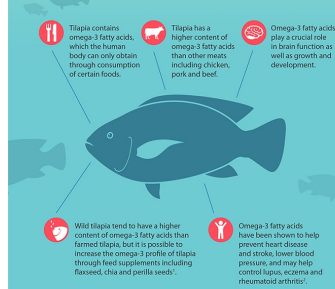


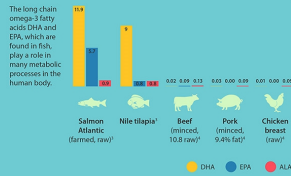
# TILAPIA: THE PLAIN TRUTH

A NUTRITIOUS, INEXPENSIVE AND ENVIRONMENTALLY FRIENDLY FOOD

## GOOD FOR YOUR HEALTH



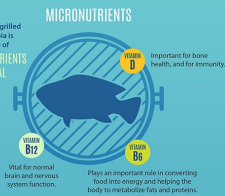
## OMEGA-3 FATTY ACID CONTENT IN COMMON ANIMAL FOODS



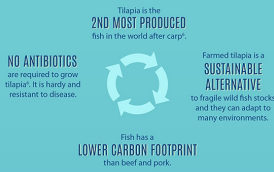
## OMEGA-6

Tilapia also contains essential omega-6 fatty acids. According to the American Heart Association<sup>3</sup> and the Harvard School of Public Health<sup>4</sup>, studies suggest that omega-6 and omega-3 are both associated with good health outcomes and may reduce heart disease and cardiovascular risk factors.

When steamed, grilled or poached tilapia is a healthy source of **PROTEIN, NUTRIENTS AND ESSENTIAL FATTY ACIDS**.



## ENVIRONMENTALLY FRIENDLY



Nitrogen and phosphorus emissions for animal production systems<sup>6</sup> (kg/tonne protein produced)



## NUTRITIOUS FOOD AT AN AFFORDABLE PRICE

Cheap and easy to produce, tilapia is an affordable fish both in developed and developing countries.

GLOBAL PRODUCTION OF TILAPIA HAS INCREASED IN RESPONSE TO GROWING DEMAND.<sup>7</sup>



Tilapia is suitable for many different systems and environments, making it a farmer-friendly choice.

Cheap and easy to produce, tilapia is an affordable fish both in developed and developing countries.

Tilapia is often the most affordable animal source protein.

NOMINAL RETAIL PRICES OF ROUND SCAD, TILAPIA, CHICKEN AND PORK IN THE PHILIPPINES<sup>8</sup>



### SOURCES

<sup>1</sup> Tilapia: The Plain Truth. WorldFish. 2015.  
<sup>2</sup> Tilapia: The Plain Truth. WorldFish. 2015.  
<sup>3</sup> American Heart Association. 2015.  
<sup>4</sup> Harvard School of Public Health. 2015.  
<sup>5</sup> FAO. 2015.  
<sup>6</sup> FAO. 2015.  
<sup>7</sup> FAO. 2015.  
<sup>8</sup> FAO. 2015.

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