

Immediate Release - December 21, 2006

Association of Seafood Producers invite more seafood consumption this Christmas

St. John's - Christmas is a time for celebration and feasting, and as part of that celebration, the Association of Seafood Producers is encouraging families, restaurants and grocers to avail themselves of more seafood. "We'd love to have some of the great Newfoundland & Labrador seafood we keep talking about on more tables around the province this Christmas," says Derek Butler, Executive Director of the Association of Seafood Producers.

"A favorite quote is 'Christmas means fellowship, feasting, giving and receiving, a time of good cheer, home.' Well, seafood is good for all that," says Butler, "and of course especially Newfoundland & Labrador seafood."

It's not just the great taste and convenience on sale. Butler says seafood is a healthy food choice in a world of growing concern with various foodstuffs.

"There are numerous studies and reports available on the benefits of seafood. There was a story in the national press earlier this year about how seafood helps contribute to lower heart disease," says Butler, "and that's even more reason to make sure it's on the menu this holiday season."

Statistics Canada concurs, reporting that besides being a good source of protein, seafood also offers potential health benefits from omega-3 fatty acids along with several vitamins and minerals.

Newfoundlanders have a reputation of being big seafood consumers, but data on actual consumption appears hard to come by. In 2005 Canadians consumed 6.8 kg of seafood per capita.

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Data and Stats Can Ref. <http://www.statcan.ca/english/ads/23F0001XCB/highlight.htm>

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