protein punch and a convenient way to meet the Dietary Guidelines for Americans' recommendation of two servings of seafood per week.

### ACCESSIBLE NUTRITION

- Surimi products are a convenient and accessible protein, pre-cooked and ready to use from your local seafood provider.
- From the wild waters of Alaska to your local seafood provider, surimi is the surprising, sustainable seafood ingredient you have been missing.
- Verified by a Life Cycle Assessment, surimi has a significantly lower carbon footprint than many other proteins, including beef, chicken, and plant-based options.

### LIMITLESS POSSIBILITIES

- Introducing a variety of high-quality protein options like surimi early and often is the best practice to help children build acceptance of various flavors and foods.
- High-quality protein supports active aging needs, making surimi an excellent protein choice for older adults.
- Surimi is a low-mercury seafood option, making it a safe choice for children and pregnant women.

# GAPP MESSAGE MAP – RETAIL DIETITIAN INCLUDED

## Core Message:

Wild Alaska pollock surimi is the seafood for everyone

Wild Alaska pollock seafood surimi provides:

### IMPROVED DIET QUALITY

- Surimi is part of a nutritious and balanced eating pattern, providing vitamins and minerals lacking in the standard American diet, like vitamin B12, vitamin E, selenium, and phosphorus.
- **Surimi is a flavorful, nutritious form of wild Alaska pollock and a perfect pairing with vegetables and whole grains, two under-consumed food groups.**
- Surimi is an excellent source of high-quality protein, containing all nine essential amino acids and is low in calories and fat, making it an appropriate addition to any diet.
- Add surimi to well-loved recipes for a protein punch and a convenient way to meet the Dietary Guidelines for Americans' recommendation of two servings of seafood per week.

### ACCESSIBLE NUTRITION

- Surimi products are a convenient and accessible protein, pre-cooked and ready to use from your local seafood provider.
- **Marinate, bake, grill, or serve it fresh; surimi is easy to prepare as a main course or added to your favorite side dish.**
- From the wild waters of Alaska to your local seafood provider, surimi is the surprising, sustainable seafood ingredient you have been missing.
- Verified by a Life Cycle Assessment, surimi has a significantly lower carbon footprint than many other proteins, including beef, chicken, and plant-based options.

### APPROACHABLE FLAVOR

- **Surimi is a versatile seafood ingredient that comes in a variety of forms, like sticks, chunks, shreds, or flakes.**
- **Surimi is a mild-tasting seafood option that substitutes easily for fresh seafood in your favorite recipes.**
- **Surimi seafood mimics crab, lobster, shrimp, and scallops and is made from cooked, mild flavored, and lean, wild Alaska pollock.**

### LIMITLESS POSSIBILITIES

- Introducing a variety of high-quality protein options like surimi early and often is the best practice to help children build acceptance of various flavors and foods.
- High-quality protein supports active aging needs, making surimi an excellent protein choice for older adults.
- Surimi is a low-mercury seafood option, making it a safe choice for children and pregnant women.
- **When families need a quick and easy meal on the table, surimi is an affordable, nutritious, and easy-to-prepare seafood option.**



# How These Messages Can Be Utilized

- Baseline topics and talking points for retail dietitians to reference and utilize as a part of in-store activation efforts.
- Shared core message and themes as focal points for learning in collaborative opportunities with credible dietitian associations.
- Assist dietitians in introducing terms and talking points with their patients to create a more positive perception of surimi.
- Drive the demand of surimi and Wild Alaska Pollock by using gained knowledge from consumer analytics and combining these core message and themes with determined drivers of consumption.





**Thank You**

