Beyond “Eat More Fish”: Making Seafood Advice Actionable

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About Abbie Gellman, MS, RD, CDN

Abbie Gellman, MS RD CDN has been a Registered Dietitian for more than a decade, and a chef for twice as long as that. Abbie works with a wide variety of clients as a spokesperson, recipe and product developer, teacher/educator, and private chef.

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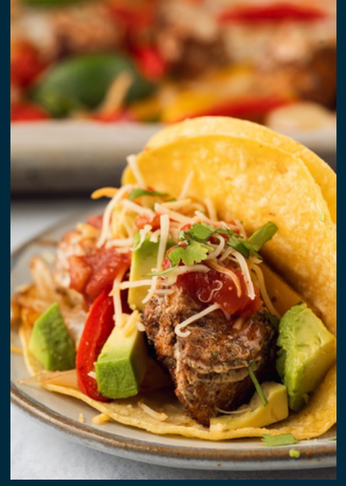
Beyond “Eat More Fish”: Making Seafood Advice Actionable

Move beyond simply recommending two servings of seafood per week by addressing common barriers like preparation, taste, cost and instill confidence in the kitchen.











One Food. A Lot to Offer

PROTEIN

- High-quality & easily digestible

OMEGA-3s

- EPA + DHA

VITAMINS & MINERALS

- Vitamin D • B12 • Selenium

Protein + healthy fats + essential nutrients

Aligned with the 2025–2030 Dietary Guidelines

Salmón de Chile

Why Farm Salmon? Nutrition, Accessibility, Efficiency

Omega-3's

1.3 : 1

Less Land

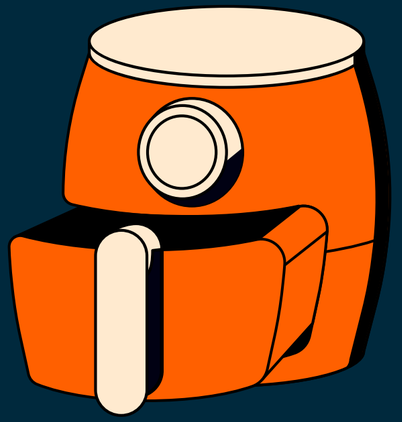
Less Fresh Water

One Fish. Endless Possibilities.

ROAST | GRILL | SEAR
BROIL | POACH | AIR-FRY







Mediterranean • Latin • Asian • American • and beyond

Rich flavor + tender texture + endless versatility

Fresh or Frozen? Both Work.



FRESH
✓ Firm + moist
✓ Mild, fresh aroma
✓ Refrigerate & use within 1–2 days



FROZEN
✓ Convenient
✓ Easy to keep on hand
✓ Take out only what you need

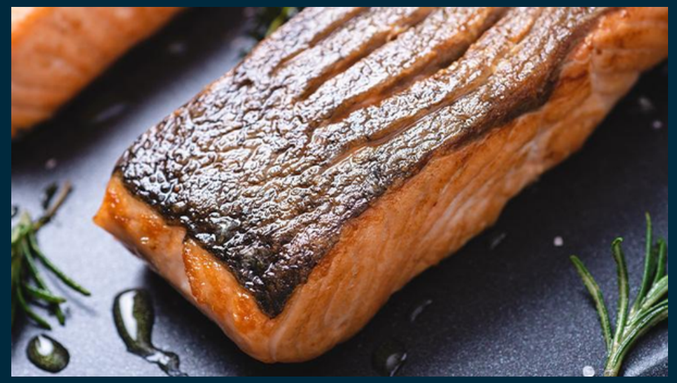
Choose the format that fits your routine.

❄️ FREEZER → 🧊 THAW → 🍽️ COOK

How Do You Want Your Salmon?



FORGIVING + TENDER
🔥 Slow Roast
250°F • Great for beginners



CRISPY + GOLDEN
🍳 Pan-Sear
Perfect for crispy skin



FAST + EASY
⚡ Higher-Heat Roast / Air-Fry
Great for weeknights



CHEF TIP: Get a fish spatula.
Thin. Flexible. Surprisingly useful for everything.

One Salmon, a World of Flavor



MEDITERRANEAN
Lemon • Olive Oil • Herbs



LATIN / TEX-MEX
Lime • Chiles • Cumin



JAPANESE
Miso • Soy • Sesame



INDIAN
Curry • Ginger • Aromatics

Change the flavors. Change the meal.

Secret to More Seafood

“I’ll overcook it.”
→⏱️ Quick-cooking + simple methods
“My kitchen will smell fishy.”
→ 🍳Fresh seafood + easy cooking techniques
“I don’t know how to make it taste good.”
→🌿 Familiar flavors + simple seasonings
“It’s too expensive.”
→ ❄️Frozen, canned & portion-friendly options

Salmon makes seafood approachable.

Quick to cook. Easy to flavor. Simple to prepare.

Salmon doesn’t require complicated techniques to create a flavorful, satisfying meal—making it an easy entry point for consumers who want to eat more seafood but aren’t confident cooking it at home.

Salmón de Chile

Cook Once. Eat Twice. Make Salmon Work Harder for You

Cook once. Repurpose.

Batch it → Freeze It → Thank Yourself Later

Today



Tomorrow



Today



Next Month



Now, Let’s Cook!



Sheet Pan Salmon Fajitas
Bright • Easy • One Pan



Salmon Tikka Masala
Warm • Aromatic • Batch-Friendly

Same salmon. Completely different flavors.