American Seafood Harvesters Marketing Practices Survey

FACT SHEET 3: DIRECT SEAFOOD SALES

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 describes trends in direct seafood sales and is the third in a series of four that highlight findings from the survey.

Direct Seafood is Varied

From Gulf Shrimp to Alaskan Salmon, Monkfish to Sea Urchins, a variety of marine and freshwater species are directly sold across the US. They are sold in different forms of processed seafood, including live, chilled, flash frozen, and canned or smoked. Out of all the seafood categories, chilled finfish was the most commonly sold by direct seafood businesses **(21%)**. The next popular seafood category was live crustaceans (lobster, crab, etc.) **(16%)**.

In terms of the type of marine species sold directly, finfish were most commonly handled **(45%)**, followed by crustaceans **(35%)** and mollusks **(17%)**. Similarly, among processed seafood forms, chilled products were popular **(36%)**, followed by live seafood **(32%)**, frozen seafood **(17%)**, and canned or smoked or dried **(14%)**. Across the regions of the US, seafood sold by direct seafood businesses varied by category and popularity (see below).

Alaska

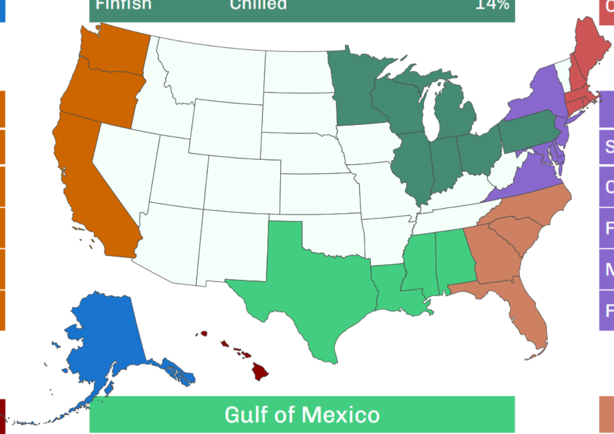
Seafood Type	Processed Form	%
Finfish	Chilled	31%
Finfish	Frozen	25%
Finfish	Canned, Smoked, or Dried	15%
Crustaceans	Frozen	6%

Great Lakes

Seafood Type	Processed Form	%
Finfish	Canned, Smoked, or Dried	36%
Finfish	Frozen	29%
Finfish	Live	21%
Finfish	Chilled	14%

New England

Seafood Type	Processed Form	%
Crustaceans	Live	32%
Finfish	Chilled	15%
Mollusks	Live	10%
Crustaceans	Chilled	8%



Pacific Coast

Seafood Type	Processed Form	%
Finfish	Chilled	21%
Finfish	Live	11%
Crustaceans	Live	11%
Finfish	Frozen	10%

Mid-Atlantic

Seafood Type	Processed Form	%
Crustaceans	Live	27%
Finfish	Chilled	15%
Mollusks	Live	13%
Finfish	Live	11%

Hawaii

Seafood Type	Processed Form	%
Finfish	Chilled	39%
Finfish	Canned, Smoked, or Dried	17%
Finfish	Live	13%
Finfish	Frozen	6%

Gulf of Mexico

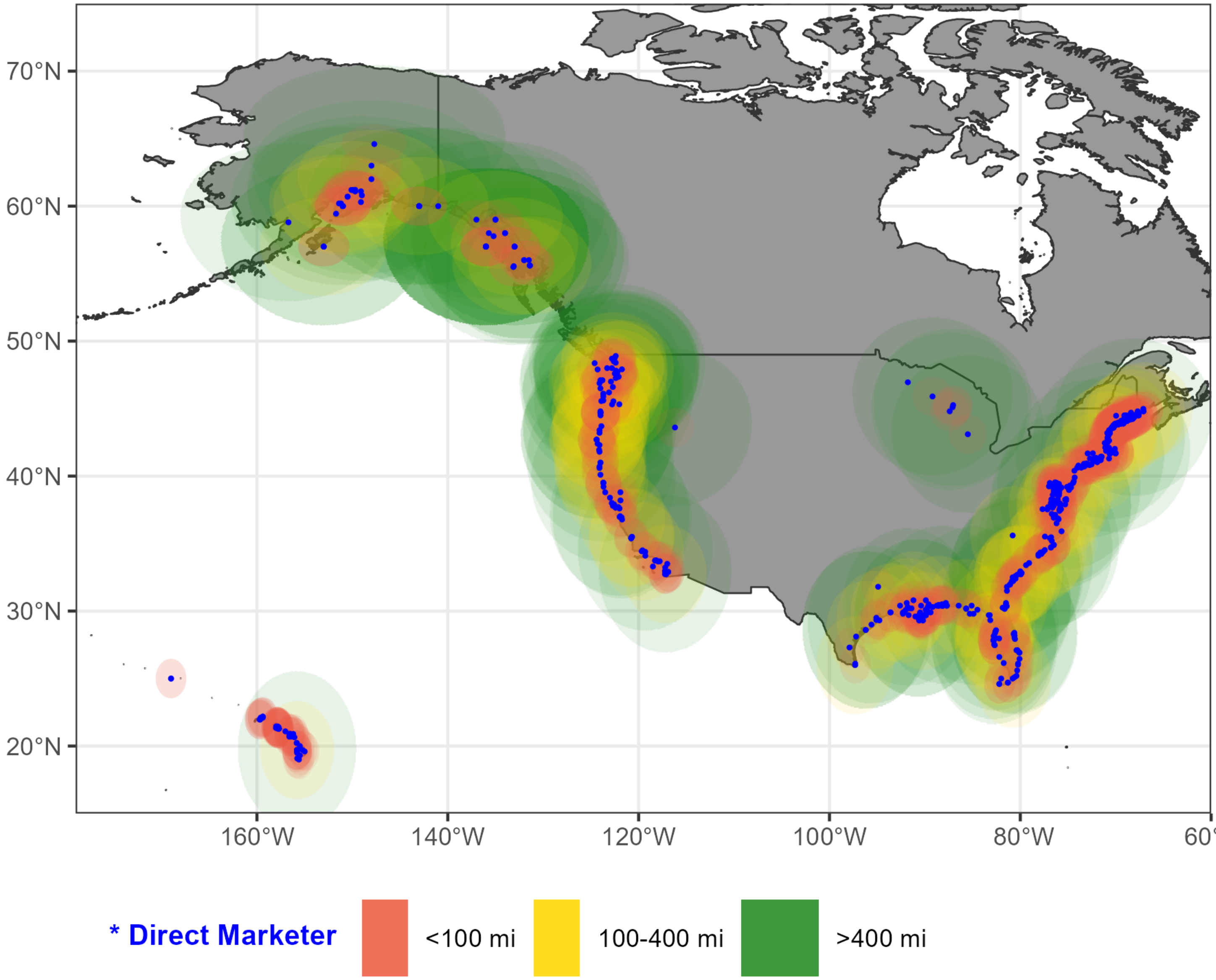
Seafood Type	Processed Form	%
Crustaceans	Chilled	23%
Crustaceans	Frozen	18%
Crustaceans	Live	17%
Finfish	Chilled	14%

South Atlantic

Seafood Type	Processed Form	%
Finfish	Chilled	18%
Crustaceans	Chilled	16%
Crustaceans	Live	16%
Crustaceans	Frozen	9%

Direct Seafood Marketing is Local

Direct seafood marketers were asked what percentage of their seafood was sold within 100 miles, between 100 and 400 miles, and greater than 400 miles. On average, **77%** of direct seafood was sold less than 100 miles away. Meanwhile, **6%** and **8%** of directly sold seafood was delivered 100 to 400 miles away and greater than 400 miles, respectively. This highlights the importance of direct seafood market in local seafood systems.



Processing and Distributing directly marketed seafood is mostly straightforward. **44%** of direct seafood businesses did not need to process their seafood products, while **32%** processed the seafood themselves. Similarly, **41%** of direct seafood businesses indicated that no packing or transportation was required for their seafood, while **32%** packed and shipped the seafood themselves.

COLLABORATING PARTNERS

FUNDING PARTNERS

*For more information please contact Sahir Advani (**sahir.advani@maine.edu**) or Josh Stoll (**joshua.stoll@maine.edu**).*

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