

CONSUMER PREFERENCES FOR MARINE FINFISH

**Domena A. Agyeman, Jonathan van Senten,
Carole R. Engel, and Michael Schwarz**



VIRGINIA AGRICULTURAL EXPERIMENT STATION
**VIRGINIA SEAFOOD AGRICULTURAL
RESEARCH AND EXTENSION CENTER**
VIRGINIA TECH™



Background

- Increased support for marine finfish production in the US
- Key advances in hatchery methods and larval feeds
- Commercialization of **20** selected species (Rexroad et. al 2021)



Background

Twenty selected marine finfish species (Rexroad et. al 2021)

Almaco jack	Redfish
Atlantic cod	Red snapper
Black drum	Sablefish
Black sea bass	Southern flounder
California flounder	Spotted seatrout
California yellowtail	Spotted wolffish
Cobia	Striped bass
Florida pompano	Summer flounder
Greater amberjack	Tripletail
Olive flounder	White seabass

- Information on marketing opportunities?

Goal

Assess and summarize consumer preferences for the 20 marine finfish species identified as candidates for commercialization in southern U.S .

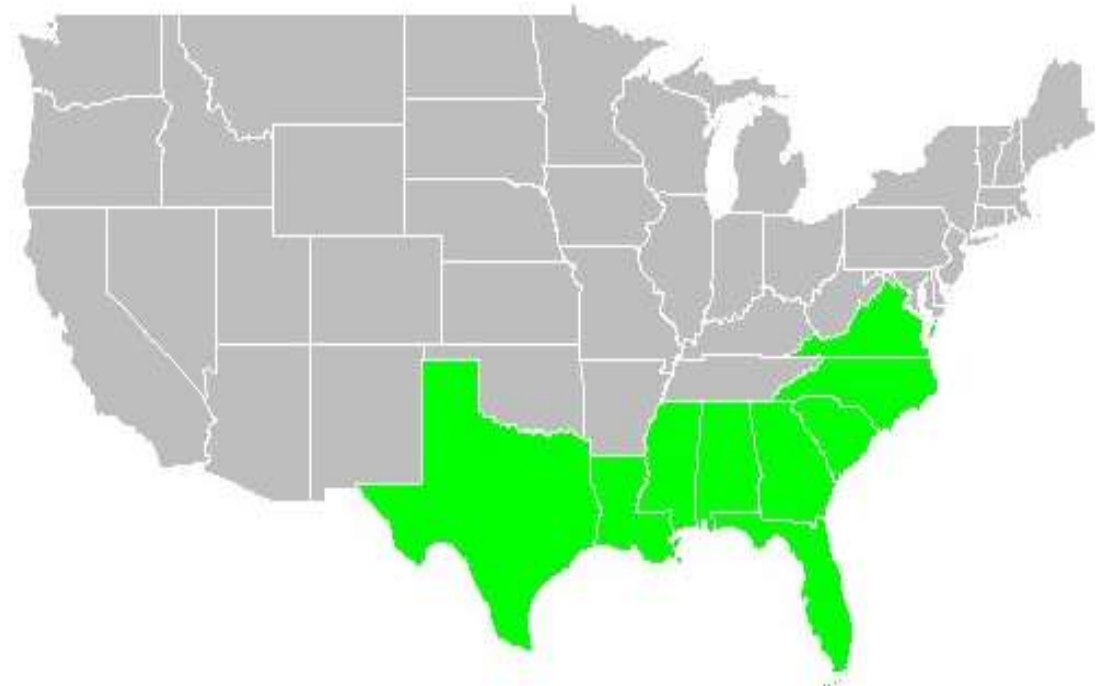
Method

Online (Qualtrics) survey of seafood consumers in nine southern states

Nine southern states

AL, MS, FL, GA, LA

NC, SC, TX, VA



Study area

N = 818

Demographics of respondents

Age & Gender	
Median age	39 yrs.
Male	40%
Female	59%

Race	
White	52%
Black	22%
Hispanic	14%
Asian	7%

Education	
High school or less	23%
Some college	32%
4yrs or above	45%

Income	
≤ \$100,000	80%
> \$100,000	20%

Favorite and most consumed finfish

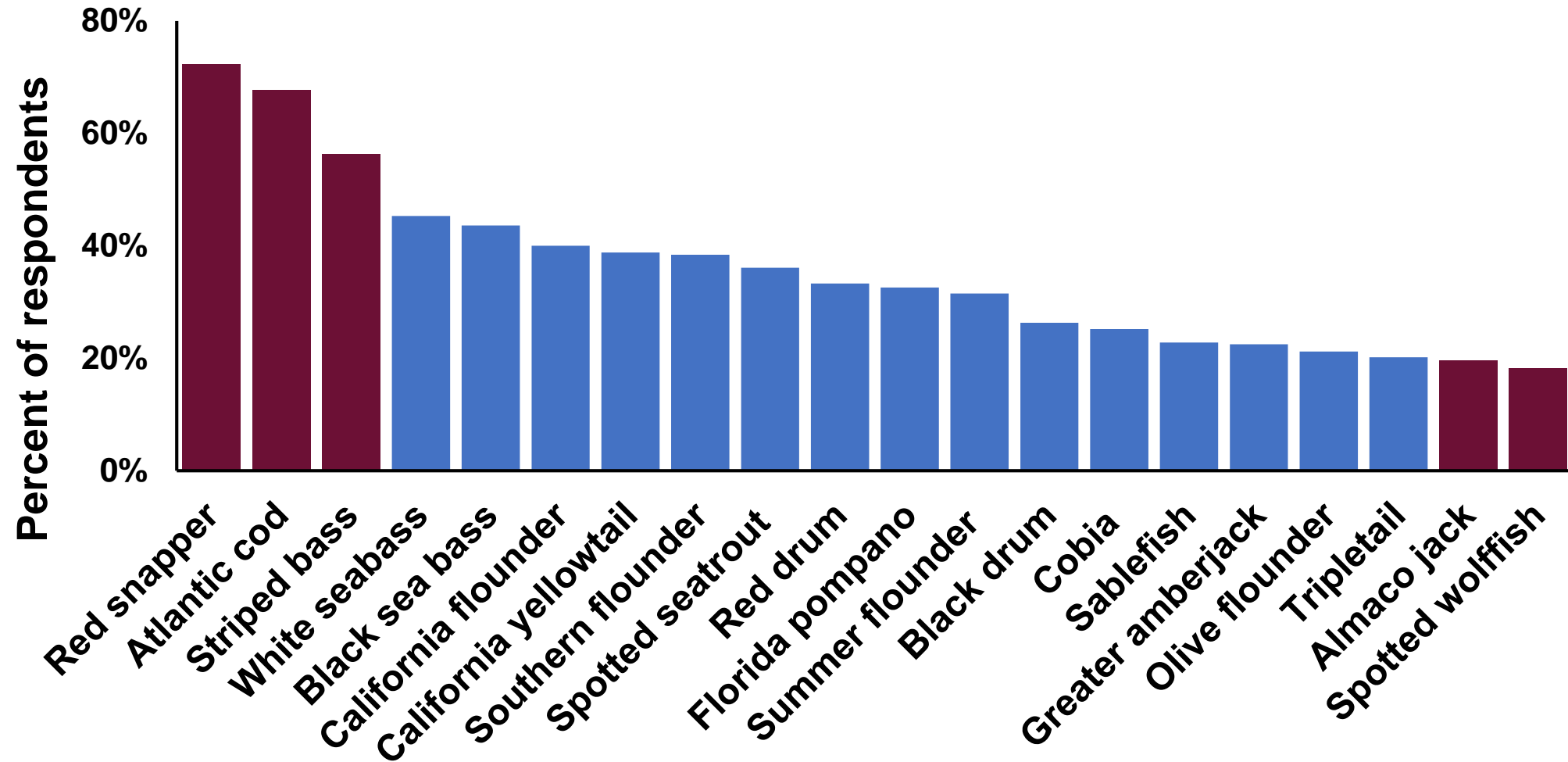
Favorite	Most consumed
Salmon (27%)	Tuna (27%)
Tuna (20%)	Salmon (26%)
Catfish (8%)	Catfish (9%)
Tilapia (6%)	Tilapia (7%)
Shrimp (5%)	Shrimp (5%)

9% listed the species of interest

Preferences for the most consumed species

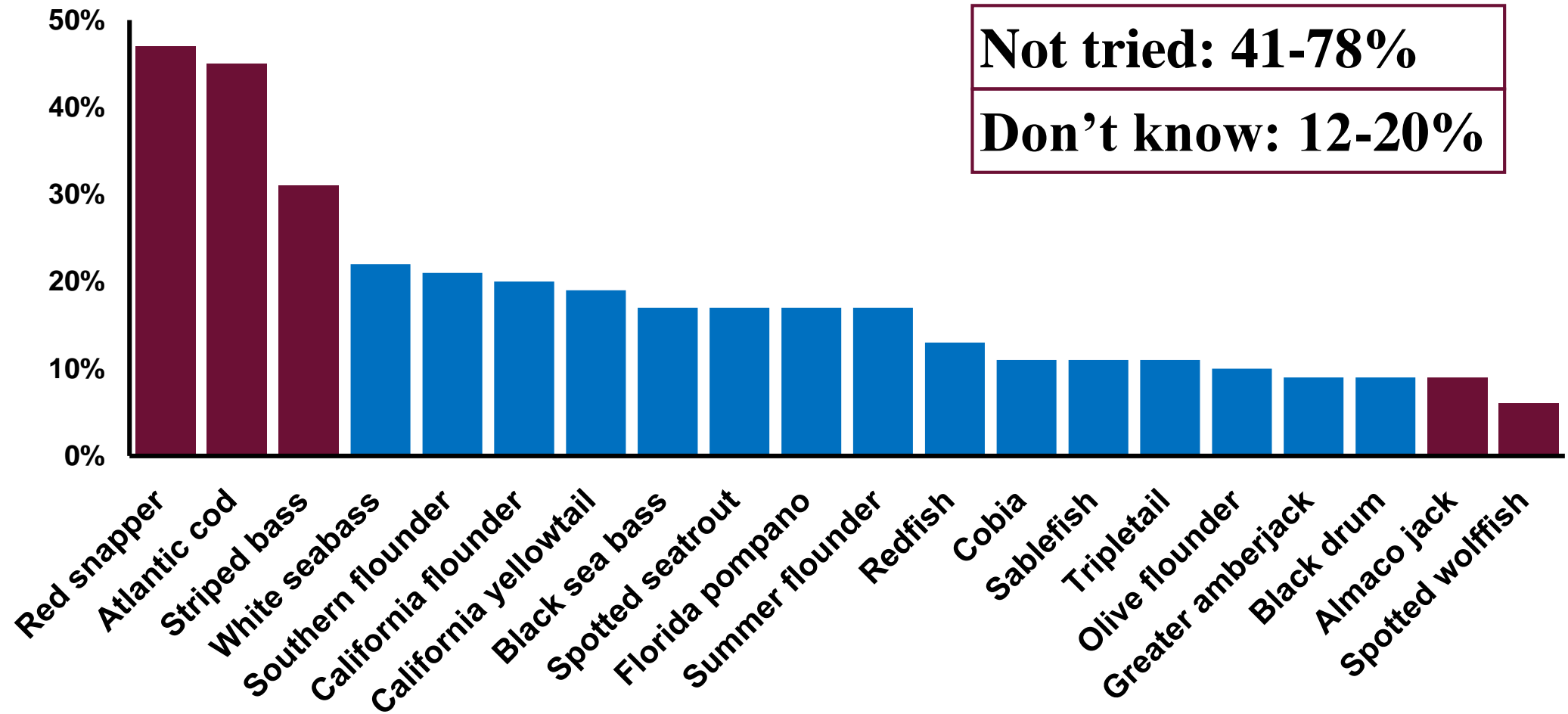
- **Attributes:** Taste/Flavor, Appearance, and Texture
- **Form:** Fresh and Frozen
- **Cut:** Fillet and Whole cuts
- **Location:** Restaurants and Homes
 - Specialty seafood and local restaurants

Consumer familiarity with the species of interest



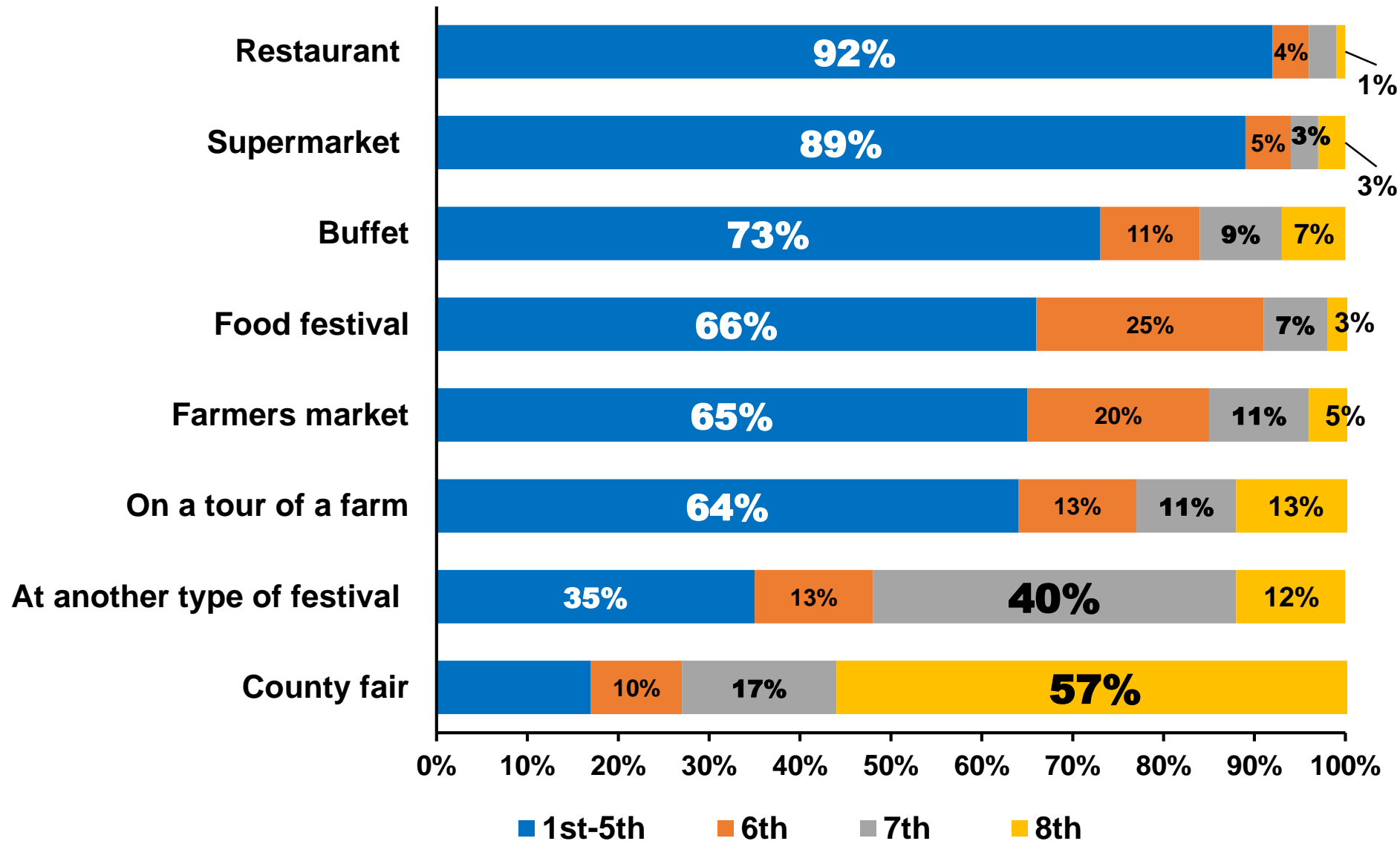
Percentage of participants who had heard of the species of interest

Consumer familiarity with the species of interest



Percentage of participants who had tried the species of interest

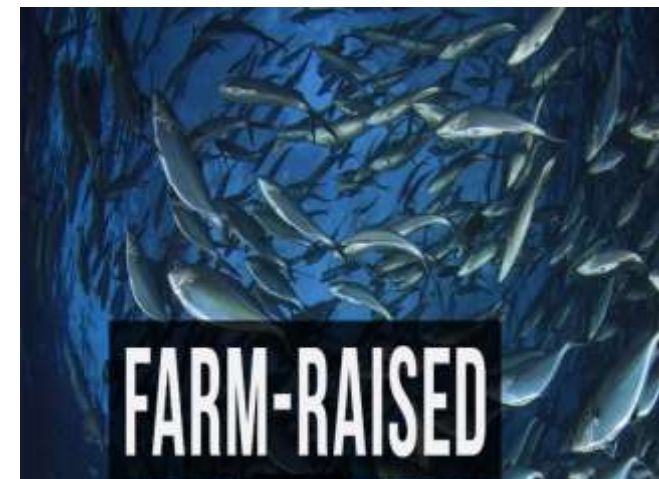
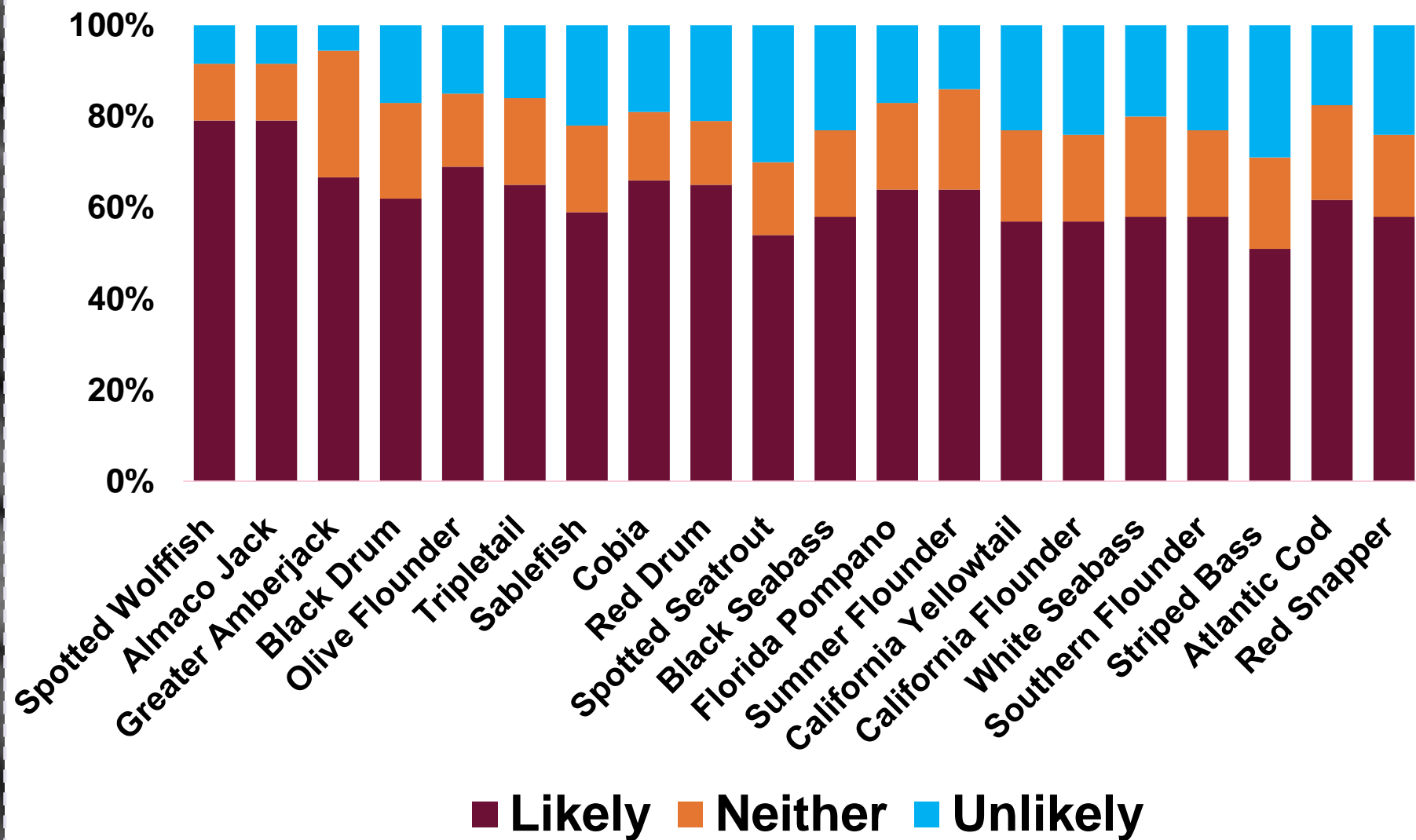
Locations to try free sample of the species of interest



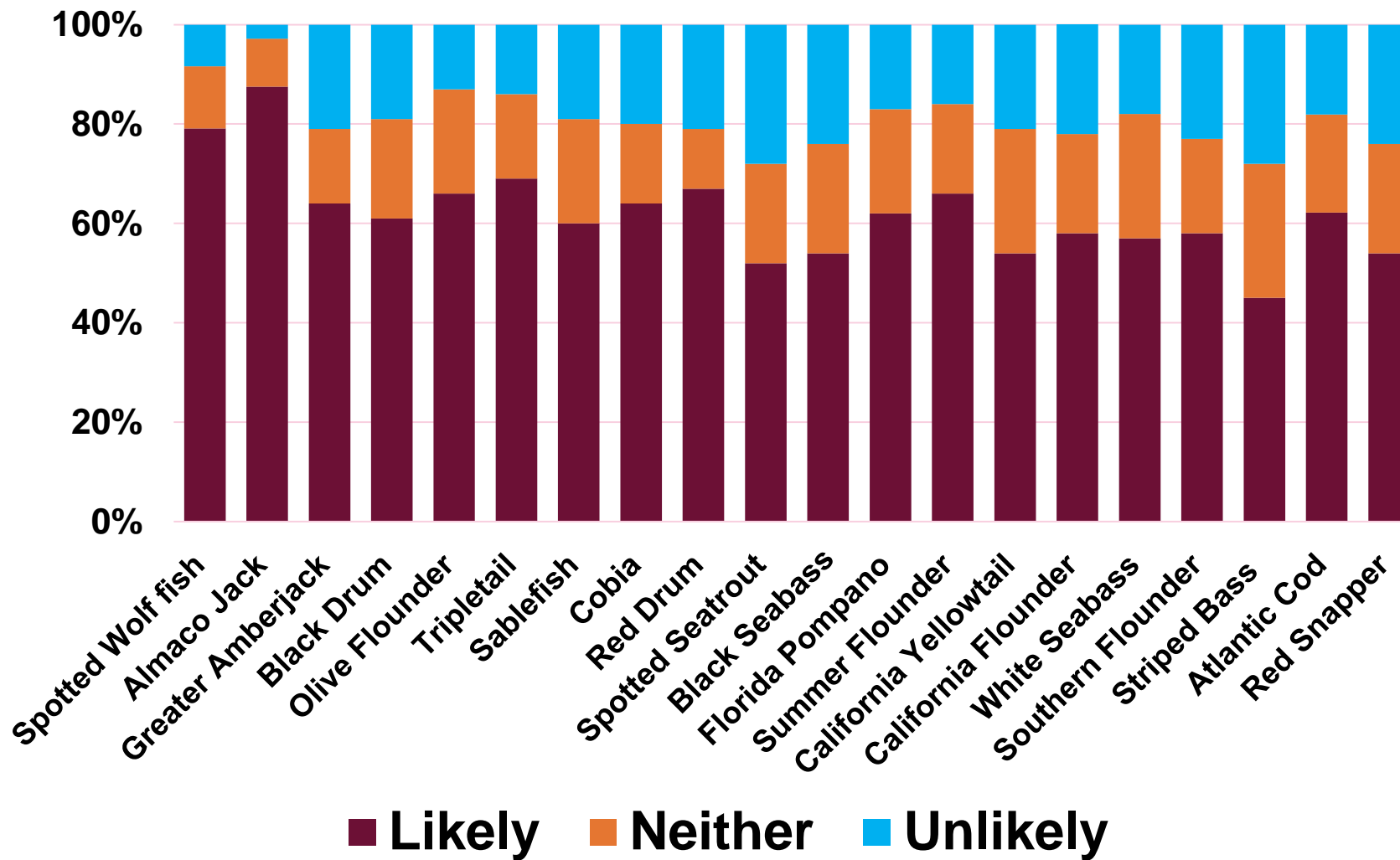
Preferences for the species of interest

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Likelihood of purchasing farmed raised species of interest at restaurants



Likelihood of purchasing farmed raised species of interest at markets/stores



Summary

- Measures to increase familiarity with the species of interest are needed
- Consumers are likely to purchase the species of interest if farmed
- Preference for specialty seafood and local restaurants
- Taste/flavor, appearance, and texture are priority for consumers

THANK YOU