

Consumer Advisory for Commercial Fish

Maine Department of Human Services

Bureau of Health



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Consumer Advisory for Commercial Fish

Ocean Fish and Shellfish

- ❖ Striped bass and bluefish Limit: For everyone, 2 meals per month
 - ❖ Swordfish, shark, tilefish Limit: • For pregnant and nursing women, women who may get pregnant, and children under 8, NO meals
and king mackerel • For all others, 2 meals per month
 - ❖ Canned tuna (the 6 ounce size) Limit: • For pregnant and nursing women, women who may get pregnant, and children under 8, 1 can of "white" or "White" tuna has more mercury than "light" tuna. • For all others, 2 meals per month
 - ❖ All other ocean fish and shellfish Limit: • For pregnant and nursing women, women who may get pregnant, and children under 8, 2 meals per week
including canned fish and shellfish • For all others, 2 meals per week
- No limits for all others as part of a balanced diet
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FDA Advice

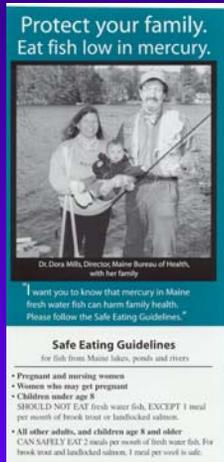
No FDA Advice?

"White" vs "Light"

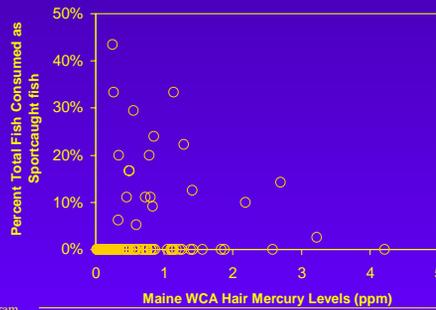
FDA Advice

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Brochure Redesign



- Recreational Fishing “feel to brochure”
- Most meHg exposure from commercial fish
- Brochure tested well in rural parts of state
- Did not test well among urban young mothers



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Focus on Hg in Canned Tuna

Data from Yess 1993. Nationwide, 220 samples, 12 can composites

Type	# of comps	Avg meHg ppm
Chunk Light	106	0.1
Chunk White	19	0.31
Solid White	71	0.26

3x Difference
In Hg Content

Type	Grams EPA+DHA per 100 grams
Light Tuna	0.27
White Tuna	0.86

3x Difference
In Omega-3
Content

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Integrative Approach

- Evaluate Hg Concentrations
- Include data on Omega-3 fatty Acids
- Look at other contaminants and how they relate to other protein sources
- Consumption Rate data – focus on fish that folks eat
- Cost – don't tell Mainers to eat expensive fish

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Choose Fish Low in MERCURY

Fish You Buy

Fish You Catch

Seafood Best for you and your Babies Health
All very low in mercury and high in Omega-3 fish oils

More Great Fish Low in mercury
But not as high in Omega-3 fish oils.

DON'T EAT THESE FISH!
They have too much mercury

Canned Salmon

Fresh Salmon

Atlantic Mackerel

Shrimp

Mussels

Sardines

Smelt

Flatfish, etc.

Clams

Light Canned Tuna

Scallops

Swordfish

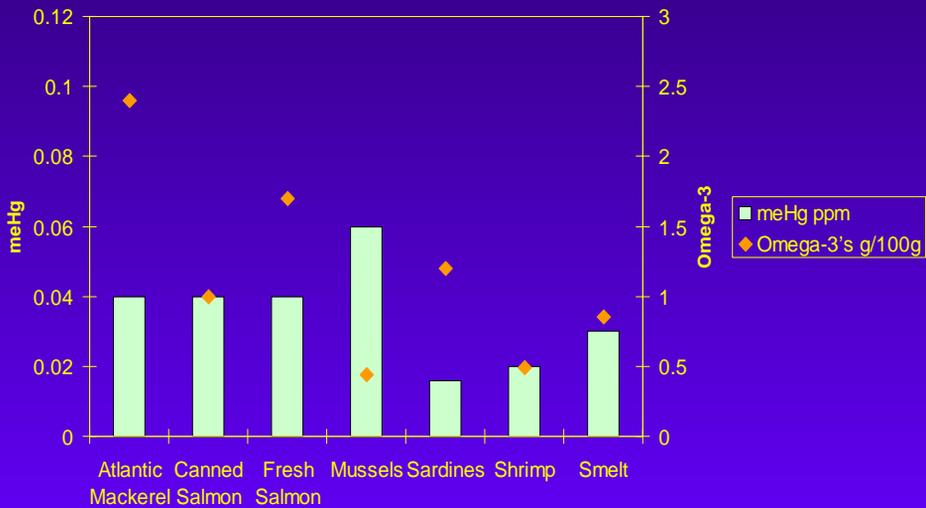
Shark

Smallmouth Bass

Pickerel

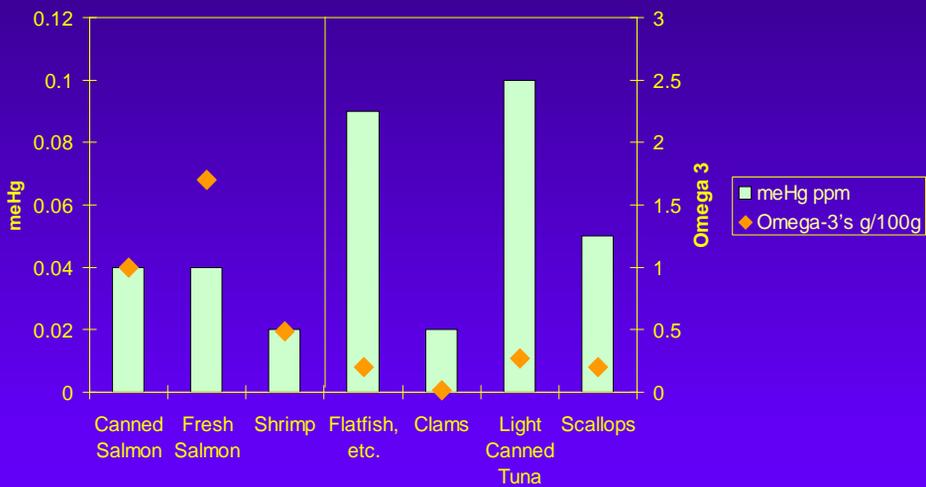
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Fish low in Hg, High in Omega-3s



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Fish low in Hg, “Low” in Omega-3’s



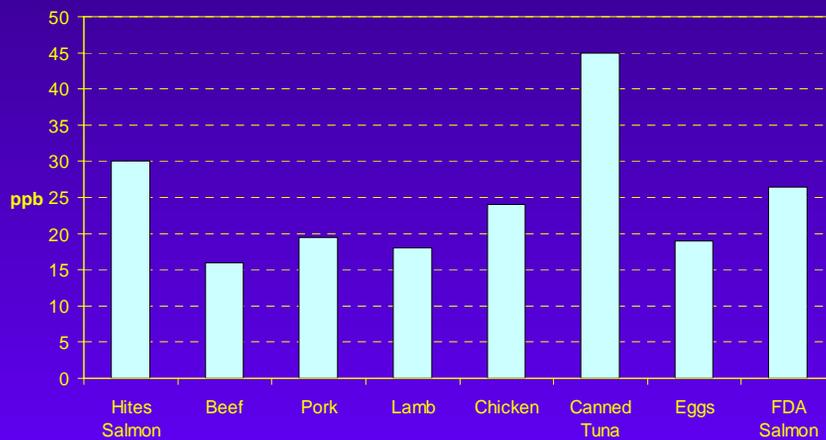
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Next Steps

- Wait and see what FDA's Advice looks like
- Draft this spring
- Focus Group Test rural and urban lower literacy individuals
- Revise, focus group test, ad infinitum
- Distribute by end of summer

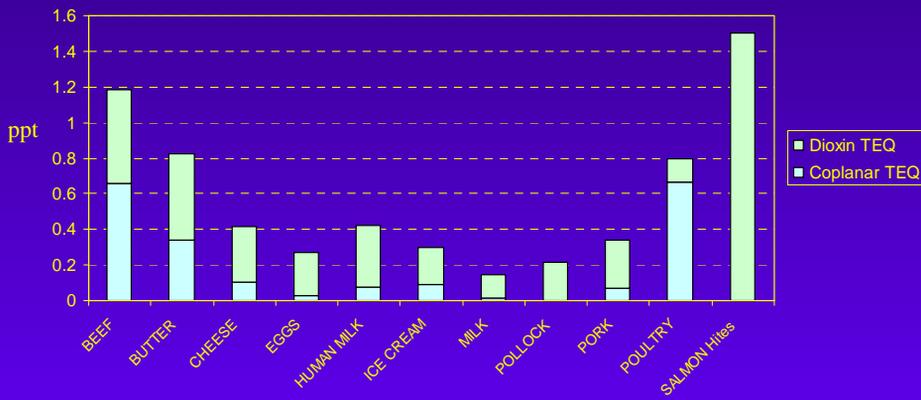
Farm Raised Salmon – Total PCBs

Comparison to other Dietary Sources



Farm Raised Salmon – Dioxins

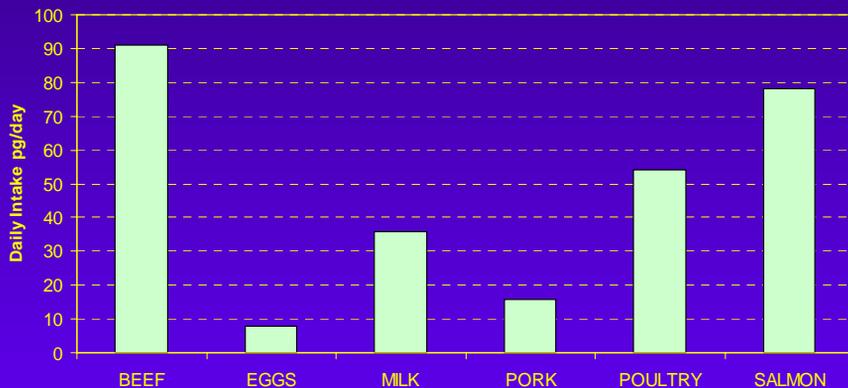
Comparison to other Dietary Sources



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Farm Raised Salmon

Conversion to Dietary Dioxin and Coplanar Intake Assuming 2 meals/week Farm Raised Salmon



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Decision to Include Salmon in Advisories

“Because of the health benefits associated with omega-3 fatty acids in fish ... the committee did not recommend that people reduce their consumption of fatty fish below the currently recommended two servings per week.”

Press Release from NAP regarding release of Dioxins and Dioxin-Like Compounds in the Food Supply: Strategies to Decrease Exposure