

One Year Later...
**A regional assessment of seafood
consumption patterns after the Gulf oil spill**

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UF/IFAS Sea Grant Extension

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Natural Resources Leadership Institute

Class X

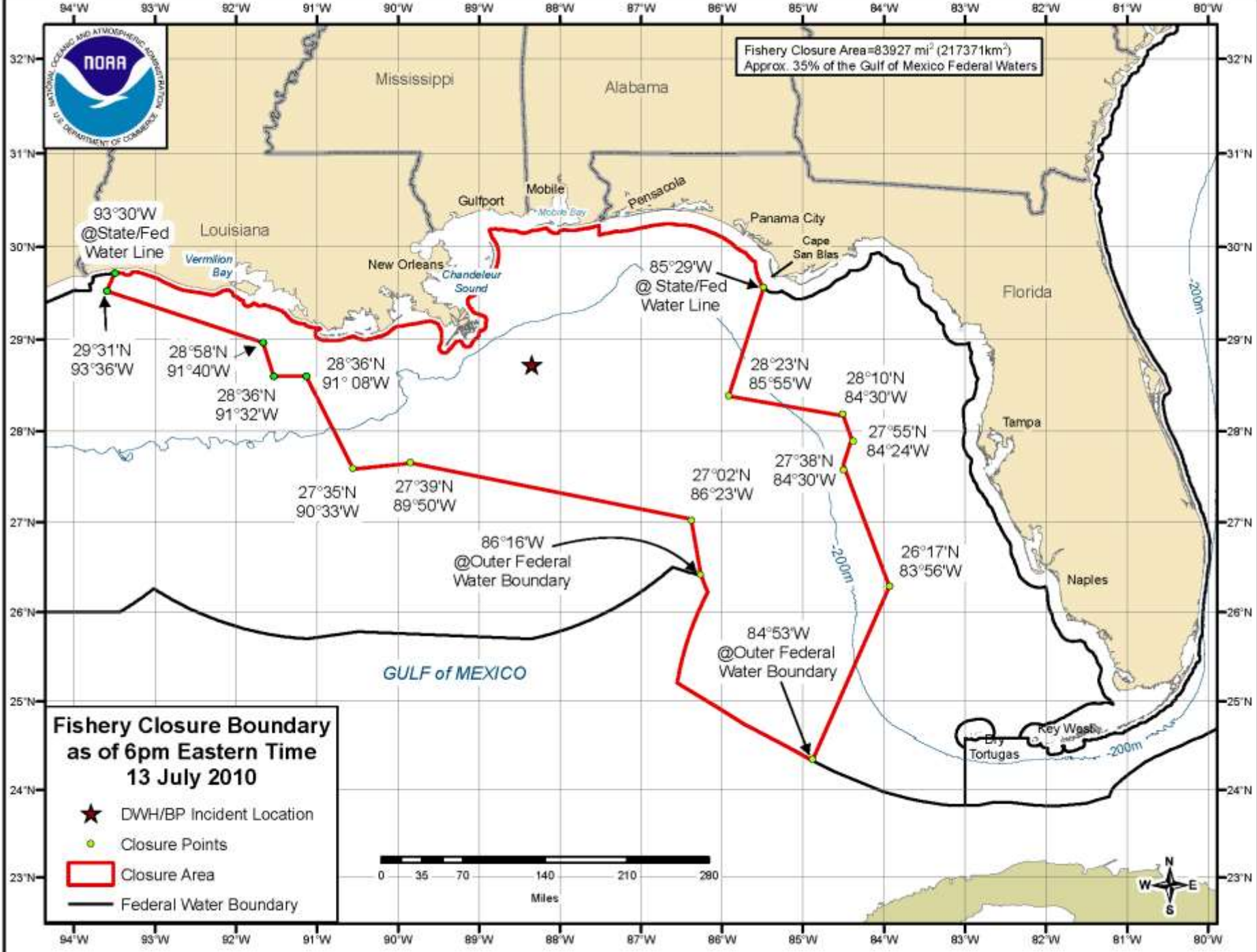
April 20, 2010



5 million barrels of oil

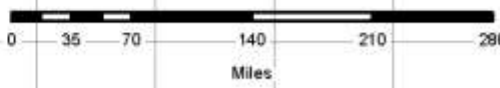


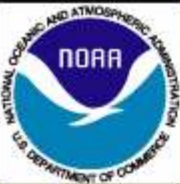
Fishery Closure Area=83927 mi² (217371km²)
Approx. 35% of the Gulf of Mexico Federal Waters



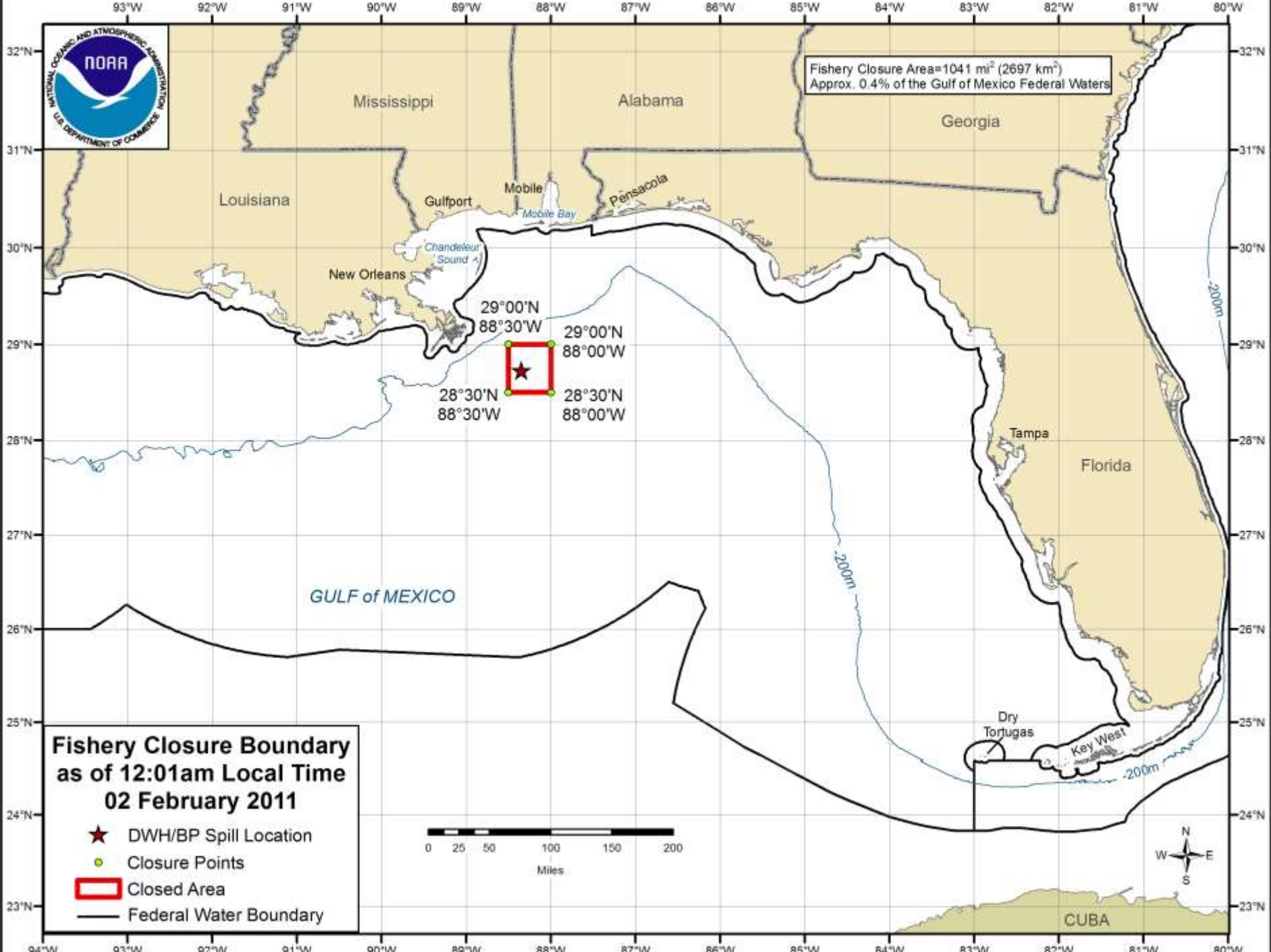
Fishery Closure Boundary as of 6pm Eastern Time 13 July 2010

- ★ DWH/BP Incident Location
- Closure Points
- ▭ Closure Area
- Federal Water Boundary



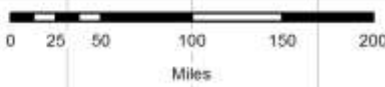


Fishery Closure Area=1041 mi² (2697 km²)
Approx. 0.4% of the Gulf of Mexico Federal Waters



**Fishery Closure Boundary
as of 12:01am Local Time
02 February 2011**

- ★ DWH/BP Spill Location
- Closure Points
- ▭ Closed Area
- Federal Water Boundary



Economic Impacts

Florida's seafood industry includes commercial harvesters, processors, dealers, wholesalers, distributors and retailers.

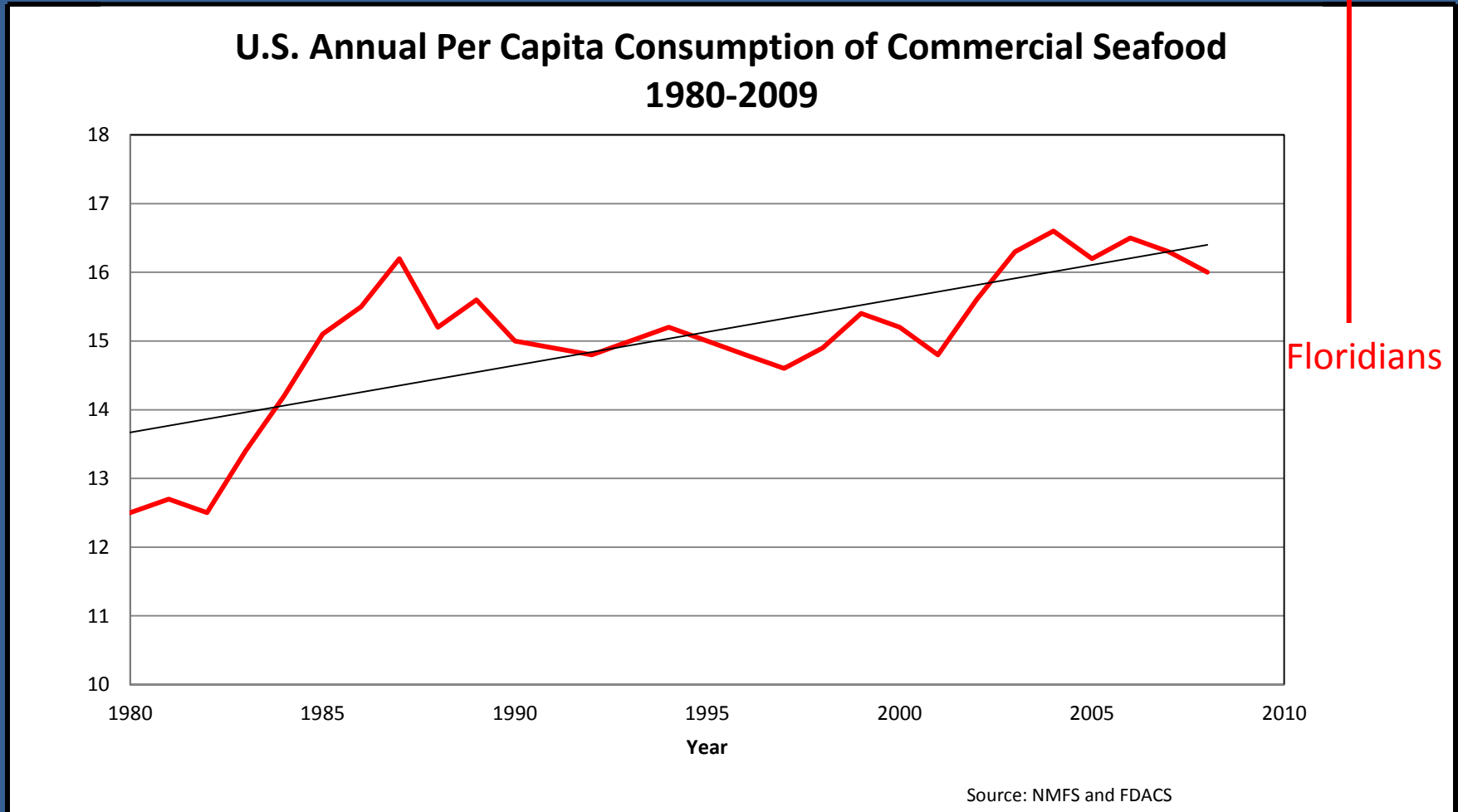
In 2008, Florida's seafood industry was responsible for more than \$5.6 billion in sales and 100,000 jobs



FWC 2011. Economics of fish and wildlife recreation, seafood industry, and boating.

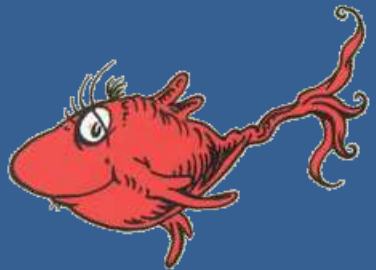
Image: Bryan Fluech

Social Impacts



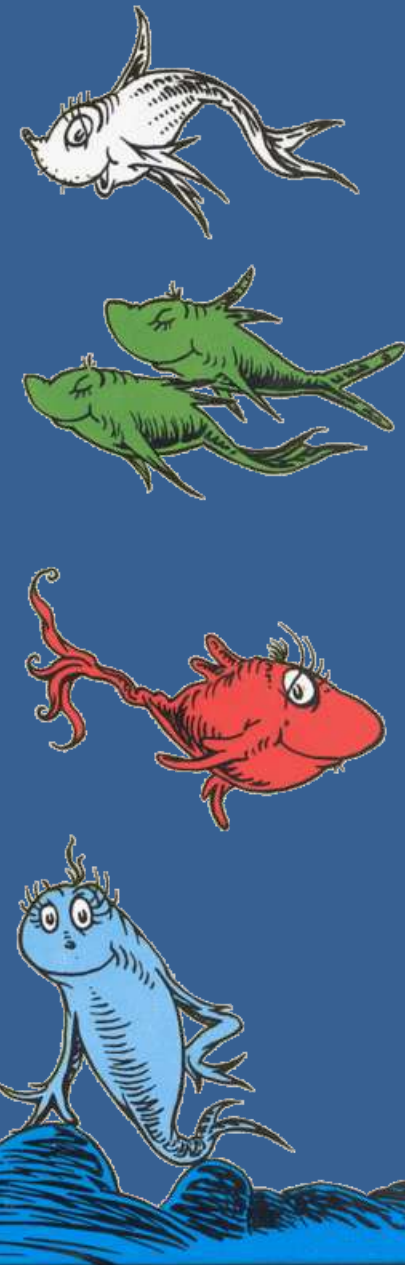
Goals

1. Determine changes in seafood consumption patterns for Florida residents as a result of the Deepwater Horizon oil spill in the Gulf of Mexico.
2. Understand the reasons behind these changes and identify regional concerns, misconceptions, and questions concerning seafood safety
3. Use this information to create targeted educational programs



Objectives

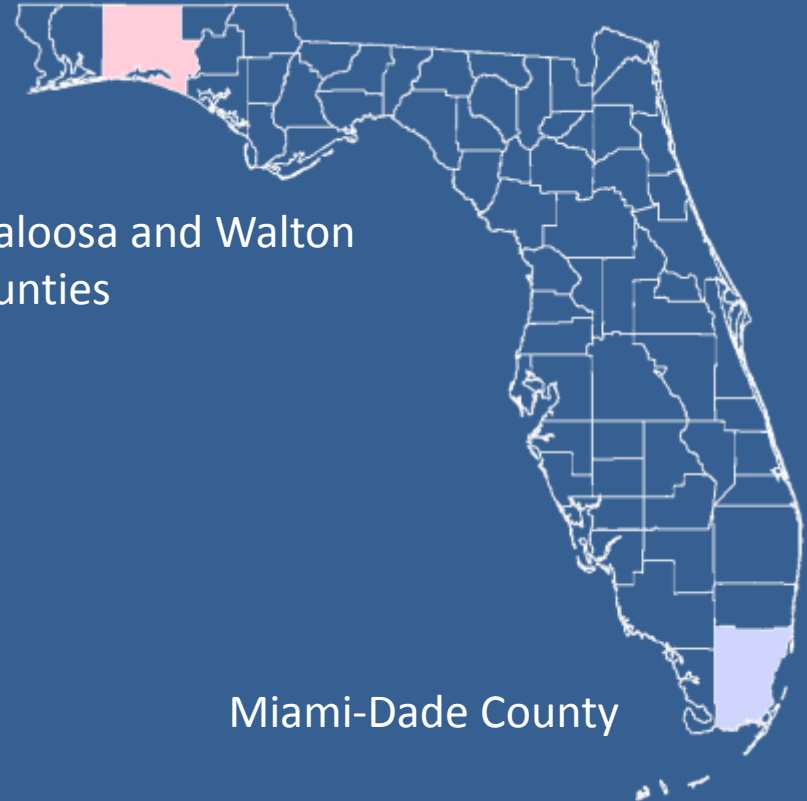
1. Conduct regional focus groups
2. Develop and disseminate a statewide survey to determine how, if at all, the Gulf oil spill has impacted seafood consumption patterns and perceptions.
3. Develop educational extension programs based on survey analyses



Focus Groups

Questions were designed to determine:

- How often and where consumers purchase/eat seafood
- How and why they choose the seafood that they purchase/eat
- Types of seafood most commonly consumed
- Factors that influence consumer choices



Okaloosa and Walton Counties

Miami-Dade County

Panhandle Observations

How often and where consumers purchase/eat seafood

- Average 1-2 times/week*
- Consumed mostly at home and restaurants.
- Purchase at seafood markets, roadside vendor, and grocery stores.

How and why they choose the seafood that they purchase/eat

- Freshness, taste, availability
- Strong affinity for Gulf seafood
- Health for Omega-3s, healthy protein, and “wife/daughter makes them”

Panhandle Observations

Factors influencing choices

- Oil spill: some not eating any seafood except salmon, others stopped eating until four-six months ago, some didn't matter.
- Family members, pregnancy
- Media
- Farmed species are concerning

Seafood Trends

- Past: 72% More; 27% Less
 - Reasons: location, availability, health
- Future: 44% More; 23% Less; 33% No change
 - Reasons: Contamination, cost, unavailability, regulations

Southeast Observations

How often and where consumers purchase/eat seafood

- Average 1-2 times/week
- Consumed at restaurants and in the home

How and why they choose the seafood that they purchase/eat

- Taste and Health

Health-

- Many participants replacing red meat with seafood as part of a healthier diet
- Omega-3s



Southeast Observations

Factors that influence consumer choices

- Price and Freshness
- Family

Seafood Safety

- GOM- oysters and crabs
- Country of Origin
- “Contamination”
- Farmed vs wild

Seafood trends

- Past: 80% More; 20% Less
- Future: 62.5% More; 37.5% Same



Focus Group Observations

Types of seafood most commonly consumed

Rank	US 2009	Florida 2007 (FDACS)	Miami-Dade Focus Group	Panhandle Focus Group
1	Shrimp	Shrimp	Shrimp	Shrimp
2	Canned tuna	Salmon	Salmon*	Salmon†
3	Salmon	Tilapia	Tilapia*	Oysters*
4	Pollock	Clams	Canned tuna*	Snapper*
5	Tilapia	Grouper	Snapper	Grouper*
6	Catfish			
7	Crab			
8	Cod			
9	Clams			
10	Pangasius			

Regional Comparisons

Similarities

- Consumption rates
- Locations of purchase
- Species
 - Shrimp, salmon, snapper
- Freshness and health benefits
- Seafood safety
 - Farmed seafood, mercury, contamination

Regional Comparisons

Differences

- Location
 - Roadside stands
- Species
 - Oysters
- Cost

Panhandle

- Strong affinity to GOM
- Concern and/or knowledge of oil spill
- General awareness and sources of information

Next Steps

- Develop and disseminate statewide survey on seafood consumption and the GOM oil spill
- Analyze results and develop regionally appropriate education programs

Acknowledgements

