The Marketing of Farm-raised Largemouth Bass
Siddhartha Dasgupta, Richard Bryant, and Ashya Dozier
Kentucky State University
College of Agriculture, Food Science and Sustainable Systems
Cooperative Extension Program
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 restaurant
• 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 form Lexington and Louisville
RESULTS
Proportion of Restaurants Offering Freshwater Fish

Yes 33%
No 67%
Proportion of Restaurants Offering Locally-grown Food

Yes
100%
Preferred Delivery Schedule for Fresh, Locally-raised Fish

- Weekly: 58%
- Seasonally: 17%
- Whenever I can get it: 25%
Preferred Form of Largemouth Bass

- Fillets: 53%
- Gutted fish: 23%
- Whole fish: 18%
- Live fish: 6%
Willingness to Purchase Largemouth Bass

- Yes: 17%
- Not Sure: 83%
Socio-economic Status of Customers

- Mixed: 29%
- Wealthy: 18%
- Middle class: 24%
- Upper middle class: 29%
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 Freshly-Harvested Food

Scale

0 1 2 3 4 5 6 7 8 9 10

8% 33% 8% 50% 0% 10% 20% 30% 40% 50% 60%
Importance of Food Directly from the Farmer

![Bar Chart](chart.png)

1. Scale: 0 to 10
2. Bars represent percentage of respondents: 8%, 8%, 8%, 8%, 8%, 8%, 17%, 8%, 8%, 42%
Importance of Locally-Grown Fresh Fish

Scale

0 1 2 3 4 5 6 7 8 9 10

17% 25% 25%

8% 8% 8% 8%

0% 5% 10% 15% 20% 25% 30%
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?

Scale:

- 0: 0%
- 1: 5%
- 2: 10%
- 3: 15%
- 4: 20%
- 5: 18%
- 6: 9%
- 7: 9%
- 8: 36%
- 9: 27%
- 10: 10%
How did you like the flavor?

Scale

0 1 2 3 4 5 6 7 8 9 10

8% 8% 17% 0% 5% 10% 15% 20% 25% 30% 35%
How did you like the appearance?

Scale

8% 17% 17% 50% 0% 10% 20% 30% 40% 50% 60%

0 1 2 3 4 5 6 7 8 9 10

50%
Overall Opinion of the Fish

Scale

0 1 2 3 4 5 6 7 8 9 10

9% 18% 9%

45%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%
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:
USDA Evans-Allen Program
USDA-AMS: FSMIP Program
Alex Philipchik