

# Attribute Preferences for Seafood in Restaurants and Supermarkets in the Gulf-coast Markets

Anindita Mandal\*, Shraddha Hegde, Christopher Phan

Department of Rangeland, Wildlife, and Fisheries Management,  
Texas A&M University, College Station, TX-77843



## Motivation

- Total aquaculture production and sales value in the U.S in 2022 was 479,000 tonnes and \$1.5 billion respectively.
- Per capita consumption of seafood grew by 38% from 1990 to 2022.
- U.S exported \$4.9 billion value of seafood whereas imported about \$25.5 billion in 2024.
- There is limited research on restaurants and supermarkets – two most influential supply chain partners.
- Understanding restaurant and supermarket preferences can help U.S. producers tailor their product for better market positioning.

## Objective

- Identifying preferred sources, product form, packaging sizes, and other important factors influencing the purchase of red drum, crawfish and oysters by restaurants and supermarkets.

## Methodology

- **Survey Area:** Houston and Dallas (Texas), New Orleans and Baton Rouge (Louisiana), Gulfport and Biloxi (Mississippi), and Mobile (Alabama)
- **Sample Size:** 65 restaurants; 468 restaurants contacted (response rate 13.9%); insufficient response from supermarket
- **Sampling Technique:** Simple random sampling
- **Data Analysis:** Descriptive analysis



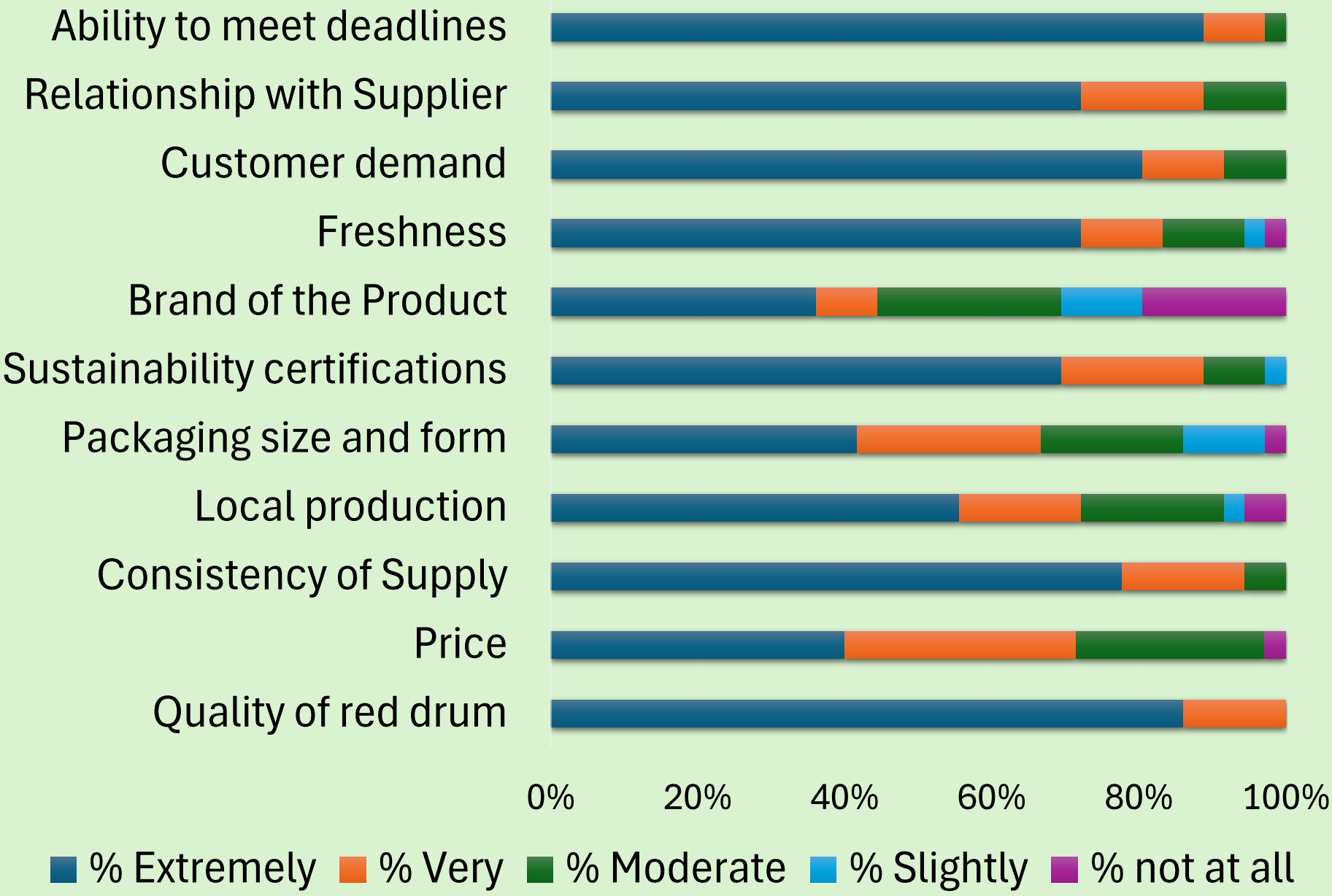
Fig: A generalized supply chain of red drum, crawfish and oysters

## Summary Table

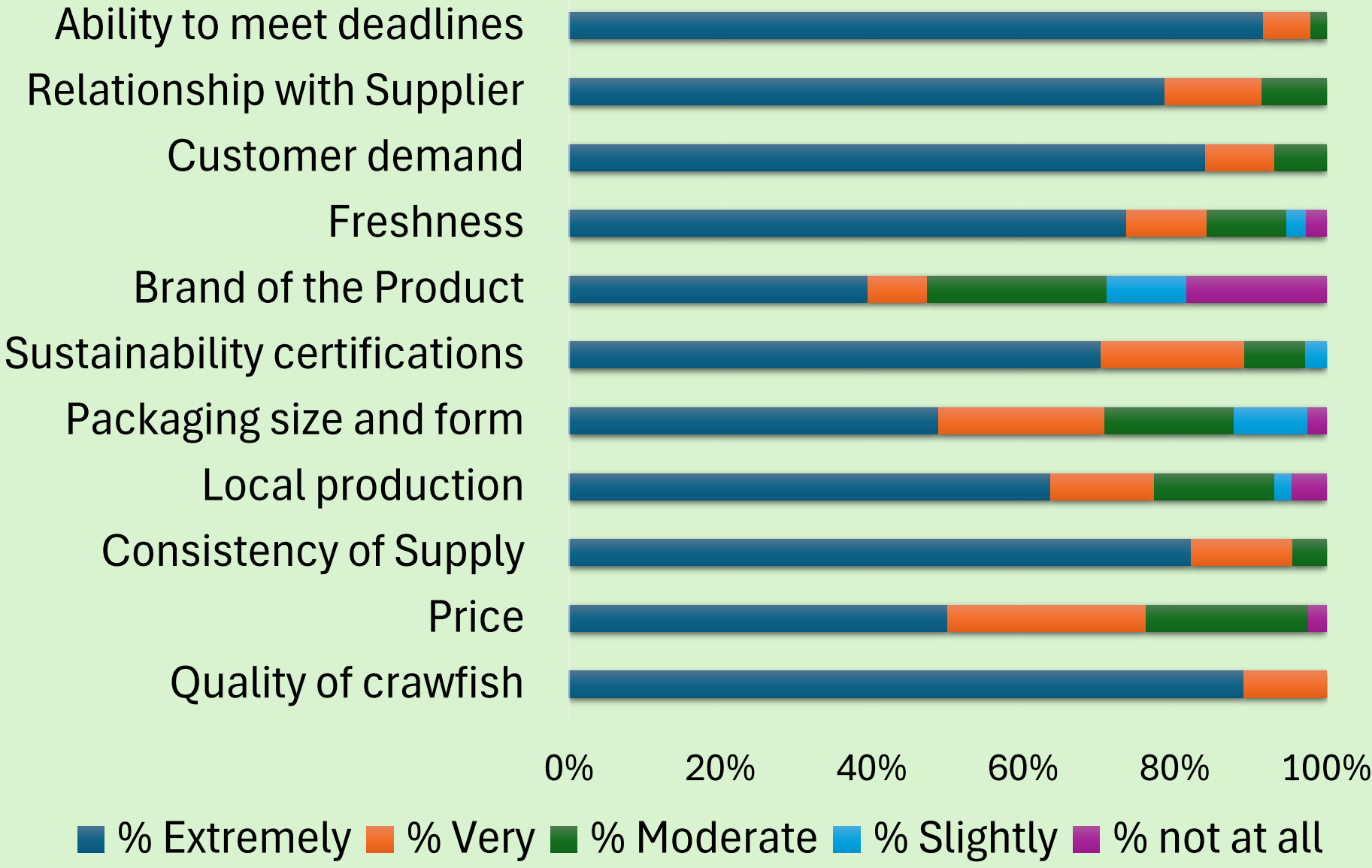
Content	Red drum	Crawfish	Oyster
No. of restaurants	36	51	51
Major point of procurement	Wholesale	Wholesale	Wholesale
Preferred product form	Fresh whole, fresh and frozen fillet	Fresh live, fresh and frozen tail meat	Fresh whole and shucked
Preferred Packaging size	1lb small bags	1-20lb bags & 31-40lb bags	Bulk packaging

## Key Results

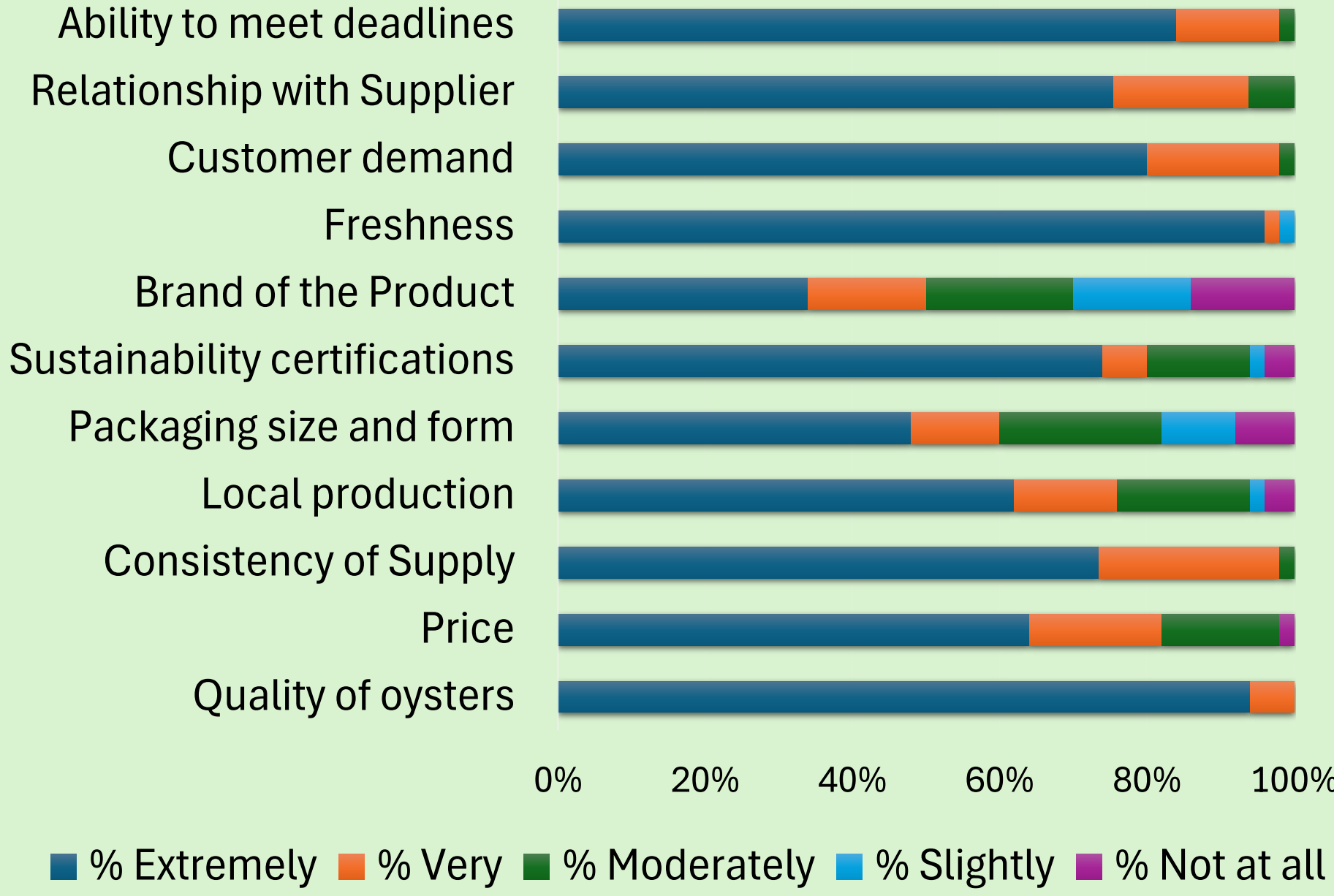
### Important factors while purchasing red drum



### Important factors while purchasing crawfish



### Important factors while purchasing oysters



## Key Take Away

- Wholesale is the most common point of seafood procurement in restaurants.
- For red drum and crawfish, the most important purchasing factors for restaurants are the ability to meet delivery deadlines and product quality, followed by customer demand and consistency of supply.
- For oysters, freshness is the top purchasing criterion, followed by quality and the ability to meet delivery deadlines in restaurants.
- Brand of the product is least important factor for all three species.

## References & Acknowledgment

U.S. Department of Agriculture, Economic Research Service. (2025, June 9). Aquaculture. U.S. Department of Agriculture, Economic Research Service. <https://www.ers.usda.gov/topics/animal-products/aquaculture/>  
U.S. Department of Agriculture, National Agricultural Statistics Service. (2024). Highlights: Results from the 2023 Census of Aquaculture (2023 data). USDA. [https://www.nass.usda.gov/Publications/Highlights/2024/Census22\\_HL\\_Aquaculture\\_08.pdf](https://www.nass.usda.gov/Publications/Highlights/2024/Census22_HL_Aquaculture_08.pdf)

Funding Agency: USDA-ARS