

2011 World Seafood Congress



Consumer Attitudes of Seafood Safety Following the Gulf Oil Spill

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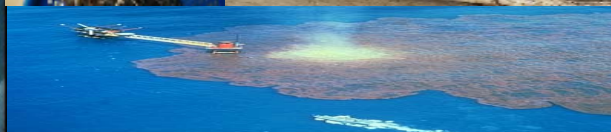
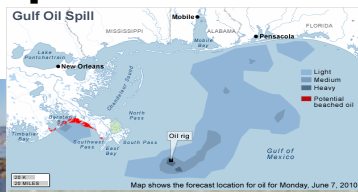


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Images from the Gulf Oil Spill April – August, 2010



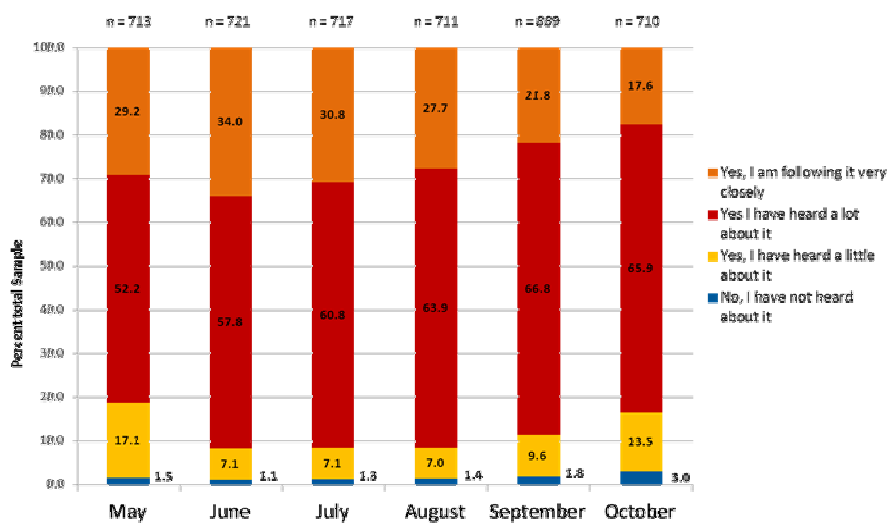
Surveys of Consumer Perceptions & Attitudes following the Gulf Oil Spill

- Continuous Food Safety Tracking (CFST)- LSU AgCenter & University of Minnesota
 - Nationally representative sample of 175 consumers over 132 weeks starting May 2008
 - Questions inserted about the Gulf Oil Spill – May through October 2010.
- Louisiana Seafood Promotion and Marketing Board (LSPMB)
 - Nationally representative sample of 1,000 seafood consumers
Wave I - Dec. 6, 2010 and Wave II - April 17, 2011

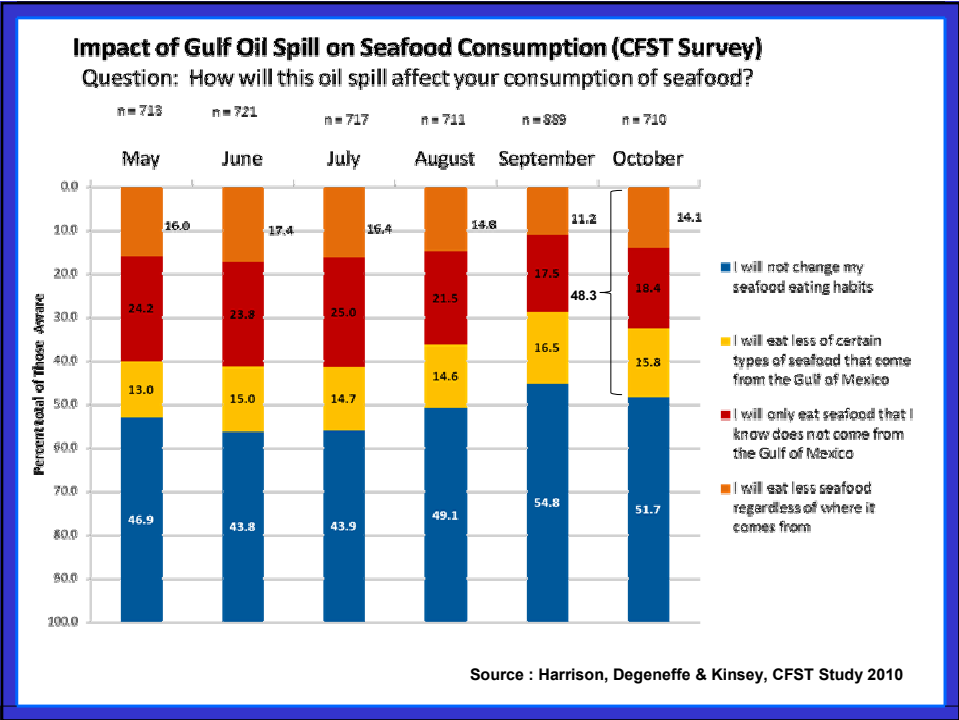
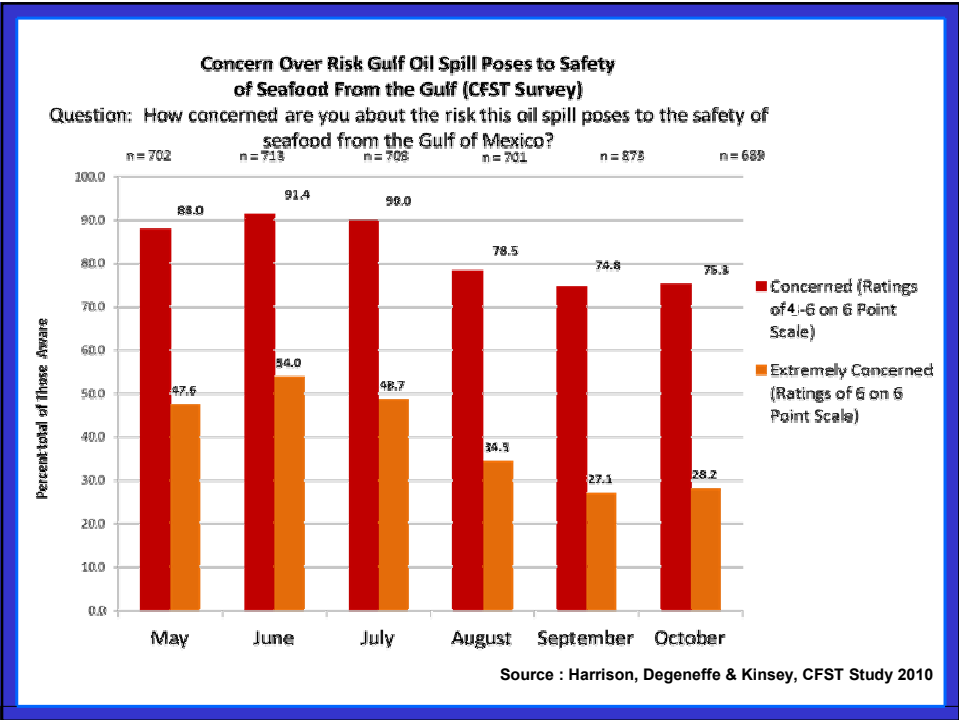


Awareness of Gulf Oil Spill (CFST Survey)

Question: Have you heard about the recent oil spill in the Gulf of Mexico?



Source : Harrison, Degeneffe & Kinsey, CFST Study 2010

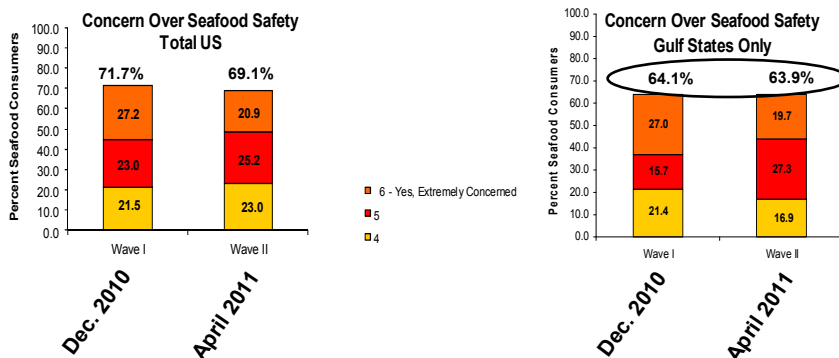


Summary of CFST Survey May – October, 2010

- Level of concern about the Spill's affect on Seafood safety - started out at 88% in the early weeks, increased to a high of 91.4% by July – falling to 75.3% by October - 3/4ths of consumers indicating concern is a high level.
- Extreme concern started out at 47.6% in the early weeks of the spill, increased to 54% by July – falling to 28.2% by October. Also a high level.
- Percent of consumers saying they eat less seafood as a result of the spill - 50.7% in the early weeks increasing to 60.6% by July – falling to 48.3% by October.

LSPMB Results Dec. 2010 and April 2011 - Concern Over Seafood Safety

- Overall, continues to run high – however *fewer respondents expressed extreme concern.*
- Concern in the Gulf States is slightly lower than in the total US



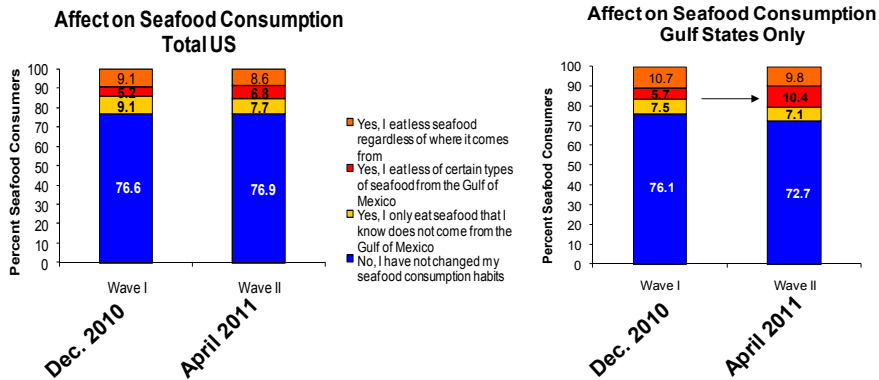
Harrison and Degeneffe, 2011

Affect of Spill on Seafood Consumption

Most Consumers say they have not changed

About 23% Still say they have reduced seafood consumption

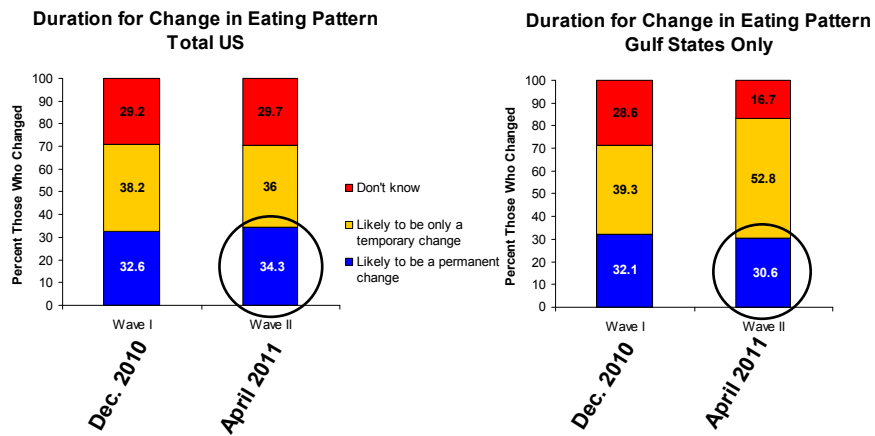
Slightly more Gulf residents are avoiding seafood they know comes from the Gulf.



Harrison and Degeneffe, 2011

Expected Duration of Change in Consumption

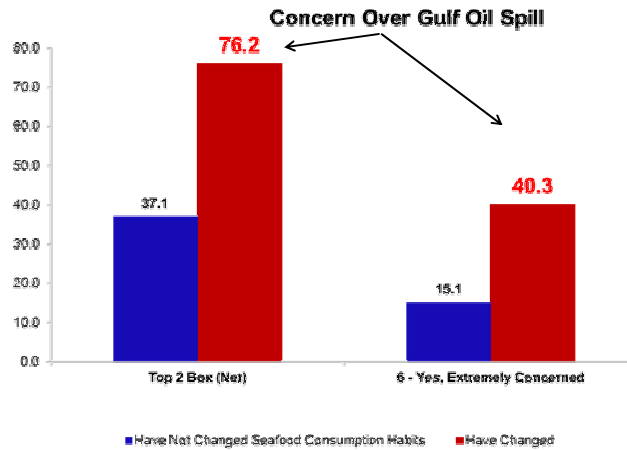
Some seafood consumers say their duration of change likely to be permanent.



Harrison and Degeneffe, 2011

Level of Concern

The biggest difference between those who have changed and those who have not changed is in the level of concern felt.

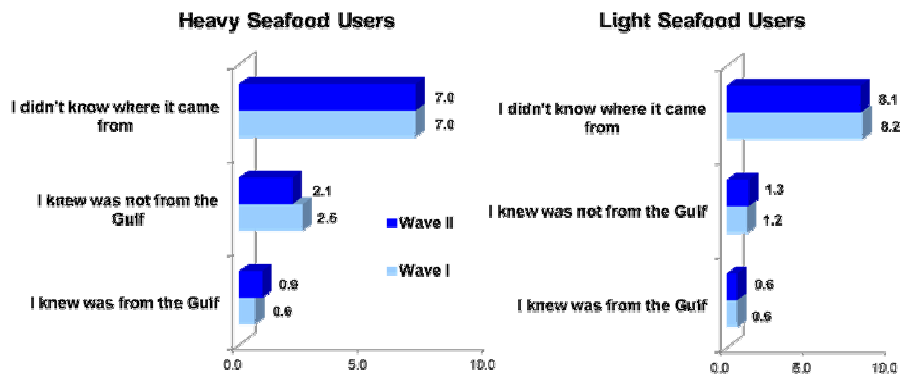


Harrison and Degeneffe, 2011

April 2011

Neither Light or Heavy Seafood Users Know the Source of the Seafood They Eat

Knowledge of Source of Seafood - Past 10 Eatings



Harrison and Degeneffe, 2011

Summary of LSPMB Survey December 2010 and April, 2010

- Most seafood consumers have not changed their consumption (77%), but some have been more profoundly affected (23%).
- An important implication being that we have a segment of seafood consumers who have changed their consumption of seafood as a result of the spill
 - some say, permanently.



The long term effects of the spill on gulf seafood demand is unclear.

- The segment indicating a permanent change is small (n=69) relative to the total sample (N=1,000), plus most of respondents indicate they don't know the source of their seafood.
- Moreover, factors other than consumer attitudes affect demand for seafood.
- It is clear, however, that a quality assurance program accompanied by effective communication strategies are needed to address consumer concerns following events such as the gulf oil spill.

