Changes in Choice of Seafood Emerging Opportunities

Speaker Spotlight

Dr. Simone Valle de Souza is Assistant Professor in the MSU Product Center Food-Ag-Bio, Department of Agricultural, Food, and Resource Economics, at Michigan State University. She completed PhD in Fisheries Economics and a Masters in Economic Studies a at the University of New England (UNE) in Australia, and an MBA in Finance and Accounting and a Bachelor in Business Administration at the Federal University of Parana, in Brazil. She specializes in aquaculture and fisheries management and economics, developing economic modeling, statistical analysis, and parameter optimization also for the indoor agriculture.

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Searching for opportunities for the US aquaculture industry, we surveyed 1,400 Americans about their seafood consumption habits. The study covered an extensive list of sixteen species of fish, including species which are farmed or caught in the North Central Region (NCR), as well as shellfish, mollusks, seaweed, and caviar. Results reiterate the broad consensus of a strong growth in domestic demand for seafood and points out to opportunities, especially for the Midwest fish producers with rainbow trout leading the list of most desirable species. In this study, 88% of consumers purchased seafood, an 18% increase from 2011 and a steep increase of 6% from just the previous year, mostly driven by the younger generations. Regarding the long-standing farm-raised versus wild-caught debate, results suggest that concerns about environmentally responsible production is currently more important than wild-caught labels. Consumers also placed seafood quality attributes above prices paid.

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Register at: http://bit.ly/Changes-in-Sea-Food

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