



**News Release
FOR IMMEDIATE RELEASE**

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New Guidelines Encourage Eating More Seafood

USDA and HHS say nutritional value of seafood is especially important for pregnant and breastfeeding moms

Milwaukee, Wisconsin, April 7, 2011...The United States Department of Agriculture (USDA) and the United States Department of Health and Human Services (HHS) recently released new and updated food and nutrition guidelines that encourage people to eat more seafood, especially pregnant and breastfeeding women.

The report stated, "Moderate evidence shows that consumption of about 8 ounces per week of a variety of seafood is associated with reduced cardiac deaths among individuals with and without pre-existing cardiovascular disease." In addition to seafood's benefits to the general public, the omega-3 fatty acids abundant in fish and other seafood are particularly important to women who are pregnant and breastfeeding. Omega-3 fatty acids make up a major part of the brain, contributing to appropriate fetal growth and normal brain development in pregnant women, as well as babies in early infancy and those in childhood.

Kim Wall, whose company produces the popular Ma Baensch herring, says herring is an abundant source of the omega-3 fatty acids, concentrated in fish oil, that medical research has shown are key in the battle against heart disease. "Herring is naturally rich in omega-3s as well as being high in protein and calcium," says Wall.

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According to the American Heart Association, fatty fish like mackerel, lake trout, herring, sardines, albacore tuna and salmon are high in two kinds of omega-3 fatty acids found only in fish, eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). These two fatty acids can help prevent heart disease, cancer and many other diseases. Since the human brain is also highly dependent on DHAs, maintaining DHA levels can help deter depression, schizophrenia, memory loss and Alzheimer's disease.

Herring contains 1.71 to 1.81 grams of omega-3 fatty acids per 3 oz. serving. The America Heart Association recommends eating fish (particularly fatty fish) at least two times per week.

"There are lots of delicious and easy ways to enjoy a variety of seafood – on the grill, in a salad, or in a dip. Herring is especially fast and easy - you can simply eat it straight from the jar or on a cracker," says Wall.

To incorporate more seafood into your diet try Kim Wall's crab dip recipe:

Cold Crab Dip

16 oz lump crab meat
½ C celery, minced in food processor
¼ C onion, minced in food processor
4 oz cream cheese
3 T mayonnaise
3 T sour cream
2 T horseradish, press out any liquid
1 ½ limes, juiced
½ t seafood seasoning
½ t sugar
2 dashes Worchester sauce

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Coarsely chop celery and onion, place in food processor and pulse until minced. Drain off any visible moisture. In a medium bowl cream together cream cheese, mayonnaise, sour cream, horseradish, lime juice, seafood seasoning, sugar and Worcestershire sauce. Fold in celery and onion. Drain crab meat and fold into cream cheese mixture. Break up lumps of crab meat with a fork to the desired size. You can leave the dip with large pieces of crab or shred with a fork if you would like a more even consistency. Cover and chill to combine flavors. Serve with crackers, fresh vegetables or use as a sandwich spread.

About Ma Baensch

Baensch Food Products Co., a division of Wild Foods, Inc., packs premium Atlantic herring from Nova Scotia under the Ma Baensch brand. Founded in 1932 by the Baensch family, the company was purchased by Kim Wall in 1999. Today, the company continues to use the original family recipes for its herring fillets marinated in wine sauce or sour cream and chive sauce. Headquartered in Milwaukee, Wisconsin, Baensch Food is a member of the National Fisheries Institute and kosher certified through the Chicago Rabbinical Council. For more information, visit www.mabaensch.com.

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