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**OMEGA-3
RETAILER
TOOLKIT**



OMEGA-3 COMMUNICATIONS CALENDAR

JAN

New Year's Resolutions

The new year is a time for a fresh start on new healthy habits. Help your shoppers make it a goal to eat seafood at least twice per week and/or take an omega-3 supplement.

[Content and promotion ideas »](#)

FEB

Heart Health

February is Heart Health Month! EPA and DHA omega-3s are known to support heart health by helping to lower triglycerides and maintain healthy blood pressure.

[Content and promotion ideas »](#)

MAR

Global Omega-3 Day

Global Omega-3 Day™ is a day to call attention to EPA and DHA omega-3s, share details about their important health benefits, and highlight why people need to increase intake.

[Content and promotion ideas »](#)

APR

Healthfulness

EPA and DHA omega-3s are found in every cell of the body and are important for overall health. Help shoppers understand how important it is to get enough of these nutrients.

[Content and promotion ideas »](#)

MAY

Healthy Vision

Healthy Vision Month is a good way to shine a light on DHA in particular, since this omega-3 is concentrated in the retina of the eye and is helpful for seeing in low-light conditions.

[Content and promotion ideas »](#)

JUN

Brain Health

DHA omega-3 is concentrated in the brain and helps with cognitive development and function. During Alzheimer's and Brain Awareness Month, prioritize your brain health by eating fatty fish or taking an omega-3 supplement.

[Content and promotion ideas »](#)

JUL

Self Care

Give yourself the gift of self-care by nourishing your body and mind with EPA and DHA omega-3s. These powerful nutrients promote overall well-being and support a healthy heart and brain.

[Content and promotion ideas »](#)

AUG

Maternal/Infant Health

DHA omega-3 is a critical nutrient for a healthy pregnancy. Breastfeeding mothers need to boost their omega-3 intake for their own health as well as for the health of their babies.

[Content and promotion ideas »](#)

SEP

Healthy Aging

Let's aim not only to live longer, but to be vibrant and healthy! Getting enough EPA and DHA omega-3s can help support healthy aging because these nutrients can benefit the heart, brain and eyes.

[Content and promotion ideas »](#)

OCT

National Seafood Month

Fatty fish like salmon, trout, sardines and anchovies are great sources of EPA and DHA omega-3s. October is the perfect time to try new seafood recipes!

[Content and promotion ideas »](#)

NOV

Vegan/Vegetarian Diets

Marine algae-based supplements are a great vegan source of EPA and DHA omega-3s. Educate your vegan/vegetarian shoppers about this option.

[Content and promotion ideas »](#)

DEC

Seafood Focus

Celebrate the holidays with fish! Omega-3-rich fish nourish the heart, brain and eyes, and support maternal/infant health – the perfect gift of health for your loved ones.

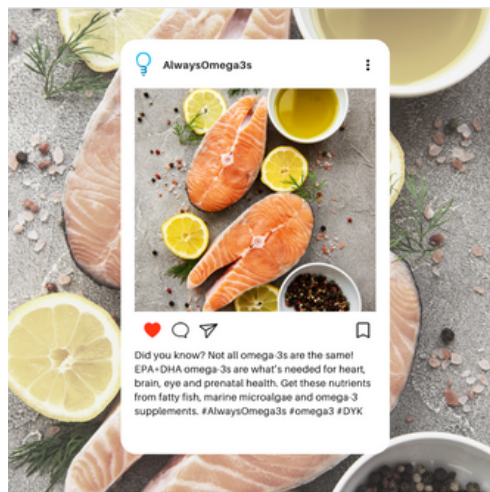
[Content and promotion ideas »](#)

NEW YEAR'S RESOLUTION

KEY MESSAGES

The new year is a time for a fresh start on new healthy habits. Help your shoppers make it a goal to eat seafood at least twice per week and/or take an omega-3 supplement.

EXAMPLE SOCIAL MEDIA POSTS



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OTHER RESOURCES

- [Nine Reasons Why You Need Omega-3s infographic](#)



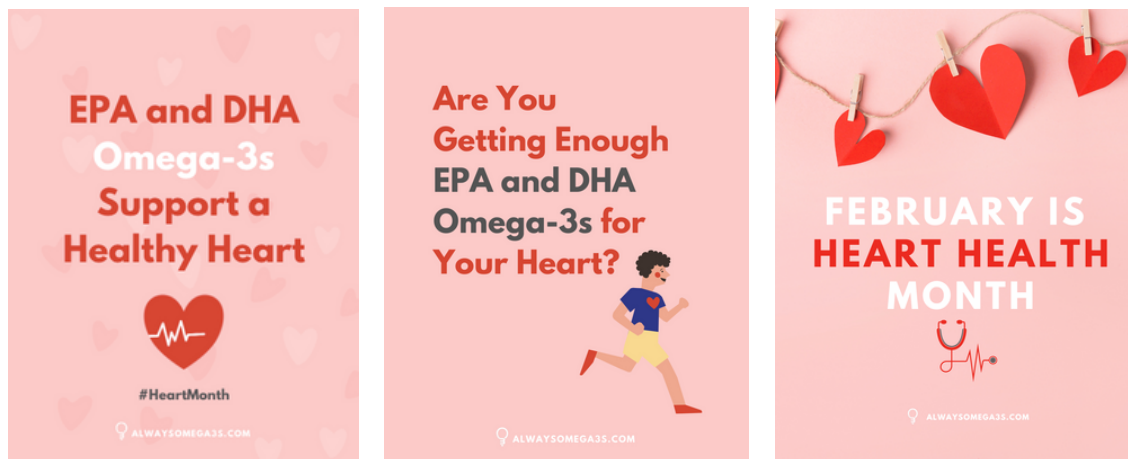
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HEART HEALTH

KEY MESSAGES

February is Heart Health Month! EPA and DHA omega-3s are known to support heart health by helping to lower triglycerides and maintain healthy blood pressure. Fresh seafood isn't the only way to get these important omega-3s; canned and pouched seafood is a great option, too!

EXAMPLE SOCIAL MEDIA POSTS



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OTHER RESOURCES

- [Heart Health video](#)
- [Heart Health Infographic](#)

OTHER OBSERVANCES:

- National Canned Food Month
- Start of Lent (seafood Fridays)



GLOBAL OMEGA-3 DAY

KEY MESSAGES

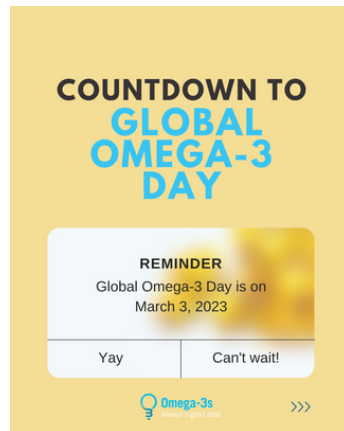
How well do you know your omega-3s? Do you know which foods give you EPA+DHA and which are sources of ALA? Have your shoppers learn about the many benefits of EPA+DHA omega-3s on **March 3rd, 03-03**, or Global Omega-3 Day! March is also National Nutrition Month, a time to focus on the nutrients necessary for overall health, as well as Mental Health Awareness Month and Brain Health Awareness Week. Consider running frozen seafood specials during National Frozen Foods Month.

[Check out GlobalOmega3Day.com for more resources.](https://GlobalOmega3Day.com)

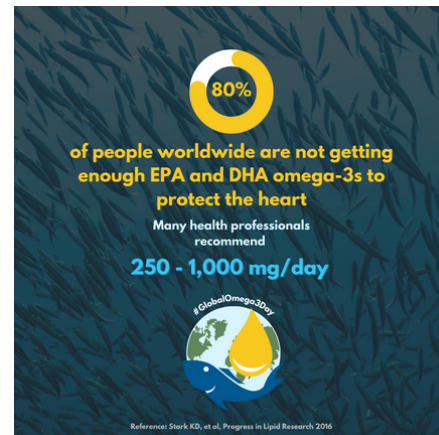
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OTHER RESOURCES

- [Test Your Omega-3 IQ infographic](#)
- [Brain Health infographic](#)
- [Brain Health video](#)

OTHER OBSERVANCES:

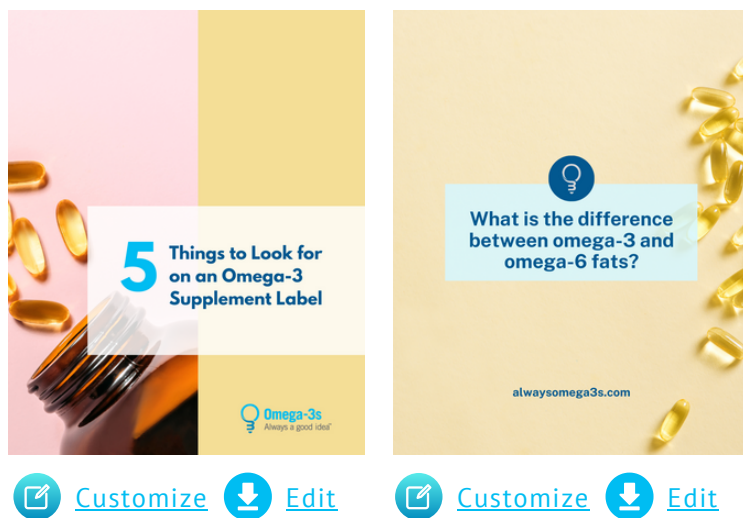
- National Nutrition Month
- Mental Health Awareness Month
- International Women's Day (March 8)
- Brain Health Awareness Week (March 11-17)
- National Frozen Foods Month
- Easter

HEALTHFULNESS

KEY MESSAGES

EPA and DHA omega-3s are found in every cell of the body and are important for overall health. Help shoppers understand how important it is to get enough of these nutrients.

EXAMPLE SOCIAL MEDIA POSTS



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OTHER RESOURCES

- [ALA, EPA and DHA omega-3s video](#)
- [Test Your Omega-3 IQ infographic](#)

OTHER OBSERVANCES:

- World Health Day (April 7)
- Earth Day (April 22)

TEST YOUR OMEGA-3 IQ

How do you get your omega-3s?

- SALMON OR OTHER FATTY FISH AND/OR A SUPPLEMENT** (like fish oil, krill oil or algae oil)
 - GREAT!** You're getting EPA & DHA omega-3s!
- CHIA, FLAX, WALNUTS OR OTHER NUTS AND SEEDS**
 - GOOD** You're getting your ALA omega-3s, but you might be missing out on important EPA & DHA fatty acids.
- I'M NOT SURE I'M GETTING ANY OMEGA-3s** (since I don't eat fish or fish, nuts or seeds)
 - TELL ME MORE** about the different types of omega-3s and how to get them.

DO YOU KNOW WHAT EPA & DHA ARE?

- YES** They're nutrients that are good for the heart, brain and eyes, and during pregnancy.
- NO, what are they?** ALA omega-3s are shorter-chain fatty acids found in plant foods like flax seeds and walnuts.
- I'm not sure. Tell me more.** EPA & DHA are long-chain fatty acids found in marine sources like fatty fish and marine microalgae.
- I do, but so what? Aren't all omega-3s good for me?** ALA is a building block for making EPA & DHA, but our bodies don't convert ALA to EPA & DHA very well. In fact, while most Americans get a sufficient amount of ALA, more than **95% of Americans DON'T** get enough EPA & DHA.

Why should I focus on EPA & DHA?

Adults should aim to get at least **500mg** of EPA and DHA per day.

How much EPA & DHA do I need?

EPA & DHA omega-3s are a building block for brain and eye health throughout life. They are also important during pregnancy and infancy.

ARE YOU GETTING THE RECOMMENDED AMOUNT?

- I don't think so. How can I get more EPA & DHA?**
 - To help reach this goal:
 - EAT two servings of fatty fish like salmon or sardines per week.
 - CONSUME EPA & DHA-enriched foods and beverages.
 - TAKE a daily omega-3 supplement.
- I can do that!**
- I don't eat fish or fish products.** Algae supplements are a great **VEGETARIAN AND VEGAN** source of EPA & DHA omega-3s.

GREAT! You're an EPA & DHA omega-3 expert.

Want to learn even more about the benefits of EPA & DHA omega-3s for overall health? VISIT [alwaysomega3s.com](#).

Omega-3s Always a good idea!

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HEALTHY VISION

KEY MESSAGES

Healthy Vision Month is a good way to shine a light on DHA in particular, since this omega-3 is concentrated in the retina of the eye and is helpful for seeing in low-light conditions.

EPA and DHA omega-3s also help support healthy blood pressure, and May is a good time to highlight this health benefit.

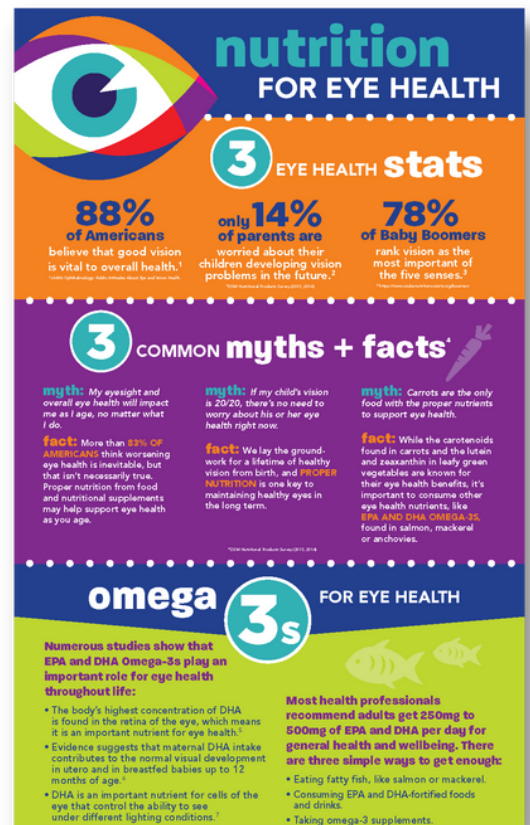
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OTHER RESOURCES

- [Eye Health infographic](#)

OTHER OBSERVANCES:

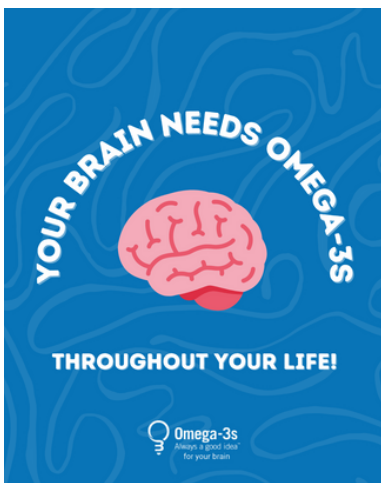
- Healthy Vision Month
- Blood Pressure Month
- National Women’s Health Week (begins on May 12)

BRAIN HEALTH

KEY MESSAGES

The omega-3 DHA is concentrated in the brain and helps with cognitive development and function. For Alzheimer’s and Brain Awareness Month, as well as Men’s Health Month, be sure to feed your brain with plenty of omega-3s, either by eating fatty fish or taking an EPA+DHA omega-3 supplement.

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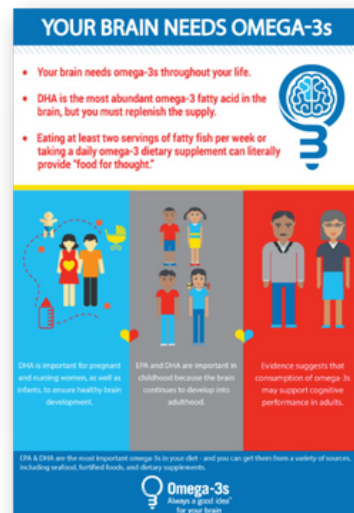
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OTHER RESOURCES

- [Brain Health video](#)
- [Brain Health infographic](#)

OTHER OBSERVANCES:

- Men’s Health Month
- Alzheimer’s and Brain Awareness Month



SELF CARE

KEY MESSAGES

Give yourself the gift of self-care by nourishing your body and mind with EPA and DHA omega-3s. These powerful nutrients promote overall well-being and support a healthy heart and brain.

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OTHER RESOURCES

- [How to Read a Supplement Label infographic](#)

How to Read an Omega 3 Supplement Label

About 80% of people worldwide are not getting enough EPA and DHA omega-3s, nutrients that play a key role in heart, brain, eye and prenatal health. Taking an omega-3 supplement can help. Here's what to look for in a supplement.

Front of Product

Information on the front of supplement packages is important, but most of what you really need to know is in the Supplement Facts and Ingredients list.

- Product Type**
"Omega-3" is a general term, so look for clues that this product contains EPA and/or DHA - specific types of omega-3s. Products with EPA+DHA could also be labeled Fish Oil, Krill Oil or Algal Oil, for example.
- Numbers**
The milligrams on the front may indicate the amount of oil and/or total omega-3s in that oil per serving. To find the amounts of EPA+DHA omega-3s specifically, look at the Supplement Facts panel.

Supplement Facts

The nutritional content of a product is shown in the Supplement Facts panel, and this is where to find EPA and DHA amounts. Supplement labeling may appear different depending on the country, but what to look for remains the same.

- EPA and DHA**
Start here, at the line items for both EPA (Eicosapentaenoic Acid) and DHA (Docosahexaenoic Acid) and the milligrams of each. Add them up. You should aim for at least 500mg EPA+DHA per day.*
- Serving Size**
Next, look at the serving size. The amount of EPA+DHA is based on this number.
- Ingredients**
Check the ingredients. This may tell you the marine source of EPA+DHA, and whether or not the product is vegetarian/vegan.
- Supplement Facts**
Serving Size: _____
Amount per Serving: _____
% Daily Value: _____
Total Fat: _____
Saturated Fat: _____
Trans Fat: _____
Cholesterol: _____
Sodium: _____
Total Omega-3s: _____
EPA (Eicosapentaenoic Acid): _____
DHA (Docosahexaenoic Acid): _____
Total Omega-3s: _____
Other Omega-3s: _____
Total Omega-3s: _____
Other Omega-3s: _____
- Ingredients**
List all three, and include the source. If you're looking for a specific source, like fish, krill, or algae, make sure it's listed.

For more information about EPA and DHA omega-3s and where to find them, visit [AlwaysOmega3s.com](#)

*Both the U.S. Food and Drug Administration (FDA) and the European Food Safety Authority (EFSA) recognize that long-term intake of 5g/day of EPA+DHA is safe for adults.

MATERNAL/INFANT HEALTH

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KEY MESSAGES

The omega-3 DHA is a critical nutrient for a newborn baby's brain and eye development. Mothers who are breastfeeding need to boost their omega-3 intake in order to get enough for their own health as well as for the health of their baby. A breastfeeding mom needs a circle of support to help her be successful at breastfeeding. Educate your customers about the importance of breastfeeding during National Breastfeeding Month.

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OTHER RESOURCES

- [Breastfeeding infographic](#)
- [Omega-3s and Preterm Birth infographic](#)
- [Prenatal Health video](#)

OTHER OBSERVANCES:

- National Breastfeeding Month
- World Breastfeeding Week (Aug 1-7)



HEALTHY AGING

KEY MESSAGES

We don't want to simply live longer – we want our longer lives to be vibrant and healthy! Getting enough EPA and DHA omega-3s can help support healthy aging because these nutrients can benefit the heart, brain and eyes. Have your shoppers learn more this month since September includes Healthy Aging Month, World Alzheimer's Day and World Heart Day.

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OTHER RESOURCES

- [Healthy Aging infographic](#)

OTHER OBSERVANCES:

- Healthy Aging Month
- World Alzheimer's Day (Sept. 21)
- World Heart Day (Sept. 29)



NATIONAL SEAFOOD MONTH

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KEY MESSAGES

Your store should be swimming in seafood specials during October National Seafood Month! Fatty fish like salmon, trout, sardines and anchovies are great sources of EPA and DHA omega-3s. Find them at the seafood counter but also in the canned/pouched food aisle and in the frozen foods section.

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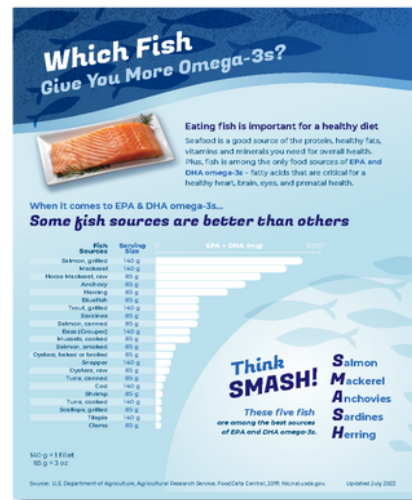
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OTHER RESOURCES

- [Which Fish Give You More Omega-3s infographic](#)



VEGAN/VEGETARIAN DIETS

KEY MESSAGES

Plant-based diets are all the rage, but vegans are at increased risk for low levels of EPA+DHA omega-3s. That's because these omega-3s are mainly found in fatty fish. However, you can get marine algae-based supplements, which are a great vegan source of EPA and DHA omega-3s. Educate your vegan/vegetarian shoppers about this option.

November is also a time to highlight omega-3s for brain health (for Alzheimer's Disease Awareness Month) and pregnancy (Prematurity Awareness Month).

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OTHER RESOURCES

- [How to Read a Supplement Label infographic](#)
- [Omega-3s and Preterm Birth infographic](#)
- [Buying and Storing Omega-3 Supplements tip sheet](#)
- [ALA, EPA and DHA omega-3s video](#)

OTHER OBSERVANCES:

- Prematurity Awareness Month
- National Alzheimer's Disease Awareness Month
- Vegan Awareness Month
- World Vegan Day (Nov. 1)
- World Prematurity Day (Nov. 17)

Tips for Buying and Storing Omega-3 Supplements

EPA and DHA omega-3 oils are sensitive to oxidation, a reaction of the unsaturated fatty acids when exposed to air. Prolonged oxidation can affect product quality. By taking certain precautions you can protect your omega-3 product.

Go Dark: Opaque bottles or dark-colored softgels both block light.

Keep Cool: Store supplements in a cool place, out of direct sunlight. Do not store in the freezer.

Limit Air Exposure: Keep omega-3 products sealed between openings. blister-packs are great for limiting exposure to air.

On the Nose: A mild fish smell is normal, an extreme off-smell is not. Throw away products that are both smelly and past their expiration date.

Choose Wisely: Supplement manufacturers that are members of the Global Organization for EPA and DHA Omega-3s adhere to standards of quality and good manufacturing practices. Learn more at alwaysomega3s.com/more/goed-quality.

alwaysomega3s.com

SEAFOOD FOCUS

KEY MESSAGES

Holiday feasts might typically feature different types of meat, but some cultures celebrate with fish on Christmas Eve. The Feast of the Seven Fishes is an Italian tradition that can be adapted for every family's table. Omega-3-rich fish is great for the heart, brain, eyes and maternal/infant health. What better gift to give!

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OTHER RESOURCES

- [Take the quiz to find out if you're getting enough EPA and DHA omega-3s](#)
- [ALA, EPA & DHA Omega-3s Infographic](#)

OTHER OBSERVANCES:

- Feast of the Seven Fishes (Christmas Eve dinner)

