

RUTGERS COOPERATIVE EXTENSION  
NEW JERSEY AGRICULTURAL EXPERIMENT STATION

# Aquaculture Trade Leads - 1993

CIRCULATING COPY

Nona R. Henderson  
Seafood Marketing Extension Specialist

Department of Extension Specialists  
Rutgers Cooperative Extension  
New Jersey Agricultural Experiment Station

and

Department of Agricultural Economics and Marketing  
Cook College  
Rutgers, the State University of New Jersey

LOAN COPY ONLY



FISHERIES  
AND  
AQUACULTURE  
TECHNOLOGY  
EXTENSION  
CENTER

New Jersey  
**SEA GRANT**

June 1994

NJSG-94-296

# Aquaculture Trade Leads - 1993

Aquaculturists in New Jersey and the Northeast Region are in a highly competitive situation. Producers of cultured products face competition from one another and from fishermen who harvest wild-caught fish and shellfish from both within and outside the region. Expansion and diversification of markets can improve the profitability of aquaculture at current production levels as well as foster production expansion.

The culture of hard clams, *Mercenaria mercenaria*, is a significant part of the Northeast aquaculture industry. In 1992, the farm gate value of cultured hard clam production in the Northeast region was valued at \$15,553,000. Cultured hard clams contributed 11% of the total regional aquaculture production valued at \$146,409,000 (Bush and Anderson, 1993).

To improve the competitive strength of New Jersey hard clam culturists and expand markets for cultured hard clams, a project was undertaken to identify specific buyers interested in cultured hard clams. A survey of sixty-seven hard clam buyers in New England, the Mid-Atlantic, the South Atlantic and the Mid-West was conducted to identify important product attributes by which cultured hard clam suppliers could differentiate their product. Information regarding participating company location, functions, sales territory, and annual sales was obtained from Who's Who in the Fish Industry - 1992 (Brown, 1992). Survey results characterize average weekly demand for hard clams, degree of buyer differentiation of cultured versus wild-harvest product, and relative importance of attributes which affect seafood buyer purchase decisions (Henderson, 1994).

Sixty-five buyers who participated in the survey indicated an interest in being contacted by suppliers of cultured hard clams.

cultured oysters, hybrid striped bass, soft-shelled blue crab, tilapia, and/or trout. The survey generated firm-level information reported herein which could be useful to producers of aquacultured products in targeting these markets.

## References

- Bush, Michael J. and James L. Anderson. 1993. *Northeast Region Aquaculture Industry Situation and Outlook Report*. Northeast Regional Aquaculture Center, North Dartmouth, MA.
- Brown, Paul B., Jr., 1992. Who's Who in the Fish Industry 1992, Umer Barry Publications, Inc., Toms River, NJ.
- Henderson, Nona. 1994. *Product Attributes Affecting Cultured Hard Clam Purchase Decisions*. Extension Technical Report E-178. Rutgers Cooperative Extension, Cook College, Rutgers, The State University of New Jersey, New Brunswick, NJ. (or NJSG-94-290, New Jersey Sea Grant College Program, Fort Hancock, NJ)

## Acknowledgements

This publication is the result of research funded in part by: the Fisheries & Aquaculture Technology Extension Center under its University/ Industry Partnership Program through a grant from the New Jersey Commission on Science and Technology; NOAA, Office of Sea Grant, Department of Commerce, under grant number NA89AA-D-SG057, (Project number A/S-1); Ocean County Department of Planning; and Atlantic County Department of Regional Planning & Development. Cooperating agencies are Rutgers, the State University of New Jersey, United States Department of Commerce, NOAA Sea Grant College Program, United States Department of Agriculture, New Jersey Marine

Sciences Consortium, Atlantic County Board of Chosen Freeholders, and Ocean County Board of Chosen Freeholders. The views expressed herein are those of the author and do not necessarily reflect the views of NOAA or any of its subagencies, or those of the other funding agencies. U.S. government is authorized to produce and distribute reprints for governmental purpose not withstanding any copyright notation that may appear herein NJSG-94-296.

Gef Flimlin, Marine Agent, New Jersey Sea Grant Marine Advisory Service, assisted in the development and distribution of the mail survey utilized in developing these trade leads, and served as liaison with the New Jersey industry cooperators and county funding agencies. The cooperation of five New Jersey cultured hard clam producers: George Mathis, Jr., Mathis and Mathis Enterprises, Egg Harbor; William Barnish, Brigantine; John Schriever, Bayfarm, West Creek; Peter McCarthy, Manahawkin; and Richard Crema, Oceanville, who provided input to the survey design, and of the hard clam buyers who participated in the survey is gratefully acknowledged. Paul Brown, Jr., Umer Barry Publications, Inc. of Toms River, NJ assisted in the distribution of the survey. Shyam Upadhyaya and Arbindra Rimal, graduate students in the Department of Agricultural Economics and Marketing, Cook College, Rutgers University assisted in computer entry of the survey data, and Phil Wisneski prepared the manuscript for publication.

This publication accurately reflects the information provided by participating buyers at the time it was obtained. Users of the information are cautioned that the information is subject to change due to such factors as changes in company management and sales personnel. No endorsement of any particular company is intended.

Buyers not currently listed which would like to be included in future trade lead publications, buyers listed which would like to modify information contained herein, and suppliers who discover inaccuracies while using the publication are encouraged to notify the author at Blake Hall, Cook College, Rutgers University, New Brunswick, NJ 08903-0231, telephone: 908-932-8087, or fax: 908-932-9441.

Rutgers Cooperative Extension provides information and educational services to all people without regard to sex, race, color, national origin, disability or handicap, or age. Rutgers Cooperative Extension is an Equal Opportunity Employer.

New England Region										Weekly Hard Clam Order		Factors Affecting Hard Clam Purchase Decisions				Shelflife (days)		Payment Terms		Interest in Other Cultured Products								
Company Name	Address	City	ST	Zip	Contact	Telephone	FAX Number	Company Function	Sales Territory	Annual Dollar Sales	Littlecks	Topnecks	Cherrytones	Chowders	Meat Quality	Shell Appearance	Price	Availability	Origin/Safety	Shelflife/Freshness	Bygs Cultured Hard Clams	Customer Pays More for Cultured Clams	Oysters	Striped Bass	Soft Blue Crab	Tilapia	Trout	
National P.O.P Marketing Co.	PO Box 4503	Waterbury	CT	06704	Joe Mancini	203-468-8006	203-468-8030			3,5	2				2	1	3	4	5		21		X	X	X	X	X	
New England Sea Farms	PO Box 6128	North Plymouth	MA	02362	Ray Graser	508-747-2959	508-746-7422			1,2,4,6	4,5				1	1	1	1	3		6							
Atlantis Seafoods	18 Beach St., PO Box 422	Monument Beach	MA	02563		508-759-5820				2,4	1-4				1	2	2	2	4		6							
Maxwell's Mussels	PO Box 194	Boxford	MA	01921	Maxwell F. Turner	508-887-9256	617-567-2994			1,2,3,4,5,6	1-5	L			1	1	1	1	1		10		X	X	X	X	X	
Point Judith Shellfish Company	2-4 Fish Pier	Boston	MA	02210	Al Iafate	617-482-1474	617-482-1488			4	1-4	L	L	S	3	1	2	1	1		12		X	X	X	X	X	
Boston Fish Wholesale	25 Downing Parkway	Pittsfield	MA	01201	Neil Doherty	413-477-7395	413-443-4971			4	4	L	L	S	3	1	1	3	1		10		X	X	X	X	X	
Mallones & Sons, Inc., Howard L.	PO Box 155	Merion	MA	02738	Howard Mallones, Jr.	508-748-0130						M	S	M	1	2	1				14							
Byrnes, Michael Seafoods, Inc.	36 D St.	South Boston	MA	02127	Michael Byrnes	617-269-9892	617-269-8378			2	4	M	S	S	3	1	1	3	4		10		X	X				
Mullaney's Harborside	8 Allen St.	Scituate	MA	02066	Chris Mullaney	617-545-5000	508-747-4333			3,4,9	1	M	S	S	1	1	1	1	1		7		X	X				
Plymouth Fish Market, Inc., The	295 Court St.	Plymouth	MA	02360	Richard Travassos	508-746-6555	508-747-4333			2,4	4	S	S	S	1	1	1	2	5		7		X	X				
Sebasco Wharf, Inc.	P.O. Box 65	Sebasco Estate	ME	04565	Newbold Varian, Jr.	207-389-2756	207-389-2889			1,4,5,6	5	S	S	S	1	1	1	1	2		10							
Galleian Seafood Corporation	16 Broad Common	Bristol	RI	02809	Mark Montopoli	401-253-3030	401-253-9207			1,2,4	4,5	L		L	1	1	1	1	1		5		X	X				
Great Northern Products, LTD.	PO Box 7622	Warwick	RI	02887	George Nolan	401-885-7740	401-885-7745			1,2,5,6	4,5	L	L	L	1	2	3	3	1		5		X	X				
Greenwich Bay Clam, Inc.	410 Main St., PO Box 271	East Greenwich	RI	02818	Warren Finn, Jr.	401-884-2700	401-884-4660			4	4	L	L	L	2	1	1	2	1		7		X	X				
American Mussel Harvesters, Inc.	PO Box 3441	Peace Dale	RI	02883	Bill Silkes	401-788-1678	401-792-3540			1	4,5	L	S	S	1	2	1	1	1		14		X	X				
Phelps-Grace Co., Inc.	1275 Wannanoag Trail	East Providence	RI	02915	Edward P. Grace, III	401-433-5500	401-433-5986			7,9	3	S	S	S	1	2	3	5	4		7		X	X				
Ray's Seafood Market	74 North St.	Burrington	VT	05401	Paul Dunkling	802-865-9754	803-658-7928			4,9	1	S	S	S	1	2	3	5	4		7		X	X				

Key:		Weekly Hard Clam Order		Factors Affecting Hard Clam Purchase Decisions		Payment Terms	
Company Function	Sales Territory	Annual Sales (\$)	Weekly Hard Clam Order	Most Relative Importance	Least Relative Importance	a. Cash on delivery	b. Check on delivery
1. Producer	1. Local	1. Under 100,000	S. Small: <10,000	1	5		
2. Processor	2. Intrastate	2. 100,000 to 500,000	M. Medium: 10,000 - 20,000	2	4		
3. Broker	3. Interstate	3. 500,000 to 1 million	L. Large: >20,000	3	3		
4. Wholesaler/Distributor	4. Multi-state	4. 1 to 2 million		4	2		
5. Importer	5. International	5. 2 to 5 million		5	1		
6. Exporter		6. 5 to 10 million					
7. Restaurant		7. 10 to 20 million					
8. Supermarket		8. 20 to 35 million					
9. Fish Market							



