

# American Seafood Harvesters Marketing Practices Survey

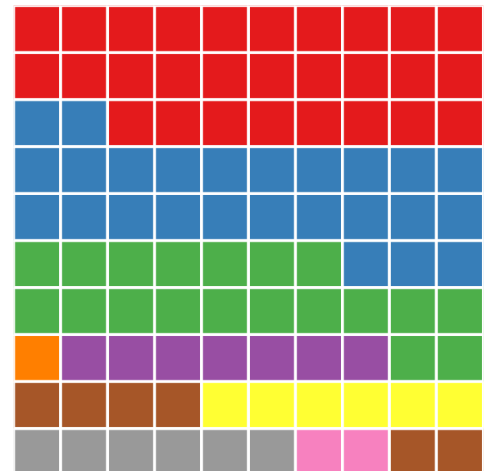
## FACT SHEET 4: ECONOMICS OF DIRECT SEAFOOD SALES

The **2023 American Seafood Harvesters Marketing Practices Survey** is the first-ever national assessment of the direct seafood sector. The survey aims to fill a gap in our understanding of the domestic seafood market in the US and bring greater focus to the socioeconomic contributions of seafood in the nation's local and regional food systems. This document describes economic aspects of direct seafood sales and is the fourth and final in a series of fact sheets that highlight findings from the survey.

### Production & Marketing Expenses for Direct Seafood

#### Proportional Expenses

- Seafood harvesting expenses (permits, insurance, vessels, gear, etc.)
- Fuel for seafood harvesting
- Hired crew on seafood harvesting operations
- Seafood sales equipment (boxes, totes, scales, tables, etc.)
- Hired labor for seafood sales
- Seafood processing costs
- Seafood transportation & distribution costs
- Seafood marketing expenses (advertising, website, etc.)
- Other expenses (market fees, licenses, insurance, etc.)

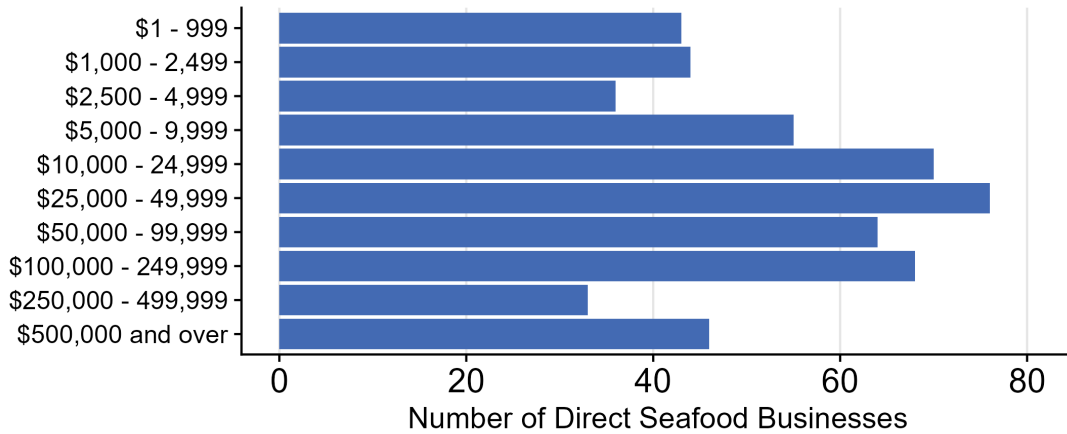


Direct Seafood Marketing has expenses associated not only with seafood marketing but also with seafood harvesting, processing, and distribution. We heard from nearly **500** direct seafood marketers about their seafood marketing associated expenses in 2022.

The reported expenses ranged widely across the US, from as little as **\$200** to an average of **\$600,000**. Accounting for this variability, the median expenses were **\$30,000**. Nearly three quarters of the reported expenses were associated with seafood harvesting, including equipment costs, fuel, and crew salaries. On the other hand, seafood marketing related expenses were proportionately lower and divided nearly equally across processing, distribution, marketing equipment, and other expenses.

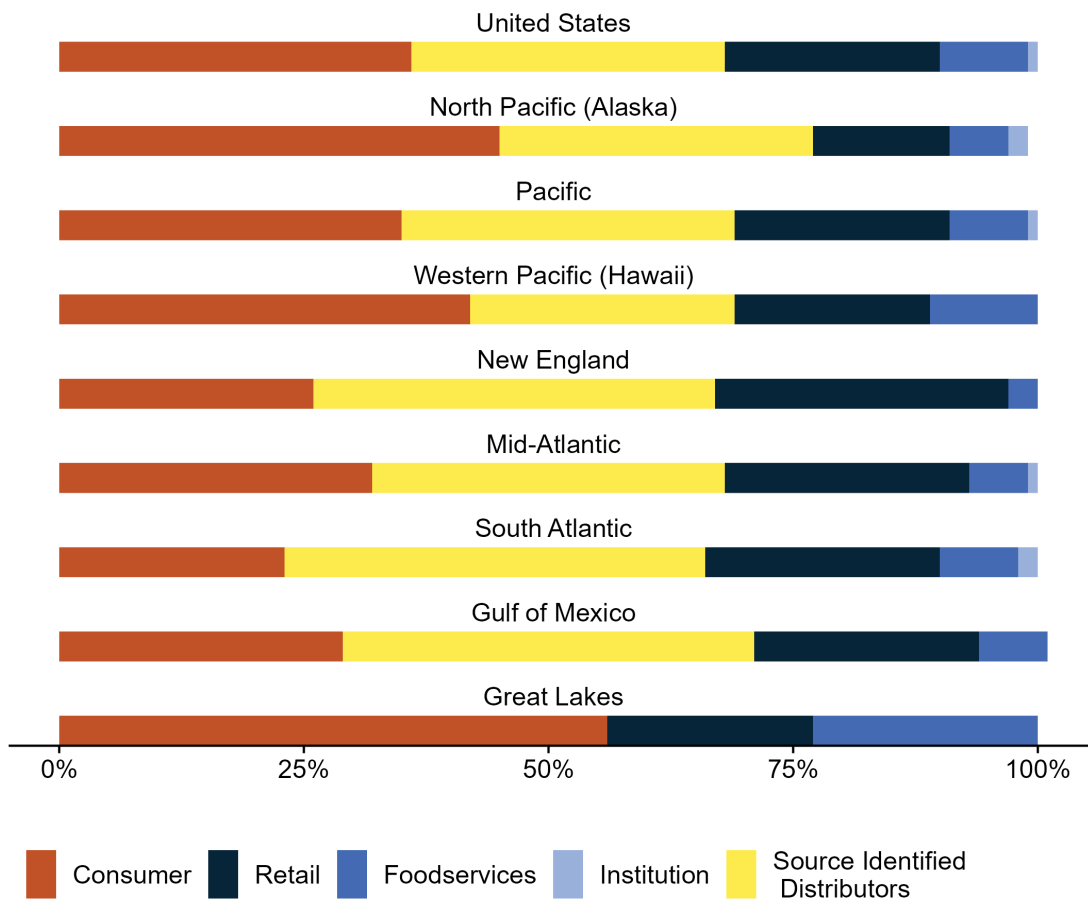
### Income from Direct Seafood Sales

Across the US, direct seafood businesses reported varying incomes from direct seafood sales in 2022. A third of businesses reported incomes upto **\$10,000**, while **40%** of businesses reported incomes ranging between **\$10,000** and **\$100,000**. A little less than a third reported incomes greater than **\$100,000**.



## Percent Income from Direct Seafood Sales

Direct to consumer seafood sales contributed an average of **36%** to the income of seafood businesses, closely followed by Source-Identified Distributors with an average contribution of **32%**. Within regions of the US, the contributions to seafood business revenues varied by direct marketing channels. Either Direct to Consumer sales or Source-Identified Distributors contributed the most to regional direct seafood sales revenue.



### COLLABORATING PARTNERS



### FUNDING PARTNERS

