

## Demand for Live Seafood in the North Central Region

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## INTRODUCTION

- ✓ Growth in fresh and live seafood products in non-traditional retail grocery sector.
- ✓ Targeting buyers of live fish presents a good potential for sales growth for fish farmers
- ✓ Need for developing a long-term marketing relationship between fish farmers and non-traditional retail grocery sector.

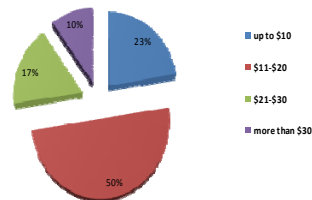
## OBJECTIVE

- ✓ Assess effects of product attributes, shopping habits and ethnic/cultural traditions on the purchase of live seafood products.

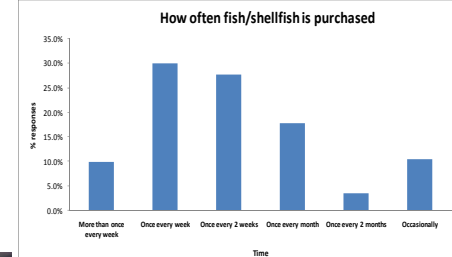
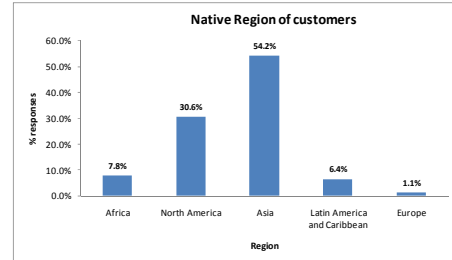
## MATERIALS AND METHODS

- ✓ Study covered a 5-month period from June through August, and then October / November, 2008 by means of intercept survey of shoppers at Asian food stores in selected cities in the north central region.
- ✓ The stores visited were located in these cities - Indiana: Indianapolis, West Lafayette, Fort Wayne, and Evansville; Ohio: Columbus, Fairfield, Cincinnati, and Cleveland; Illinois: Chicago.
- ✓ Random Parameters Ordered Probit Analysis

Average amount of money spent per visit on fish/shellfish



## RESULTS



- ✓ Higher expenditures on live fish/shellfish were influenced by distance travelled, type of fish purchased (freshwater finfish, saltwater fish or shellfish), quality assurance & higher income.
- ✓ With quality assurance, the probability of spending \$21-\$30 per visit is 19% for freshwater finfish, 14% for saltwater finfish & 20% probability for shellfish.
- ✓ With households income above \$150,000, the probability of a \$21-\$30 expenditure per visit is 24%.
- ✓ Asians had a 16% probability of spending up to \$10 and a 13% probability of spending \$11-\$20 per visit.
- ✓ Shopping frequency showed a high degree of variation among shoppers with respect to weekly & biweekly purchases.

## ACKNOWLEDGMENT

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