SeaShare Promotion (http://www.seashare.org/howwework.htm)
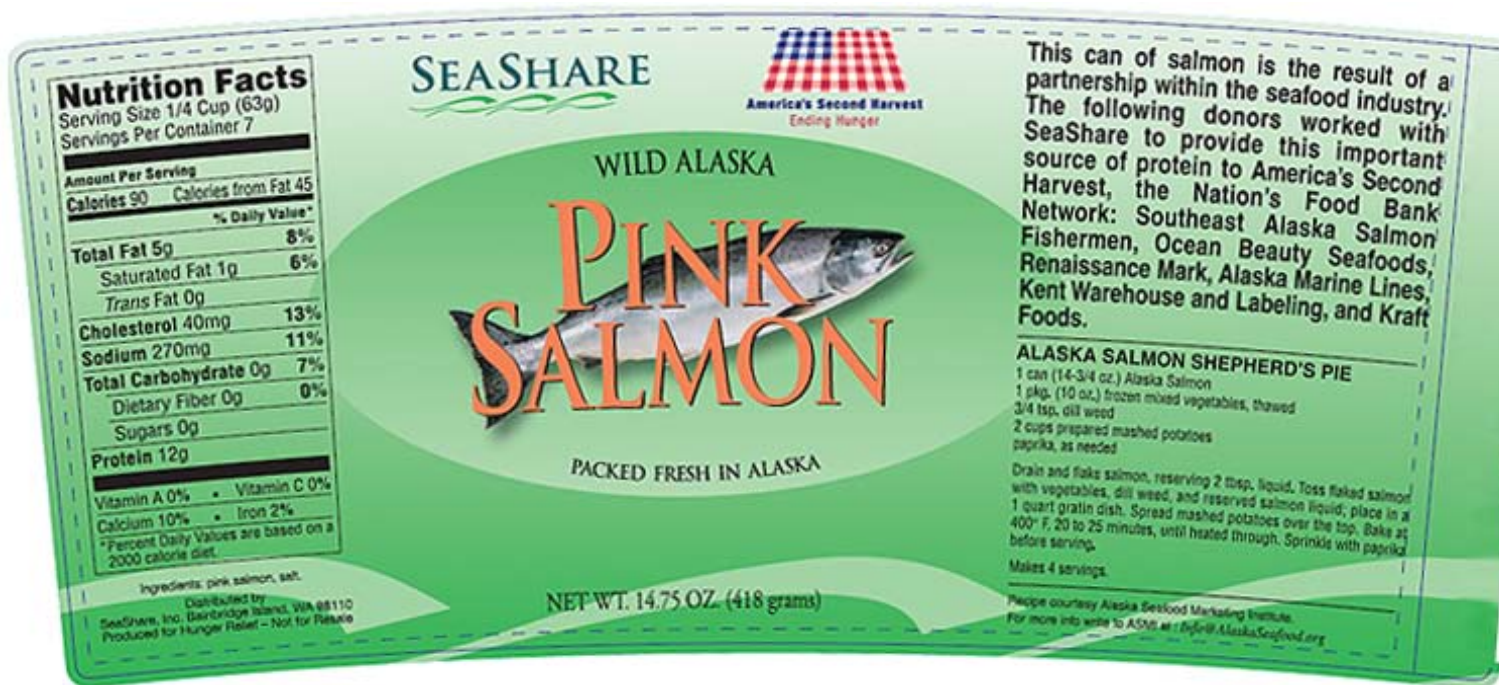
Building Partnerships that Create Seafood Donations of the Highest Possible Value to Food Banks at the Lowest Possible Cost.

Our experience in the seafood industry allows us to tailor programs that efficiently leverage several donations - generating large volumes that benefit food banks across the country. We combine donated products, services, and funds to support long-term donations that no single entity could justify. These partnerships provide the following benefits:

- The costs to donate are shared
- Donations are more useful to food banks
- The cost to food banks is kept as low as possible
- Volume is greater
- Visibility is higher
- The partnership is self-sustaining

For example, in our canned salmon program, SeaShare received donations of salmon from several salmon fishermen and seafood processors. These processors donated the salmon processing and canning at a reduced rate to SeaShare, the cans were supplied by a can company, freight companies shipped the canned salmon to the lower 48, label suppliers provided special SeaShare labels, labeling and inspection companies checked the cans and labeled them, and local warehouses stored them until they could be distributed. Our financial support helped to pay for those services that we could not obtain for free, which were donated at a substantially discounted rate.

A Key Partnership with Feeding America

All SeaShare products are distributed exclusively through Feeding America and their national network of food banks. No other organization has the capability to provide charitable food distribution on the national and local level that Feeding America does. They effectively handle frozen and canned seafood, track custody, maintain quality and assure timely and equitable distribution throughout the country. Feeding America turns to SeaShare for expertise in the area of seafood and SeaShare counts on Feeding America to get the products out to people who need them.