



Improving Market Access for Small-Scale Seafood Producers

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Cooperative Extension Program



**Agricultural
Marketing
Service**



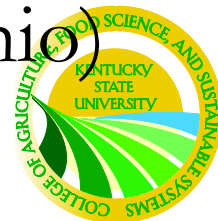


- The USDA Agricultural Marketing Service provides funds for improvement in aquaculture marketing
- Project goals:
 - Feasibility of a small-scale seafood marketing system
 - Using low to moderate investment
 - Selling to fresh/live seafood markets in Kentucky and Ohio



Questionnaire Participants

- Kentucky and Ohio Restaurants
- 289 restaurants emailed(165 in Kentucky and 124 in Ohio)
- 50 questionnaires hand delivered in Cincinnati, Ohio
- Ohio Restaurant Association's "News Bites" e-publication
- 52 responses (39 from Kentucky, 13 from Ohio)



Questionnaire

- Restaurants were asked:
 - the types of freshwater fish they currently served
 - preferences for seafood characteristics:
 - Freshness
 - Taste
 - Form (whole on ice, live, fillets, etc.)
 - Size of fish
 - Locally grown product
 - price (willingness to pay)
 - preferred delivery schedule



Questionnaire

- The questionnaire focused on fish cultured in Kentucky and/or Ohio:
 - Catfish
 - Largemouth Bass
 - Bluegill
 - Hybrid Striped Bass
 - Paddlefish
 - Yellow Perch
 - Rainbow Trout



Preferred Attributes of Local Seafood

- Restaurants were asked to indicate preferred:
 - Fish species
 - Product form(whole on ice, live, fillets, etc.)
 - Product size
 - Price (willingness to pay)
 - Delivery schedule





RESULTS



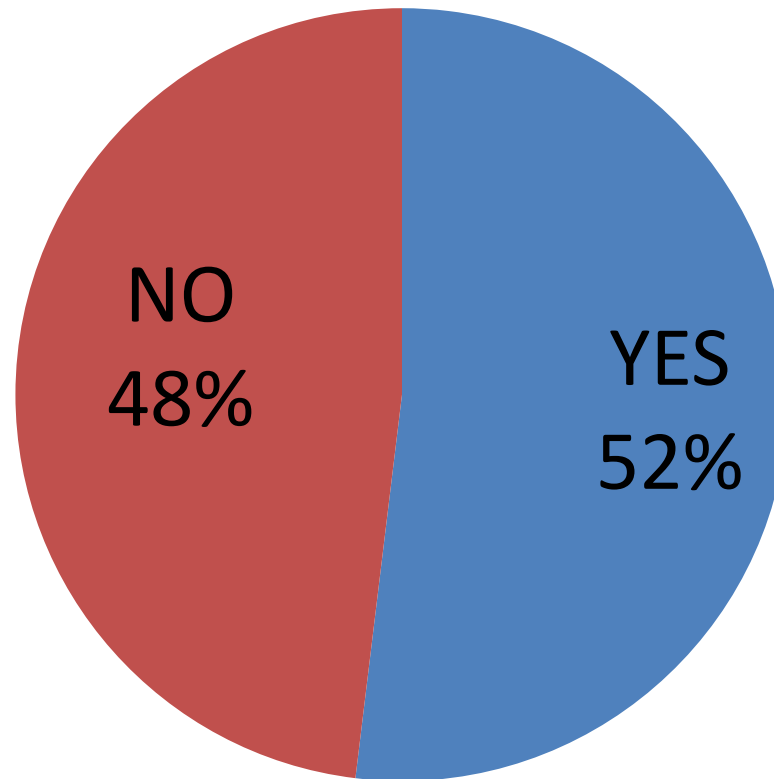


Preferred Species

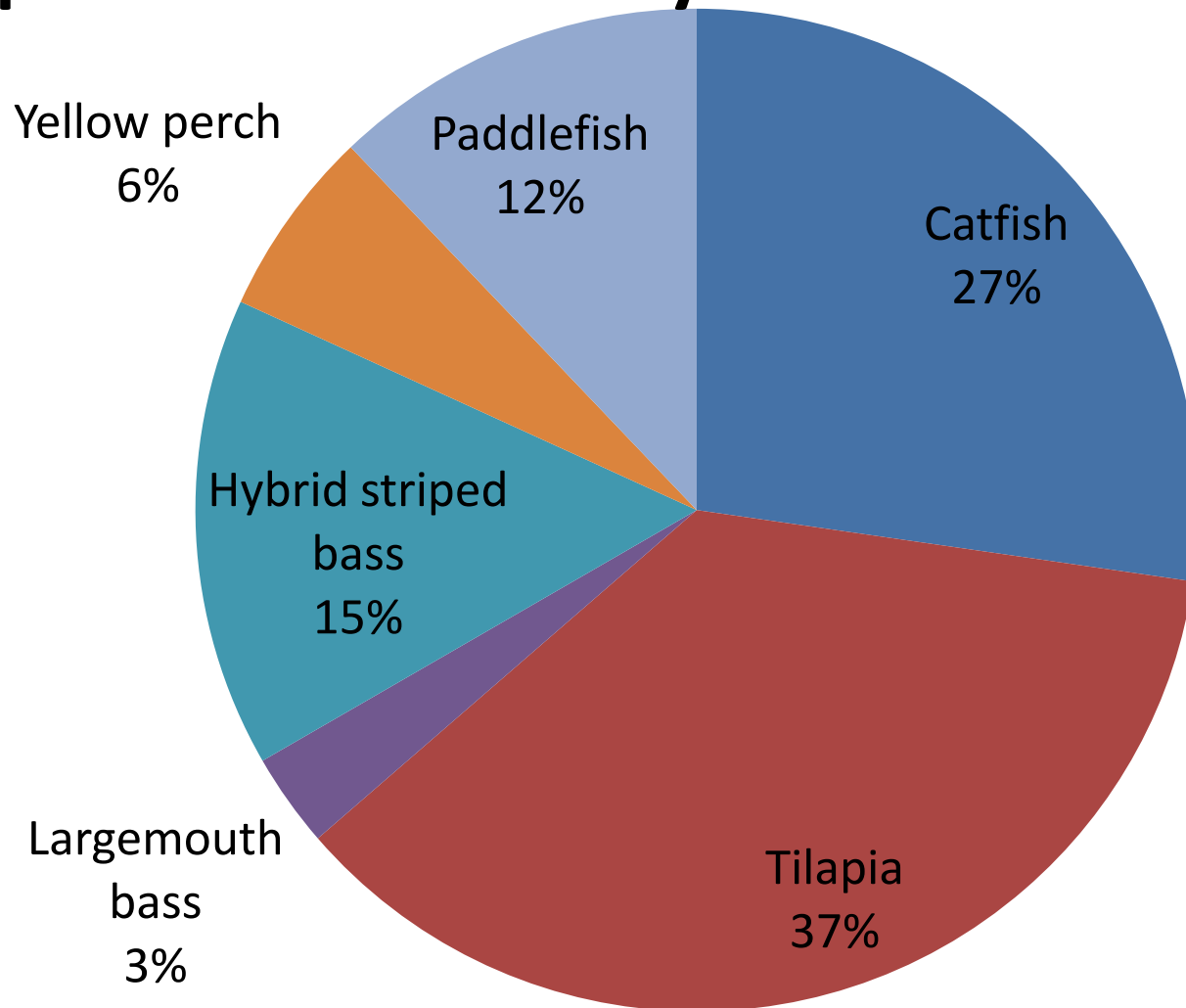
- The restaurants chose Rainbow Trout (44%) as the fish they were most interested in trying at their restaurant
- The second was Hybrid Striped Bass (27%) and the third was Channel Catfish (12%)



Proportion of Restaurants Offering Freshwater Fish



Types of Fish Currently Served in Restaurants

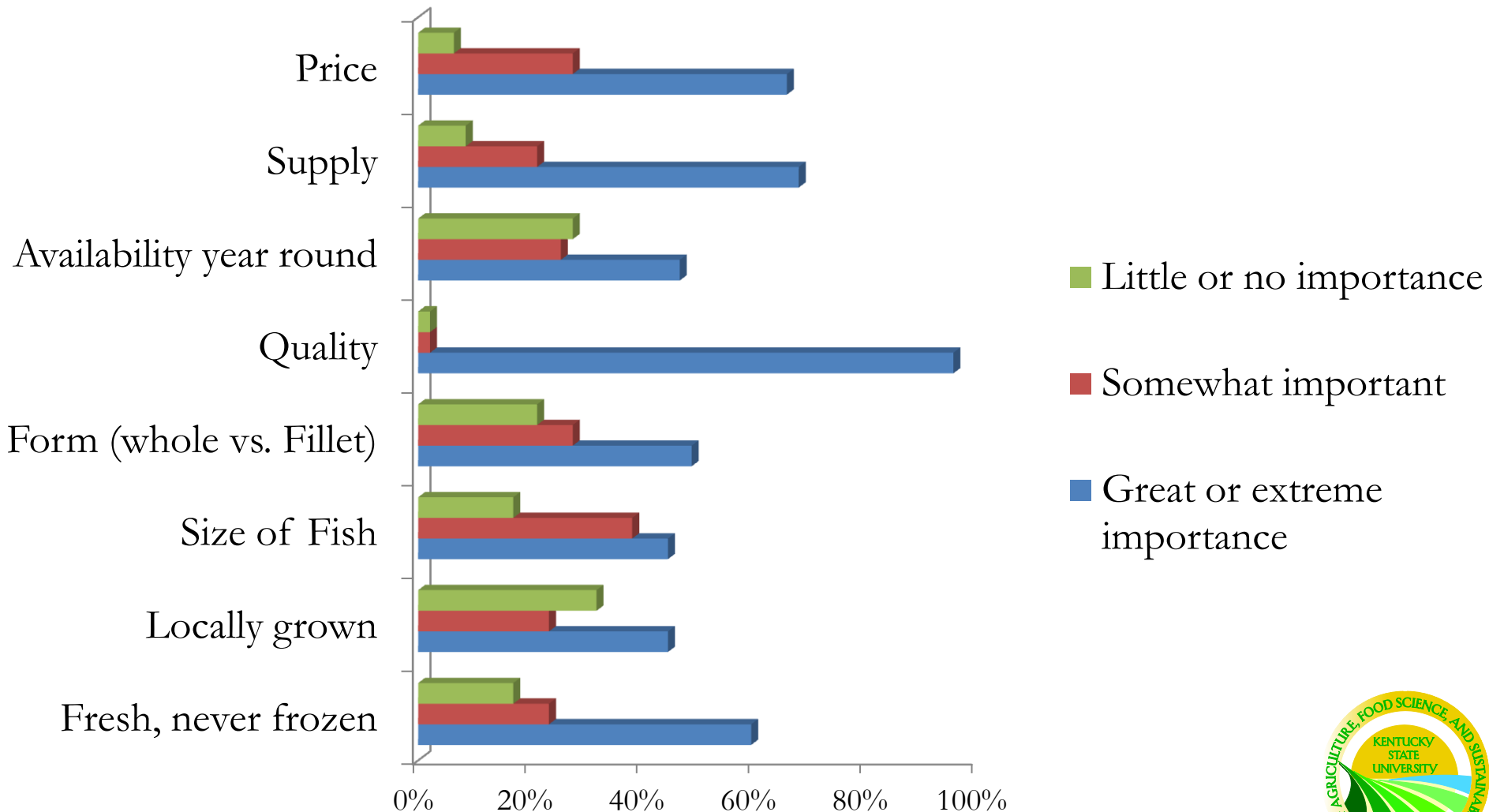


Importance of Seafood Attributes

- Restaurants rated the importance of attributes on this scale:
 - Not Important
 - Little
 - Moderate
 - Great
 - Extremely Important
- Attributes included:
 - Price
 - Supply
 - Availability year round
 - Quality
 - Form
 - Size
 - Locally grown
 - Fresh, not frozen



Importance of Seafood Attributes



Delivery Preferences

Monthly
2%

Other
23%

Weekly
51%

I would not
buy this
product
9%

Seasonally
11%

Twice
Monthly
4%



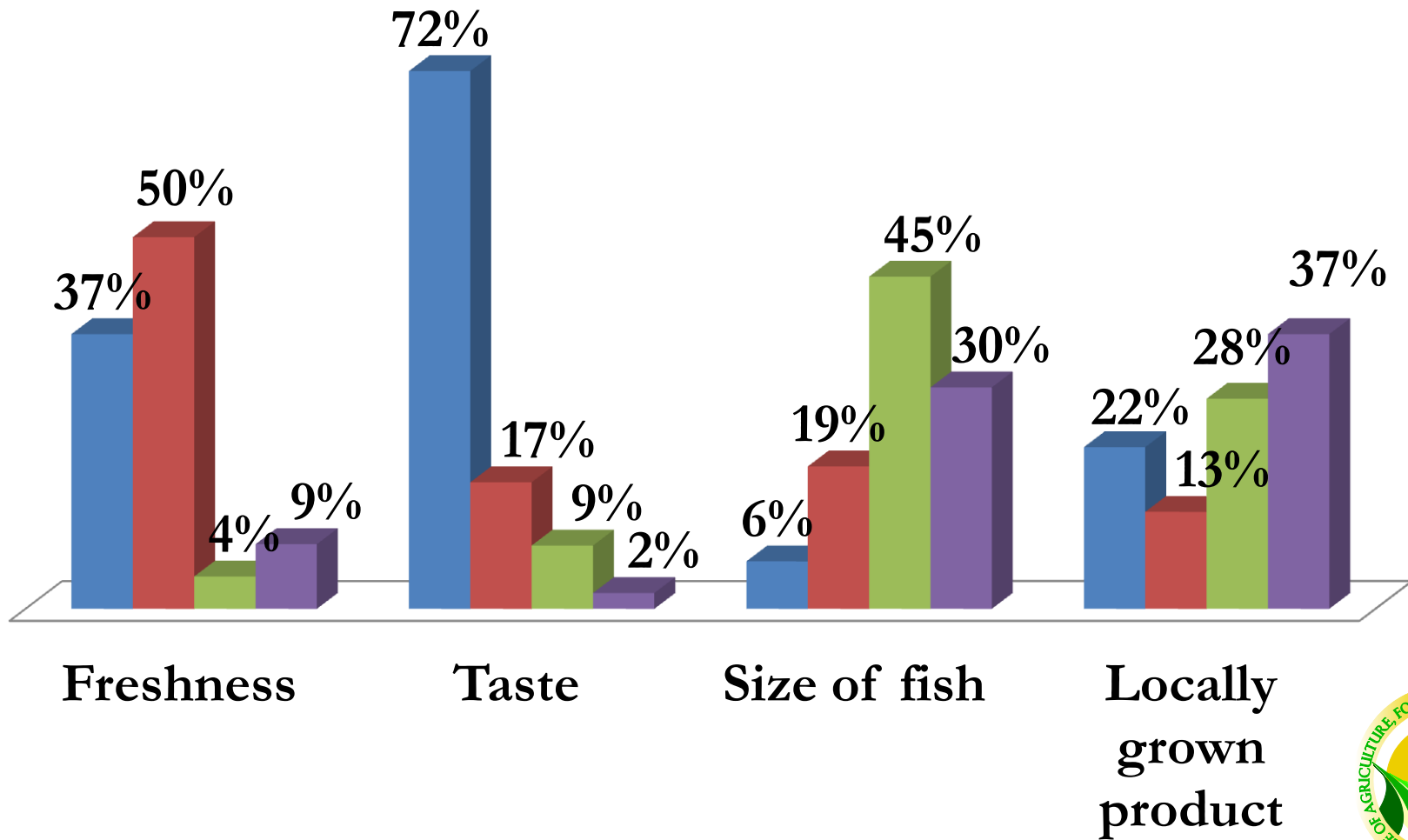
Attributes of Locally-Grown Fish

- Restaurants ranked four attributes of locally-sourced fish.
- Attributes included:
 - Freshness
 - Taste
 - Size
 - Locally-grown product

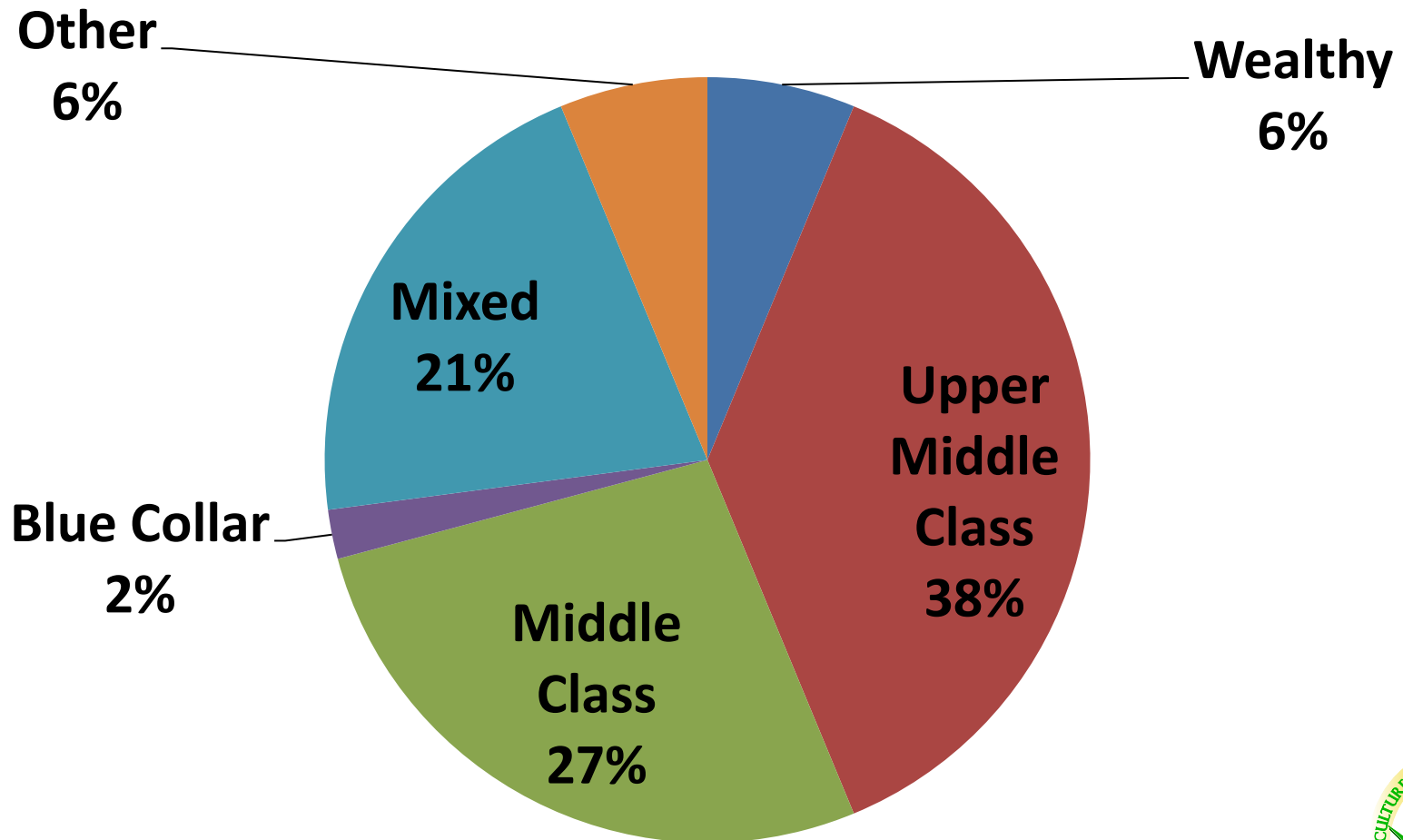


Attributes of Locally Grown Fish

■ 1st ■ 2nd ■ 3rd ■ 4th



Socio-economic Status of Restaurant Customers



Number of Seats

- Average: 132 seats
- Range: 20 – 600 seats



TROUT



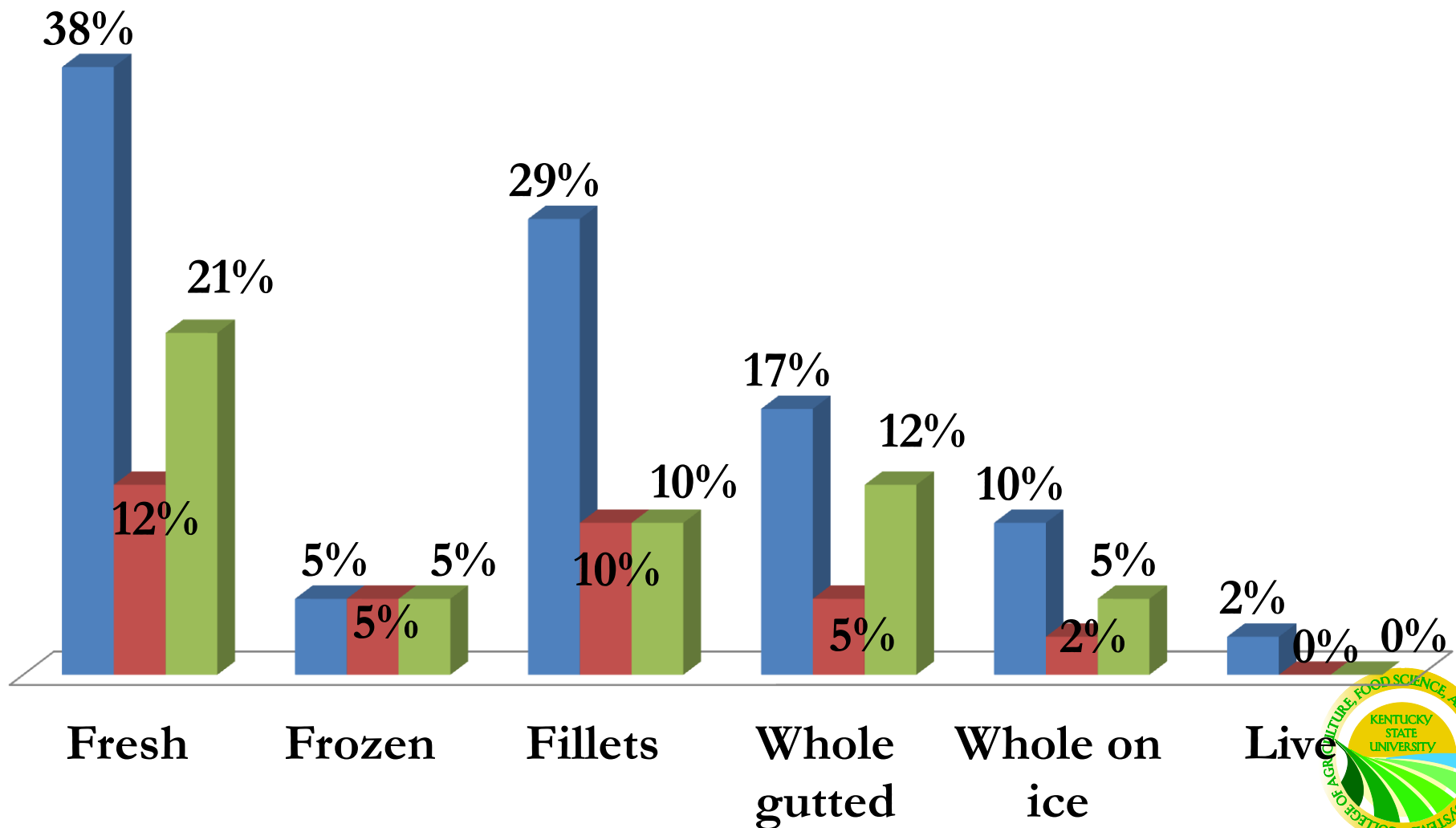
Trout Size (40% skin on fillet dress out)

- SMALL: 0-4.9 oz Fillet; 0-1.5 lbs Whole
- MEDIUM: 5-8.9 oz Fillet; 1.6-2.8 lbs Whole
- LARGE: 9 oz & up Fillet; 2.9 lbs & up Whole



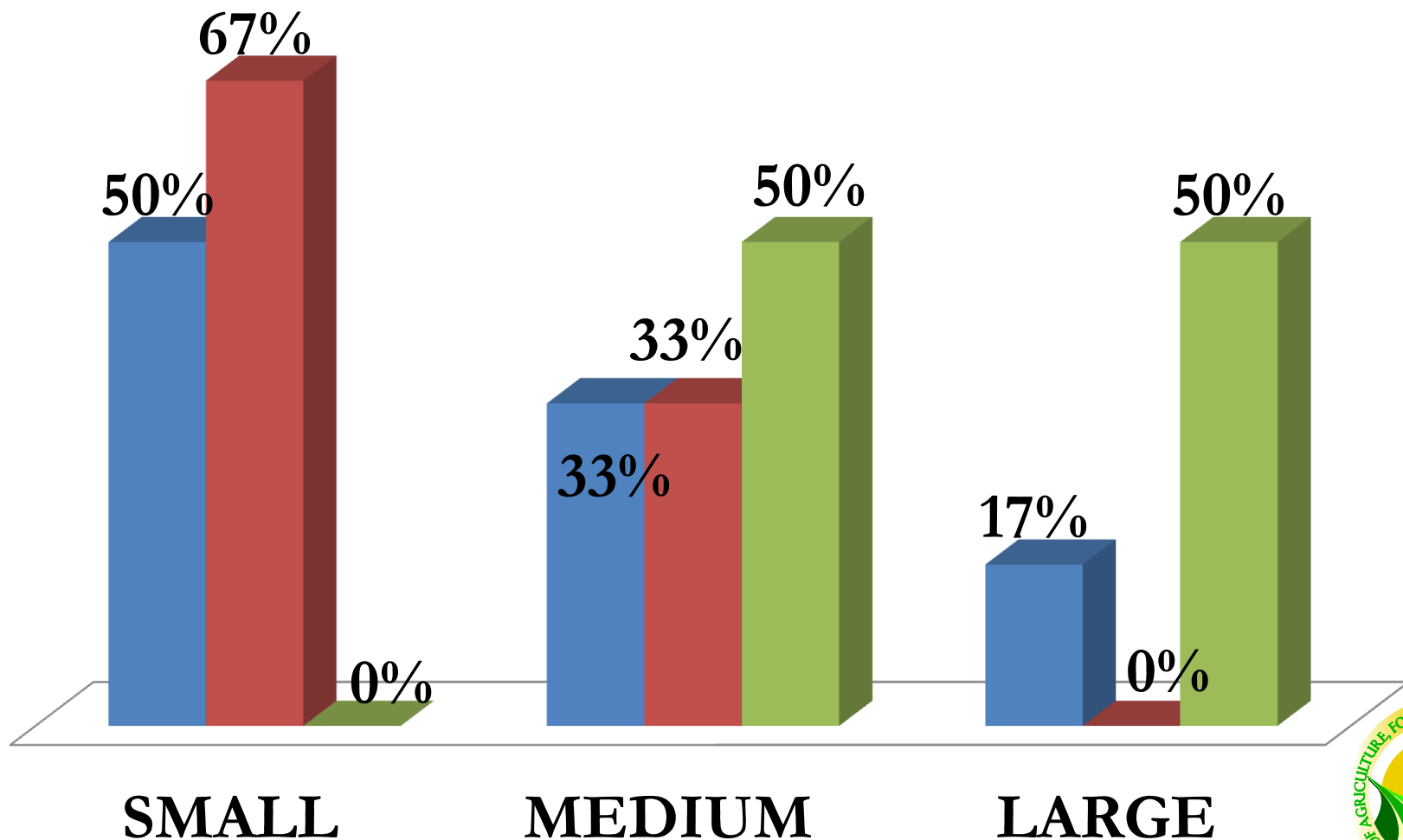
Preferred Form of Trout

■ For #1 Choice ■ For #2 Choice ■ For #3 Choice



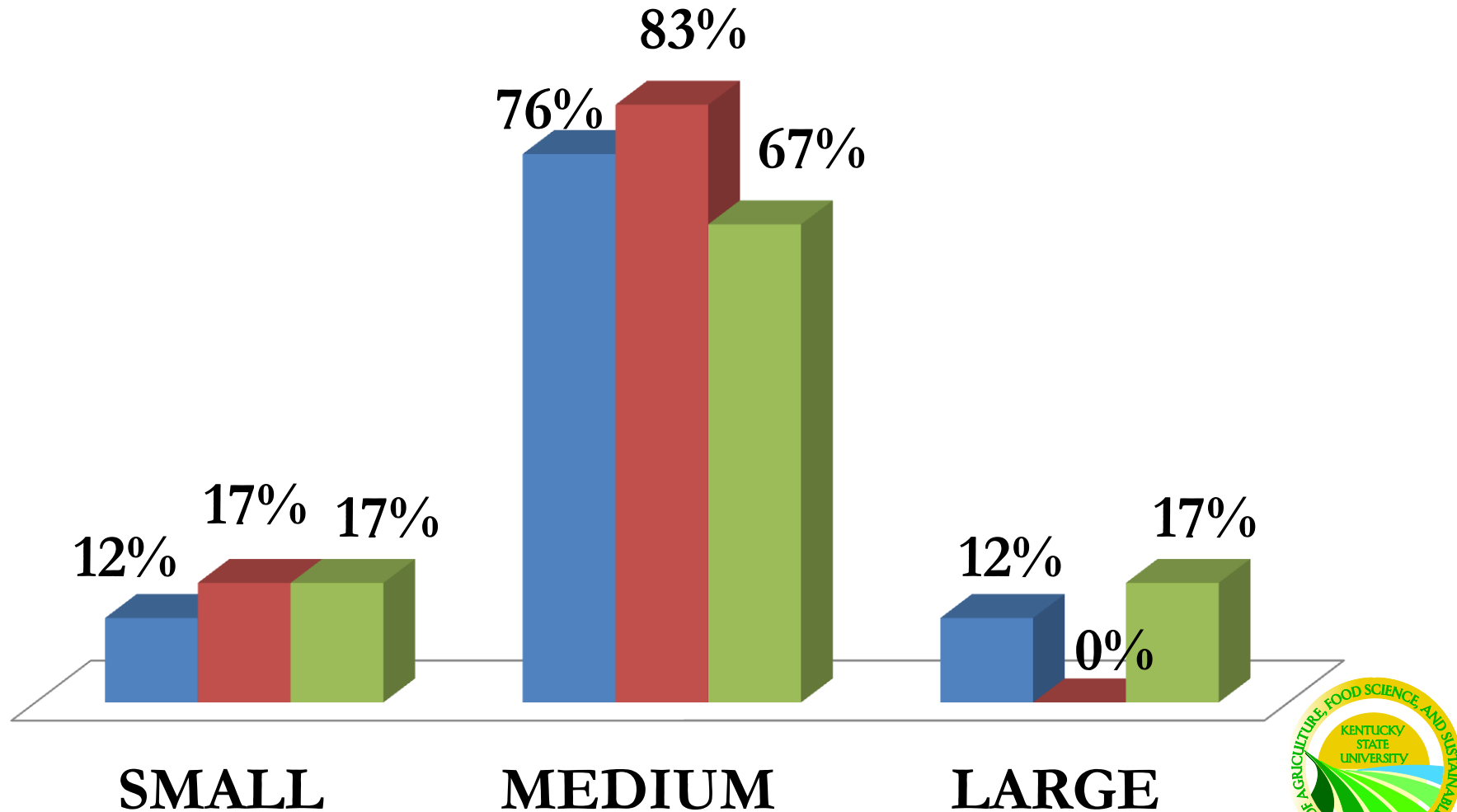
Preferred Size for Whole Trout

■ For #1 Choice ■ For #2 Choice ■ For #3 Choice



Preferred Size for Trout Fillets

■ For #1 Choice ■ For #2 Choice ■ For #3 Choice

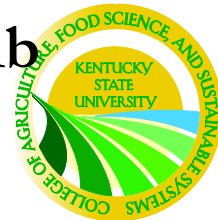
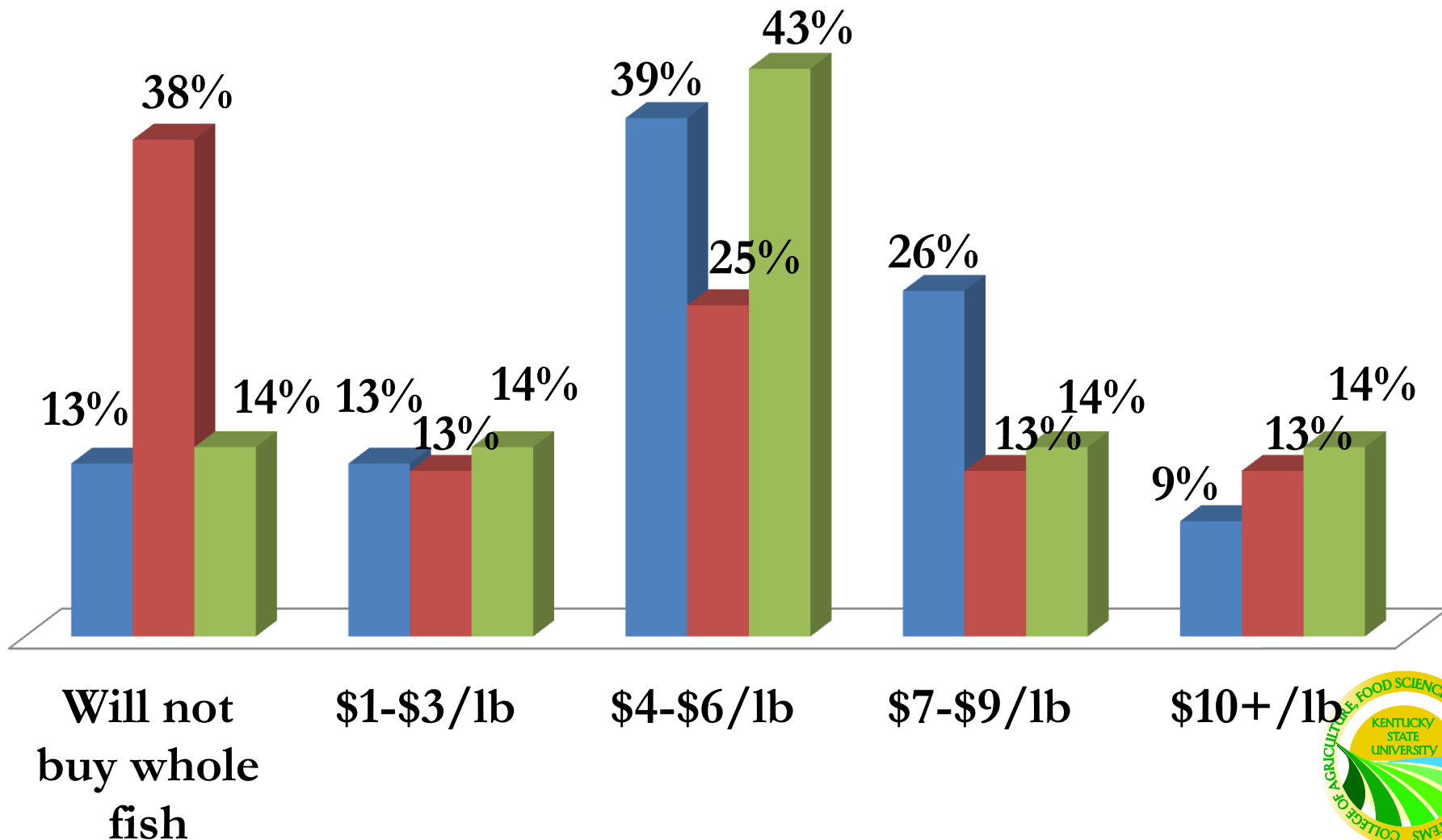


Willingness to Pay for Whole Trout

■ For #1 Choice

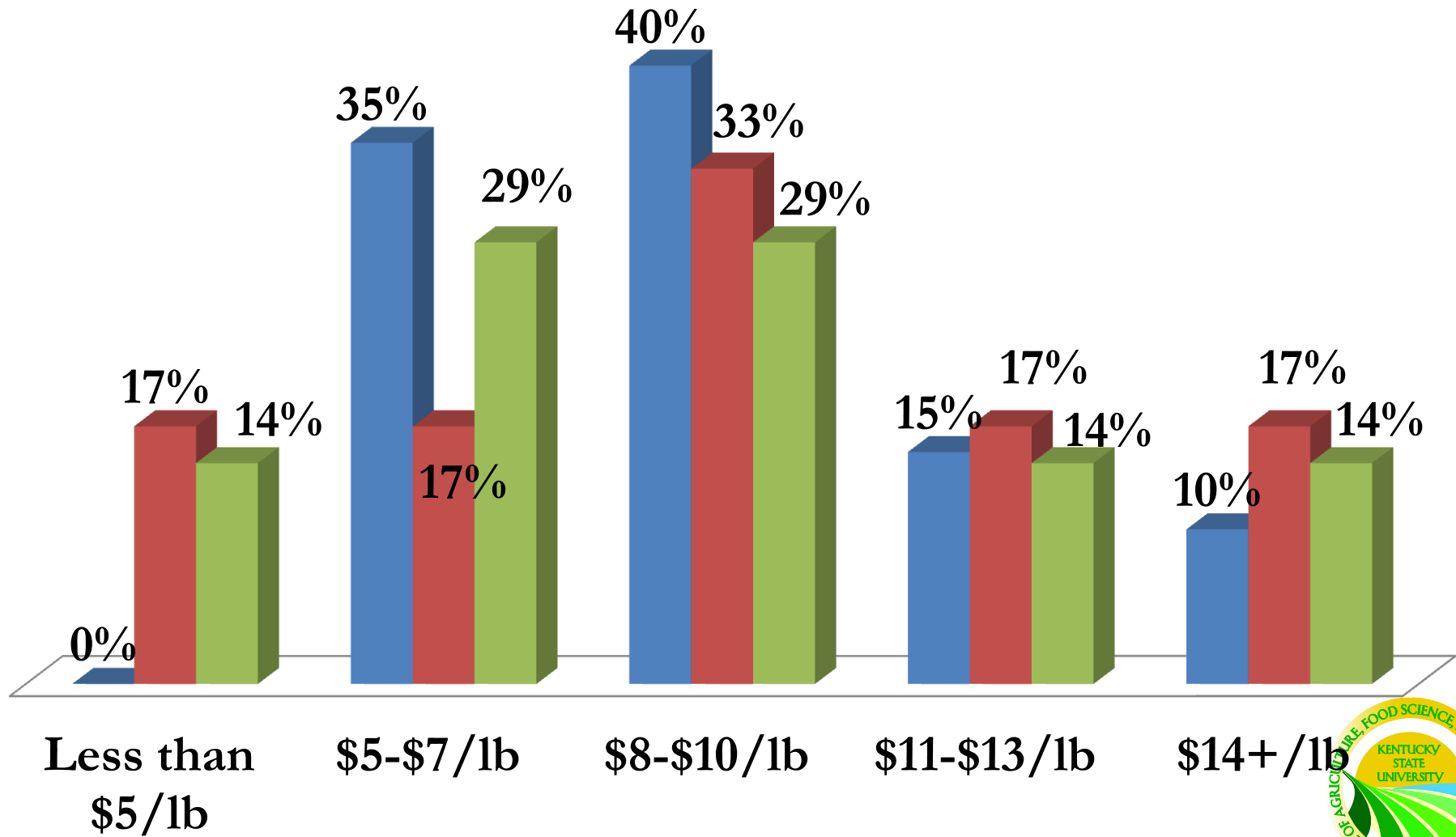
■ For #2 Choice

■ For #3 Choice



Willingness to Pay for Trout Fillets

■ For #1 Choice ■ For #2 Choice ■ For #3 Choice



HYBRID STRIPED BASS



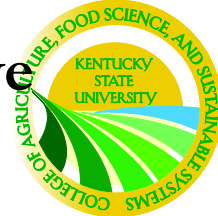
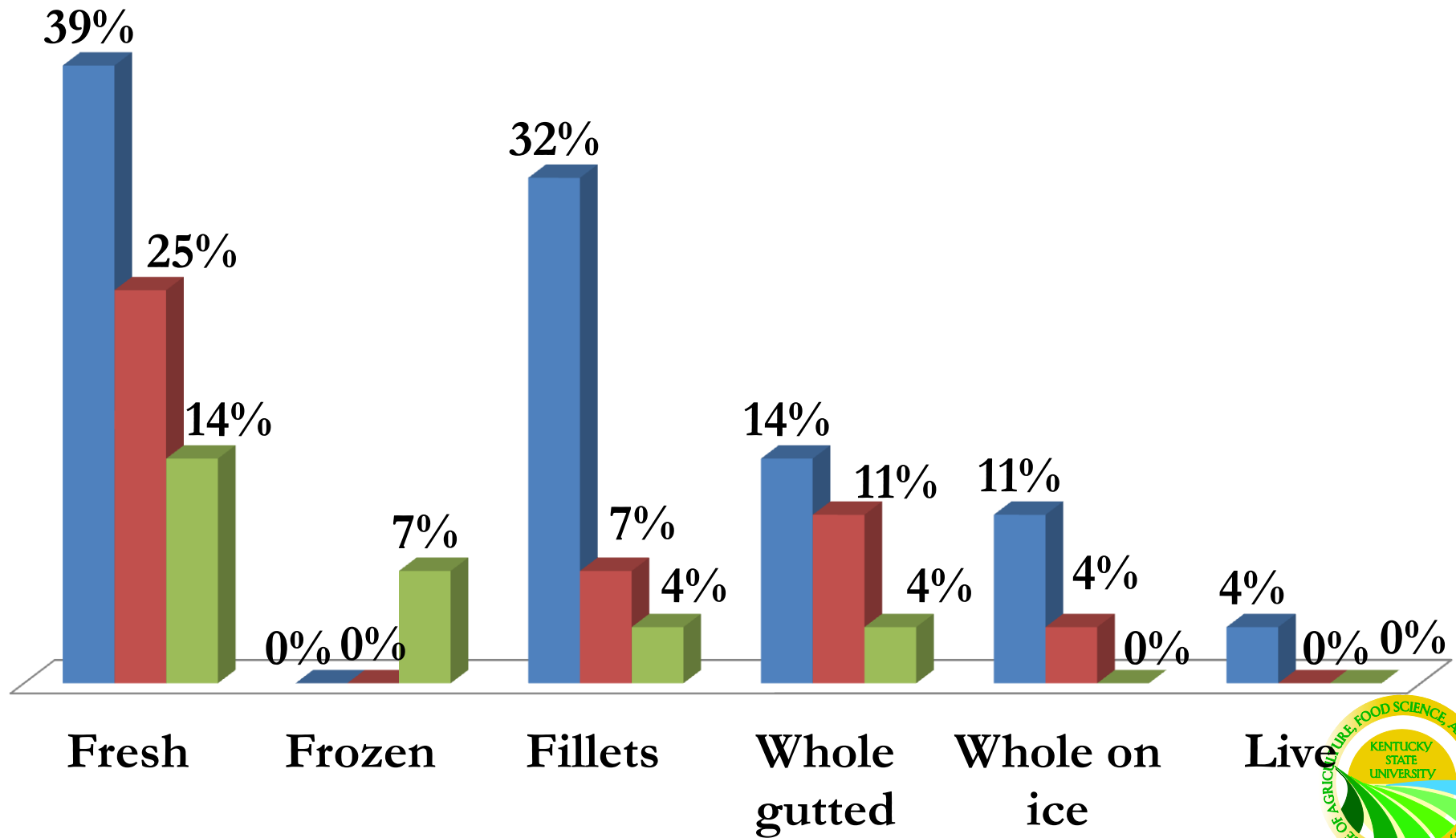
Hybrid Striped Bass Size (35% fillet dress out)

- SMALL: 0-4.9 oz Fillet; 0-1.8 lbs Whole
- MEDIUM: 5-8.9 oz Fillet; 1.9-3.2 lbs Whole
- LARGE: 9 oz & up Fillet; 3.3 lbs & up Whole



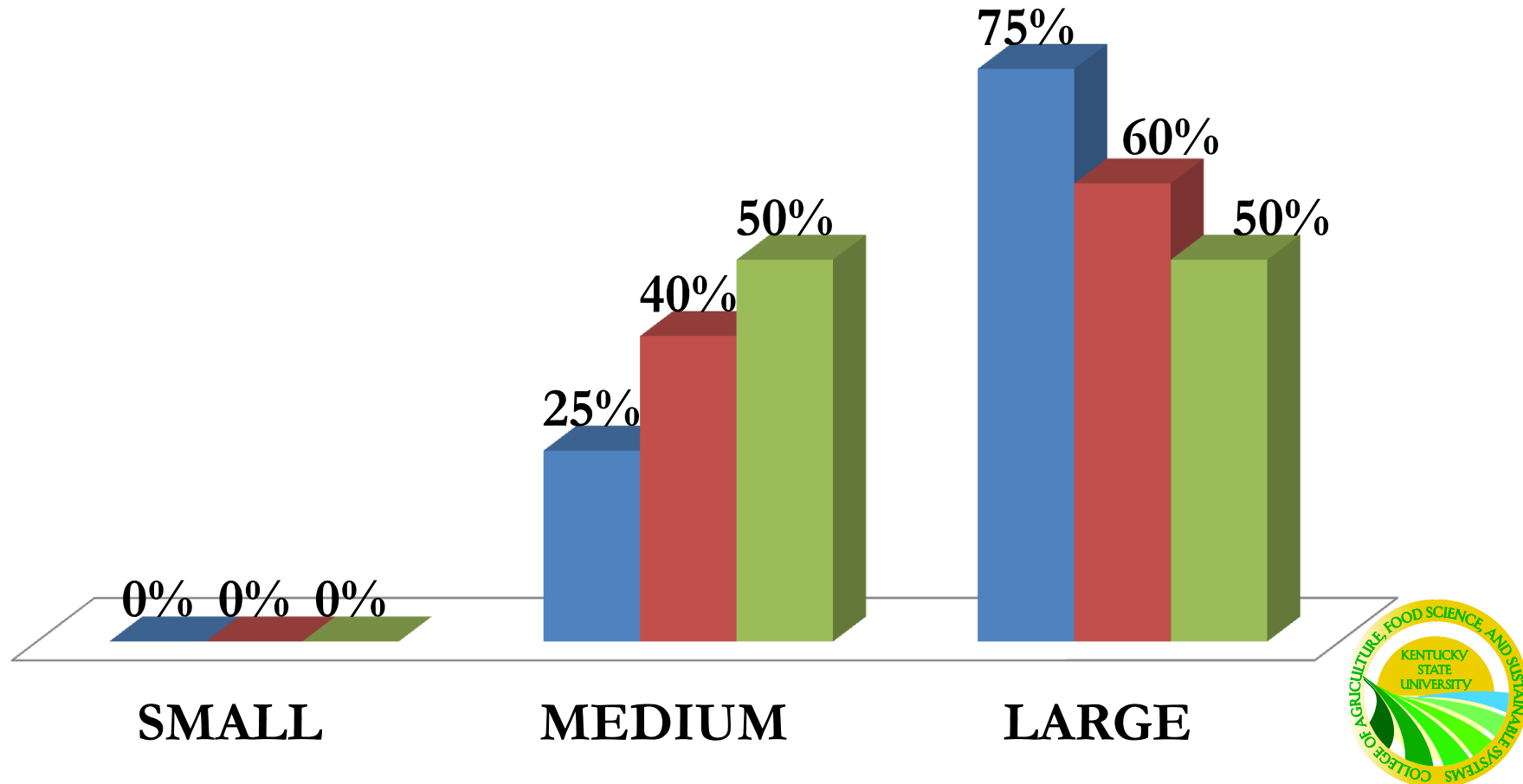
Preferred Form for Hybrid Striped Bass

■ For #1 Choice ■ For #2 Choice ■ For #3 Choice



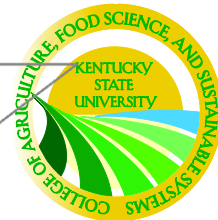
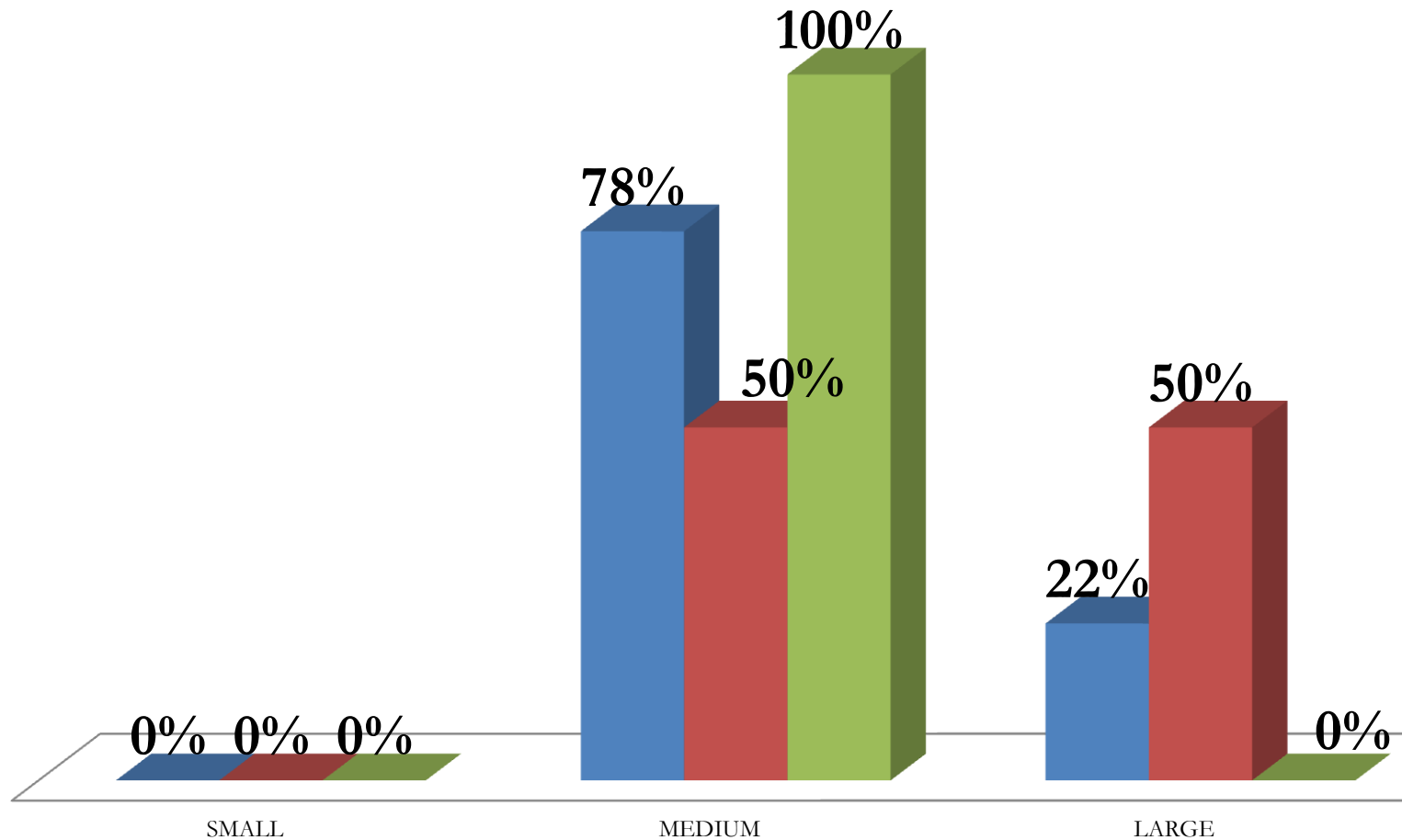
Preferred Size for Whole Hybrid Striped Bass

■ For #1 Choice ■ For #2 Choice ■ For #3 Choice

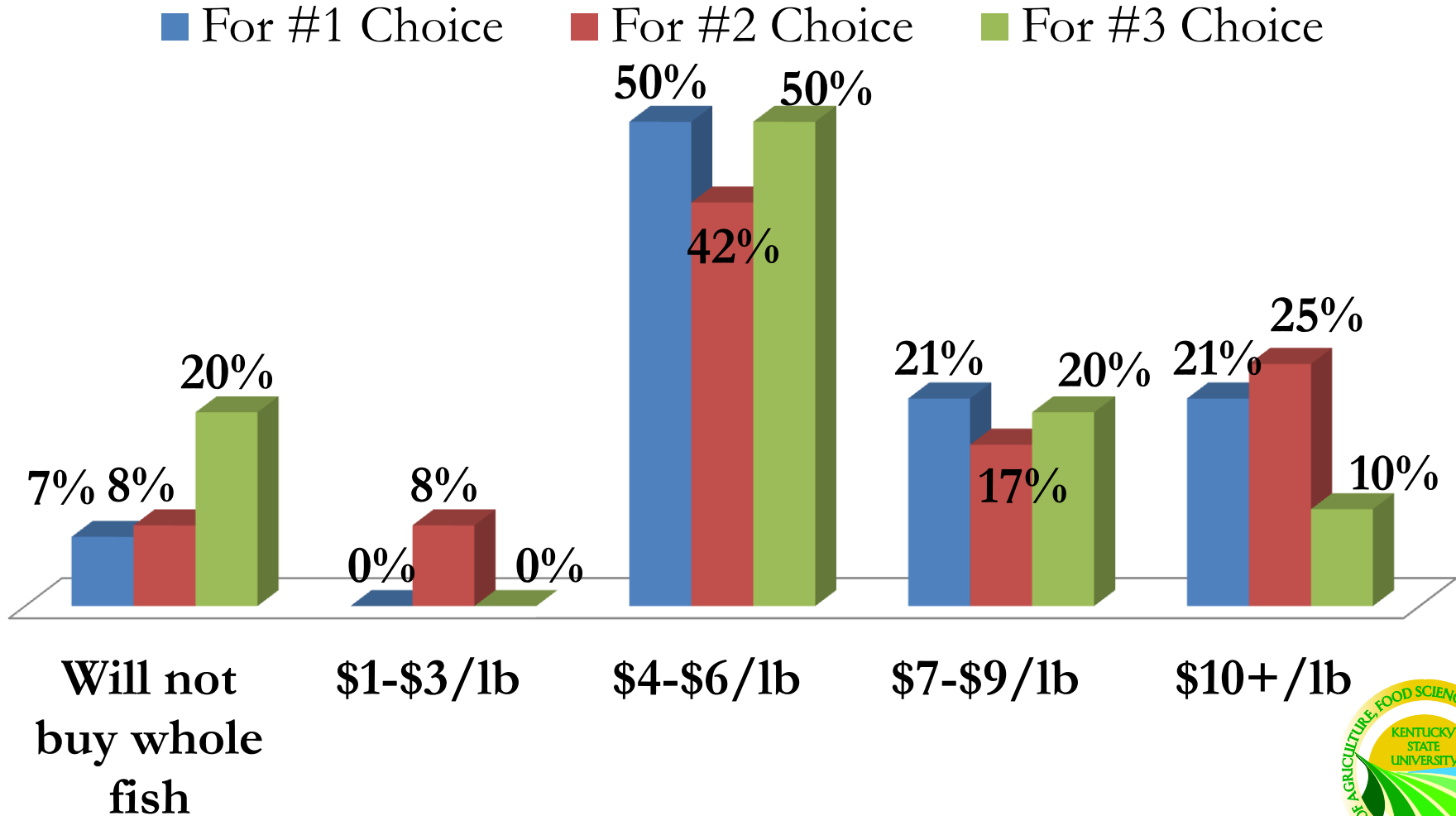


Preferred Size for Hybrid Striped Bass Fillets

■ For #1 Choice ■ For #2 Choice ■ For #3 Choice

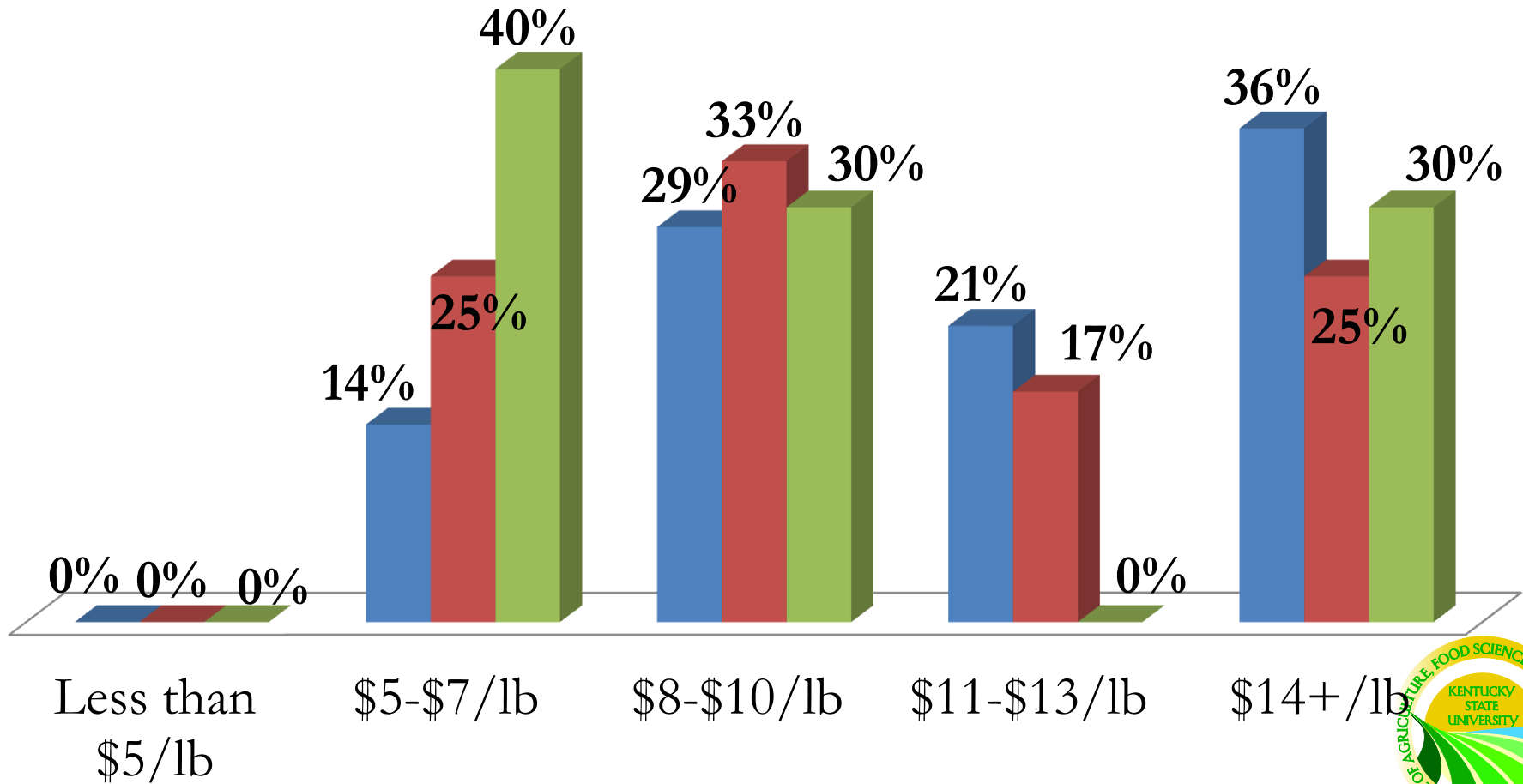


Willingness to Pay for Whole Hybrid Striped Bass



Willingness to Pay for Hybrid Striped Bass Fillets

■ For #1 Choice ■ For #2 Choice ■ For #3 Choice



CATFISH



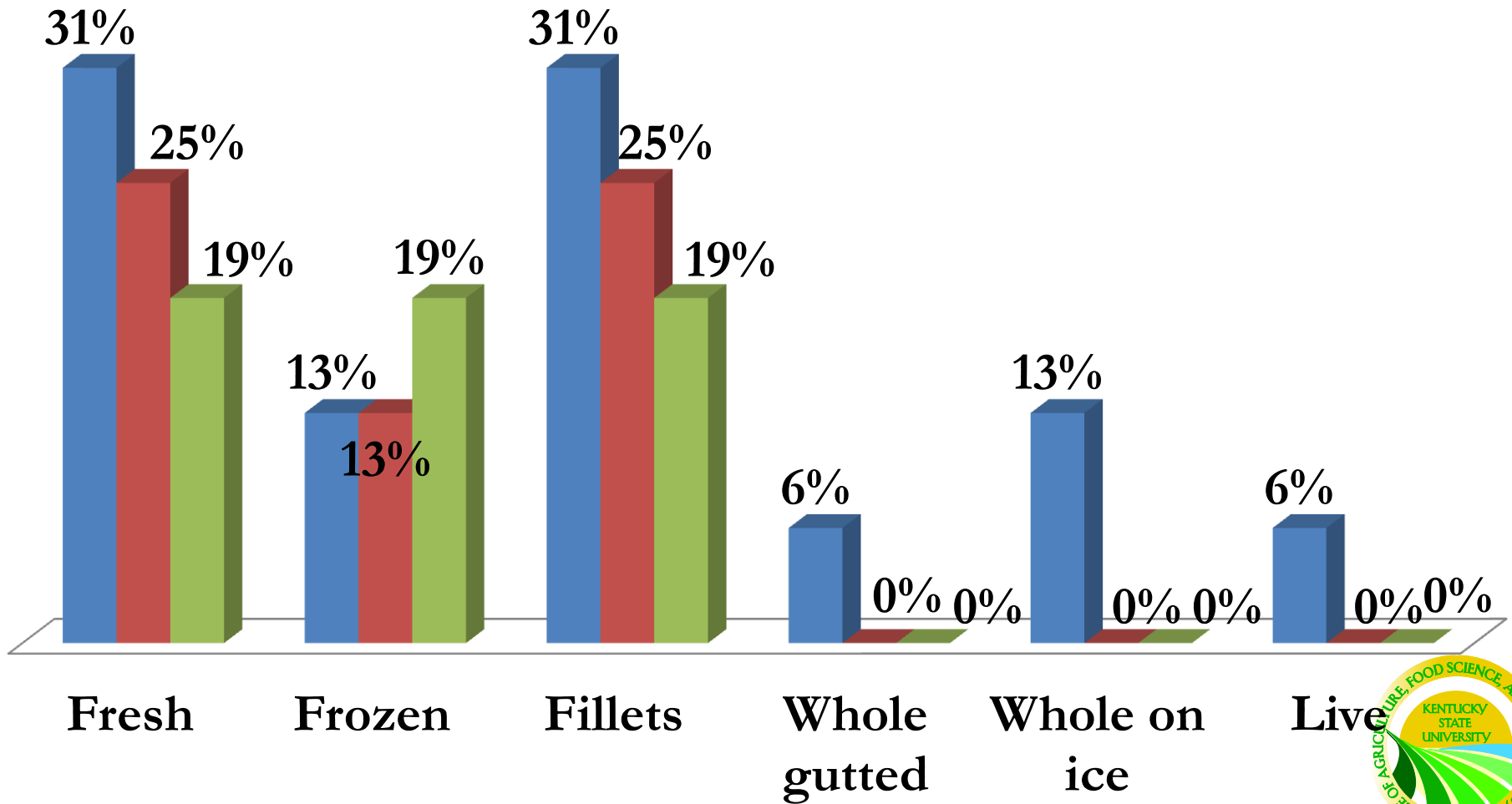
Catfish Size (45% fillet dress out)

- SMALL: 0-4.9 oz Fillet; 0-1.4 lbs Whole
- MEDIUM: 5-8.9 oz Fillet; 1.5-2.5 lbs Whole
- LARGE: 9 oz & up Fillet; 2.6 lbs & up Whole



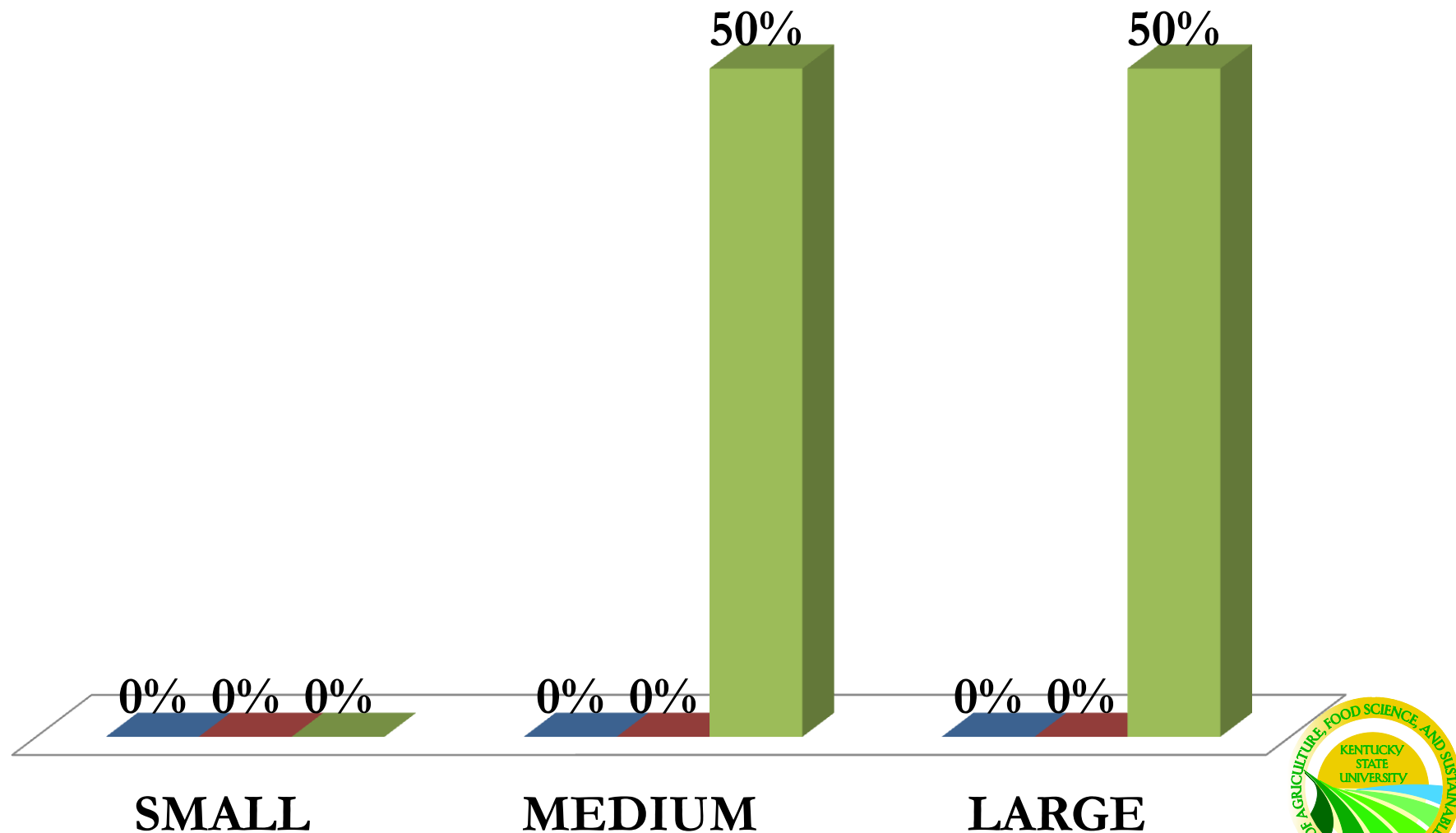
Preferred Form of Catfish

■ For #1 Choice ■ For #2 Choice ■ For #3 Choice



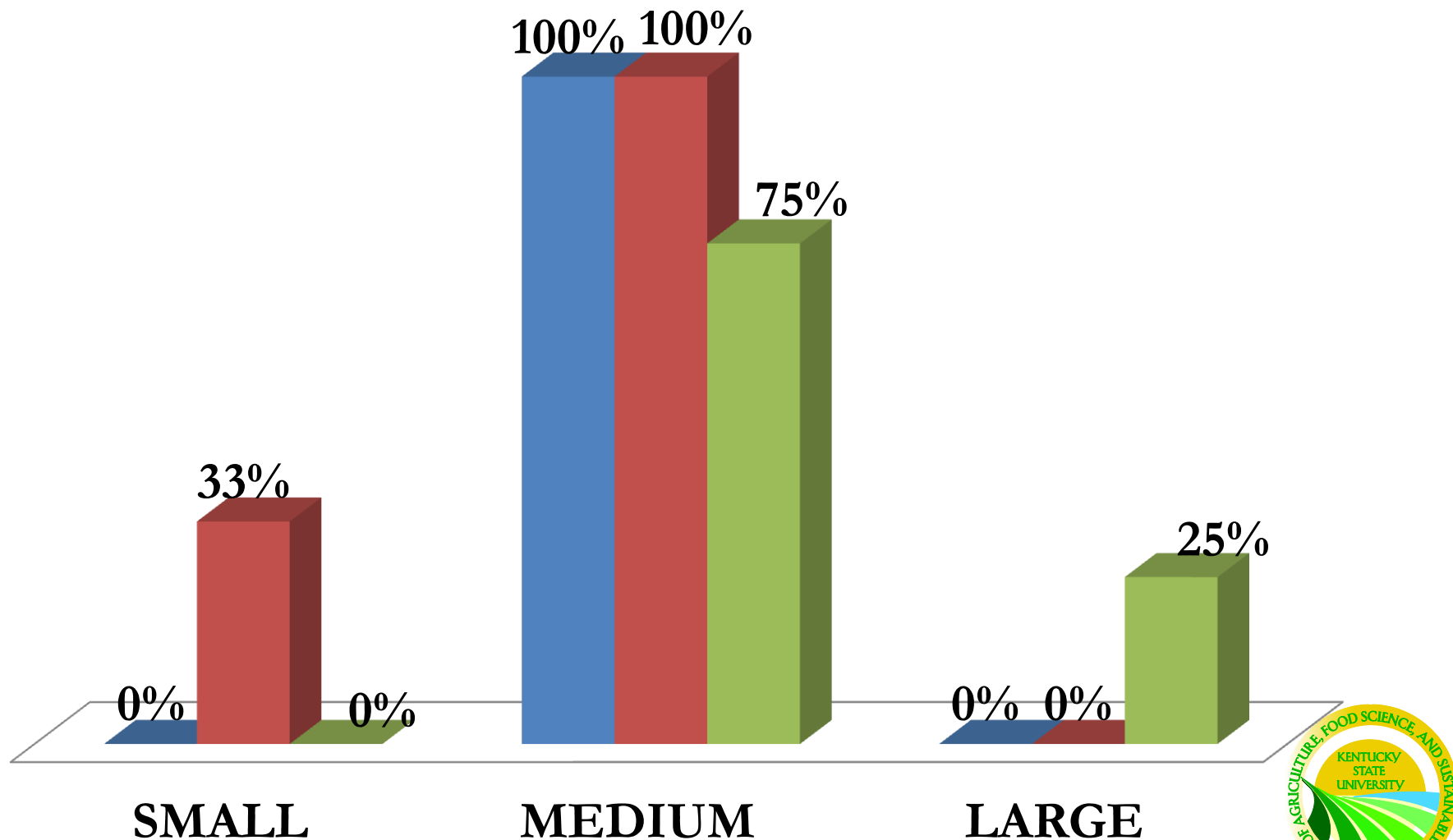
Preferred Size for Whole Catfish

■ For #1 Choice ■ For #2 Choice ■ For #3 Choice



Preferred Size for Catfish Fillets

■ For #1 Choice ■ For #2 Choice ■ For #3 Choice

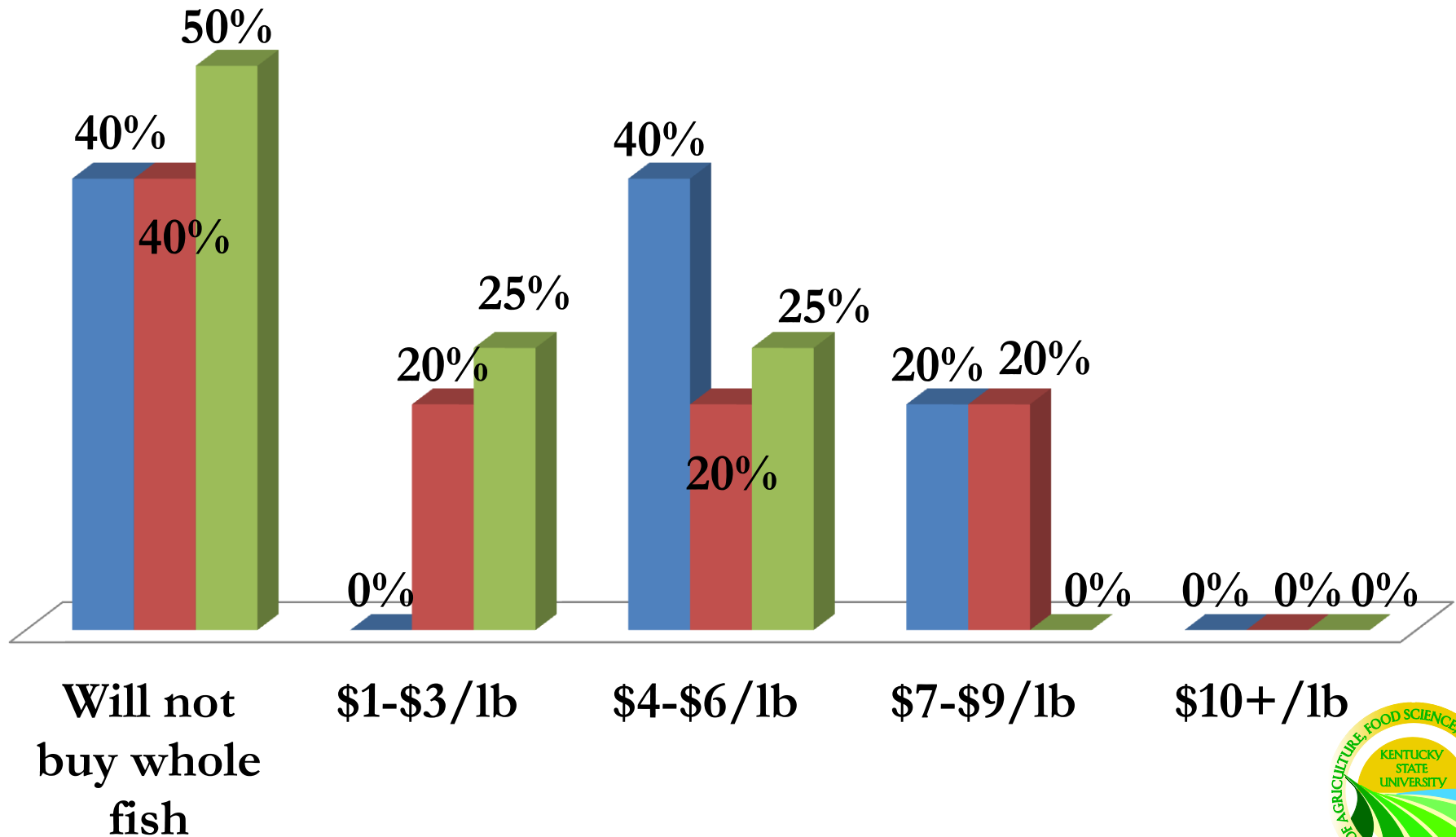


Willingness to Pay for Whole Catfish

■ For #1 Choice

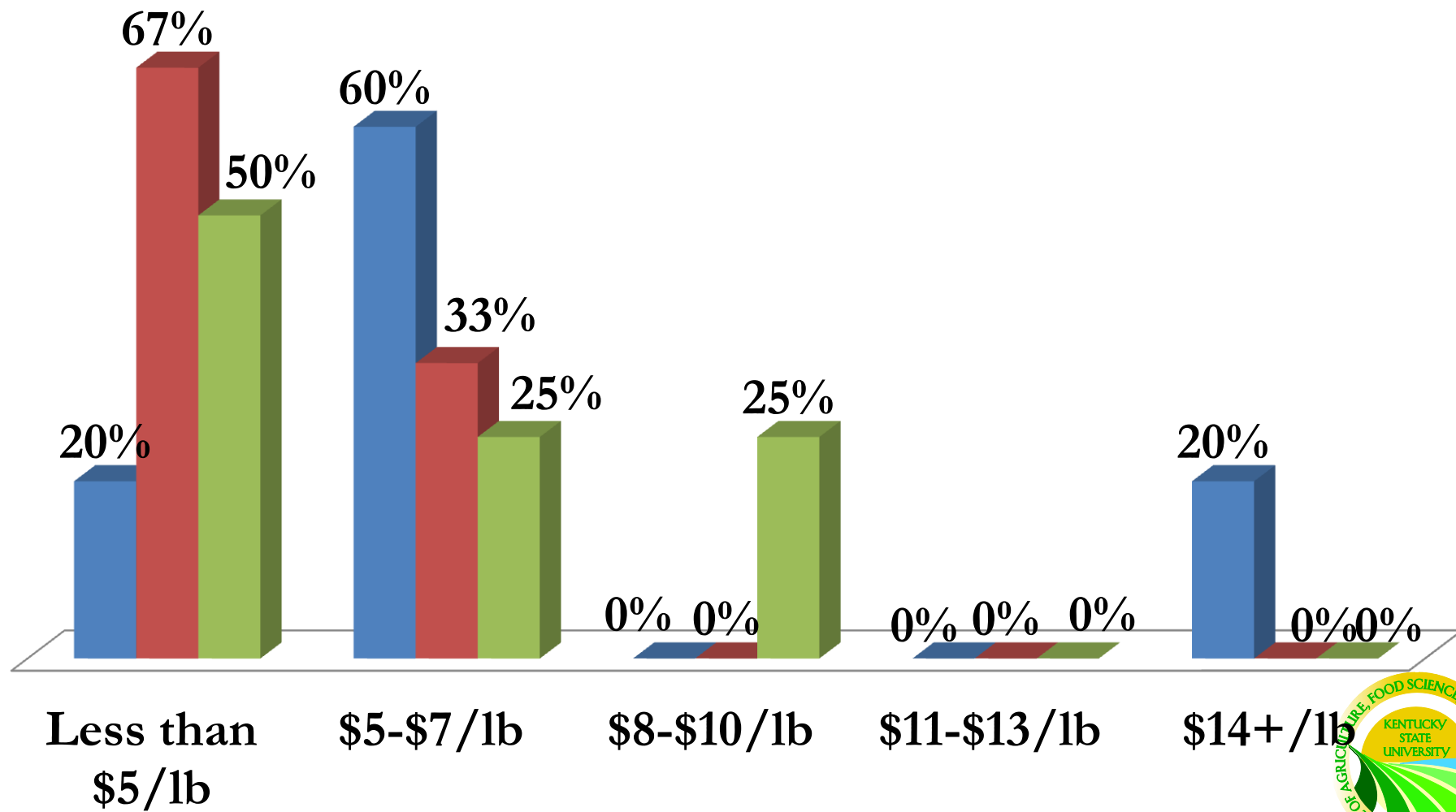
■ For #2 Choice

■ For #3 Choice



Willingness to Pay for Catfish Fillets

■ For #1 Choice ■ For #2 Choice ■ For #3 Choice



CONCLUSIONS

- Quality and taste are the two most important attributes that restaurants are concerned about with seafood



CONCLUSIONS: TROUT

- Fresh and Filleted Trout are the most preferred form
- Small whole trout at \$4-\$6/lb preferred
- Medium fillets at \$8-\$10/lb preferred



CONCLUSIONS: HYBRID STRIPED BASS

- Fresh and Filleted Hybrid Striped Bass are the most preferred form
- Large whole Hybrid Striped Bass at \$4-\$6/lb are preferred
- Medium fillets at \$5-\$7/lb are preferred



CONCLUSIONS: CATFISH

- Fresh and Filleted Catfish are the most preferred form
- Although medium and large whole fish are preferred, the majority said they would not buy whole catfish
- Medium fillets were preferred at less than \$5



THANKS TO:

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COOPERATIVE EXTENSION



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