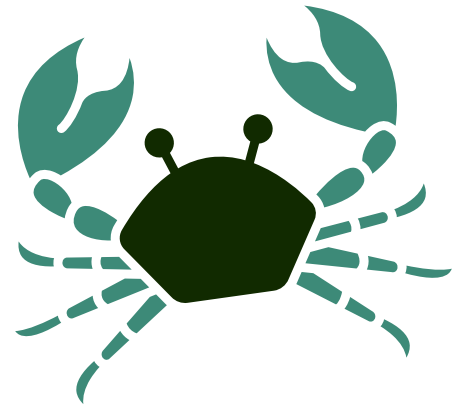


# Should you sell your crab directly to consumers?



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.

**85%** of people surveyed eat crab, and 72% of them purchase crab outside of a restaurant.

- Most people reported that they usually eat crab at a restaurant or a special event.
- There was a preference for crab legs or claws, followed by crab combined with other ingredients, and lastly, whole crab.
- 53% of people perceived wild-caught as being slightly or much better than farm raised, but 41% were indifferent.

**The preference for how to get crab from the producer was (most to least):**

1. **Pickup from a local seafood market.**
2. **Pickup from the producer's premises, such as a dock.**
3. **Delivery to home.**

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

**67%** of people surveyed were interested in purchasing whole raw crab directly from the producer.

- 52% said they would purchase more than 3 times a year, with an average of **7 times a year**, via pickup.
- **12 whole raw crabs** was the average amount people expected to buy per direct purchase via pickup.

- People interested in a crab subscription said **convenience and cost** were their top reasons.
- **4 or more deliveries per year** was the average frequency people wanted.
- The average amount people wanted per delivery was **18 whole raw crabs**—higher than pickup.

**67%** of people surveyed said they would be interested in a subscription model.



## Crab Producers Best Practices

If selling directly to consumers, market your whole raw crab as wild, local, and fresh and consider offering pickup and delivery.