

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

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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

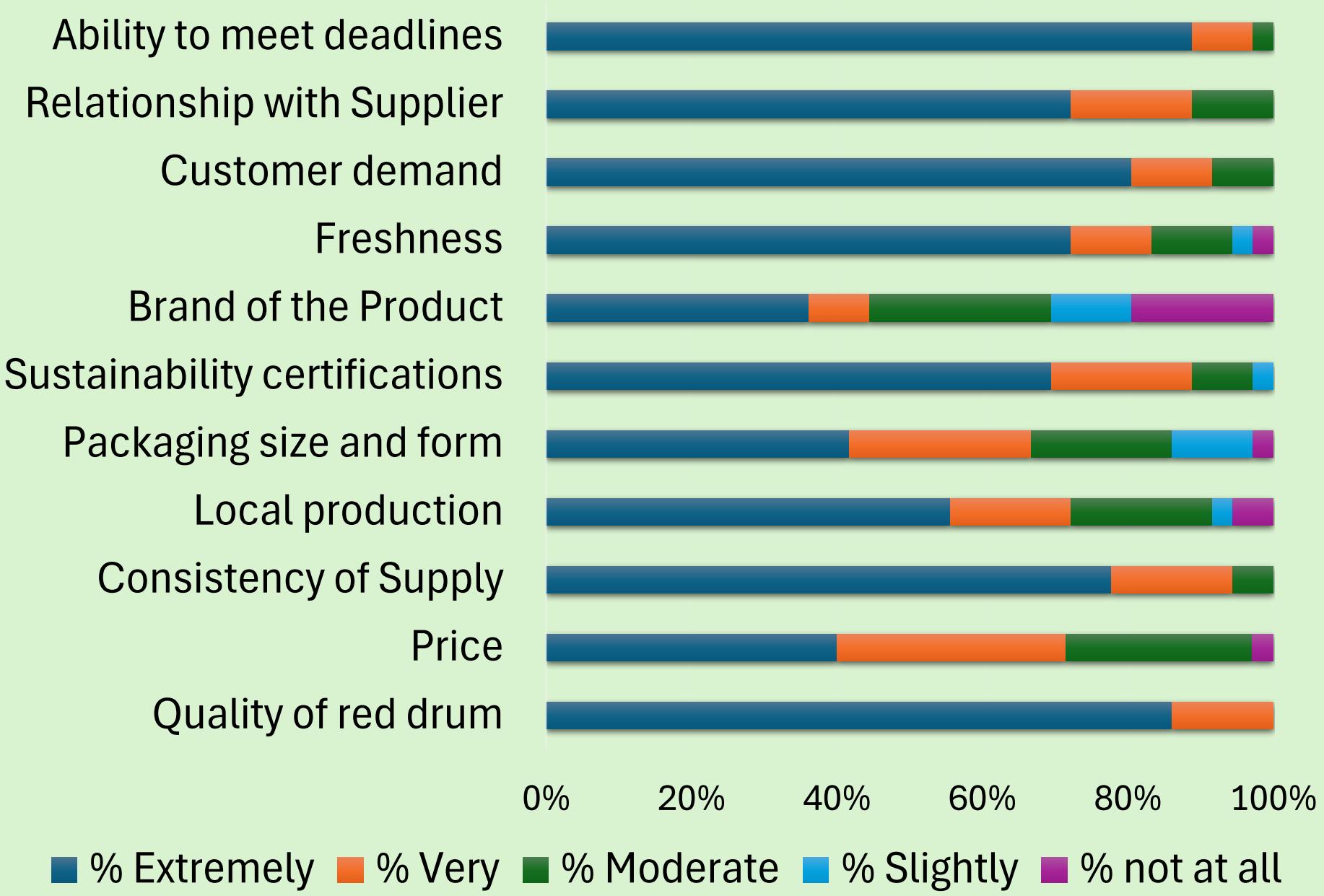
- **Survey Area:** Houston and Dallas (Texas), New Orleans and Baton Rouge (Louisiana), Gulfport and Biloxi (Mississippi), and Mobile (Alabama)
- **Sample Size:** 65 restaurants; 468 restaurants contacted (response rate 13.9%); insufficient response from supermarket
- **Sampling Technique:** Simple random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



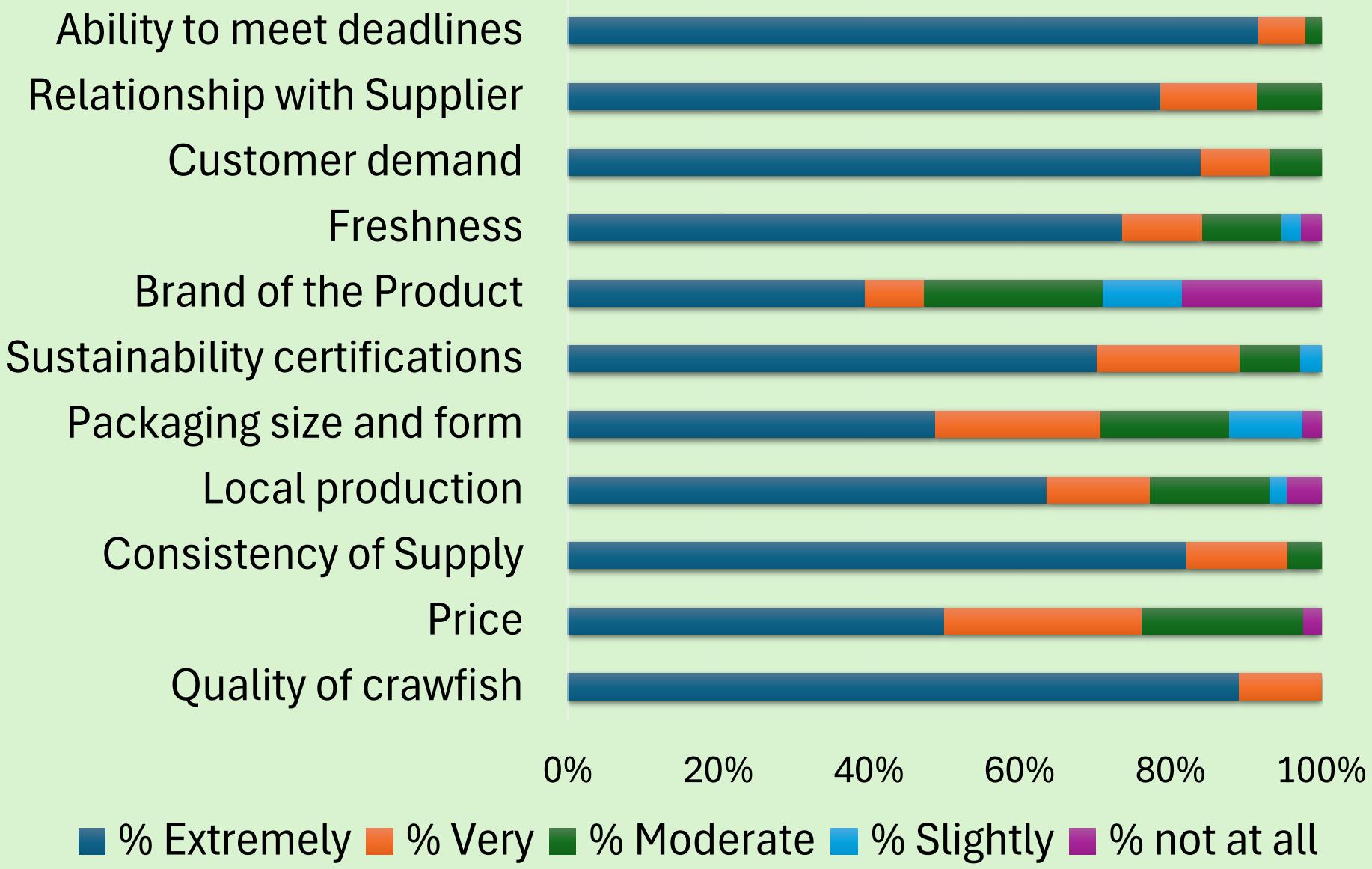
Fig: A generalized supply chain of red drum, crawfish and oysters

Key Results

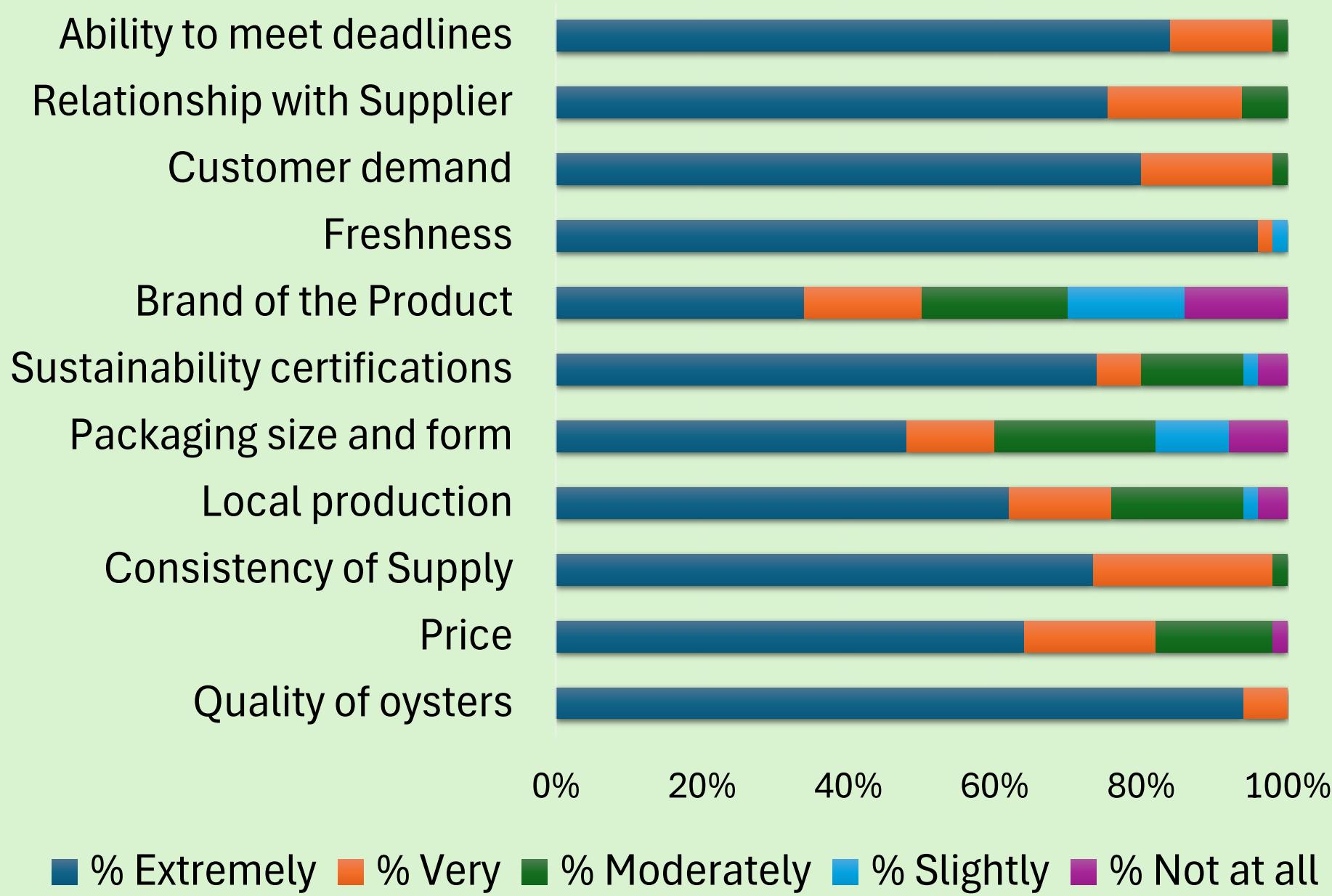
Important factors while purchasing red drum



Important factors while purchasing crawfish



Important factors while purchasing 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 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

Funding Agency: USDA-ARS

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