



The Marketing of Farm-raised Largemouth Bass

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Purpose

- The purpose of the study is to examine chefs' perceptions of largemouth bass
- Surveyed Kentucky restaurants
- The results were used to determine:
 - Restaurant-demand
 - Willingness to pay
 - Preferred delivery schedules



Method

- Obtained farm-raised largemouth bass from a commercial farm in Kentucky
- Two fish and a questionnaire were distributed to each restaurants
- Follow-up calls, online questionnaires, and restaurant pick up were all used to collect results



Response

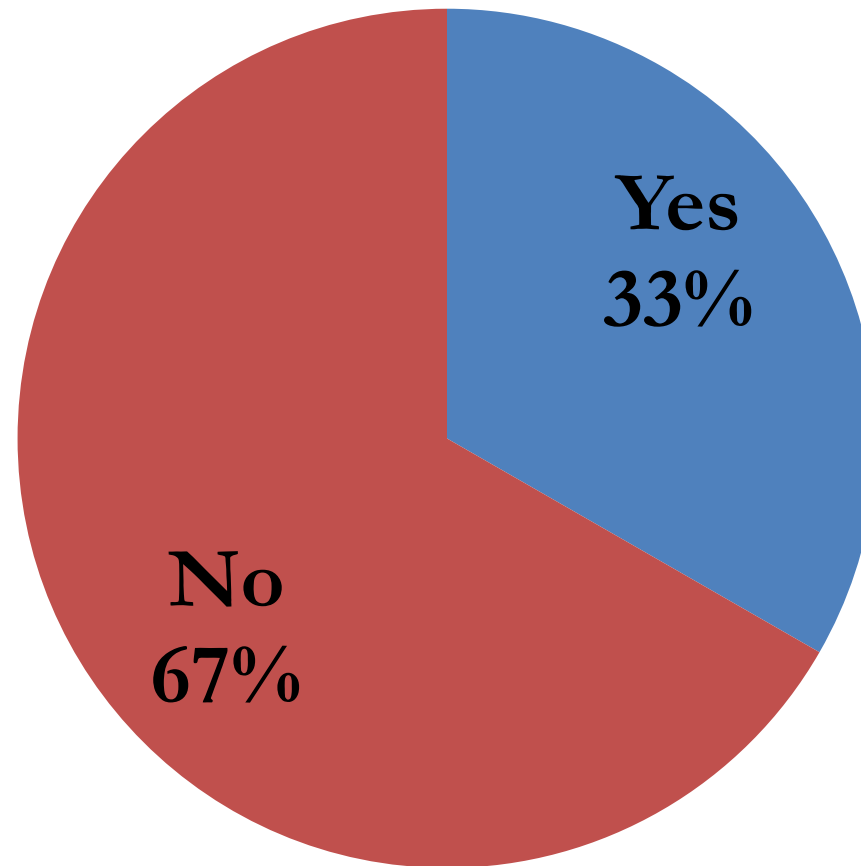
- 33 restaurants received the largemouth bass samples and questionnaires
- 12 restaurants responded to the survey
- Mostly from Lexington and Louisville



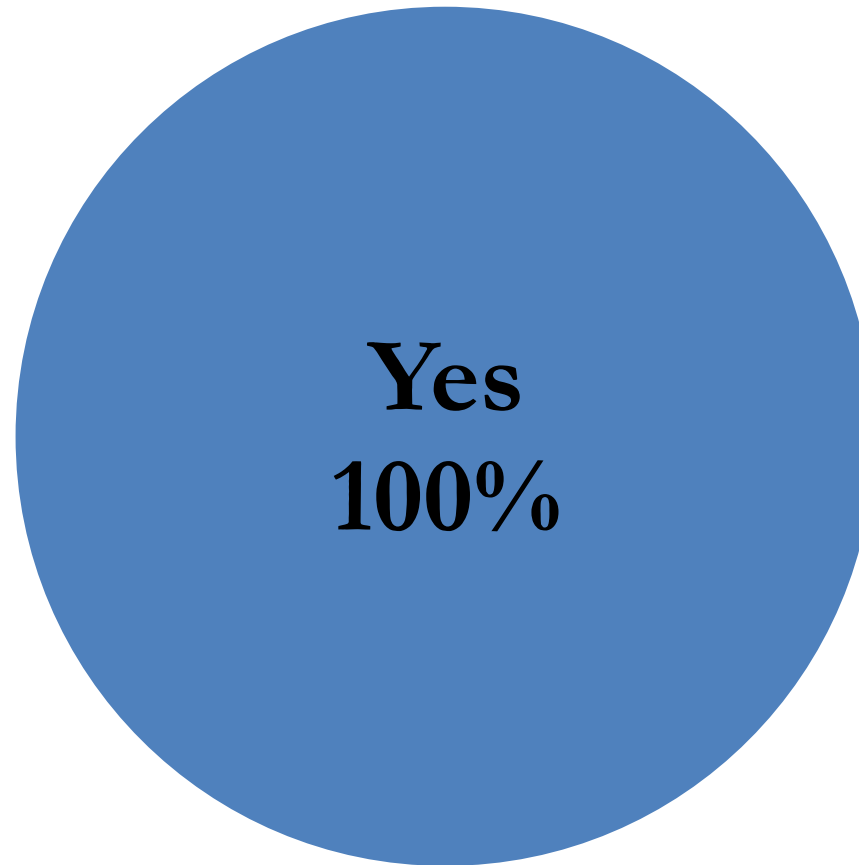
RESULTS



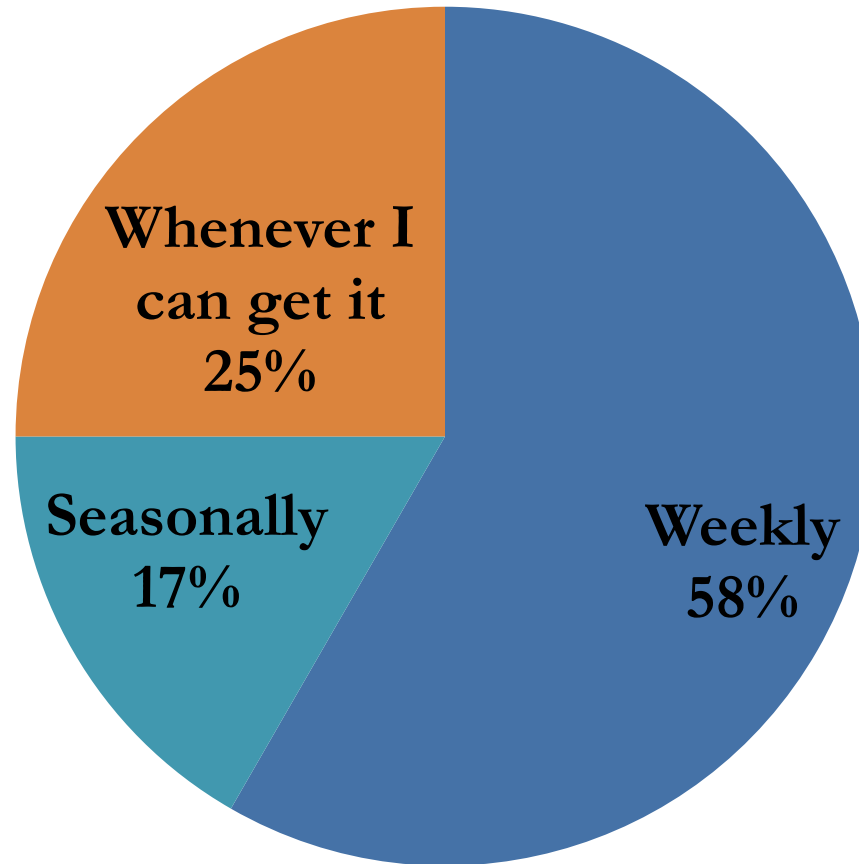
Proportion of Restaurants Offering Freshwater Fish



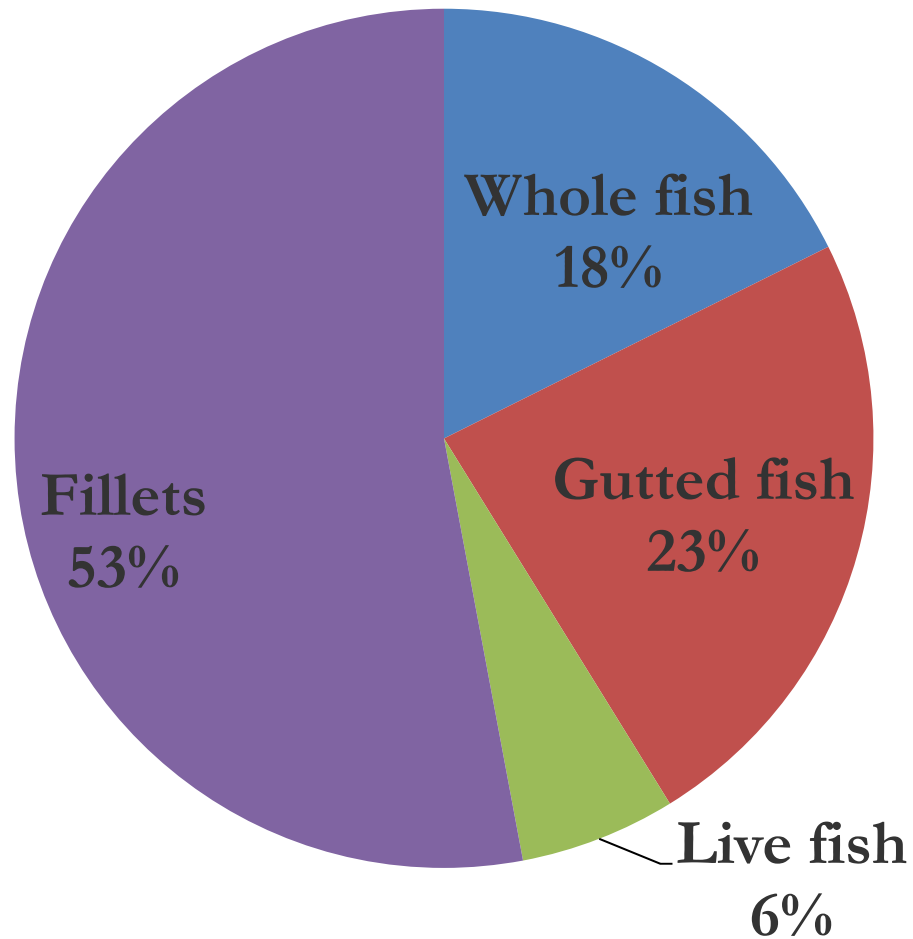
Proportion of Restaurants Offering Locally-grown Food



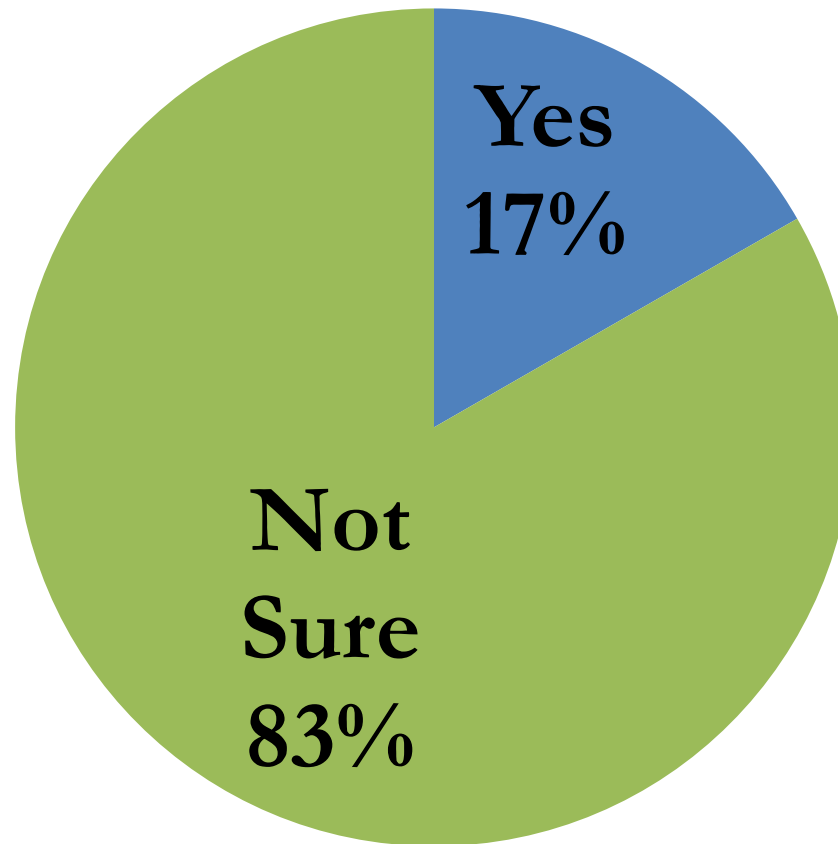
Preferred Delivery Schedule for Fresh, Locally-raised Fish



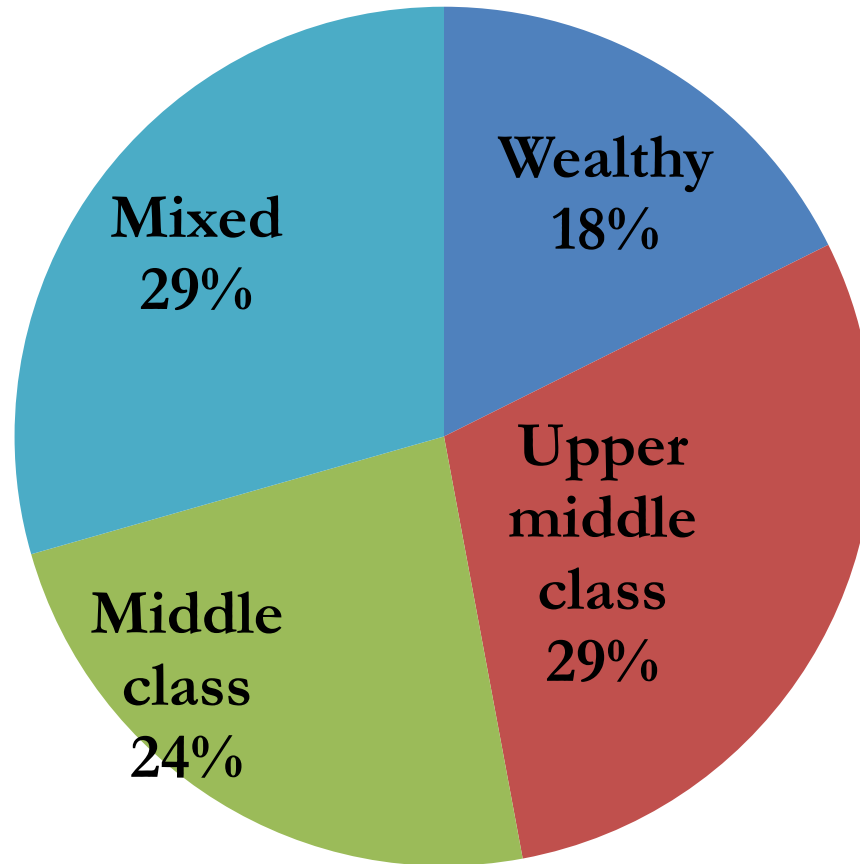
Preferred Form of Largemouth Bass



Willingness to Purchase Largemouth Bass



Socio-economic Status of Customers

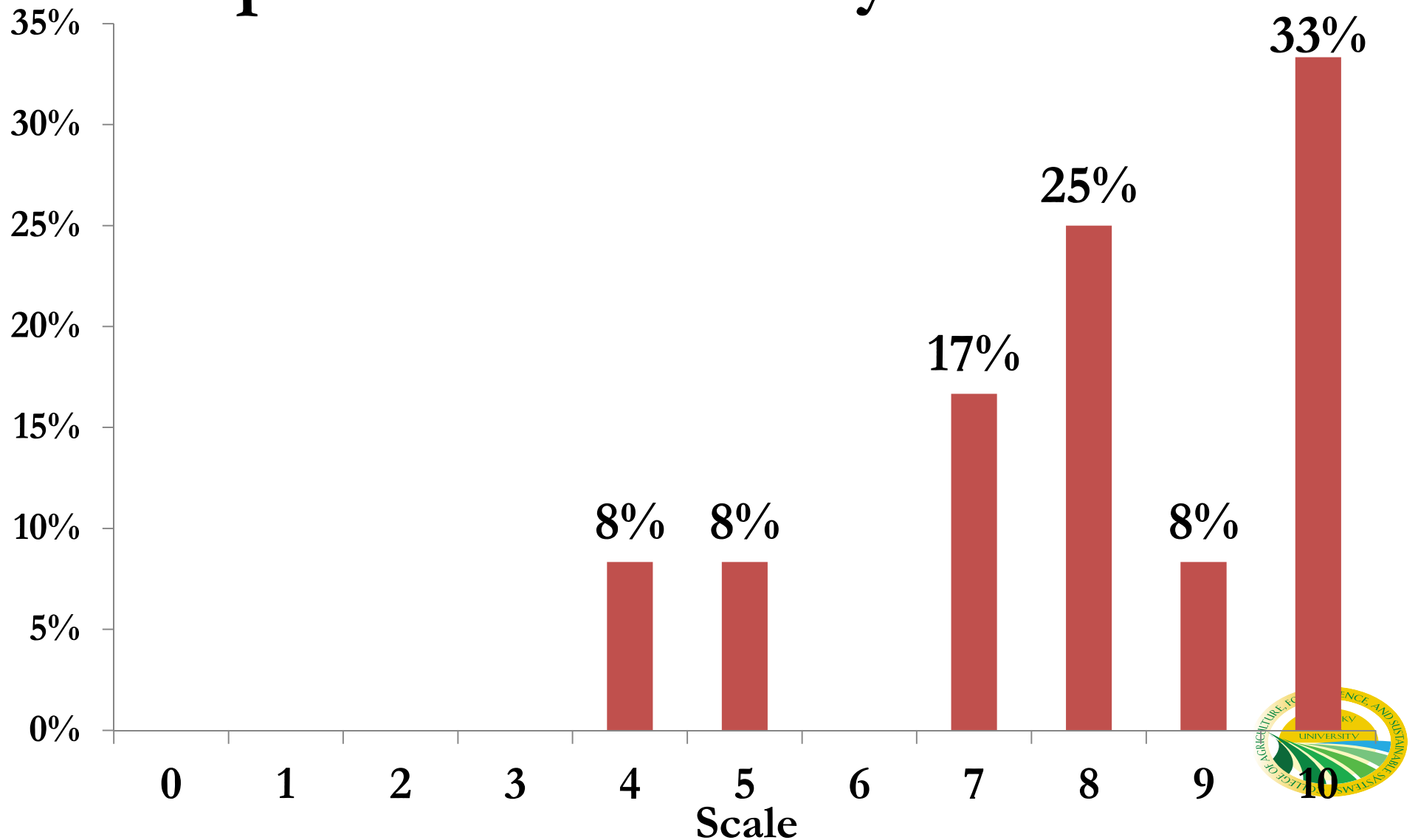


Importance of Food Attributes

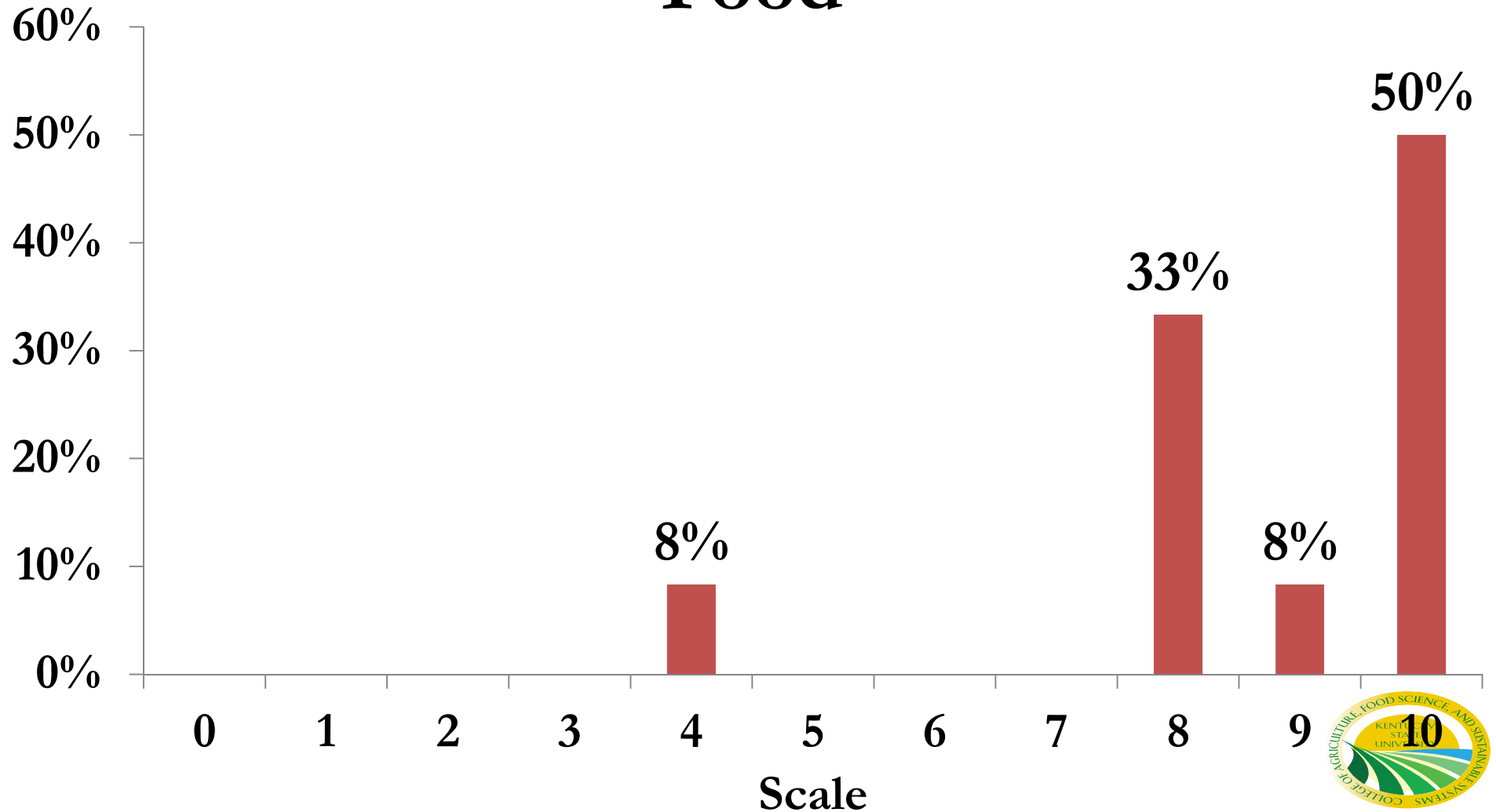
- Attributes Measured
 - Locally-grown
 - Freshly-harvested
 - Directly from the farmer
 - Locally-grown, fresh fish
- Measurement Scale:
 - 0 (not important)
 - 10 (very important)



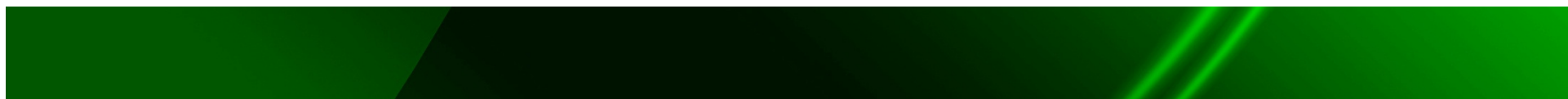
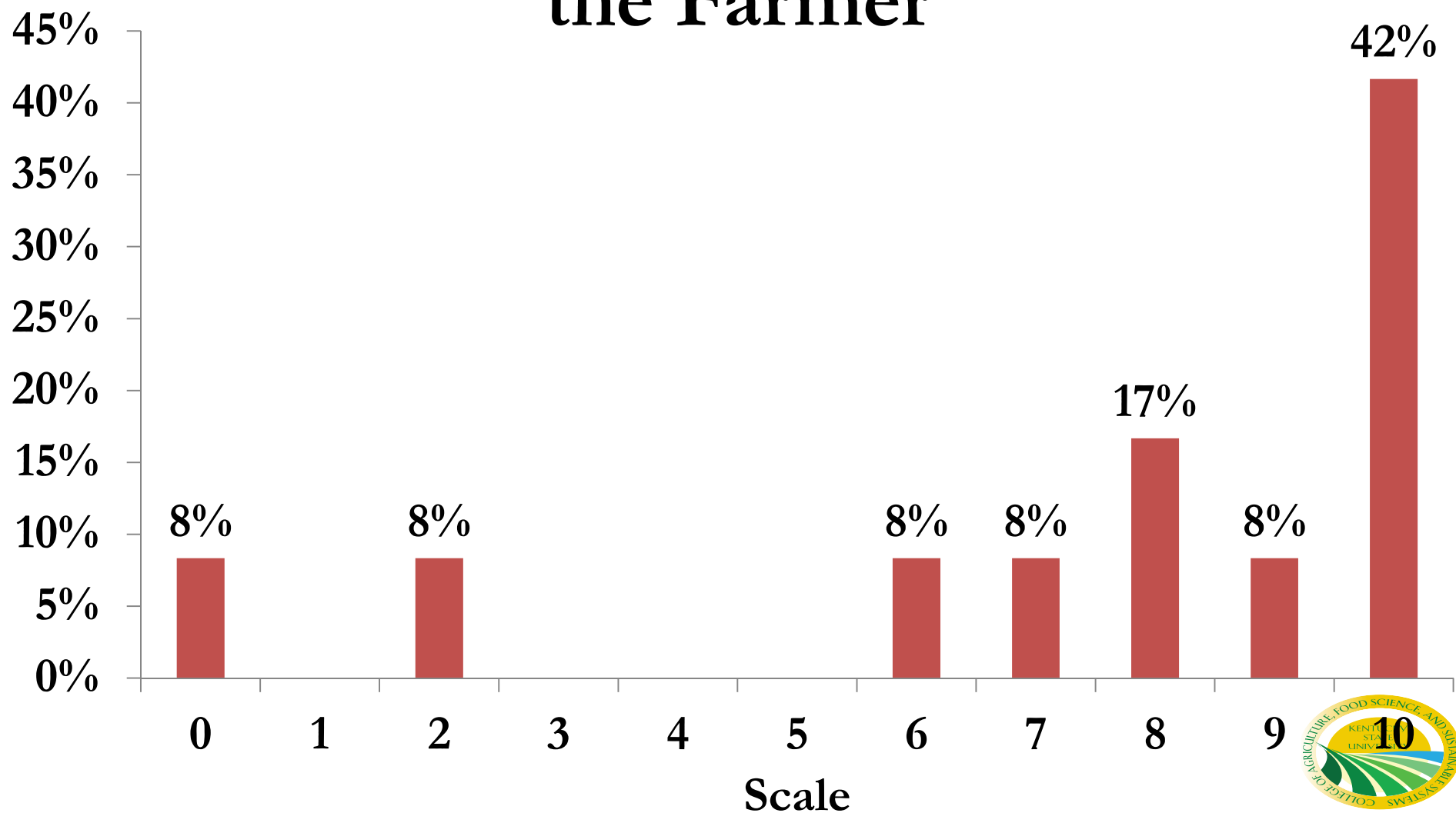
Importance of Locally-Grown Food



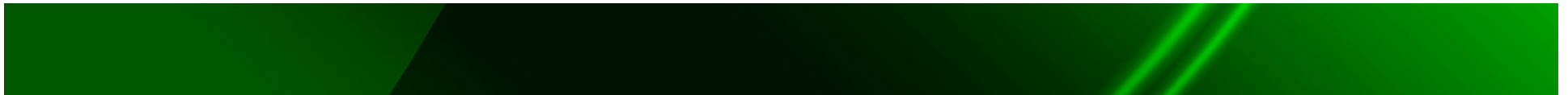
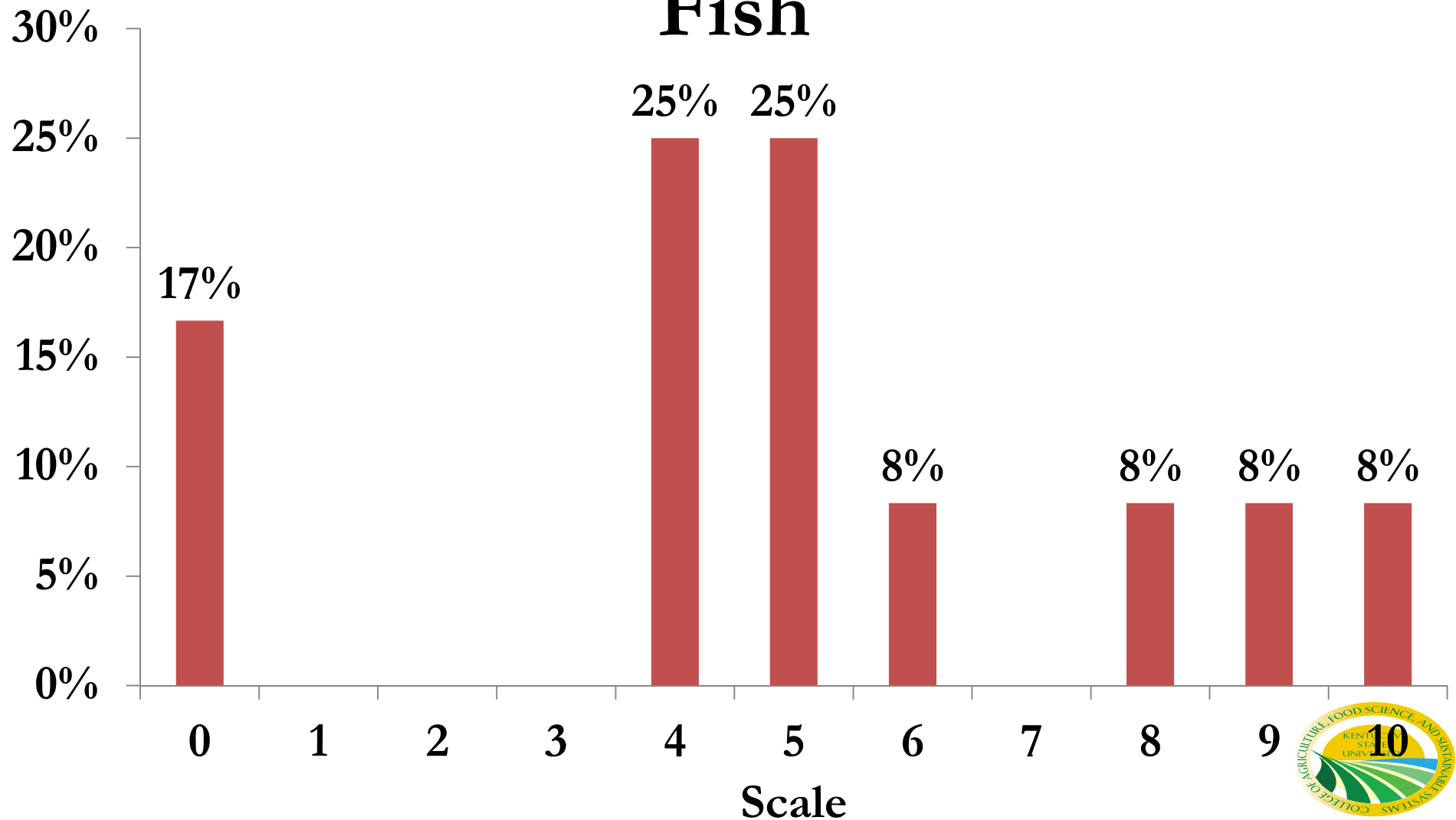
Importance of Freshly-Harvested Food



Importance of Food Directly from the Farmer



Importance of Locally-Grown Fresh Fish

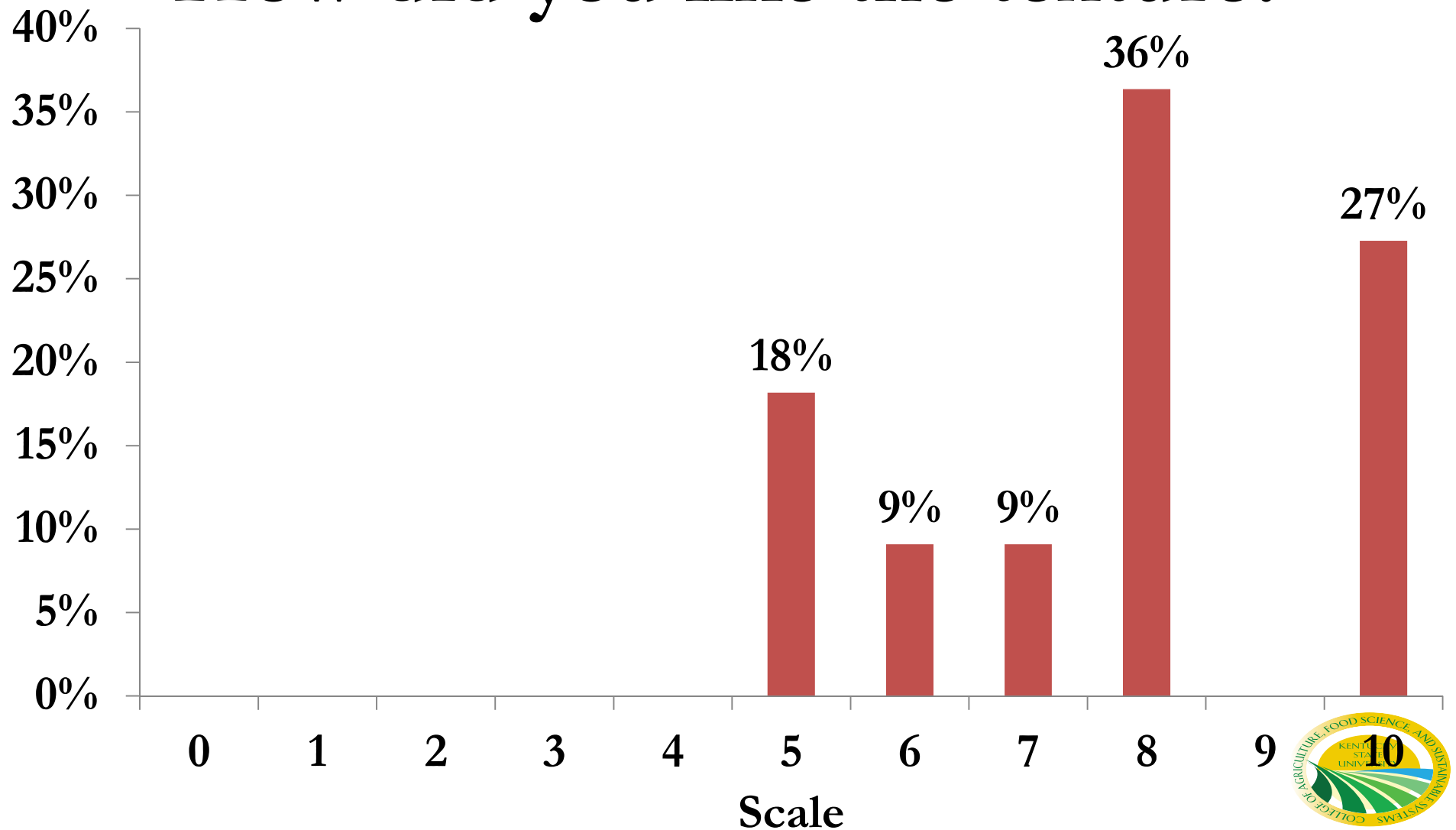


Preference for Largemouth Bass

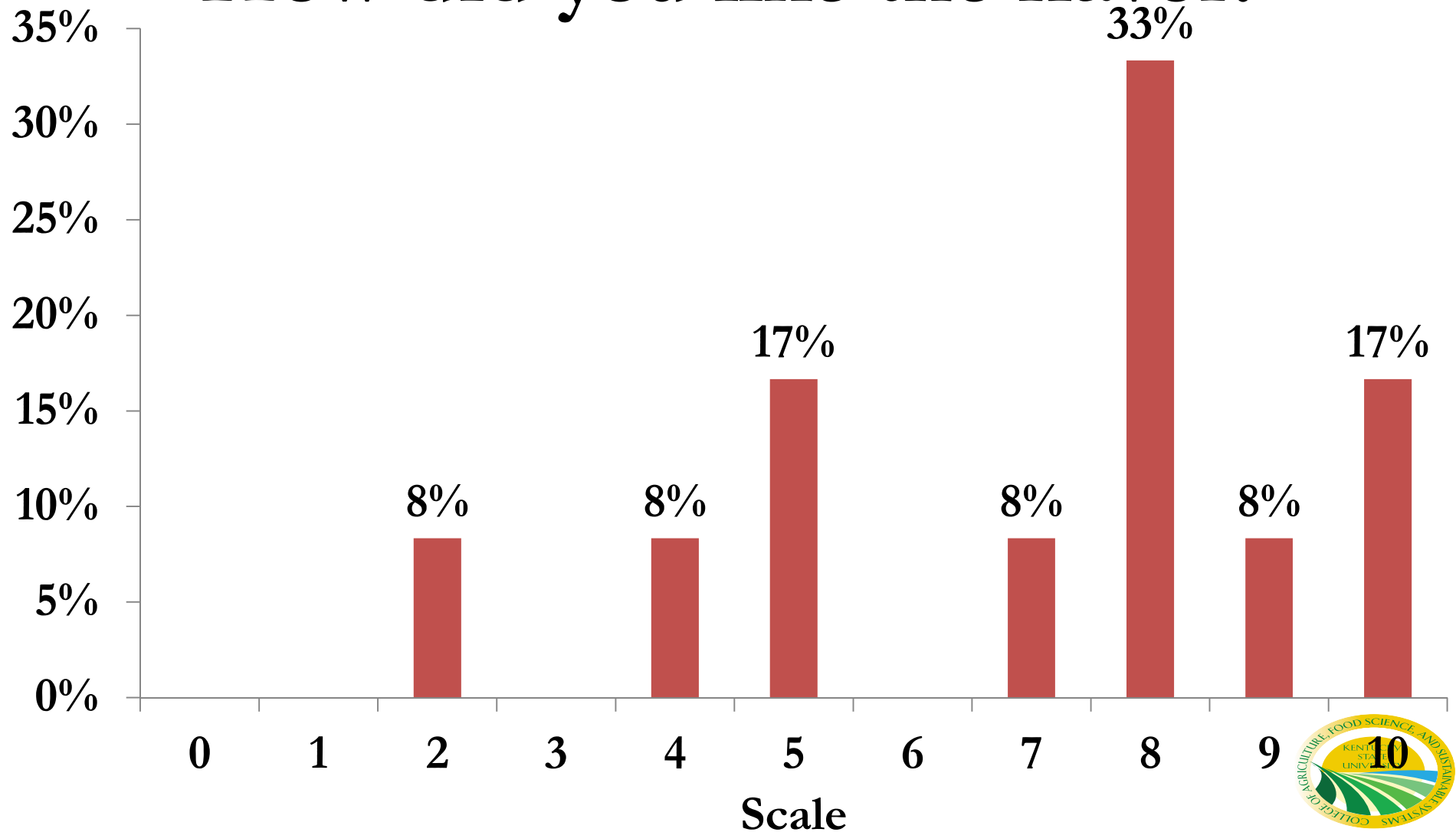
- Attributes Measured
 - Fish Texture
 - Flavor
 - Appearance
 - Overall
- Measurement Scale:
 - 0 (extreme dislike)
 - 10 (extreme like)



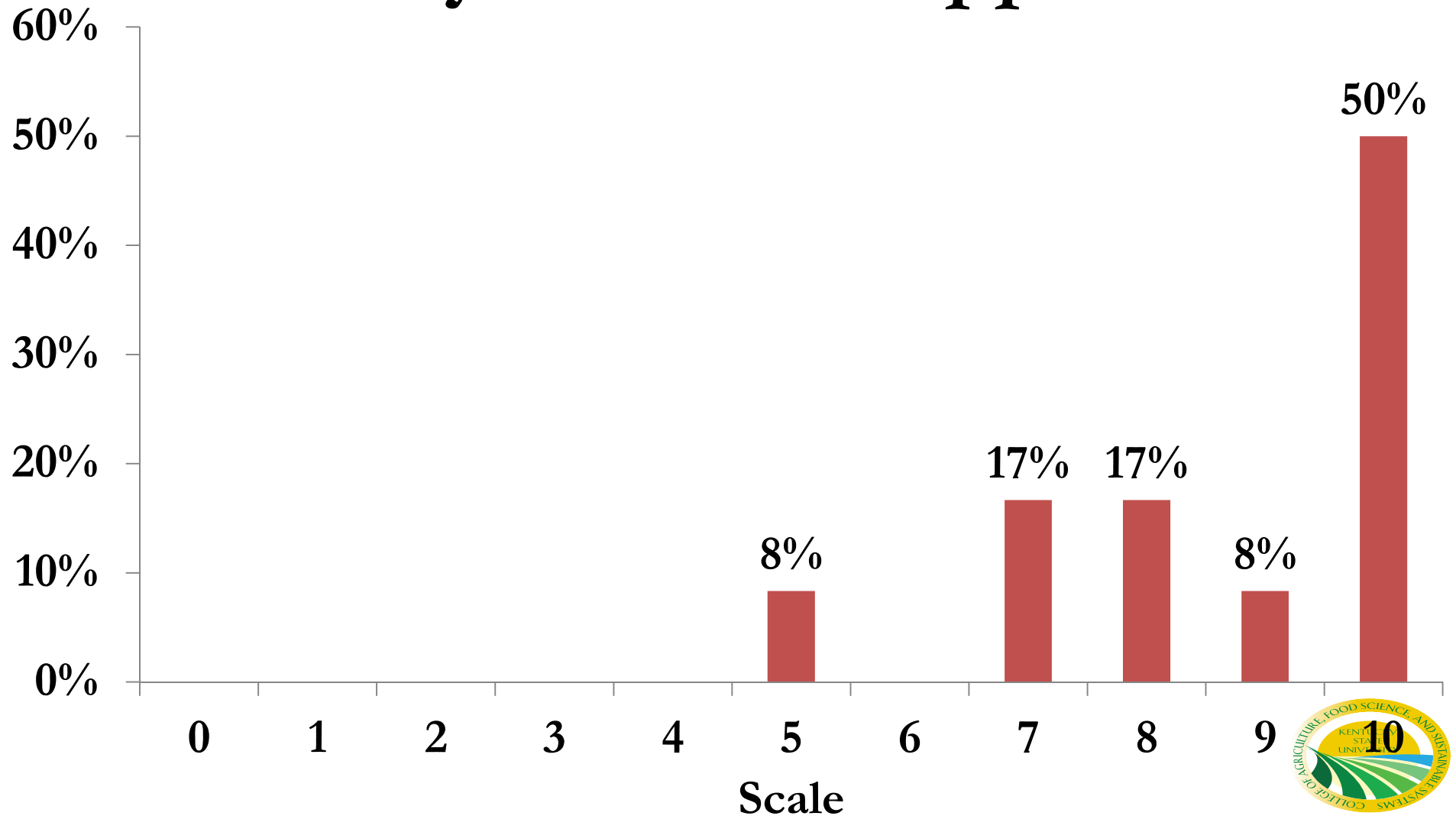
How did you like the texture?



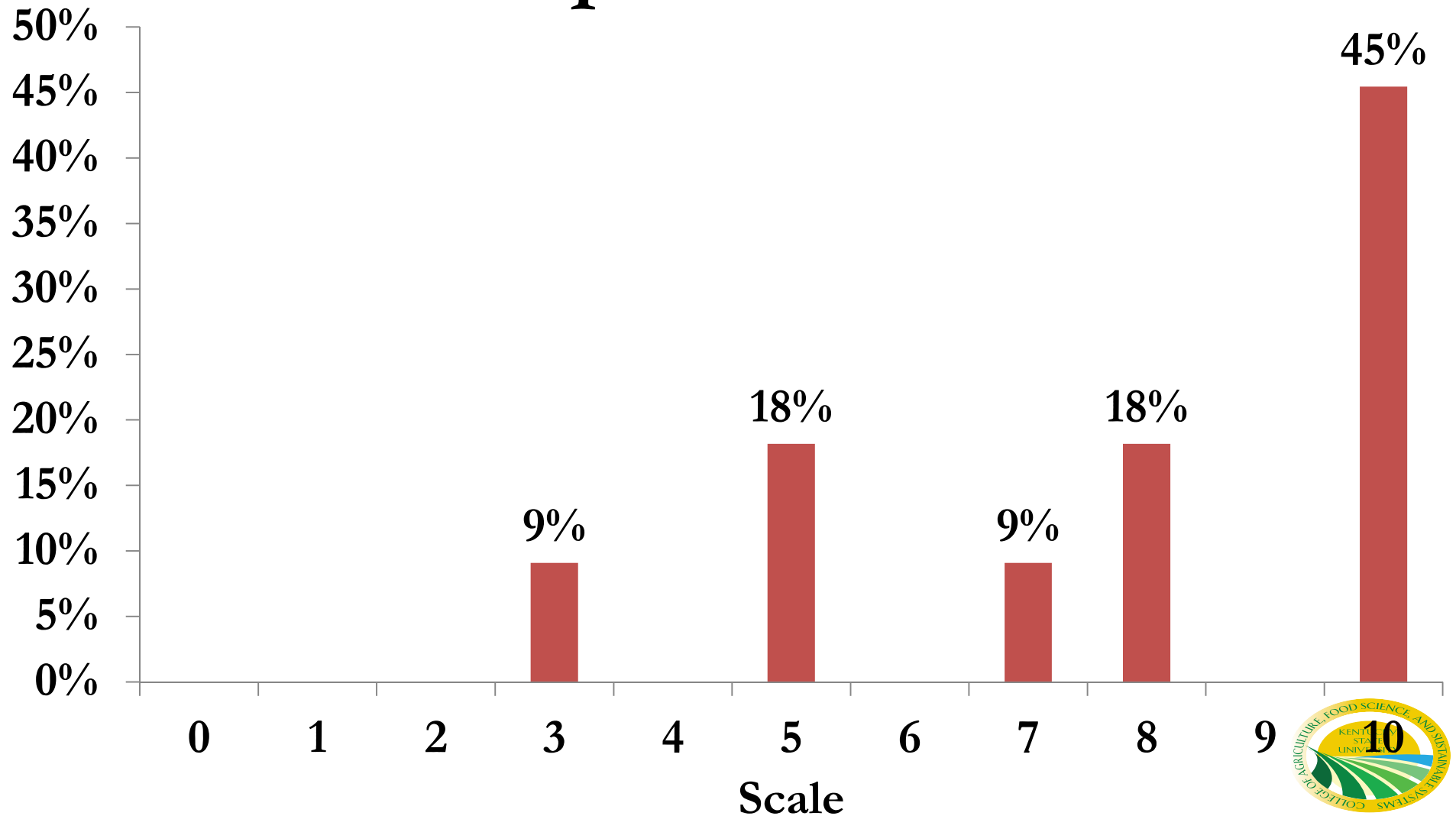
How did you like the flavor?



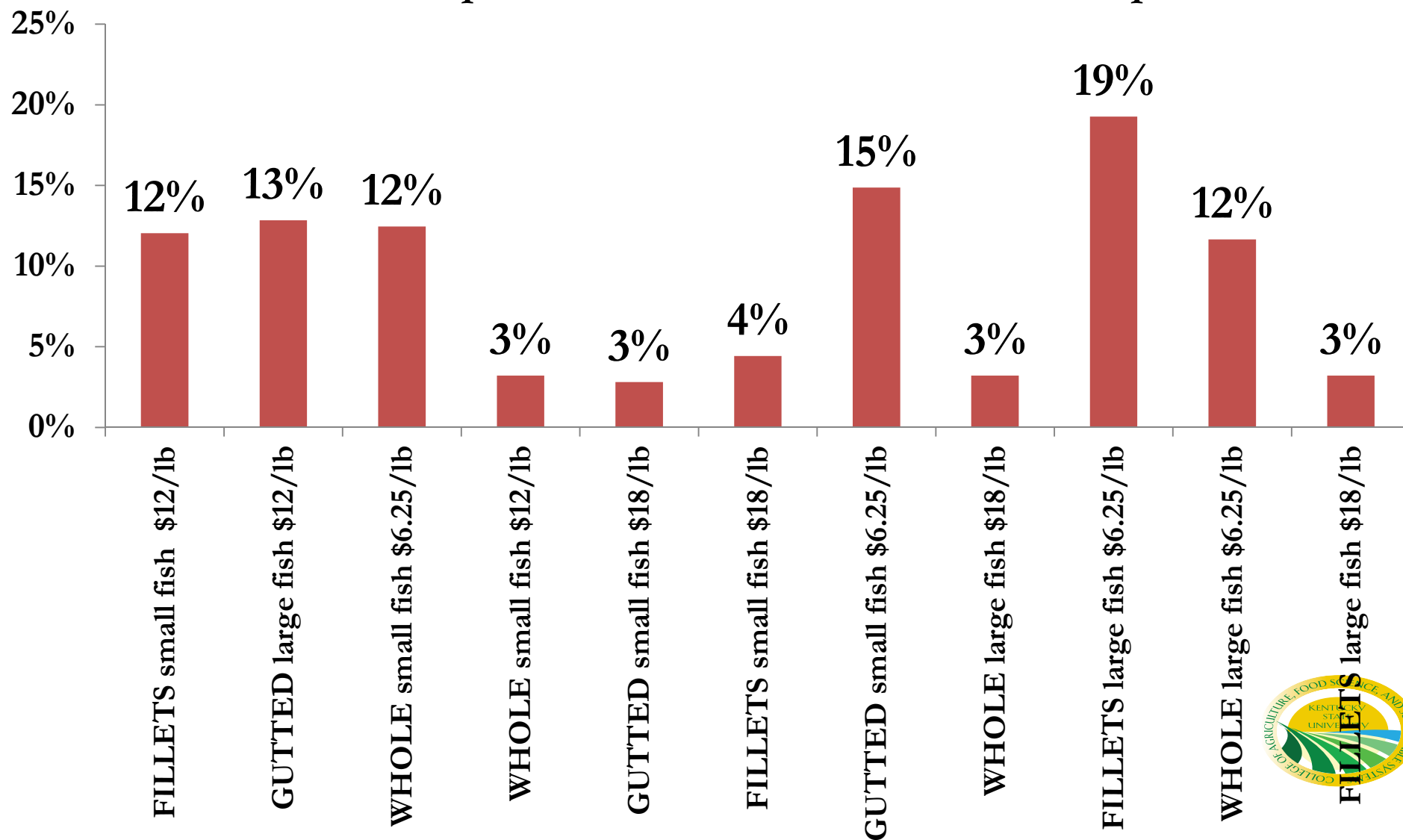
How did you like the appearance?



Overall Opinion of the Fish



Preferences for alternative fresh products on 0-10 scale, where 0 means "I hate this product." and 10 means "I love this product."



Conclusions

- The most preferred product and price are fillets at \$6.25/lb.
- The least preferred product was whole bass.
- 100% serve locally grown foods in their restaurant.
- 83% indicated that they were unsure whether they would buy the fish.
- 53% of restaurants prefer fillets but the sample was whole on ice (preferred by 17%).
- Price is very important.



Thanks to:

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USDA-AMS: FSMIP Program

Alex Philipchik

COOPERATIVE EXTENSION

