

Title: **Consumer Attitudes and Consumption Choices in the California Salmon Market**

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Abstract: After decades of decline, real salmon prices paid to California fishermen have rebounded in the past few years. This recent price recovery is probably due in part to reduced availability of fresh salmon in local markets, but anecdotal evidence suggests increased product differentiation by consumers is also an important part of the story. In this paper, we report on a survey undertaken to assess California salmon consumer attitudes and consumption patterns. Among other product attributes, the survey focuses on issues related to food sourcing: whether the fish is local, domestic, or international; whether the fish is from a certified (organic or sustainable) fishery; and general concerns over food safety and environmental impact.