Should you sell your shrimp 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.

96% of people surveyed eat shrimp, and 96% of them purchase shrimp outside of a restaurant.

- When buying outside of a restaurant, people preferred fresh or frozen raw shrimp as opposed to cooked.
- Peeled shrimp was favored over head-on-tail-on and head-off-tail-on shrimp.
- On average, wild-caught shrimp was preferred slightly more than farm-raised shrimp.

Some key takeaways are:
1. The popularity of peeled shrimp shows a need for producers to have more processing capability.
2. Given the slight preference for wild-caught, it may be beneficial to offer information about eating local wild-caught versus imported farm-raised shrimp.

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

68% of people surveyed were interested in purchasing raw shrimp directly from the producer.

- 62% said they would purchase more than 3 times a year, with an average of 9 times a year, via pickup.
- 3 lbs was the average amount people expected to buy per direct purchase via pickup.

- People interested in a shrimp subscription said convenience and cost were their top reasons.
- 7 deliveries per year was the average frequency people wanted.
- The average amount people wanted per delivery was 7.5 lbs—much higher than pickup.

62% of people surveyed said they would be interested in a subscription model.

Shrimp Producers Best Practices

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

More info: www.scseagrant.org