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 labels 1. □ Yes	ing for seafood is affect 2. ☐ No	eting consumer choice?		
2.	Do you think that production method, far consumer choice? 1. □ Yes	m-raised or wild harve 2. □ No	est, labeling is affecting		
3.	Do you believe that your customers prefer 1. ☐ Farm- raised	er farm-raised or wild-l 2. 🗖 Wild-Ha			
	If you answered wild-harvest, please explain:				
4.	What do you believe are the major barried 1. □ Price 3. □ Consumers prefer poultry 5. □ Negative media coverage 6. □ Lack of consumer knowledge at 7. □ Other	2. □ Consumers prefet4. □ Consumer safety	er meat		
5.	What types of promotional materials work more seafood? 1. □ Electronic print out kiosk of recommendations. □ Hard copies of recipe informations. □ Increased positive media cover. 6. □ Increased positive electronic more in the cooking classes. □ Other.	cipe information on age in local newspaper	2. □ Sampling		

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 the organic?	at your customers would be	buy more seafood if the product were labeled				
1. ☐ Yes	2.	□ No				
9. Do you believe that 1. ☐ Yes	•	ay more for a product that is labeled organic No	?			
10. Do you believe that an organic label would increase consumer confidence in the wholesomeness of the product?						
1. ☐ Yes	*	□ No				
11. Do you believe that organically, grown fish and seafood products would fit into your seafood program?						
1. ☐ Yes		□ No				
12. Do you believe the friendly label?	nat your customers would	pay more for a product that carries an eco-				
1. ☐ Yes	2.	□ No				
13. Do you believe the shellfish?	nat your customers prefer l	locally farm-raised or harvested fish and				
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!!