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Measuring consumer attitudes and preferences about farm-raised shellfish, finish, and seaweed

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Measuring consumer attitudes and preferences about farm-raised shellfish, finfish, and seaweed

Mary Ellen Camire¹, Shae Horrigan⁴, Christopher V. Davis², George Shaler³, Robyn Dumont³, Caryn Schneider⁴, Raymond Bernier⁴, Randy Labbe⁴, and Dylan Bouchard⁵

ATLANTIC



University of Maine School of Food & Agriculture¹, Maine Aquaculture Innovation Center², Maine Statistical Analysis Center³, Atlantic Corporation⁴, North Carolina State University⁵

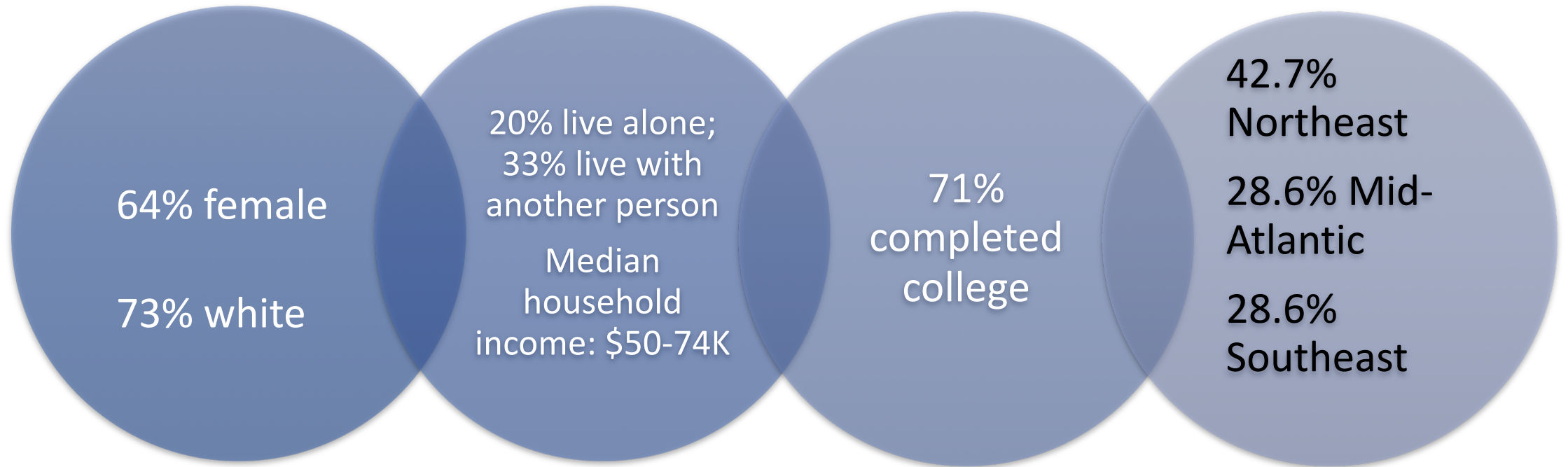
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Background

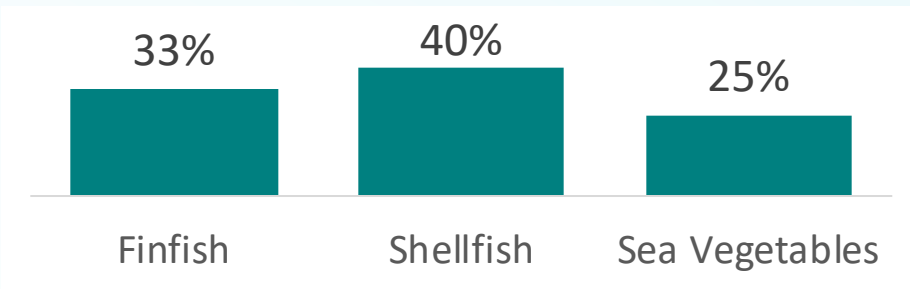
- Development and implementation of data-driven marketing strategies can enhance the success of aquaculture businesses
- Survey of consumer attitudes and preferences
 - 30+ questions
 - Respondents from the 14 Atlantic states
 - 6,021 responses with 5,989 surveys suitable for analysis
 - Topics covered: consumer awareness, consumption, preferences, willingness to pay, environmental concerns

Survey participant demographics

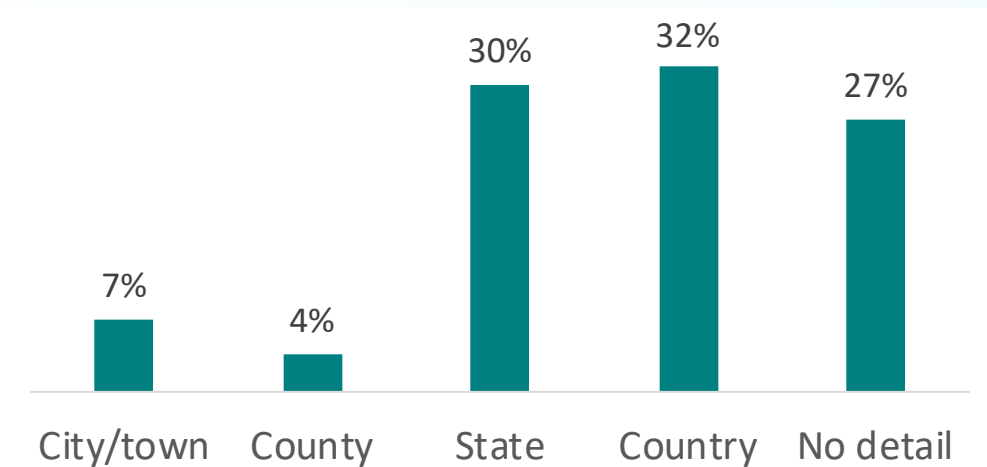


Consumer Awareness

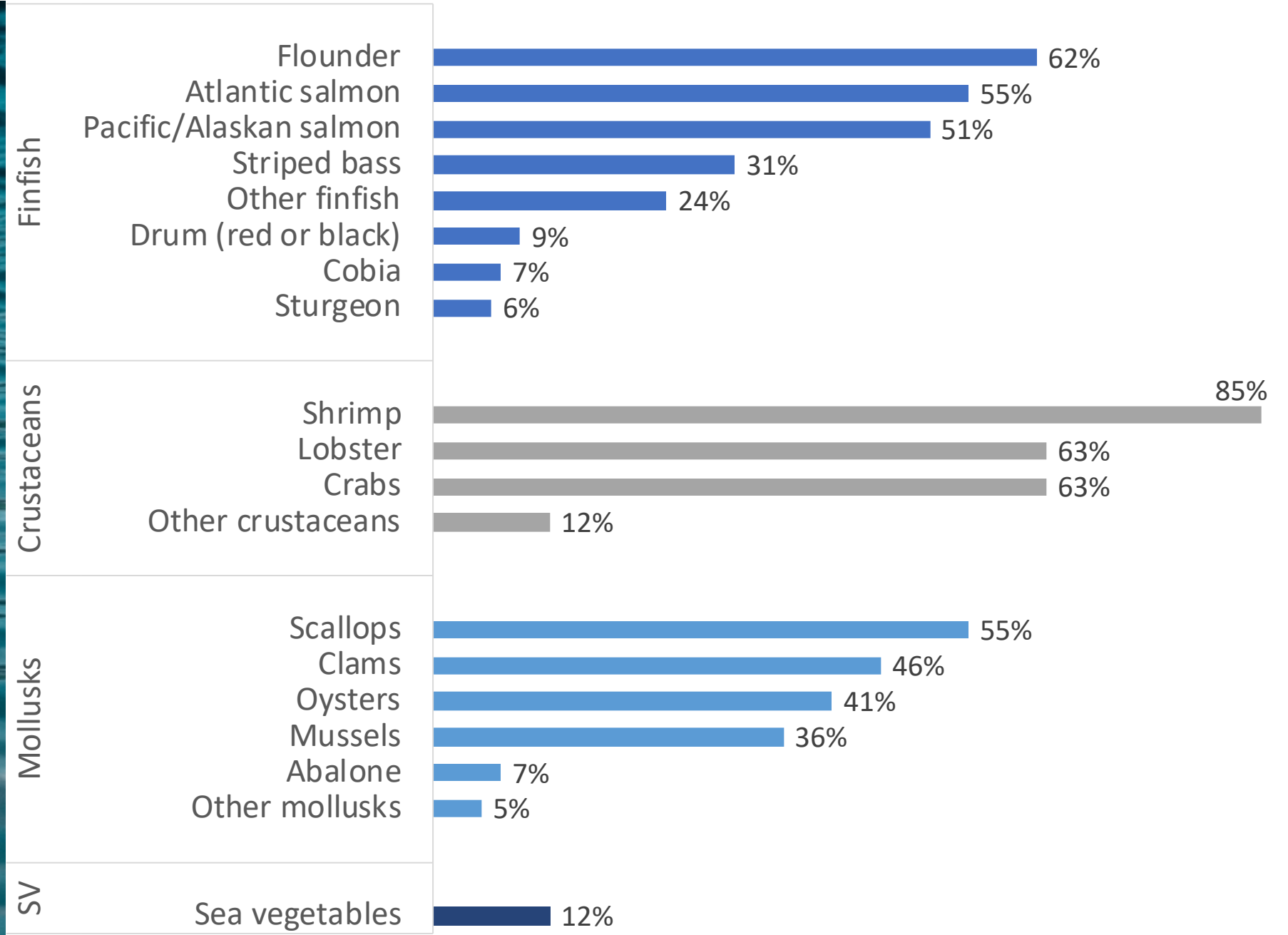
- U.S. East Coast aquaculture operations



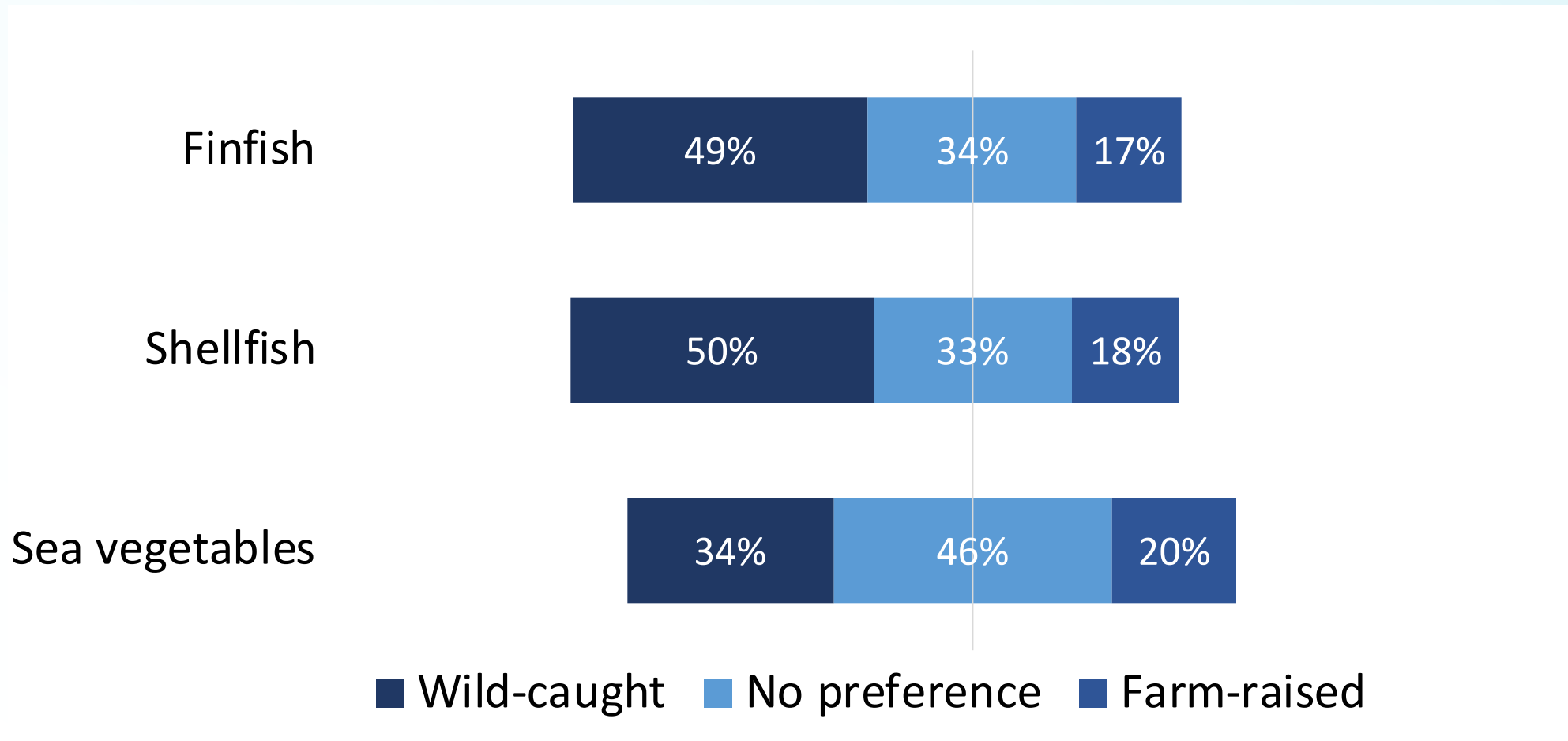
- Level of geographic origin information requested for seafood



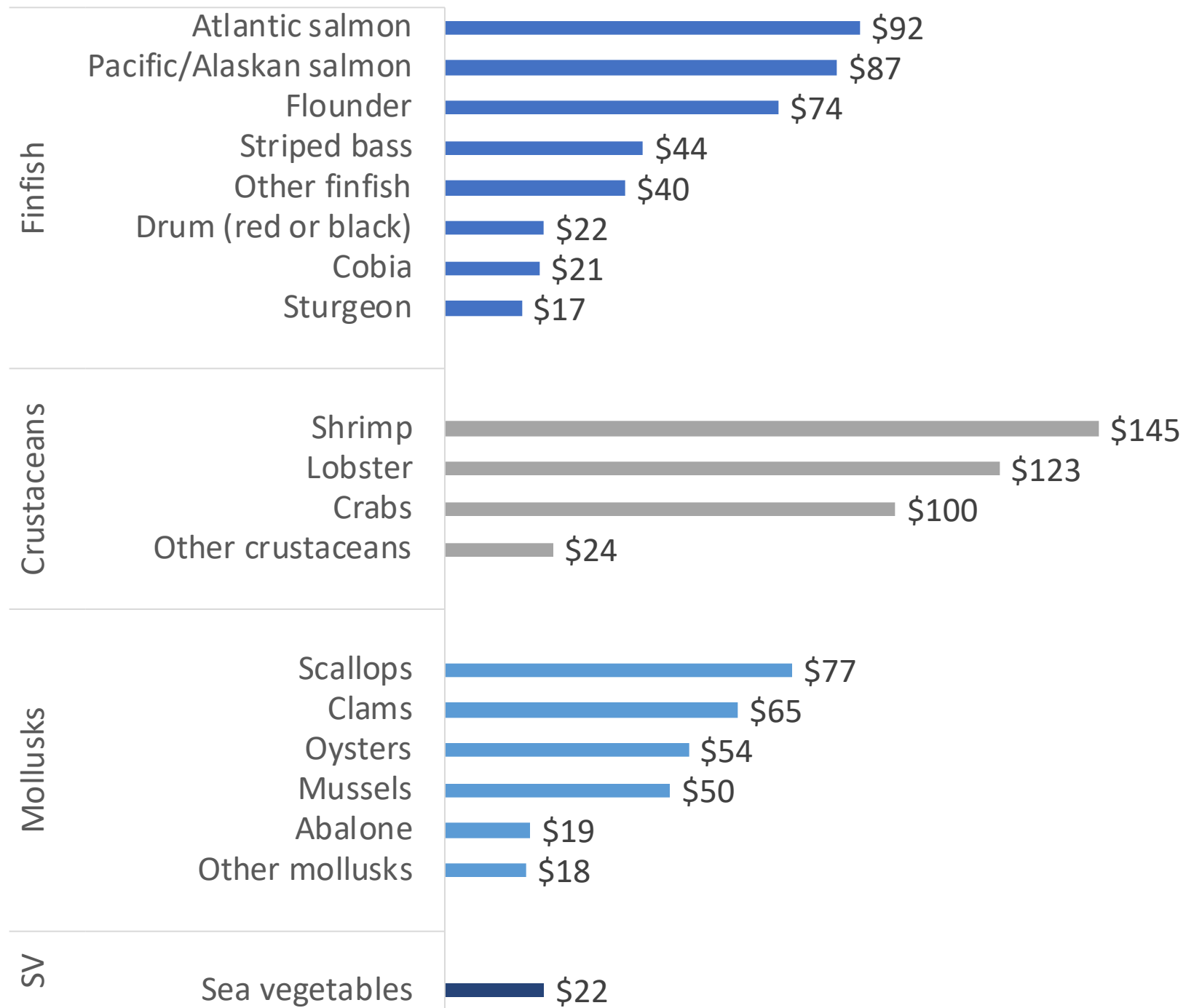
Consumption



Consumer preferences for wild-caught or farm-raised seafood

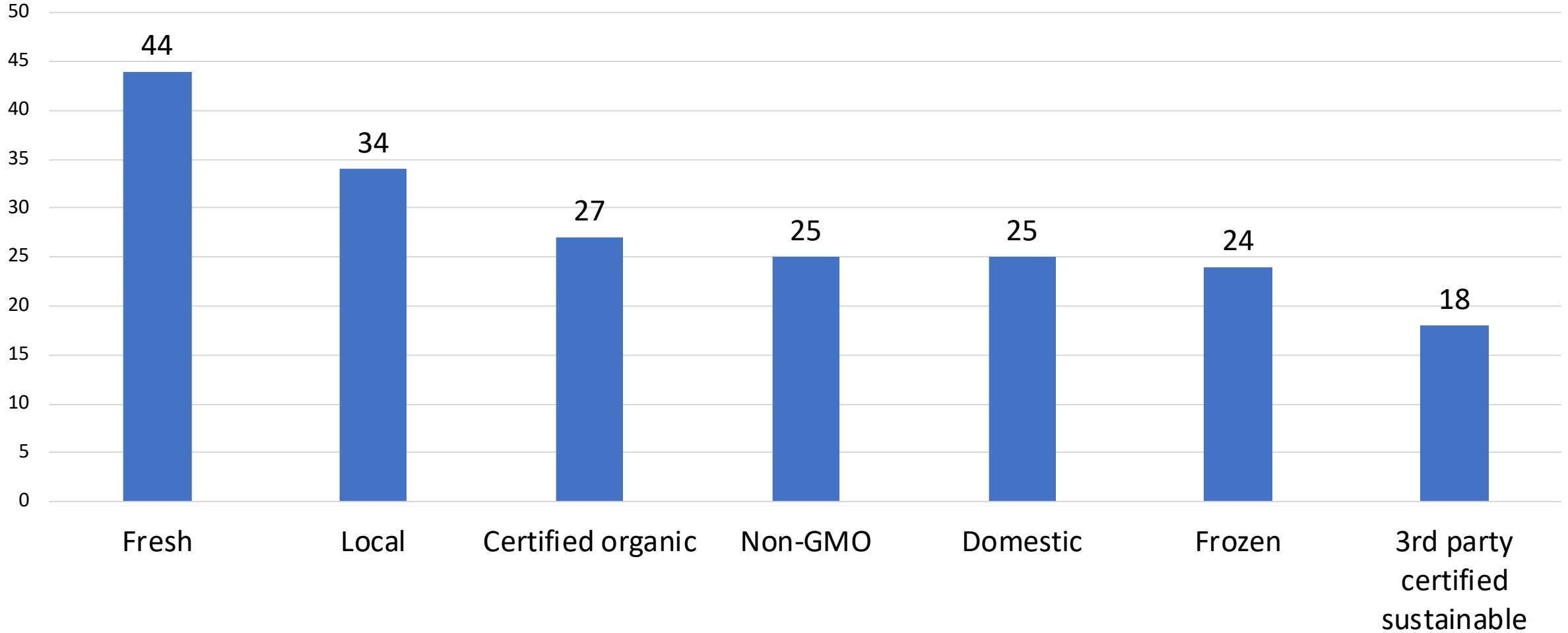


Annual Amount Willing to Spend

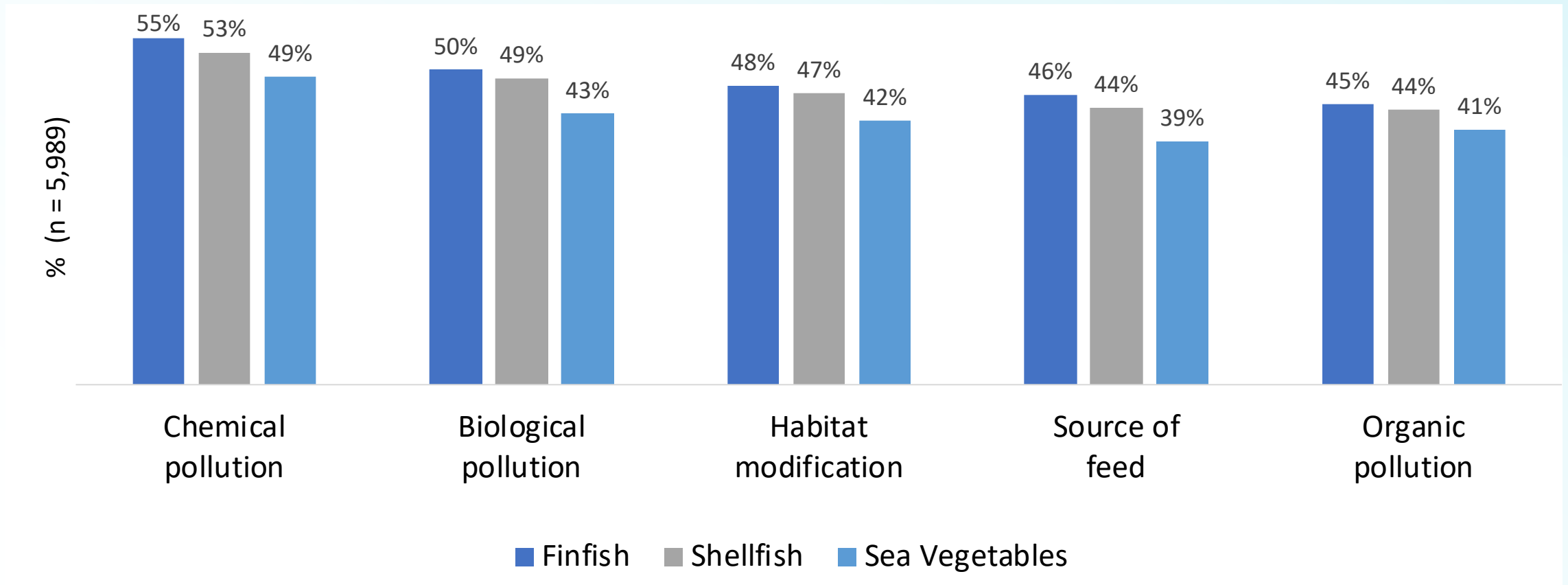


Consumer Willingness to Pay More for Seafood with Specific Labeling

%



Participants' concern for the environmental impact of aquaculture



Results from regression models

- A high school education and male gender predict lower spending on seafood.
- Consumers aware of East Coast aquaculture spend \$14.27 more per year on average than non-aware consumers.
- People who spend more annually at one source (e.g. stores), spend more at other sites such as restaurants.

Conclusion

- Unmet market demand and opportunity
- Preference for wild-caught vs farm-raised
- Purchase of farm-raised when readily available
- Respondents' main concern is chemical pollution

Acknowledgments

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