**SUPERMARKET SEAFOOD SURVEY**

The objective of this survey is to better understand the needs and concerns of seafood retailers. Your participation is completely voluntary and your responses will be handled with strict confidentiality. Responses will be anonymously used only for research purposes. We appreciate your participation in making this study successful. **Please Respond By October 14, 2005.** Thank you.

1. Do you think that country of origin labeling for seafood is affecting consumer choice?
   - Yes
   - No

2. Do you think that production method, farm-raised or wild harvest, labeling is affecting consumer choice?
   - Yes
   - No

3. Do you believe that your customers prefer farm-raised or wild-harvest fish and shellfish?
   - Farm-raised
   - Wild-Harvest

   *If you answered wild-harvest, please explain:*

4. What do you believe are the major barriers to increased seafood sales?
   - Price
   - Consumers prefer meat
   - Consumers prefer poultry
   - Consumer safety concerns
   - Negative media coverage
   - Lack of consumer knowledge about seafood
   - Other

5. What types of promotional materials would fit into your seafood program and help you to sell more seafood?
   - Electronic print out kiosk of recipe information
   - Sampling
   - Hard copies of recipe information
   - In store demonstrations
   - Increased positive media coverage in local newspaper food columns
   - Increased positive electronic media coverage
   - In-store cooking classes
   - Other

6. What do you believe are the advantages to farm-raised fish and shellfish?
7. What do you believe are the disadvantages of farm-raised fish and shellfish?

8. Do you believe that your customers would buy more seafood if the product were labeled organic?
   1. □ Yes  2. □ No

9. Do you believe that your customers would pay more for a product that is labeled organic?
   1. □ Yes  2. □ No

10. Do you believe that an organic label would increase consumer confidence in the wholesomeness of the product?
    1. □ Yes  2. □ No

11. Do you believe that organically, grown fish and seafood products would fit into your seafood program?
    1. □ Yes  2. □ No

12. Do you believe that your customers would pay more for a product that carries an eco-friendly label?
    1. □ Yes  2. □ No

13. Do you believe that your customers prefer locally farm-raised or harvested fish and shellfish?
    1. □ Yes  2. □ No

If you would like a free copy of our report on Consumer Attitudes and Seafood, please provide the following information:

Name:__________________________________

Mailing Address:________________________
_______________________________________

Thank you for your help!!