



# MARKETING OF SMALL SCALE AQUACULTURE PRODUCTS IN KENTUCKY

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# Demographics of surveyed consumers

- Survey conducted in 2 cities of KY with a high Hispanic concentration: Lexington and Shelbyville (N= 73)
- 58% Male
- Average household size = 4
- Mexico 52%; Peru 39%
- 77% <40 years old
- 32% in “factory work” & 20% in agriculture



# Fish eating habits:

- 56% cook fish at home weekly
- 71% prefer freshwater fish
- 68% like eating catfish “A Lot”
- 20% like eating catfish but not “A lot”

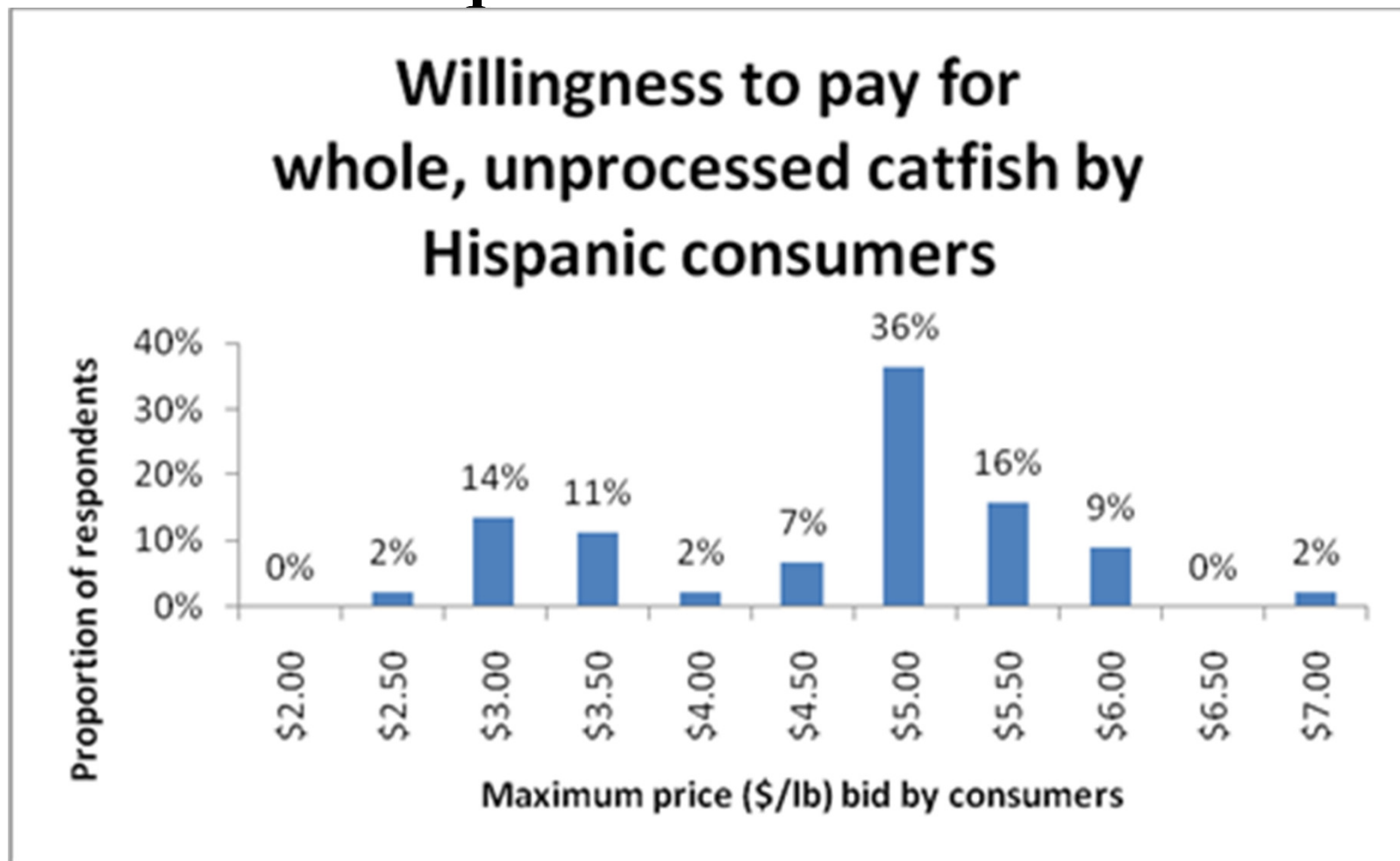


# Catfish preference:

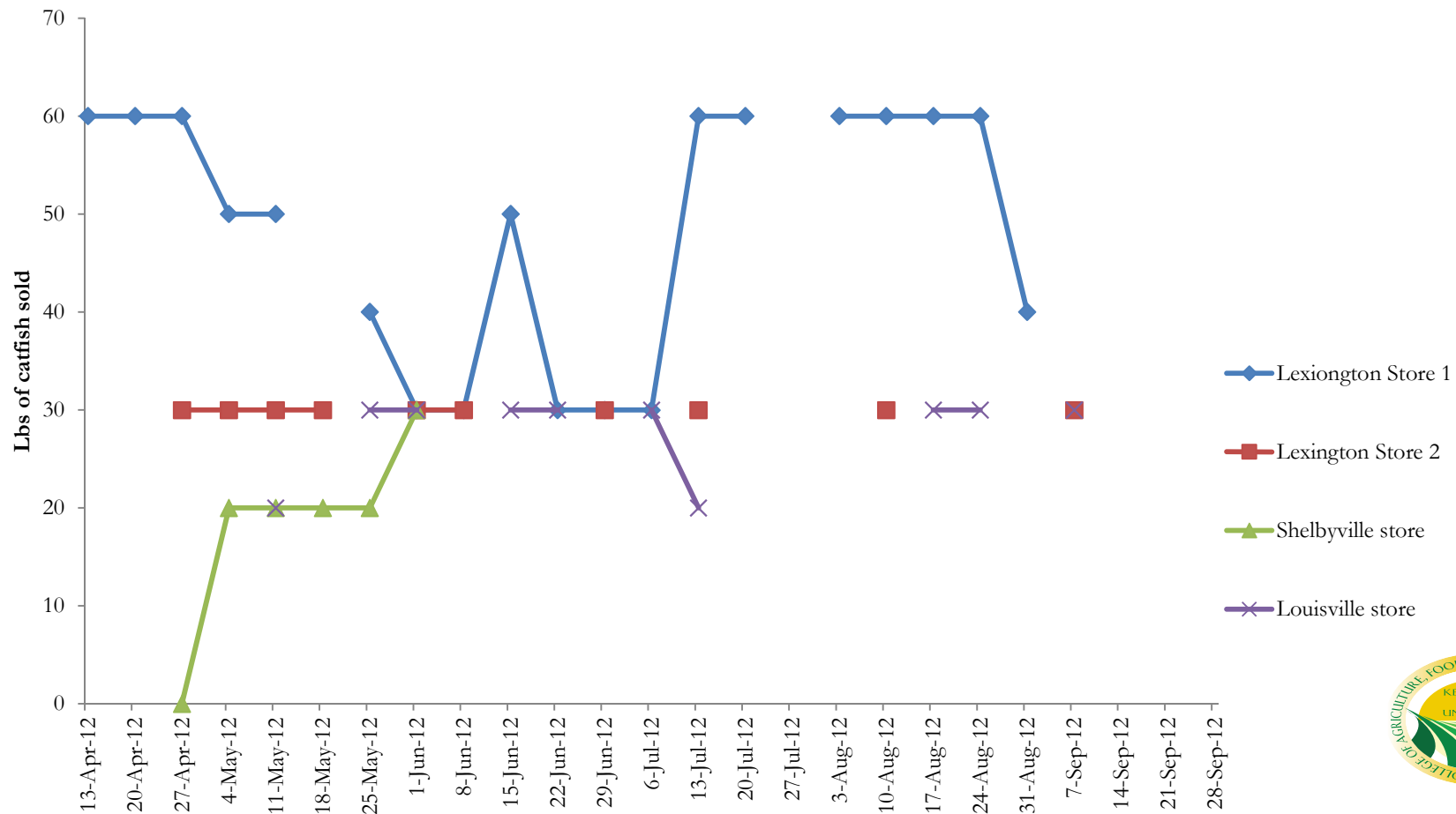
- Live fish preferred by 25%
- Fresh gutted fish preferred by 53%
- Fresh fillets preferred by 15%
- They do not like frozen catfish ( nor frozen fillets)
- “Will you buy fresh gutted catfish?”
  - 84% YES
  - 3% NO



# Distribution of willingness to pay for fresh unprocessed catfish on ice:



# Sales of unprocessed catfish on ice in Hispanic grocery stores in Lexington, Shelbyville, and Louisville, KY



## Sales of unprocessed catfish on ice in Hispanic grocery stores in Lexington, Shelbyville, and Louisville, KY

- Average weekly demand per store = 30 lb.
- Store will pay \$1.50-\$1.70/lb for unprocessed catfish on ice.
- Preferred size = 1.5-2lb fish.



# Results from survey done at several community supported agriculture (CSA) operations in KY

- N= 60
- Each CSA consumer was given 2 fresh catfish fillets, along with a simple recipe.
- The consumers were asked to eat the fish, and then answer a set of questions.
- A payment-card approach was used to determine their willingness to pay for fresh catfish fillets.





# Demographics of surveyed CSA consumers:

- 97% of CSA consumers were Caucasian
- Education (proxy of income): 60% had either graduate degrees or professional degrees
- 53% of respondents were female
- 53% of respondents live in a suburban area
- 60% of respondents were 50 years old or older
- Average household size = 2.68

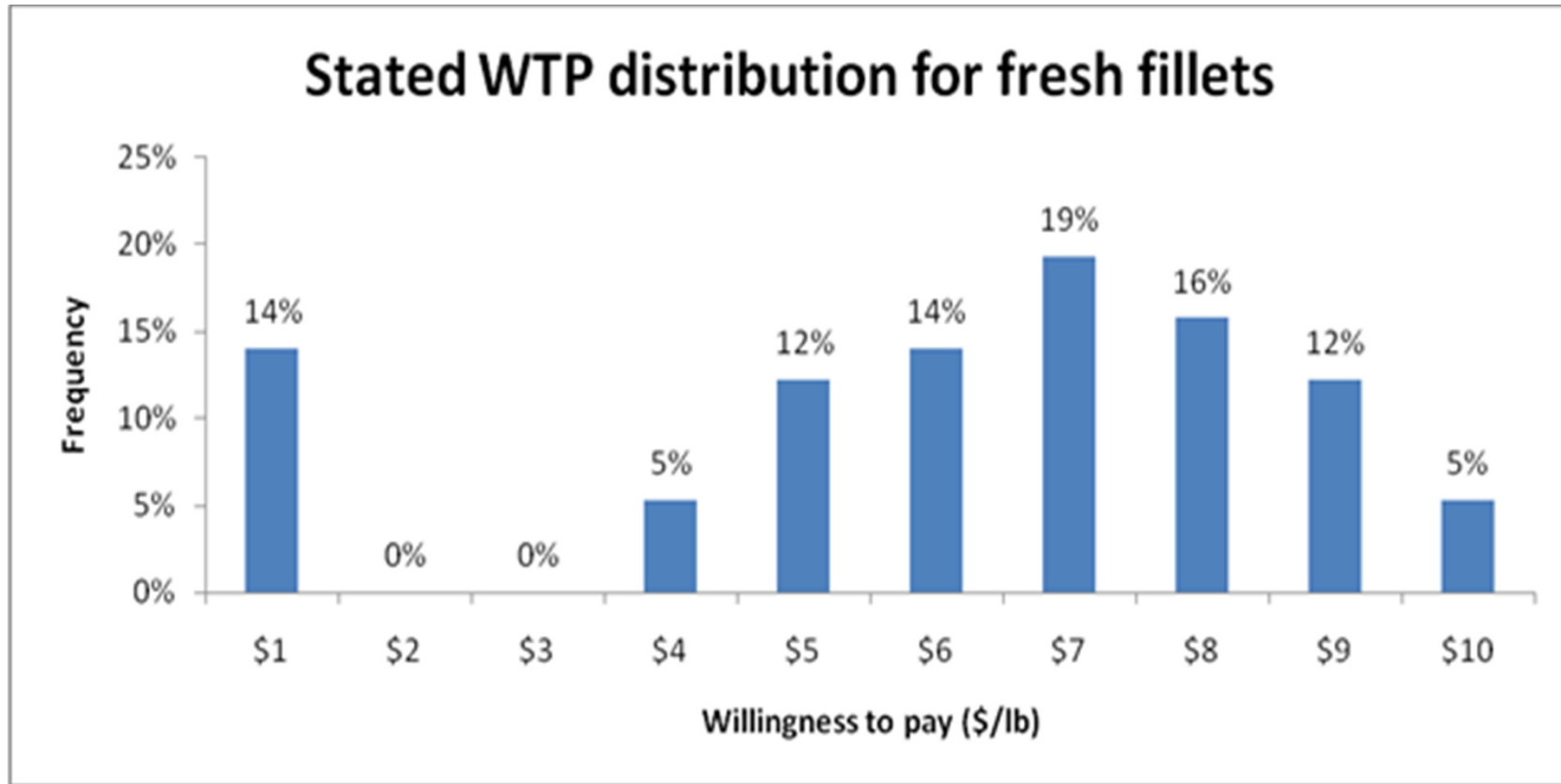


# Preferences for fish and catfish

- 93% indicated that they like to eat freshwater fish
- 13% ate catfish once per month; 45% ate catfish a few times a year; 42% ate catfish less often than “a few times a year”
- With respect to the sample of fresh fillets they received;
  - Taste: 92% either “loved it” or “liked it”
  - Texture: 82% either “loved it” or “liked it”
  - Freshness: 97% either “loved it” or “liked it”
- 67% consider regular or year-round availability of a product is important
- 75% want their CSA to offer fresh, locally-grown catfish fillets as a future protein



# Stated willingness to pay for fresh catfish fillets:



# Stated willingness to pay for fresh catfish fillets:

- Demand for fresh catfish fillets: 72% of CSA consumers indicated that they will be willing to buy 1-10lb of fillets per month
- 17% of respondents said that they will not buy any catfish fillets
- 3% of respondents will buy more than 10 lbs of catfish fillets per month



# Conclusions

- Hispanic markets are a good avenue for selling whole fish to grocers with a “carneceria” (butcher shop).
- Suppliers could get weekly orders of 20-60 lbs/week, at a price ranging from \$1.50/lb to \$1.70/lb.
- Fresh catfish from Kentucky farms could be sold directly to consumers at a price of \$3.00/lb or higher.
- Community Supported Agriculture projects could be a potential market for Kentucky catfish fillets.



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