



This research contends that the catfish industry needs to develop market specific strategies to gain further market share in the U.S.

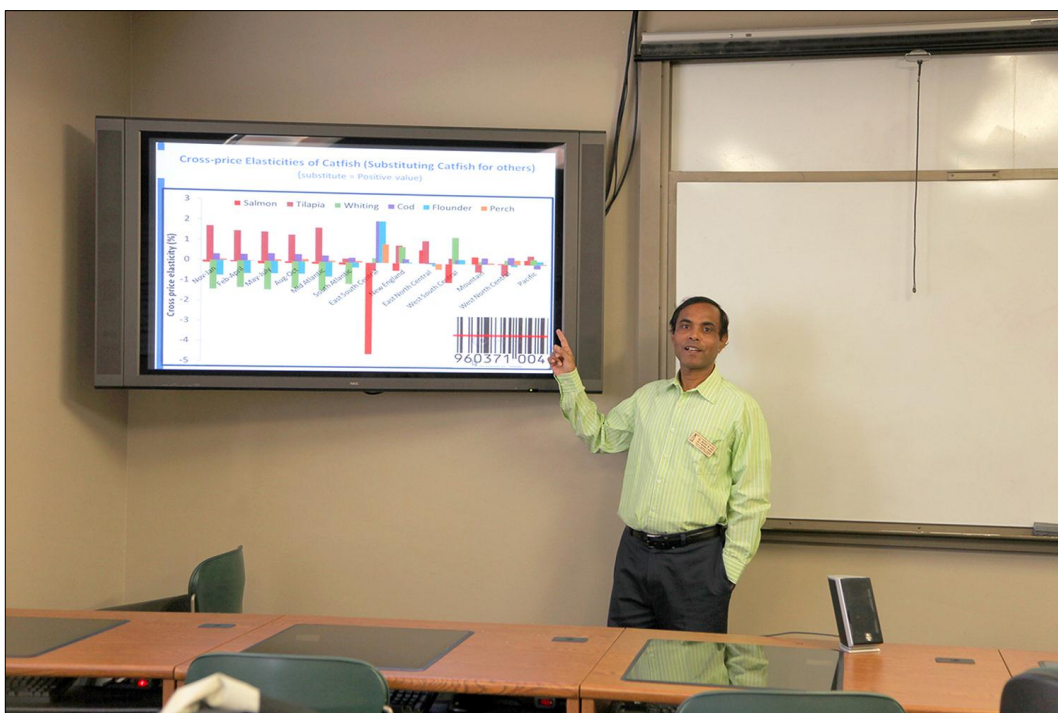
## Improved Marketing Can Net Bigger Market For Catfish Producers

### Who cares and why?

The demand for fresh and chilled/frozen seafood has increased over time, but the market size and share of U.S. farm-raised catfish are declining. A study by the University of Arkansas at Pine Bluff found that the catfish industry needs to develop market specific strategies to gain further market share in the U.S.

### What has the project done so far?

Increased understanding of demand structure of sales of seafood and fish over season and space could help the U.S. aquaculture industry refine marketing strategies. Study results show that tilapia is a strong substitute for catfish in all seasons, but not vice versa. While tilapia is a substitute for catfish in the East North Central, New England, and Pacific divisions, it has a complementarity for catfish in Mountain, West North Central and East South Central divisions. Other substitutes for catfish are perch, flounder, and cod (East South Central), tilapia and whiting (New England), salmon and tilapia (East North Central), whiting (West North Central) and tilapia (Pacific).



## Impact Statement

Based on these findings, the U.S. catfish farmers and processors have invited the UAPB Aquaculture/Fisheries Center to further assist with designing marketing plans. The Catfish Institute, an industry-managed organization responsible for raising awareness of the positive qualities of U.S. farm-raised catfish, has requested that the Center help in organizing region-specific advertisement messages. This project has prepared at least 25 reports on catfish market analysis for individual catfish companies. As a result, the total value of these reports, provided at no cost to industry, is \$5 million.

### What research is needed?

The UAPB Aquaculture/Fisheries Center is initiating a follow-up project to develop new products of U.S. farm-raised catfish based on analyses of consumers' preferences and the technical and economic feasibility for the industry. The project will design and test new product development strategies surrounding product forms, the level of product quality and value-added processing and branding/advertising campaigns. The follow-up project will be implemented over the next three years (October 2014-September 2017) by i) UAPB, ii) Food Processing and Sensory Quality Research Unit of Agricultural Research Service (ARS), USDA, and iii) The Catfish Institute (TCI) in partnership with the catfish industry (Catfish Farmers of America, Catfish Farmers of Arkansas).

### Want to know more?

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**Strategic Priority** - Agricultural Systems

**Additional Links** - <http://www.umes.edu/ard/Default.aspx?id=46285>

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