

Should you sell your clams directly to consumers?



During 2021 and 2022, we surveyed over 1,000 people in South Carolina, Georgia, and North Carolina to understand their buying habits, motivations, and preferences.

57% of people surveyed eat clams, and 60% of them purchase clams outside of a restaurant.

- People buying raw clams from someplace other than a restaurant said they usually buy **2 dozen** at once.
- When ordering in-person, people purchase direct from **seafood markets** (79%) and grocery stores (63%) much more than from producers (32%).

When purchasing direct, the majority of the time people purchase raw clams in-person versus ordering online or by phone.

Freshness was the top reason for wanting to purchase clams directly from the producer.

49% of people surveyed were interested in purchasing raw clams directly from the producer.

- People said they were interested in purchasing raw clams **8 times per year**, on average.
- **"Freshness"** was most frequent motivation for purchasing direct (39%), followed by **"knowledge of source"** (25%).

- People interested in a clam subscription said **increased convenience** was their top reason.
- There was a slight preference for a subscription service **3-4 times per year**.
- There was more interest for a subscription service **1-4 times per year**.

Only about a third of respondents interested in direct purchase were interested in a subscription service for raw clams.



Clam Producers Best Practices

If selling directly to consumers, market your product as fresh and local, and focus on local markets and grocery stores.