Linda Cornish

Executive Director, Seafood Nutrition Partnership
United States

Linda Cornish is Executive Director for the Seafood Nutrition Partnership, an organization focused on inspiring a healthier America through partnerships that raise awareness about the essential nutritional benefits of eating seafood.

Linda has held leadership and management positions with Arthur Andersen, Hitachi Business Consulting, Harrah’s Entertainment, Greater Memphis Chamber of Commerce, and Bill of Rights Institute.

She is co-founder and past chairman for the Memphis Farmers Market, has served on the board of Greening Greater Memphis, and taught as an Adjunct Professor at the University of the District of Columbia’s School of Business and Public Administration.
Health & Nutrition

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Executive Director
Seafood Nutrition Partnership
Executive Summary

Seafood Nutrition Partnership is a nonprofit 501 (c)(3) organization in the US

• **Mission:** To inspire a healthier America through partnerships that raise awareness about the essential nutritional benefits of eating seafood.

• **Member of:**

• **Health Partners:**

[Logos and icons of various health-related organizations are shown on the page.]
Prominent Organizations Recommend Seafood for Optimum Health
Seafood is Essential Nutrition Solution

Eating 8 oz. of seafood a week reduces the risk of dying from heart disease by 36%.

Moms-to-be that eat 8 to 12 oz. of seafood a week have better outcome for baby brain and eye health.

Older adults who had the highest blood levels of the fatty acids found in fish lived, on average 2.2 years longer.

Source: JAMA
Source: JAND
Source: Annals of Internal Medicine
1 in 5 Americans Follow USDA DGA: Eat Seafood 2X Week

Biggest Barrier to Eating Seafood
Lack of confidence in knowing: how to: select, buy, and eat seafood.

Source: Harvard
As We Increase Consumption We Need Aquaculture to Meet Demand

Join Journey to Health
Health organizations around the world are now at tipping point to address public health crisis with focus on diet
US Seafood Consumption is Flat & Declining

Source: NOAA
Global Burden of Disease Causes of Deaths - 2010

Blue: Preventable Diseases

Red: Infectious Diseases

Green: Accidents

#1 Killer in US & World is Heart Disease

Source: Global Burden of Disease, WHO
Global Burden of Disease
Risk Factors for Deaths - 2010

Diet & Lifestyle Risks are Top Factors Attributable to Leading Causes of Deaths in US and World

Globally, 22% of the Burden of Heart Disease is Attributable to Low Seafood Consumption

Source: Global Burden of Disease
Leading Causes of Death in US

Per CDC

1. Heart disease: 597,689
2. Cancer: 574,743
3. Chronic lower respiratory diseases: 138,080
4. Stroke: 129,476
5. Accidents: 120,859
6. Alzheimer's disease: 83,494
7. Diabetes: 69,071

Deaths Attributed to Diet & Lifestyle Risks

1. Tobacco Use: 467,000
2. Physical Inactivity: 191,000
3. High Salt Intake: 102,000
4. Low Seafood Consumption: 84,000
5. Low Intake of Fruits & Vegetables: 58,000

Source: CDC

Source: US National Library of Medicine
2/3 of US Adults Overweight/Obese

BMI: Normal (18.5-25); Overweight (25-30); Obese (>30)

Source: CDC
Cost to Treat Heart Disease in US

Today: $273B

2030: $818B

Cost to Treat Heart Disease will triple by 2030 in US (AHA)
Addressing Public Health Crisis through Public Private Partnerships

Seafood Industry

Healthcare Industry

Nonprofits & Foundations

Gov’t Agencies

Corporations

Media

Local Communities
Proposed Campaign

A. Provide Seafood Nutrition Education. Strategy: Partner w/ Health Influencers

B. Shape the American Palate. Strategy: Partner w/ Tastemakers

C. Inspire a Healthier America
Be the Change You Want to See

Create Tiny Habits to Good Health

• At your next meal have some seafood
• And then say, “I AM AWESOME!”
Thank You!