

# **An Investigation of the Potential Wholesale Market for Crawfish in the Mid-Atlantic**

by

**C. M. Gempesaw II**  
Professor  
Department of Food & Resource Economics  
University of Delaware  
Newark, DE

**J. R. Bacon**  
Research Associate  
Department of Food & Resource Economics  
University of Delaware  
Newark, DE

**U. C. Toensmeyer**  
Professor  
Department of Food & Resource Economics  
University of Delaware  
Newark, DE

**F. F. Wirth**  
Agricultural Marketing and Development Administrator  
State of Delaware  
Department of Agriculture  
Dover, DE

## **Objectives**

The overall objective of this project is to collect information from seafood wholesalers and brokers in the mid-Atlantic region concerning their attitudes toward crawfish and other selected seafood products. The specific objectives of this project are:

1. To identify the wholesale market potential for crawfish and other seafood products within the mid-Atlantic region.

2. To determine the factors influencing the selection of a supplier.
3. To ascertain the extent to which farm raised fish and seafood products are being accepted by wholesalers and brokers.

## **Justification**

Over 90 percent of consumers questioned in a recent study were aware of crawfish as a food item, while only 23 percent indicated they ate crawfish. The principle reason given for not

eating crawfish was the lack of availability of the product. Knowledge concerning how seafood wholesalers and brokers are willing to respond is important in identifying the market potential of crawfish and other seafood products in the mid-Atlantic region.

This lack of market knowledge is a serious barrier in determining the viability of farm raised seafood products as an alternative for the agribusiness sector. The information provided by this project can be used by the agribusiness sector in developing production strategies for crawfish and other farm raised seafood products in the mid-Atlantic region.

## **Procedure**

In order to achieve the above objectives seafood wholesalers and brokers will be surveyed via personal interviews using a formal questionnaire. The survey will include questions about sources of supply, demand, quantity, pricing, consistency of supply, packaging, fresh versus frozen, marketing problems, and other factors affecting the market potential of crawfish and other seafood products.