

FISH

A global superfood

Minerals

- Fe** Iron essential for brain development in children and increases maternal survival rates.
- I** Iodine essential for brain development in fetus and young children and helps prevent stillbirth.
- Zn** Zinc crucial for childhood survival, reduces stunting in children and fights diarrhea.
- Ca** Calcium helps prevent preeclampsia and preterm delivery, and is essential for strong bones and teeth.

Essential fatty acids

help prevent preeclampsia, preterm delivery, low birth weight, and support cognitive development and better vision in children.

Vitamins

- B12** Vitamin B12 essential for a healthy pregnancy; helps prevent brain and spinal cord birth defects, and supports healthy maintenance of the nervous system and brain in children.
- D** Vitamin D essential for the development of strong, healthy bones, teeth and muscles in children and helps prevent preeclampsia, preterm delivery and low birth weight.
- A** Vitamin A essential for childhood survival, prevents blindness, helps fight infections and promotes healthy growth.

Hidden hunger

A Global Problem

2 BILLION people worldwide suffer from hidden hunger, or 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:

Impaired brain development in children
Adults who suffered from undernutrition as children earn **20%** less than those who didn't



Stunting in children
450 million children will be affected by stunting in the next 15 years if current trends continue

Increased risk of diseases
Malnourished children are **10x** more likely to die from preventable diseases than healthy children



A Nutritious Solution



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.



Fish consumption of Sub-Saharan Africa and the global average

