

Seafood Nutrition Partnership Recognizes High Liner Foods as Visionary Partner

We are pleased to announce that this week, the nonprofit Seafood Nutrition Partnership (SNP) has announced its formal recognition of High Liner Foods as a Visionary Partner, the highest donor level, within SNP's Chairman's Campaign Circle. This honor acknowledges High Liner Foods' significant contributions in support of SNP's upcoming national public health education campaign, which launches in October 2015 as an effort to build awareness about the essential nutritional benefits from eating seafood at least twice a week.

"Simplifying the process of selecting, preparing and enjoying fish and seafood is what High Liner Foods is all about," said Keith Decker, president and CEO of High Liner Foods. "We are proud to support Seafood Nutrition Partnership's message of incorporating seafood into one's diet as a simple and enjoyable way to improve health."

"We are honored that High Liner Foods is providing an extraordinary level of support in our effort to address the public health crisis in the U.S., where 70% of deaths are from preventable diseases," said Linda Cornish, executive director of Seafood Nutrition Partnership. "USDA HHS dietary guidelines recommend eating seafood twice a week for optimal health, yet only 1 in 10 Americans follow this advice. Together with High Liner Foods, we hope to inspire a healthier America by promoting a nutrient-rich diet that includes seafood."