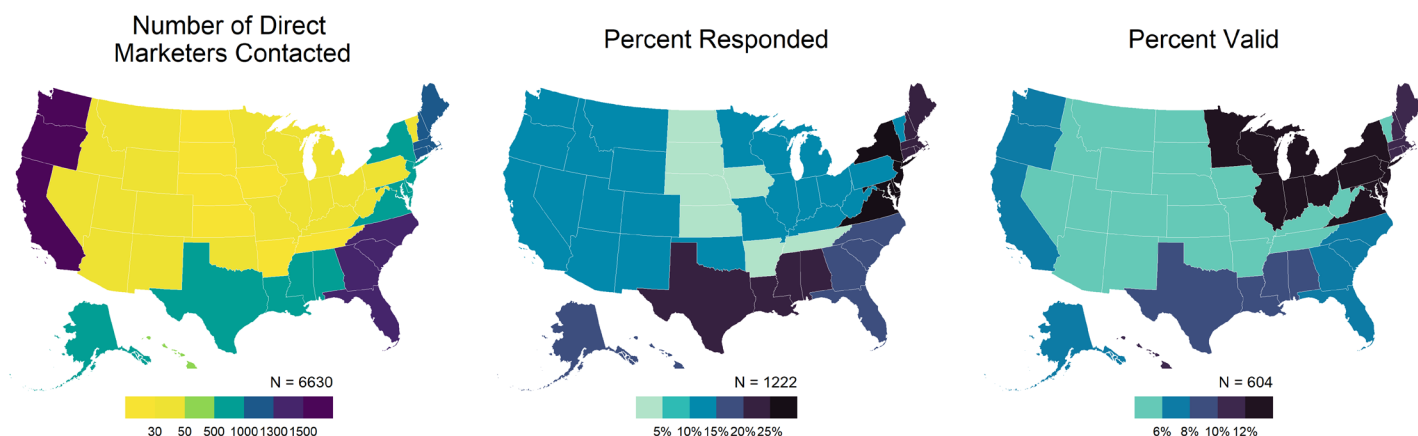


American Seafood Harvesters Marketing Practices Survey

FACT SHEET 1: SECTOR DETAILS

The **2023 American Seafood Harvesters Marketing Practices Survey** is the first-ever national assessment of the direct seafood sector. The survey aims to fill a gap in our understanding of the domestic seafood market in the US and bring greater focus to the socioeconomic contributions of seafood in the nation's local and regional food systems. This document is the first in a series of four that highlight findings from the survey.

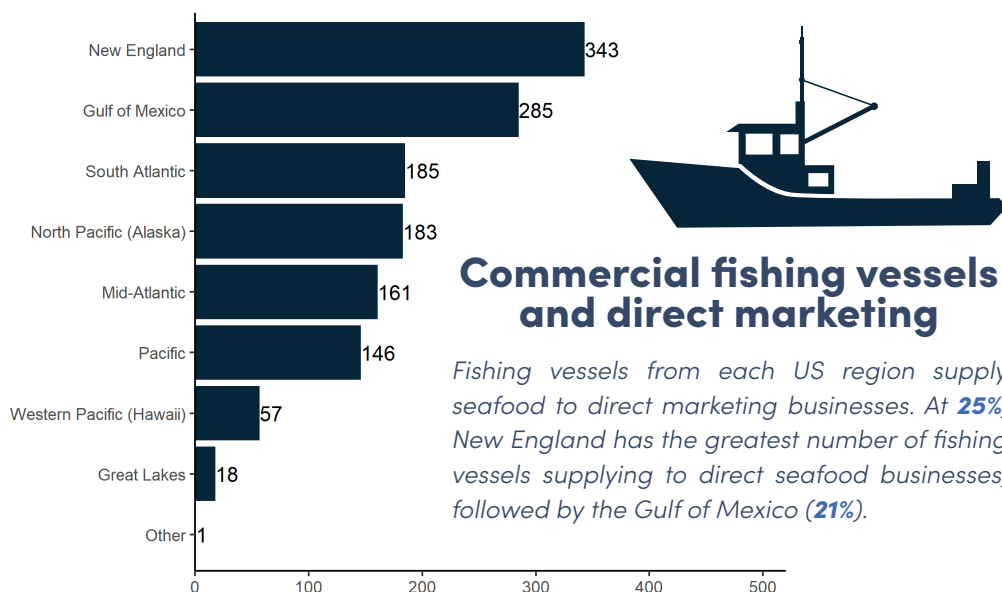


Numbers of Direct Seafood Marketers and Percentage of Respondents across US regions

The survey was distributed to **6649** direct seafood marketers and businesses across the United States.

Of the direct seafood marketers contacted, **18%** responded to the survey.

Amongst survey respondents, **54%** actively engaged in direct seafood sales in 2022.



90%

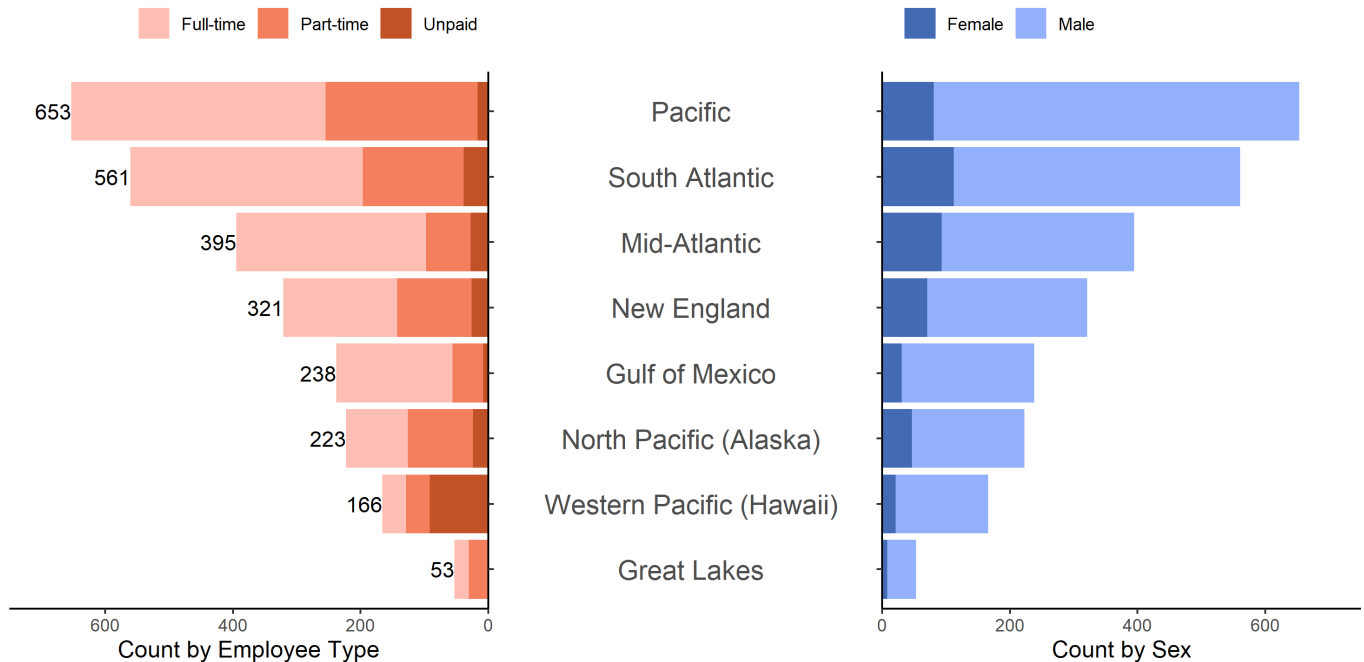
FAMILY-OWNED

Nearly **90%** of direct seafood businesses are family owned. Most were in New England, particularly Maine, followed by Alaska.

AMERICAN SEAFOOD HARVESTERS MARKETING PRACTICES SURVEY - SECTOR DETAILS

Survey respondents were also asked to provide details about employees in their seafood business, providing an initial glimpse of the labor force in the direct seafood sector. **60%** of workers were employed full-time. **19%** of employees were female, with the majority working part-time.

Reported numbers of employees by Type and Sex with Regional Totals



Who's at the helm?

Direct seafood marketers were also surveyed about the details of individuals involved in decision-making in direct seafood businesses. Among decision-makers in direct seafood businesses, **35%** were between 60 and 75 years old, **31%** were between 45 and 59, and **27%** were younger than 44 years old. In terms of length of experience fishing and with seafood sales, men had on average 34 years of experience compared to women with 20 years of experience. With regards to race and ethnicity, **78%** of reported decision-makers were white, followed by **7%** Asian. American Indians and Pacific Islanders were a combined **5%**, with only **2%** of Black or African Americans reported as decision-makers for direct seafood businesses.

COLLABORATING PARTNERS



FUNDING PARTNERS

