FISH
A global superfood

Minerals
- Serves important functions in body metabolism and maintenance
- Essential for muscle growth and development in children
- Essential for bone development in children and adults

Vitamins
- Essential for brain development in children and promotes mental functioning
- Essential for maintaining eyesight and vision in children

Essential fatty acids
- Essential for brain development in children and maintains neurological functions
- Essential for healthy pregnancy, helps prevent neural tube defects, and supports healthy development of the nervous system and brain development

Hidden hunger
A Global Problem

2 BILLION people worldwide suffer from hidden hunger micronutrient deficiencies
1 MILLION children under five die every year from vitamin A and zinc deficiencies

Micronutrient deficiencies are often caused by not eating a diverse diet including animal source foods like fish and meat and can lead to:

- Increased risk of infections
- Malnourished children are 10-20x more likely to die from preventable diseases than healthy children
- Increased risk of stunting
- Weakened immune system

FISH
A Nutritious Solution

- Globally, 3 billion people eat fish each year, consuming 20% of their average protein intake from animal sources
- Eating fish increases the amount of fat and DHA that the brain develops from other fat sources
- Fish is rich in vitamin A, protein, omega-3 and essential fatty acids

A Case Study:
AFRICA

In sub-Saharan Africa, where rates of micronutrient deficiencies are high, per capita fish consumption is low and continues to decline.

- 40% of children under 5 are stunted
- 32,000 pregnant women die every year due to ZOA
- 577,000 children die every year due to vitamin deficiency

Fish consumption of Sub-Saharan Africa and the global average

Global average

Sub-Saharan Africa