

## FLORIDA CONSUMER MARKET

There is sufficient reason to believe that Floridians, particularly South Floridians, may consume substantially greater quantities of seafood than the average U.S. resident because of the state's unique geographical characteristics and the presence of very large recreational and commercial fisheries. Florida has 1,400 statute miles of general coastline and 8,500 statute miles of tidal shoreline. Additionally, Florida has over 4,500 square miles of inland freshwater, coupled with a favourable climate, have resulted in a multi-billion dollar recreational fishing industry. Florida's commercial seafood industry is also very large with landings amounting to 150 million pounds of finfish and shellfish, with over 450 seafood processors and wholesalers in the state, more than any other in the United States.

The following information concerning consumer fish and seafood consumption in Florida is based on the study *"Per Capita Fish and Shellfish Consumption in Florida"* which was conducted by the Florida Agricultural Market Research Center. The study investigated seafood consumption trends in Florida with respect to total annual consumption; consumption at-home; consumption away-from-home; consumption by gender; consumption by race; mode of consumption; consumption by age; consumption by income level; and, consumption of saltwater and freshwater species. Conclusions and statistical analysis used in this section of the document should be attributed to the findings of the above study which was published by the University of Florida in August 1994. Copies of the complete study can be obtained by contacting the Florida Agricultural Market Research Center, Food and Resource Economics Department of the Institute of Food and Agricultural Sciences within the University of Florida.

### **TOTAL ANNUAL CONSUMPTION**

Total annual consumption of fish and seafood in Florida across all modes, species groups, and demographic strata equalled 16.8 kilograms per capita. There was significant variations in consumption between individual counties ranging from Hendry County with a low of 6.5 kilograms per capita, up to a high of Franklin County with 13.82 kilograms per capita. Total away-from-home fish and seafood consumption in Florida was 8.85 kilograms per capita, of which 6.32 kilograms was finfish and 2.53 kilograms was shellfish. Total at-home consumption of fish and seafood in Florida was 7.95 kilograms per capita, with finfish as the dominant species group consumed at-home.

### **CONSUMPTION BY GENDER**

Total annual consumption of fish and seafood in Florida was generally higher for male than for female consumers in the above noted study. Total annual consumption of fish and seafood for males was 19.09 kilograms per capita, whereas annual consumption for females in Florida totalled 15.22 kilograms per capita. In addition, annual consumption of both finfish and shellfish was higher for males than females per capita. With regard to consumption by mode, both genders consume more fish and seafood away-from-home than at-home. Males in Florida on average consume 10.49 kilograms of fish and seafood away-from-home per annum, and 8.6 kilograms of fish and seafood at-home per capita. Females in Florida on average consume 7.72 kilograms of fish and seafood away-from-home per annum, and 7.5 kilograms of fish and seafood at-home per capita. For both genders, more shellfish is consumed away-from-home than at-home, and males consume more finfish away-from-home, while females in Florida consume more finfish at-home than away-from-home.

### **CONSUMPTION BY RACE**

Total annual consumption of fish and seafood for various races in Florida was also examined in the above noted study, and findings indicated the following per capita consumption statistics: Asian 21.64 kilograms; American Indian 20.93 kilograms; African American 17.47 kilograms; Caucasian 16.62 kilograms; and, Hispanic 16.54 kilograms. With regard to consumption of finfish, differences between race were as follows: Asian 18.25 kilograms; American Indian 17.61 kilograms; African American 14.97 kilograms; Hispanic 13.62 kilograms; and, Caucasian 12.76 kilograms. With regard to consumption of shellfish, differences between race were as follows: Caucasian 3.85 kilograms; Asian 3.39 kilograms; American Indian 3.32 kilograms; Hispanic 2.92 kilograms; and African American 2.5 kilograms.