Assessing consumer perceptions, attitudes, knowledge and barriers towards consumption of captured and cultured seafood in Virginia and Maryland.

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VIRGINIA TECH.

UNIVERSITY OF MARYLAND EASTERN SHORE

UNIVERSITY OF MARYLAND EXTENSION

Project Team

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Objectives

- To assess Virginia and Maryland consumer perceptions, attitudes, and knowledge on the safety, quality, taste, sustainability and health benefits of seafood products.

- To identify specific barriers for seafood consumers that negatively affect seafood purchasing decisions.

- To identify demographic trends in perceptions, attitudes, and knowledge of seafood products.

- Identify potential strategies to improve consumer knowledge of seafood.

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Updates to the Project

- VSU departure from DelMarVa, Co-PI no longer able to participate
  - No survey training for VSU students
  - No data collection by VSU students
- Qualtrics increased data capture to 1050 respondents from each state; total 2100 responses captured
- Virginia Tech SAIG statistical support added to the project for data analysis support (contributor: Austin Cole)

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The purpose of the survey is to seek your opinion about farm-raised and wild-caught seafood in Virginia and Maryland. This survey should take approximately 10 minutes to complete and will allow us to gather valuable information about consumer opinions towards seafood products. **No personally identifiable information (name, address, e-mail, telephone number, etc.) will be collected. All data from this survey will remain anonymous.** Results from this study will be published.
Thank you for your participation in this project.

For the purposes of this survey the following terms are defined as:
- **Wild caught** seafood : includes fish and shellfish harvested from naturally produced populations
- **Farm raised** seafood : includes fish and shellfish that are cultivated or grown by hand for human consumption

This project is funded by the DelMarVa Cooperative Seed Grant Program and is a collaboration between Virginia Tech, Virginia State University, and the University of Maryland.

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Please indicate how much you agree or disagree with each of the following statements about **farm raised** seafood:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree

Farm raised se... is more nutritio... **wild caught** se...

Farm raised se... pollutes the aq... environment.

Farm raised se... contains contaminants.

Farm raised se... tastes better th... **caught**.

Farm raised se... is more expens... than **wild caug...**

←

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Please state whether you agree or disagree with each of the following statements:
Farm raised seafood are produced in:

	Agree	Disagree	Not sure or Don't know
Open ocean	O	O	O
Near shore	O	O	O
Inland ponds and lakes	O	O	O
Rivers	O	O	O
Tanks	O	O	O

←   →

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Activities completed to date

- Survey Implementation and Completion 2019

    - Qualtrics: 2,100 (VA and MD)

    - Intercept surveys : 150+ (only VA)

- Summary Qualtrics survey results

    - Trends

- Statistical analysis of results by demographics

    - (SAIG)

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Survey included questions on the following categories

- 3 **perception** about farmed and wild seafood
- 3 **buying** preferences
- 5 **knowledge** of seafood
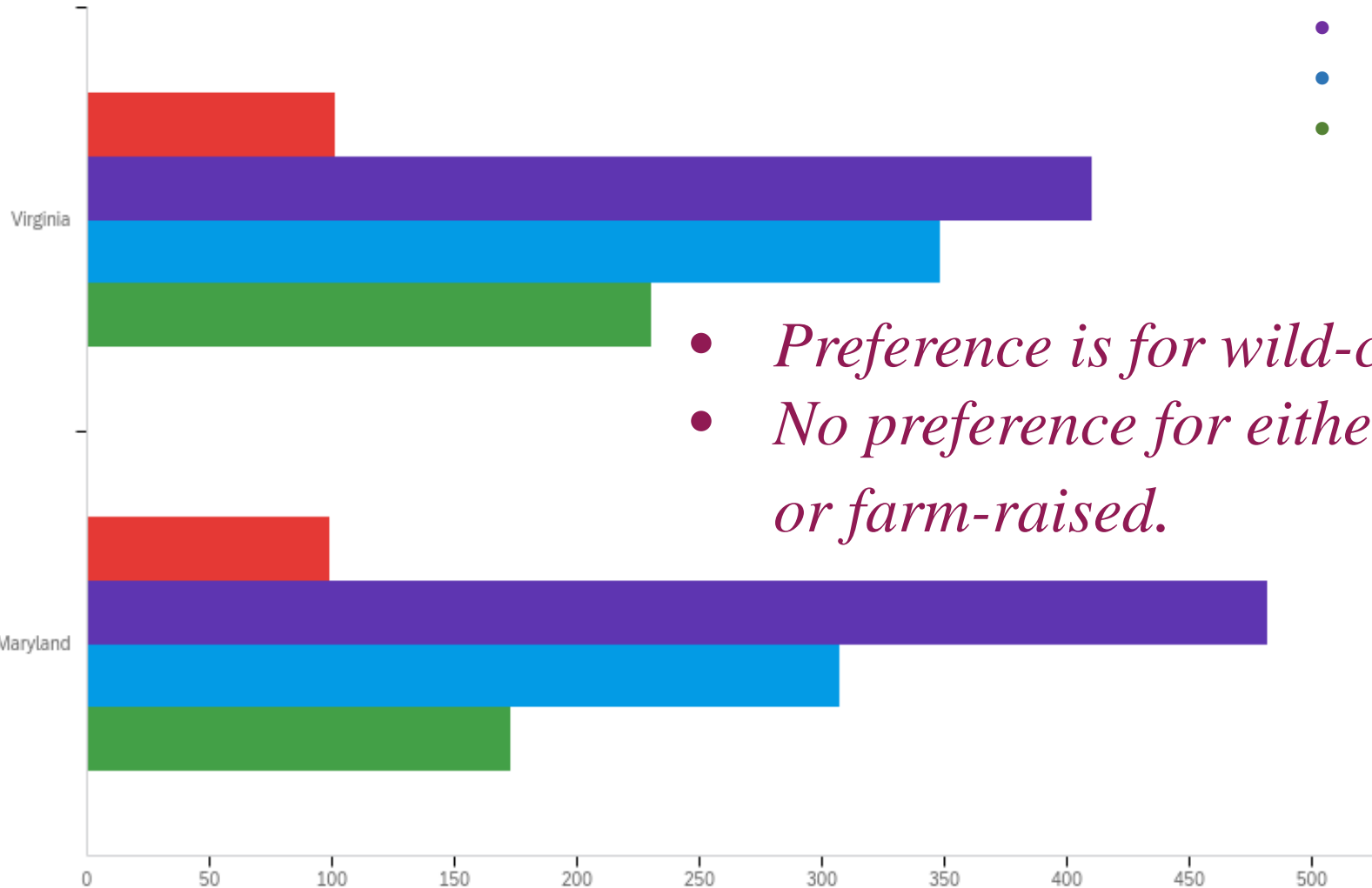- 4 **demographics**
  - Race
  - Age
  - Income
  - Education

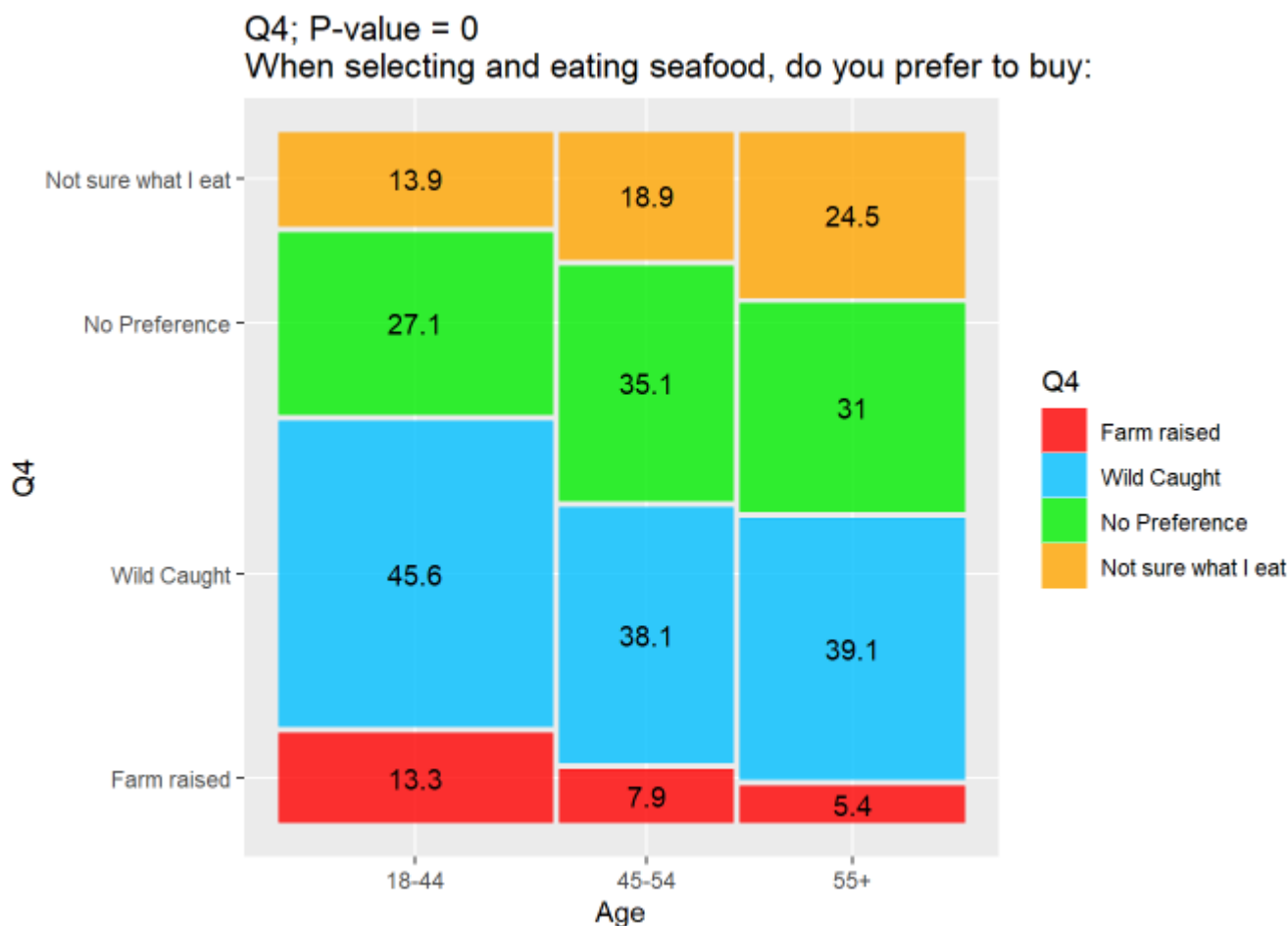VIRGINIA TECH

Key Findings

Trends ....

Q4 - When selecting and eating seafood, do you prefer to buy:

- **Farm-raised seafood**
- **Wild-caught seafood**
- **No preference**
- **Not sure if seafood I buy is wild-caught or far**

- *Preference is for wild-caught*
- *No preference for either wild-caught or farm-raised.*

Q4 - When selecting and eating seafood, do you prefer to buy:

- *Younger consumers more aware of what they eat*

Q. When selecting and buying seafood, what is most important to you? Rank the top 3 options

- Good sensory quali
- That it is wild caugh
- That is it farm-raise
- That it is reasonabl
- Concerns about cor
- The country that it
- Other

Q6_5; P-value = 0.003719
Concerns about contaminants (i.e. mercury, PCB's)
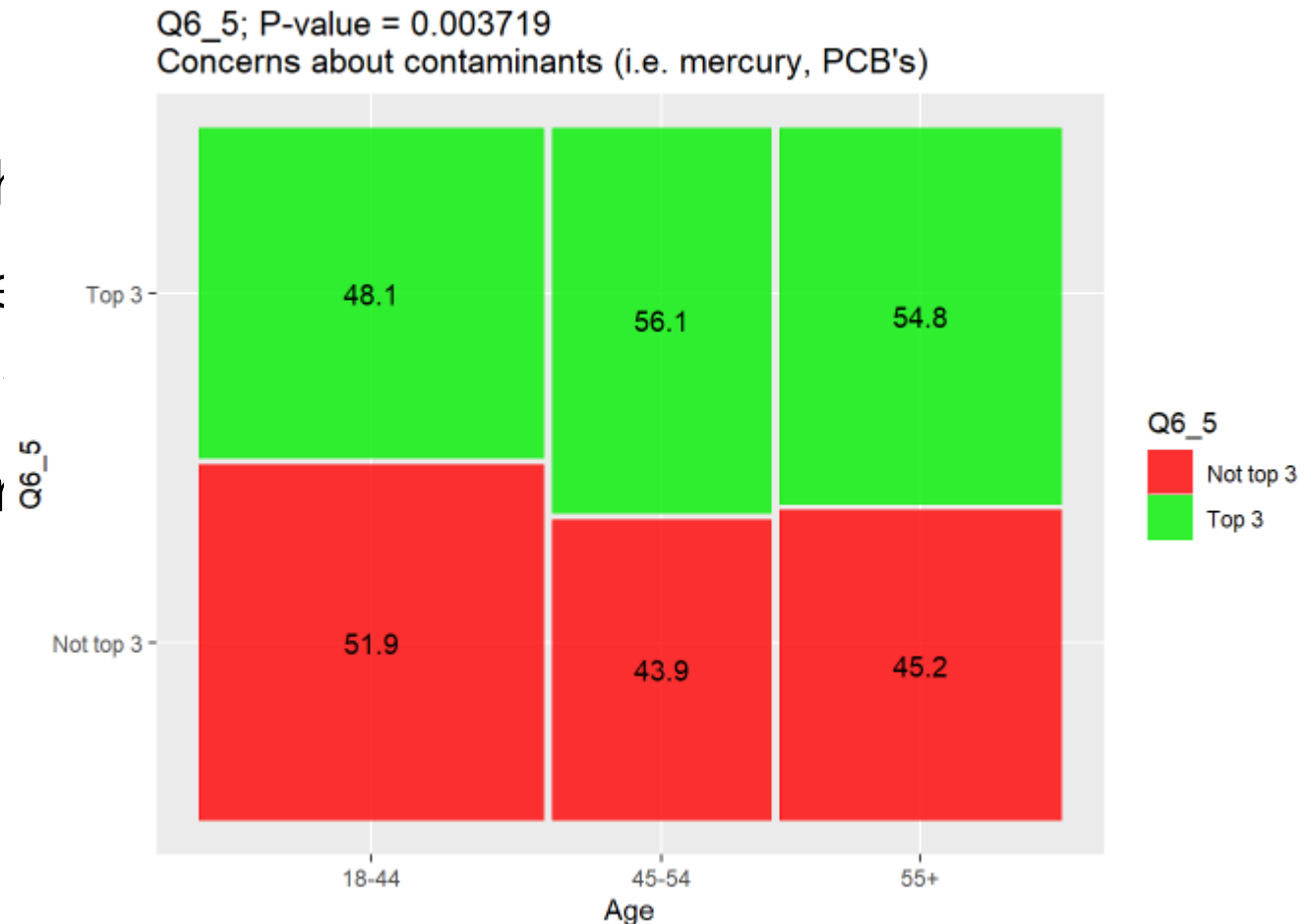
Q. Please state whether you agree or disagree with the following statements:

*Most respondents **<u>agree</u>** with the following statements:*

- **Farmed-raised** can help prevent overfishing of wild-caught fish population.
- **Wild-caught** fish population can be rebuilt with help from farm-raised fish.
- **Farm-raised** seafood are a good source of protein.
- **Wild-caught** seafood are a good source of protein.
- The American Heart Association recommends eating 8-12 oz of seafood, 2-3 times per week.

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Q. Please state whether you agree or disagree with the following statements:

Most respondents **<u>disagree</u>** *with the following statements:*

- Farm-raised fish has not effect on the wild-caught population

- Farm-raised fish take away resources from wild-caught fish population

- Farmed-raised seafood are produced in open ocean and near shore

- Americans eat the recommended amount of seafood every week

Neither agree nor disagree

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Q. Please state whether you agree or disagree with the following statements:

Most respondents **neither agree nor disagree** *with the following statements:*

- Farm-raised seafood is more nutritious than wild caught

- Wild-caught seafood is more nutritious than farm-raised

- Farm- raised seafood pollutes the aquatic environment

- Wild-caught seafood pollutes the aquatic environment

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Q. Please state whether you agree or disagree with the following statements:

*Most respondents selected **don't know** to the following statements:*

- Farm- raised seafood and "aquaculture" mean the same thing.
- Farmed-raised can help prevent overfishing of wild-caught fish population
- Farmed-raised fish are produced near shore and rivers
- The origin of the farm-raised or wild caught seafood sold at the grocery store

Not sure or Don't Know

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Key Findings Summary

- There is a significant difference based on race and age when it comes to knowledge of wild and farm-seafood

- There is a significant difference on perception of wild and farm seafood based on race and income

Ongoing/Future Tasks

- Complete statistical analysis intercept survey results

- Present key findings at the VAND workshop March 2020

- Create one extension publication & journal publication

- Apply for grant funding to expand the scope of this research project.

Thank You

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