



INFOPECA



BRASIL

o país do pescado



GOVERNO DO
Rio de
Janeiro



Fundação Instituto de Pesca
Estado do Rio de Janeiro

The Global Initiative for Life and Leadership through Seafood



Presentation today

- What is GILLS and what does it do?
- Why this is important to our industry?
- The contribution of tilapia
- Take home messages



Who amongst you

- Eats fish/seafood at least twice per week?



Who amongst you

- Knows someone who has died from eating too much Tilapia and died of mercury poisoning?



GILLS JOURNEY

International Seafood & Health Conference in Dec 2005 Washington

Thinking a little left field

International Seafood & Health Conference in Nov 2010 Melbourne

Coming together of minds at Santander July 2011

Launching of GILLS at IAFI Washington Nov 2011

Website run from Auburn University, USA

Website now being used as link by FAO Globefish

Patron - Fundación Alfonso Martín Escudero (FAME)

Governments, Universities and specialist groups coming on board



FUNDACIÓN
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What can GILLS do?

- Gather information, simplify it and promote
- Engage with Governments and other organisations in promotion of seafood consumption and connect the consumers through tools and resources through industry and health professionals
- Engage with Universities on medical/health research globally eliminating waste/duplication and creating prioritization. Engage students on studies relating to seafood consumption and knowledge
- Be seen to be independent


Australian Position



- Obesity
- A\$40 million ++
- Social Media
- No Strategy
- No Engagement
- No Follow Up



No Outcome.....



Why this is important to our industry?

- Space/Access – Social Licence to operate
- Increased seafood consumption = Lower health costs for Government for chronic disease
- Promote the whole fish rather than the individual elements
- Brings industry, government, universities, all sectors together with common goal
- Enables us to be on front foot rather than reactionary

Consumer Trends



Why this is important to our Industry?

First 1,000 Days

Global, National and Individual Development



Brain Development and Cognitive Capacity (1,000 Days)



Essential Dietary Fats



Fish (small marine) and Fish Products





The contribution of Tilapia

- High quality protein with minimal fat, making it an ideal choice for consumers who wish to eat lighter meals and seek to include more fish in their diet. Even among seafood choices, Tilapia is one of the lowest fat choices.
- Tilapia also is a very good source of Vitamin B12 (vital for energy and psychological health), Selenium and a good source of Niacin and Phosphorus. Tilapia has higher magnesium and iron contents than Salmon.
- Omega 3 – yes better for you than any land based animal...but just 200 milligrams per 100 gram serving
- Mercury free!!

Low calorie Protein

Excellent source of **Phosphorus, Niacin, Selenium and Vit. B12**

Good source of Potassium

Low in Fat

Toxin-free





Take home messages

- 1000 Days – the most important time of anyone's life
- Seafood is the richest source of many nutrients that optimize the development of baby's brains and nervous systems
- Peer reviewed science repeatedly demonstrates health benefits far outweigh theoretical risks
- Scientific evidence is compelling that seafood deficient diets are a real and present danger
- Prevention through nutrition creates incredible savings for Public Health



If we are serious.....

- We would look at all the controversial issues that we have in our industry and create Standards that will address the issues and create confidence with the end consumer
- We will then promote the health benefits of the seafood that we harvest
- It is simple and nothing could stand in our way from that

➤ *George Chamberlain – GAA 2009 Kuala Lumpur*



WE SUPPORT



Website - www.gillseafood.com

Facebook – G I L L S

Linked In - [GILLS - Global Initiative for Life and Leadership through Seafood](https://www.linkedin.com/company/gills-global-initiative-for-life-and-leadership-through-seafood)

Twitter – 2perweek



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