

# LOCALLY SOURCED, FROZEN, SHUCKED OYSTER EVALUATION STUDY



**Presented By:**  
Center Marketing

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# CENTER MARKETING

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# KEY HIGHLIGHTS

- Color, taste, appearance and ease of use were rated excellent by 75% or more of respondents with 78% giving the samples an overall rating of excellent.
- 72% of respondents report they are very likely to purchase locally sourced, frozen, shucked oysters.
- More than half of respondents are willing to pay \$11-\$12 for a half pint of locally sourced, frozen, shucked oysters.
- 97% of respondents report that they would be motivated to purchase locally sourced, frozen, shucked oysters because their purchase would support clean water and sustainability of our oceans.
- 57% of respondents typically consume shucked oysters in a restaurant setting.

# RESEARCH OBJECTIVES

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**To survey customers in three independent supermarkets on Cape Cod to assess their experience, attitudes and preferences towards locally grown, frozen, shucked oysters after using them at home.**

## **This research aims to provide the following insights:**

- To determine what recipes consumers would use for locally grown, frozen, shucked oysters
- To determine how consumers evaluate characteristics such as appearance, smell, color, taste etc.
- To determine the likelihood that consumers would purchase locally grown, frozen shucked oysters.
- To determine the most popular size container consumers would purchase.
- To determine what factors would motivate consumers to purchase locally grown, frozen, shucked oysters.

# METHODOLOGY

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<b>RESEARCH DESIGN</b>	Survey
<b>RESEARCH METHOD</b>	Samples distributed at 3 seafood markets followed by an online survey
<b>SAMPLING DESIGN</b>	Non-Probability
<b>SAMPLING METHOD</b>	Consumers elected to take samples
<b>SAMPLE POPULATION</b>	N=340 took samples 46% (158) provided emails
<b>DATA COLLECTION PERIOD</b>	May-July 2021
<b>SAMPLE SIZE AND RESPONSE RATE</b>	n=38 (response rate 11% of 340 samples taken and 24% of those leaving emails)



# SURVEY INSTRUMENT

## Locally sourced, frozen, shucked oyster survey

***Thank you for bringing locally grown and frozen, shucked oysters into your kitchen! The shellfish farmers in Massachusetts have been challenged by the pandemic and are working to make their nutritious products more convenient for you to use. Thank you in advance for completing this survey, which will provide critical information to oyster farmers as they work to be more resilient in their businesses and creative in their product offerings. Your participation will automatically enter you for a chance to win a \$100 Amazon Gift Card!***

***Please complete the survey after preparing the product.***

**Participant information:**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Email: \_\_\_\_\_

**1. What recipe(s) did you prepare with the locally sourced, frozen, shucked oysters?**

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2. How would you evaluate the following characteristics of the locally sourced, frozen, shucked oysters that you took home?

	Excellent	Good	Fair	Poor
Appearance				
Smell				
Consistency				
Color				
Taste				
Size				
Ease of preparation				

3. Please include any additional comments on the locally sourced, frozen, shucked oysters you sampled below:

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4. Overall, how would you rate your experience with the locally sourced, frozen, shucked oysters you sampled?

Excellent\_\_\_ Good\_\_\_ Fair\_\_\_ Poor\_\_\_

5. How likely would you be to purchase locally sourced, frozen, shucked oysters if readily available at your seafood market?

Very Likely\_\_\_ Somewhat Likely\_\_\_ Somewhat Unlikely\_\_\_ Very Unlikely\_\_\_

If somewhat unlikely or very unlikely, please explain ?

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6. You have received a 1/2 pint (8oz) container of shucked oysters, if you were to purchase locally sourced, frozen, shucked oysters what size(s) would you prefer?  
(Check all that apply)

1/2 pint (8oz) \_\_\_ 1 pint (16oz) \_\_\_ Quart (32oz) \_\_\_

7. What is your opinion on the size of the oyster meats in your sample?

I'd prefer smaller meats\_\_\_ Just the right size\_\_\_ I'd prefer larger meats\_\_\_

Comments? \_\_\_\_\_

8. How much would you be willing to pay for a 1/2 pint of locally sourced, frozen, shucked oysters?

\$9-\$10\_\_\_ \$11-\$12\_\_\_ \$13-\$14\_\_\_ \$15-\$16\_\_\_

9. How important are each of the following to you in purchasing locally sourced, frozen, shucked oysters?

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
Purchases support local working waterfront communities				
Purchases support oyster farmers in Massachusetts				
Purchases support clean water and sustainability of our oceans				
Oysters are a good source of lean protein and zinc				

**10. Please include any other factors that would motivate you to purchase locally sourced, frozen, shucked oysters:**

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**11. Which seafood market provided you with the product?**

Mullaney's Harborside Fish Market\_\_\_ Mac's Seafood\_\_\_ Fishermen's View\_\_\_

**12. On average, how often are shucked oysters consumed by members of your household?**

1-2 times a week\_\_\_ Twice a month\_\_\_ Once a month\_\_\_ 1-2 Times a year

Never\_\_\_ (skip to question 14)

Other **(Please specify)** \_\_\_\_\_

**13. Where do members of your household typically consume shucked oysters?**

In a home setting\_\_\_

In a restaurant setting\_\_\_

**14. What is your gender?**

Male\_\_\_ Female\_\_\_ Prefer to self-identify\_\_\_\_\_

**15. What is your age?**

Under 18\_\_\_ 18-24\_\_\_ 25-35\_\_\_ 36-46\_\_\_ 47-57\_\_\_ 58-68\_\_\_ Over 68\_\_\_

**16. What is your household size (yourself included)**

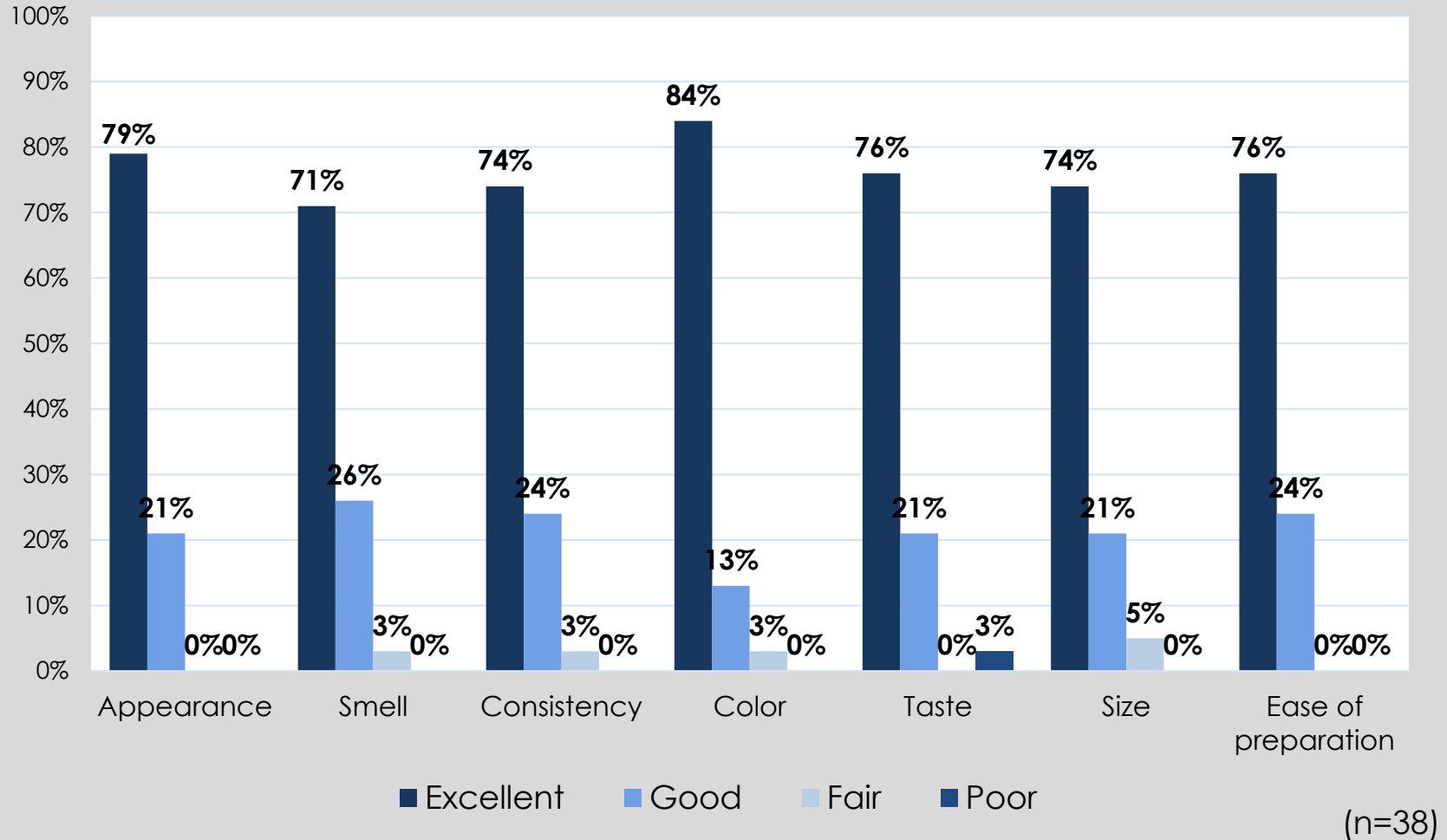
1\_\_\_ 2-3\_\_\_ 4-5\_\_\_ 6-7\_\_\_ More than 7\_\_\_

# FINDINGS

**Q1: What recipe(s) did you prepare with the locally sourced, frozen, shucked oysters?**

- Ate them raw (4)
- Baked with bread crumbs
- Cornmeal pan fried oysters
- Dipped in egg, panko, salt and pepper, sauteed
- Fried oysters/pan and oven (13)
- Garlic, oil, herbs over pasta
- Ginger-Lemongrass roasted oyster Bahn mi wrap
- Grilled (2)
- Husband ate with pasta
- Italian Cajun baked oysters
- Manhattan oyster chowder (7)
- Oyster cakes
- Oyster stew (4)
- Oyster po-boy
- Pasta dish with oysters and linguini

## Q2: How would you evaluate the following characteristics of the locally sourced, frozen, shucked oysters that you took home?





**Q3: Please include any additional comments on the locally sourced, frozen, shucked oysters you sampled below:**

- Absolutely scrumptious! Same as fresh shucked , no frozen taste ! Even ate one raw and was so good! Baked with bread crumbs
- As a lover of raw oysters, especially from Apalachicola, FL, we were favorably impressed by the quality and taste of these thawed oysters! Had never done that before. We rarely give rave reviews like this one. Am sure that they would be excellent in your favorite oyster recipe.
- Awesome!!
- Can't wait to eat more.
- Delicious, and easy.
- Extremely tender and tasty. They were a bit tough to handle to flour and bread but the result was well worth it! Will buy again and work on my breading skills.
- For those who appreciate a FRESH home made Oyster stew, FRESH, SWEET SMELLING, PLUMP fresh oysters are the key ... and yours were the basis for a simply wonderful stew. Yes, no need to search for another source - your supply is locally available and great for the base of a perfect homemade oyster stew. Thank you.

**Q3: Please include any additional comments on the locally sourced, frozen, shucked oysters you sampled below: (Continued)**

- Good quality
- Great product. With a pint of the oven fried oysters we made two meals for two: oyster po boys and over an arugula salad. Having this good-sized portion in the freezer is a life-saver for last-minute meals. They defrost quickly in the fridge, and they taste great.
- I deep fried them and they were delicious
- I live in NYC and visit my parents in Cape Cod often. I'd totally buy multiples of these and take them home with me. NYC oysters are too expensive to have at home. Excellent product!
- I really really wanted to like these. But they had a funny flavor. They had not been frozen very long (it said 5/20 on the container). But they were very slimy and they didn't taste bright and briny. I ended up throwing away the soup. I'm sorry. Maybe it was the packaging or freezing process? Maybe they need to be flash frozen? I don't know, but I really didn't like them.
- I thawed 36 hours prior which I think was too long before. I wasn't crazy about the gelatinous consistency of the contents once thawed.

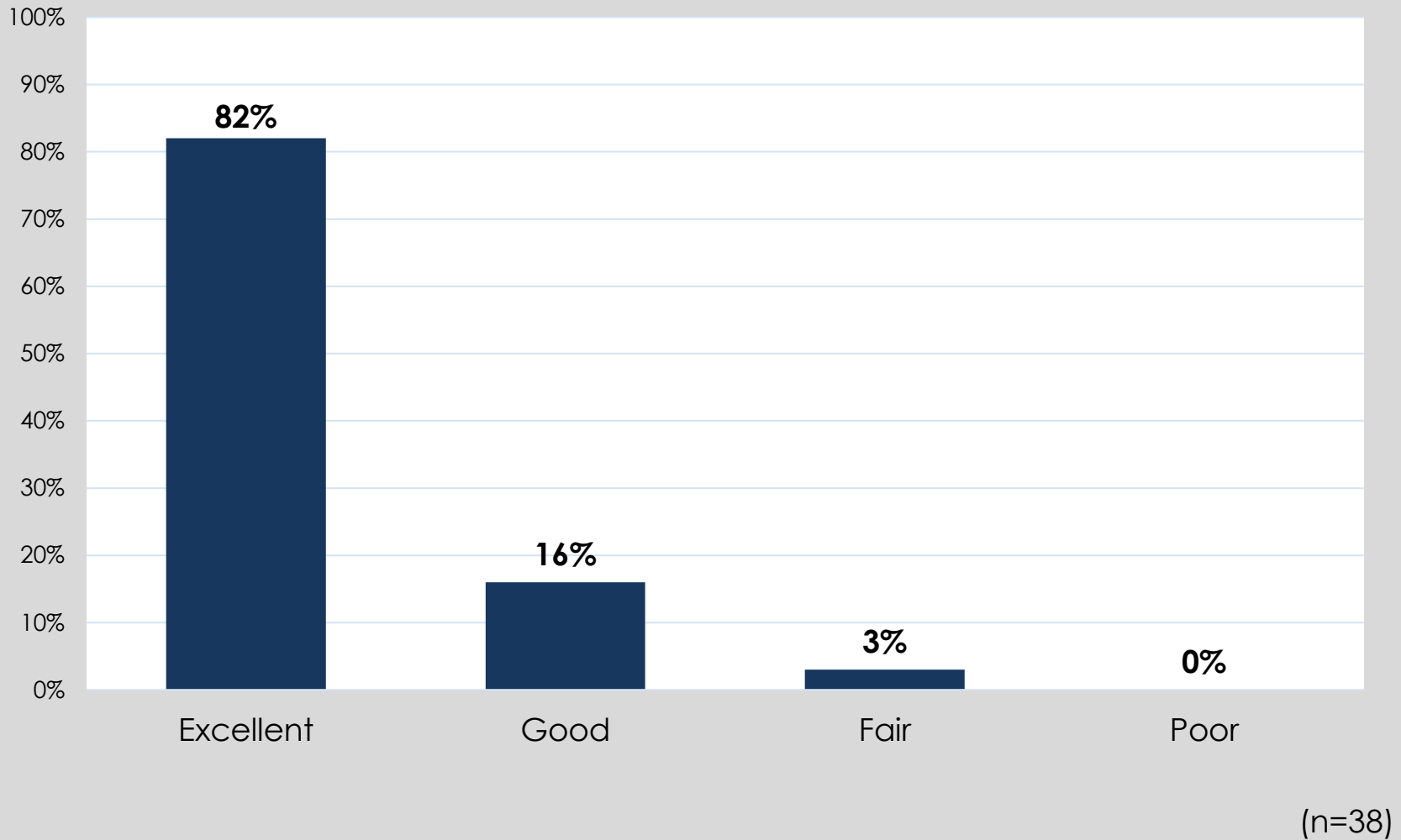
**Q3: Please include any additional comments on the locally sourced, frozen, shucked oysters you sampled below: (Continued)**

- I think I should have put more butter in with the panko to give it more flavor. I might also actually fry them the next time rather than the oven.
- I thought they were tasty. I used oil and Pablo. Dipped in cocktail sauce. Next time I would try butter and bread crumbs I think frozen oysters have potential for many recipes.
- If you were to sell them in VT , where I live, I would buy them.
- Seems perfect for use for fried oysters and for baked stuffed lobster
- So happy to support locally sourced!
- Thank you for the samples
- They thawed quickly in the fridge. The liquid was much thicker than expected so wasn't quite sure how much to rinse them.
- They were excellent and I would buy this product. I hope you get many survey responses!
- They were great for using in a stew!
- This survey doesn't apply well to raw oysters. That said, they were lovely.

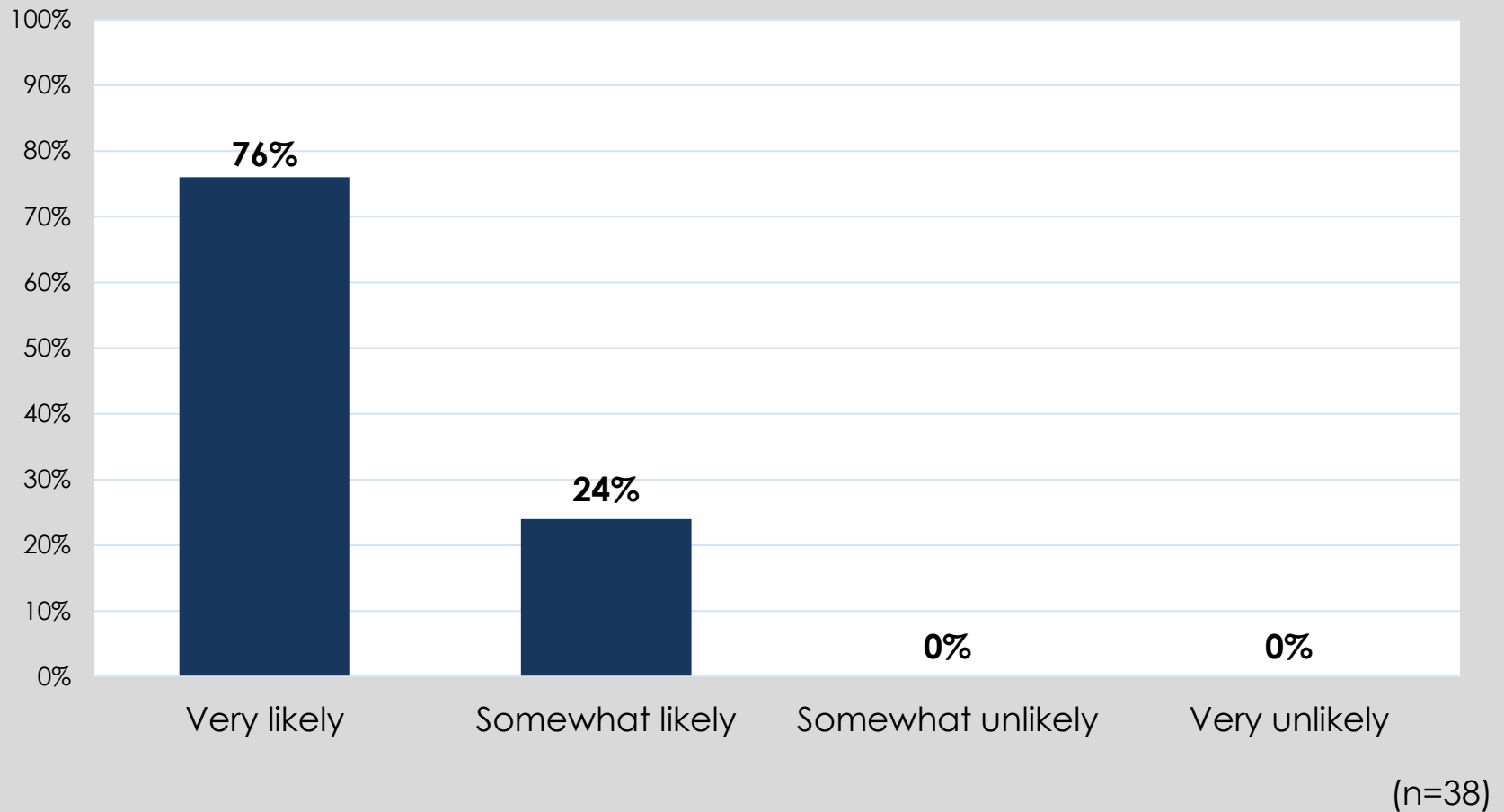
**Q3: Please include any additional comments on the locally sourced, frozen, shucked oysters you sampled below: (Continued)**

- Using the thawed and shucked oysters was very easy and convenient. The only reason I marked taste as “good” rather than “excellent” was because the recipe I did, while really delicious had so many flavors going that the nuance of the oysters got a little lost.
- We loved them and fought over them!!!
- The size of the oysters was a little inconsistent, and some were half oysters, but the overall flavor was excellent. There were a lot of oysters in the container.
- They held up so well going from frozen to in the stew and were so flavorful and didn't feel at all like they'd been frozen!

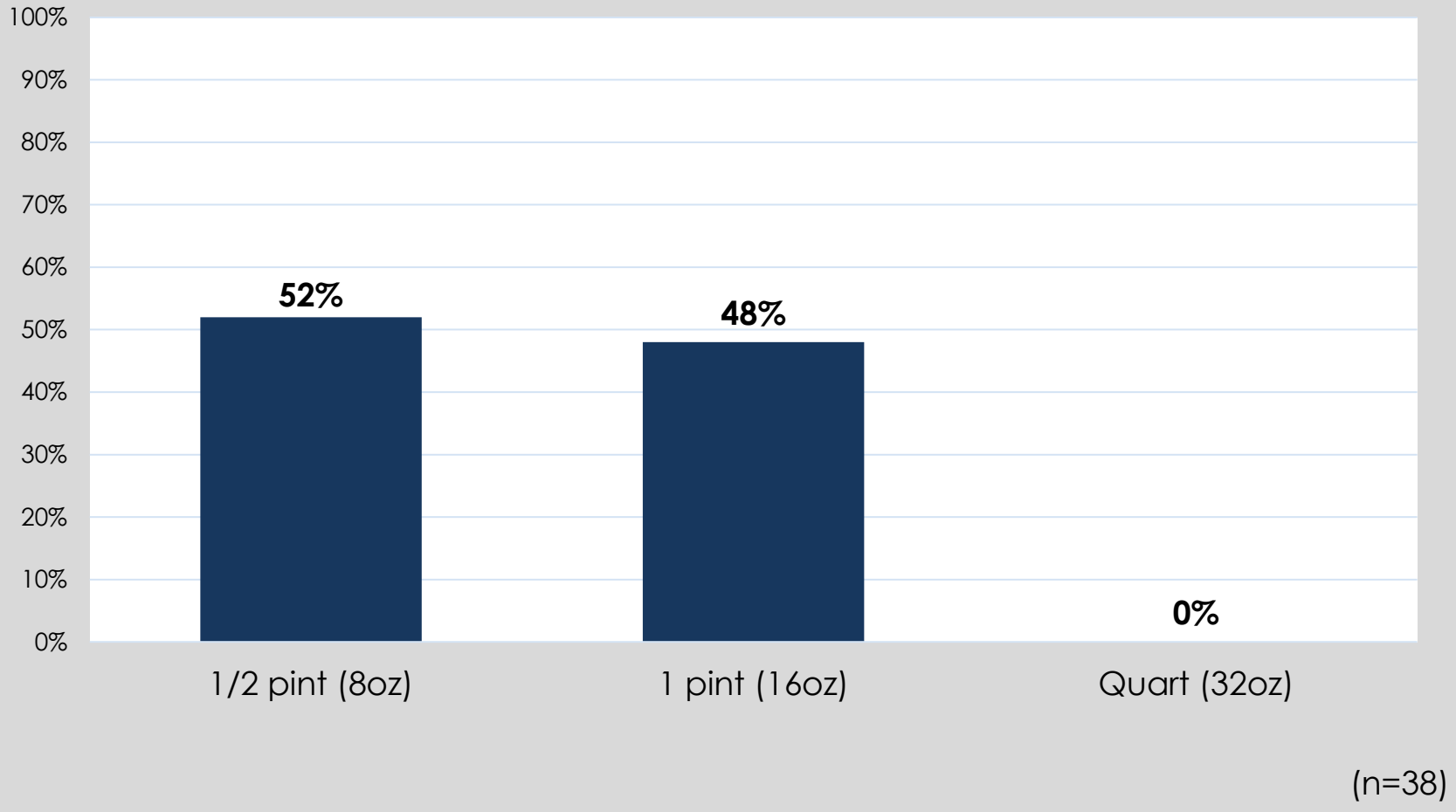
### Q4: Overall, how would you rate your experience with the locally sourced, frozen, shucked oysters you sampled?



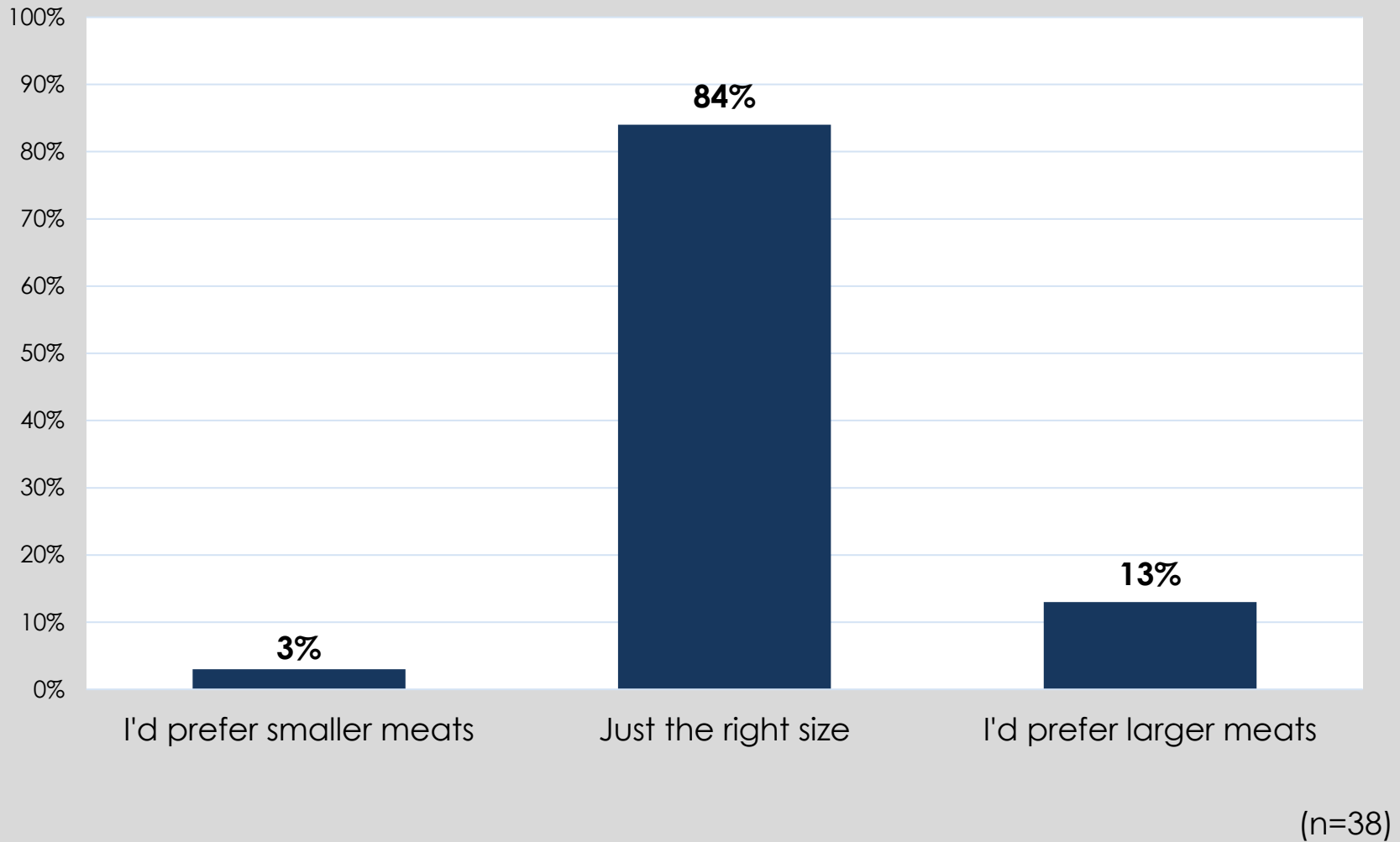
### Q5: How likely would you be to purchase locally sourced, frozen, shucked oysters if readily available at your seafood market?



**Q6: You have received a 1/2 pint (8oz) container of shucked oysters, if you were to purchase locally sourced, frozen, shucked oysters what size(s) would you prefer? (Check all that apply)**



### Q7a: What is your opinion on the size of the oyster meats in your sample?

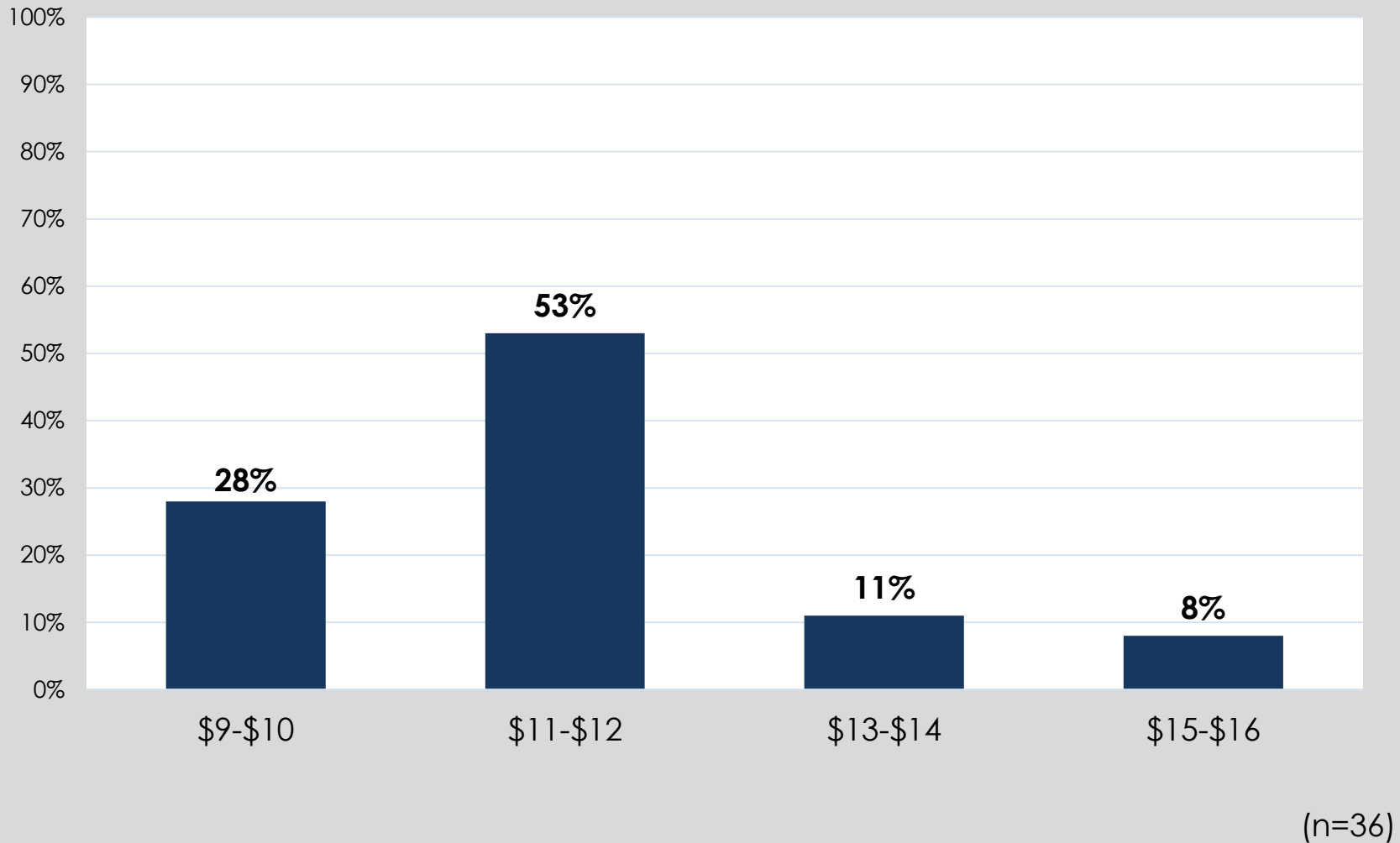




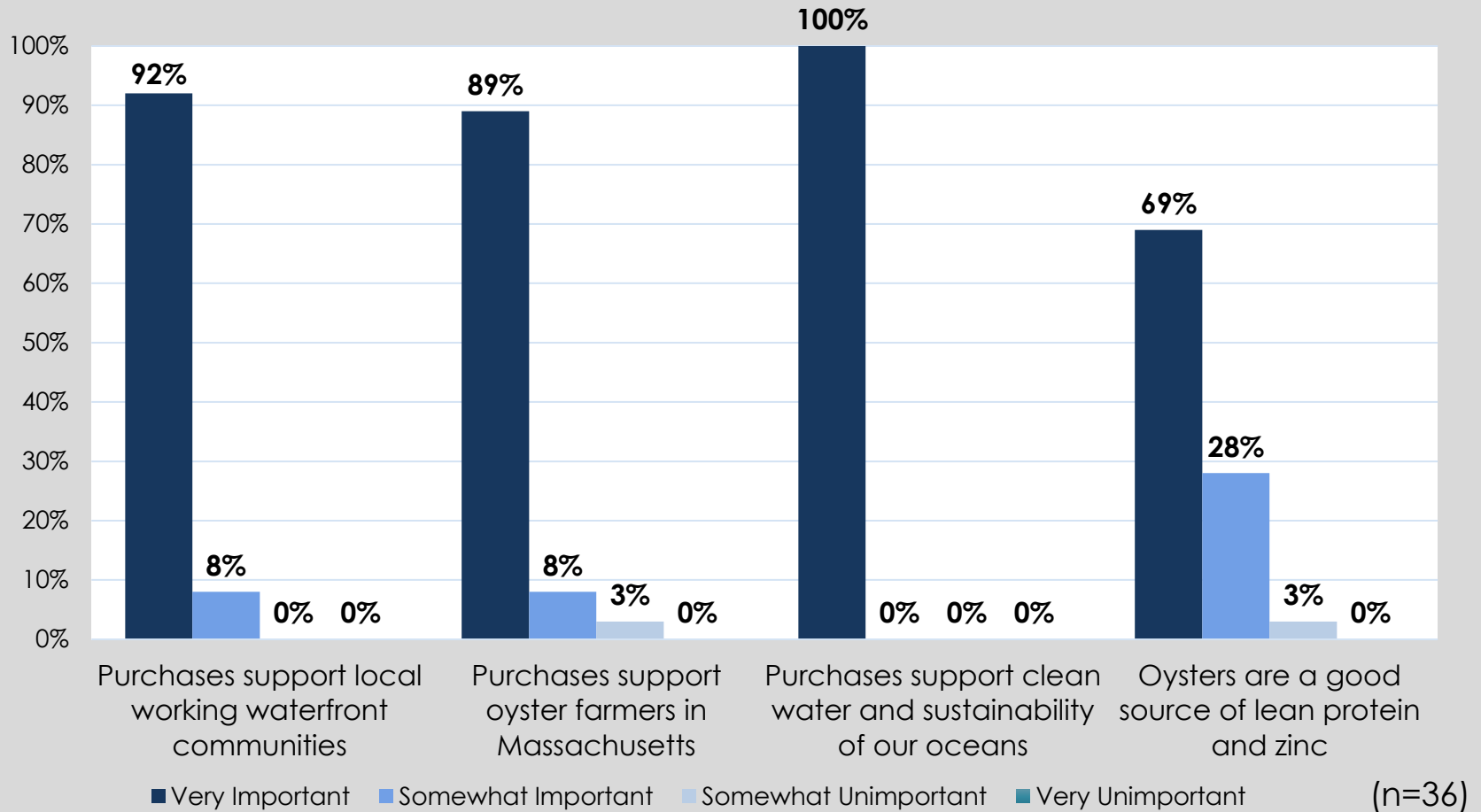
## Q7b: Additional comments on oyster size.

- I chopped them for the oyster cakes, so size did not matter.
- These were medium to large.
- I prefer my shellfish on the smaller/medium side. But the container I had did have a good mix of sizes. Not too small.
- I only had raw oysters - prefer the smaller
- The size actually varied considerably, perhaps because a few pieces had broken off.
- Really looking forward to visiting the store again in Scituate.
- Let me know where to send a photo.
- As good as fresh, but easier to handle and prepare. Prefect for a prepared dish.
- The size seemed varied and that worked well for us.
- I liked the range.
- They were quite large and I was pleased with that.
- Great mix of small and large pieces.

### Q8: How much would you be willing to pay for a 1/2 pint of locally sourced, frozen, shucked oysters?



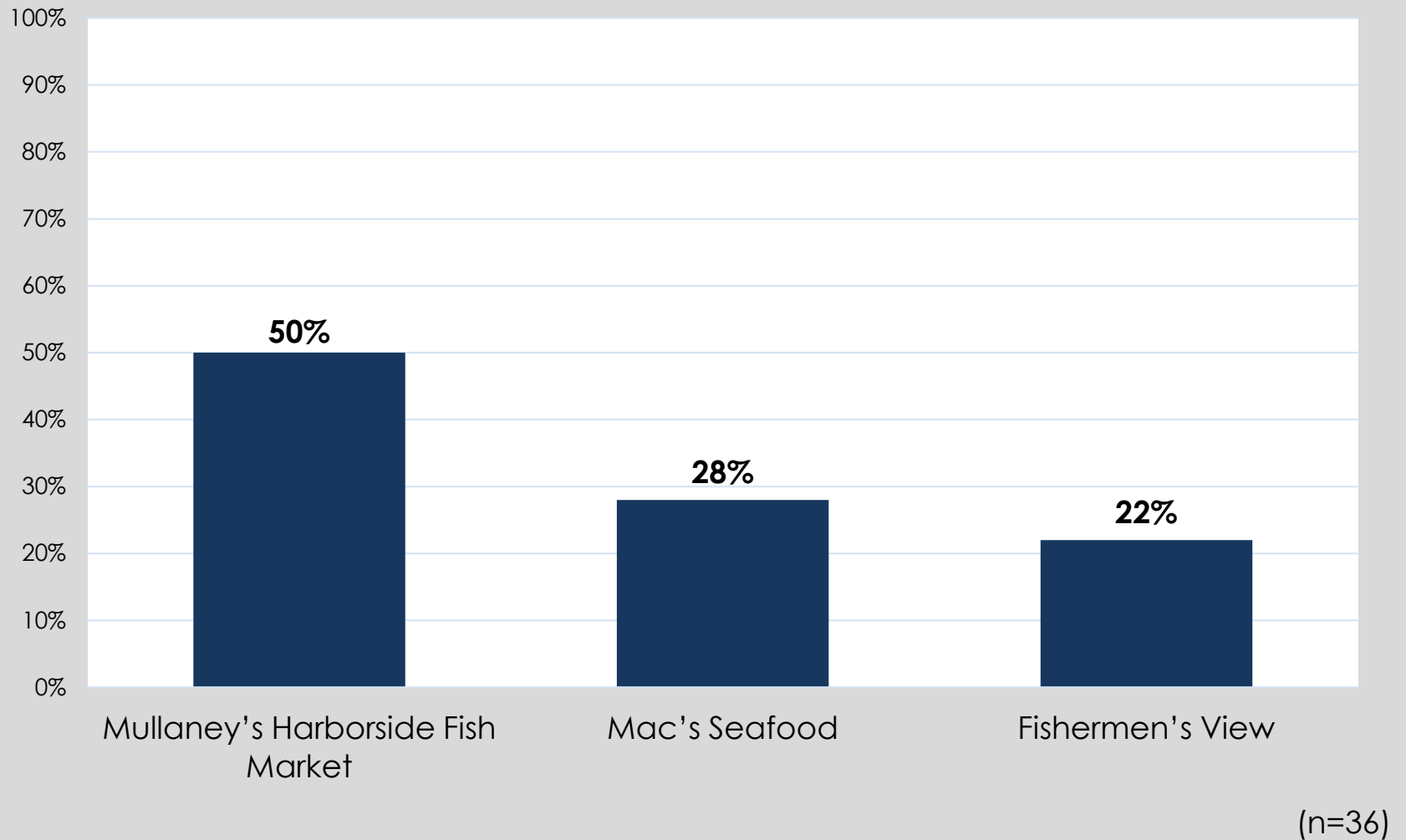
## Q9: How important are each of the following to you in purchasing locally sourced, frozen, shucked oysters?



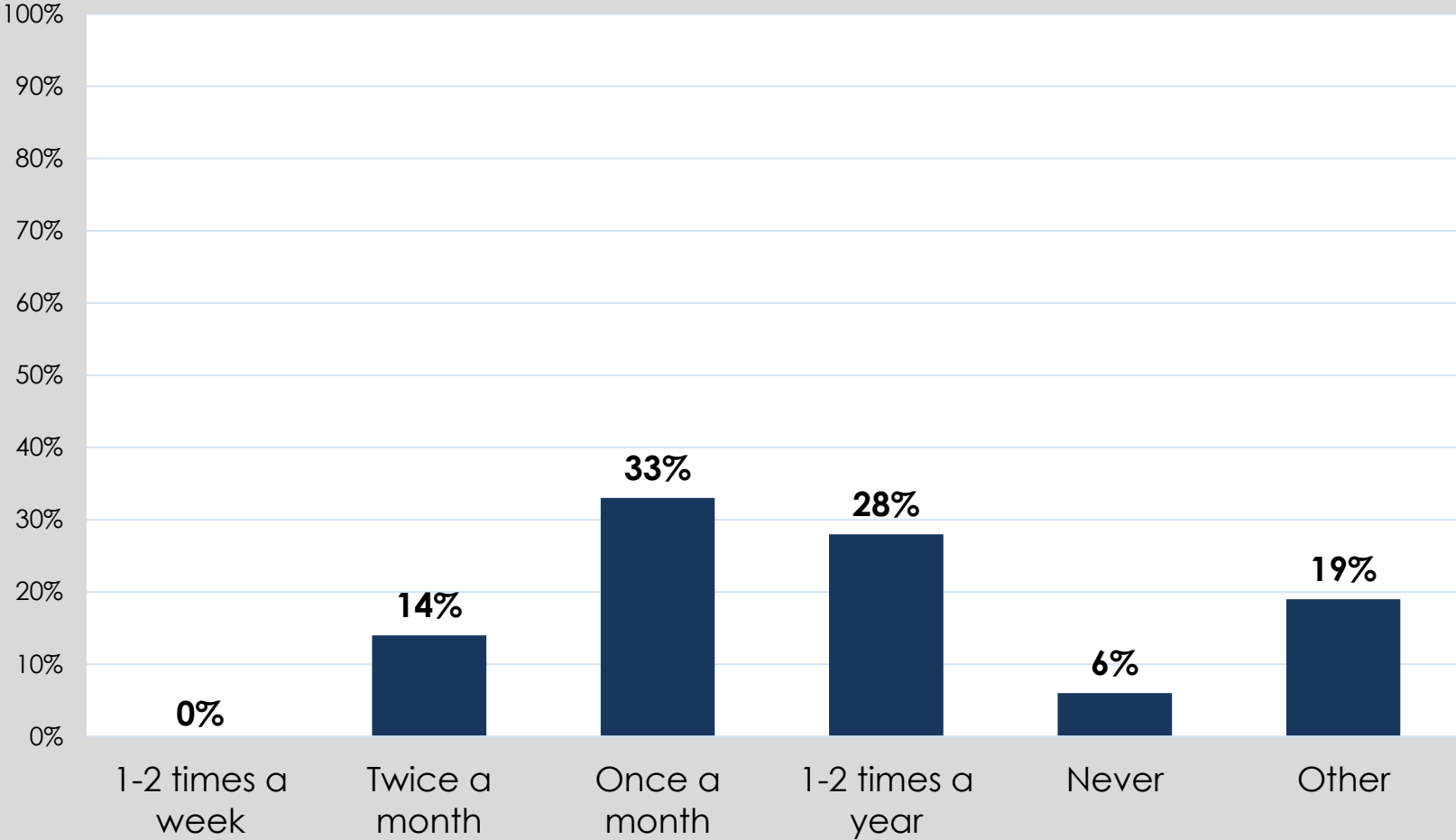
**Q10: Please include any other factors that would motivate you to purchase locally sourced, frozen, shucked oysters:**

- The support of a neighborhood business is always a plus factor.
- Availability is #1
- Easy availability - at my local fish market - Mullaney's in Scituate.
- buying local from growers using sustainable farming practices.
- Frankly, I would rather have fresh oysters than frozen ones.
- Easy to use and great flavor.
- Recipe attached is good marketing.
- We love oysters and would love more recipe ideas for the frozen shucked oysters. I do use them for stuffing during the holidays.
- Easy for when I want good oysters for something other than eating them raw.
- Convenience, to keep in freezer for the treat when I have the time to prepare and also treat my company. I look forward to more entertaining (after the Covid is nearly behind us).
- Better flavor and texture. The juice turned pretty slimy.
- I'm a sucker for good eye catching branding.
- Having different ways to cook them.

## Q11: Which seafood market provided you with the product?

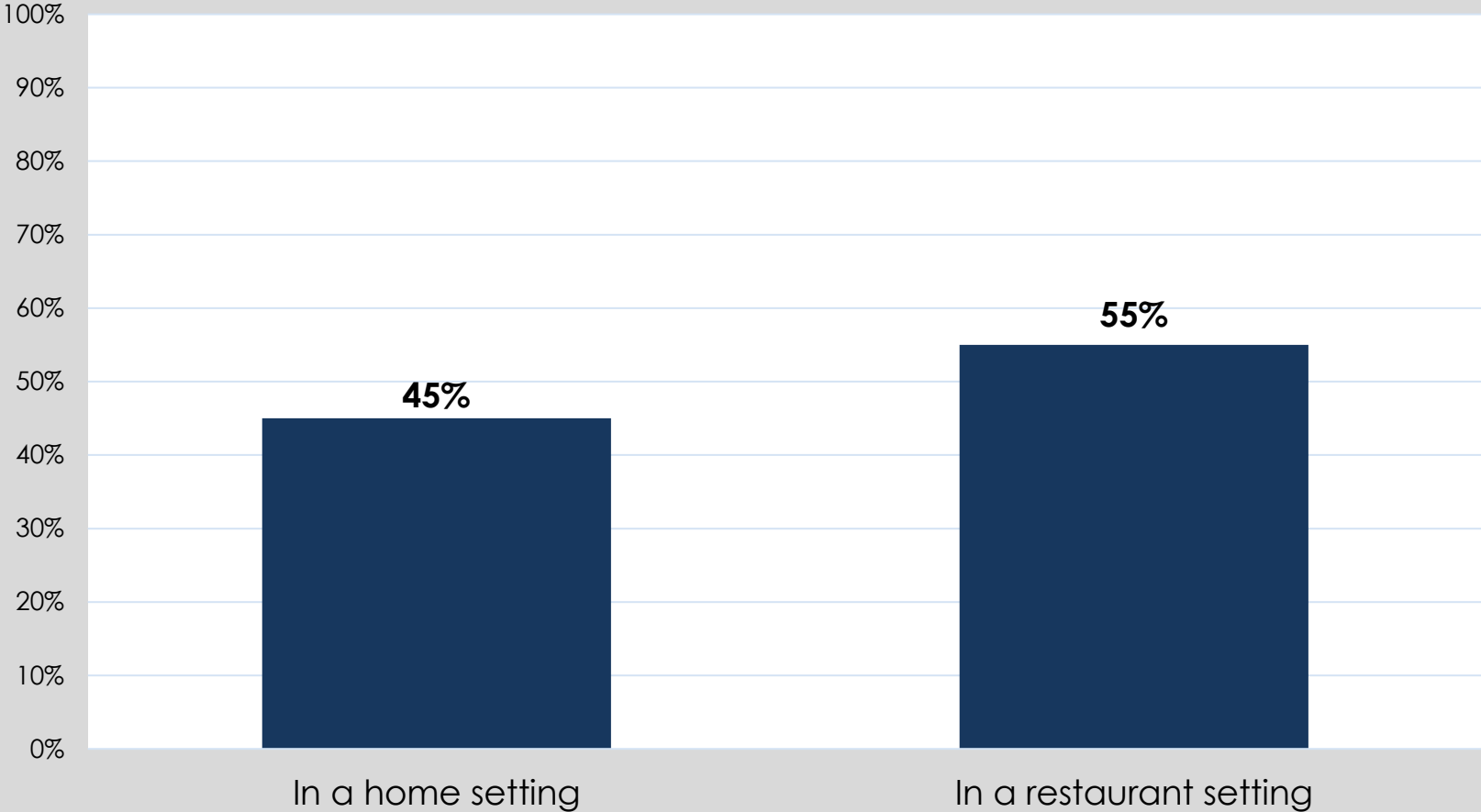


### Q12: On average, how often are shucked oysters consumed by members of your household?



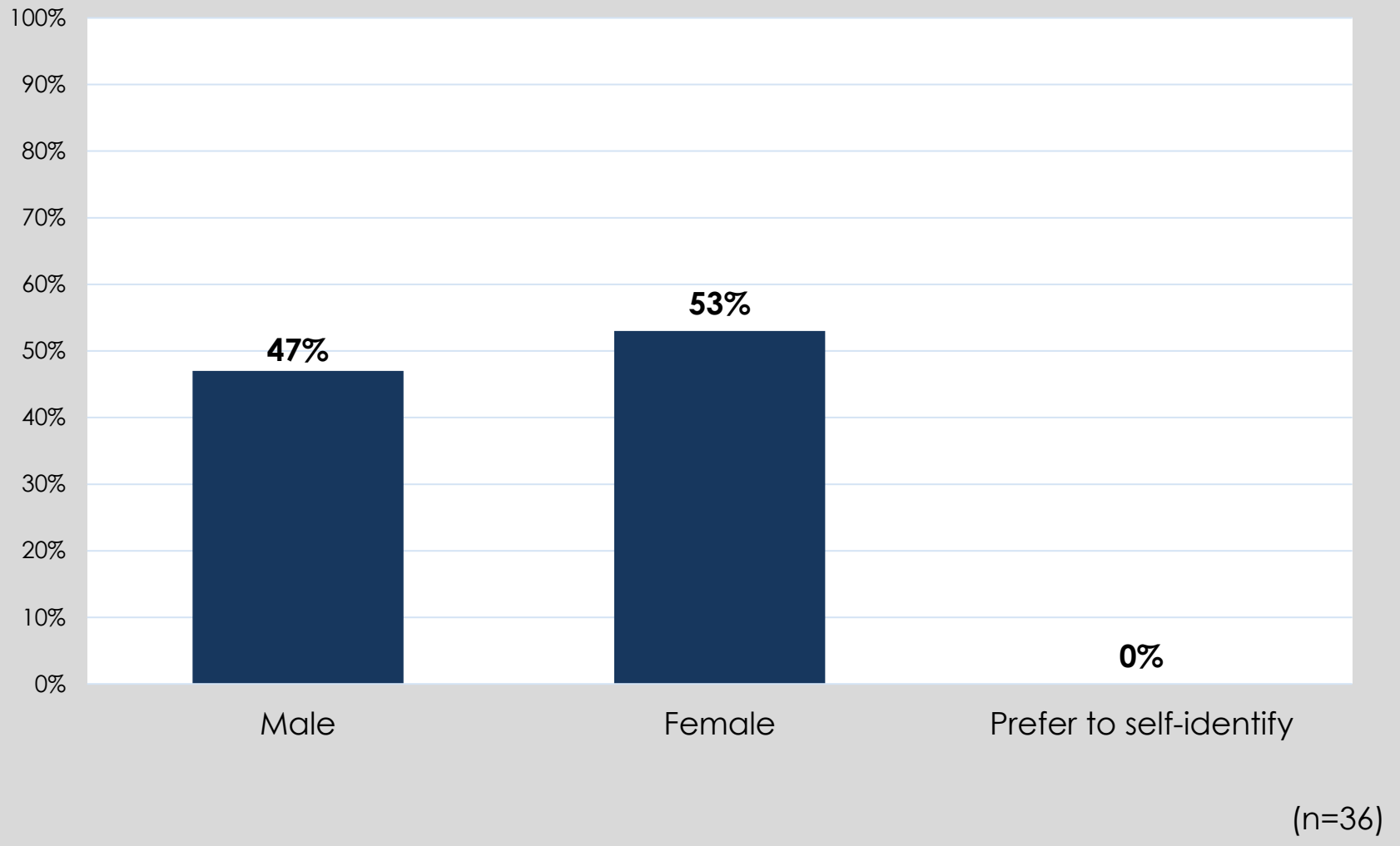
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### Q13: Where do members of your household typically consume shucked oysters?



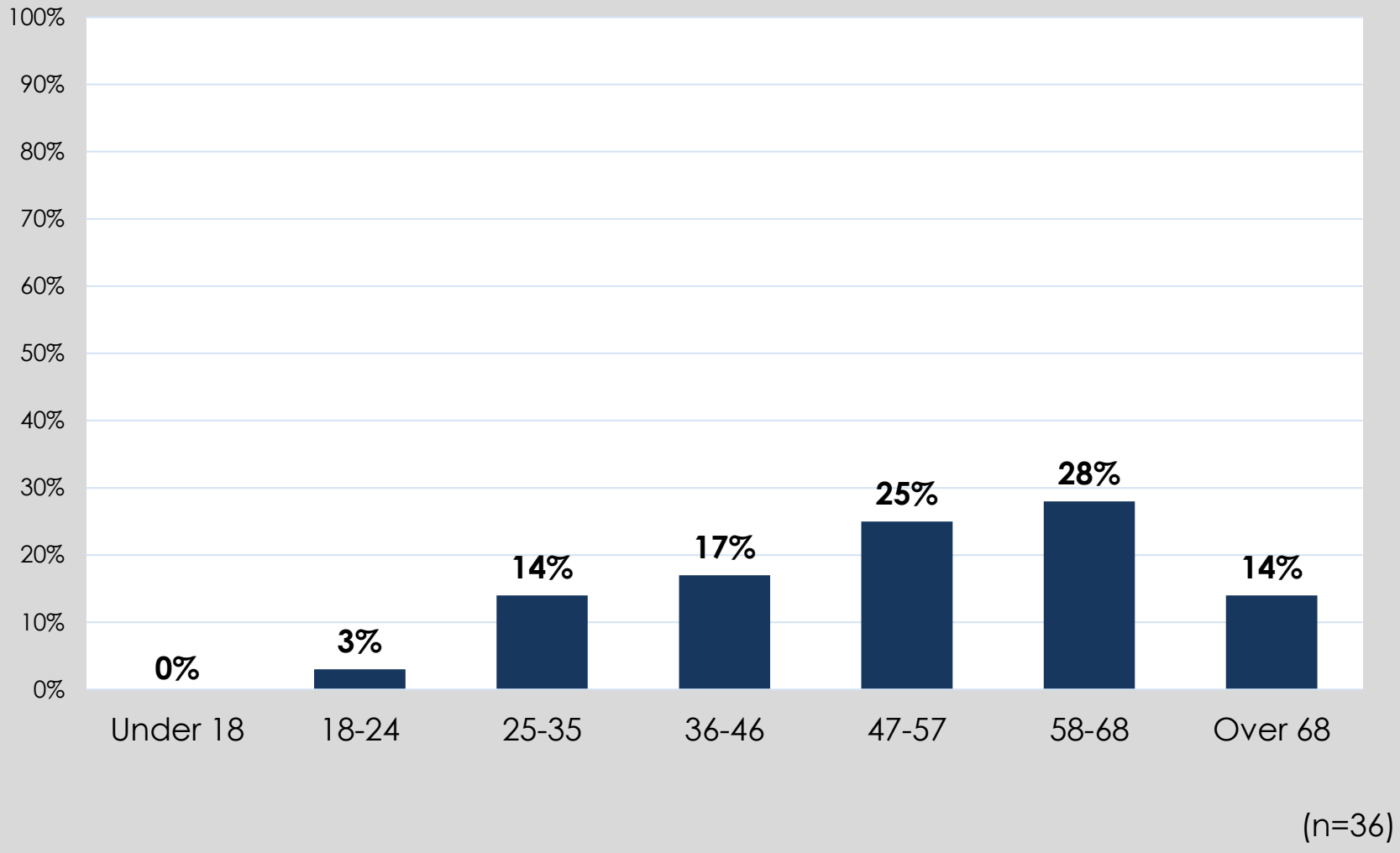
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## Q14: What is your gender?

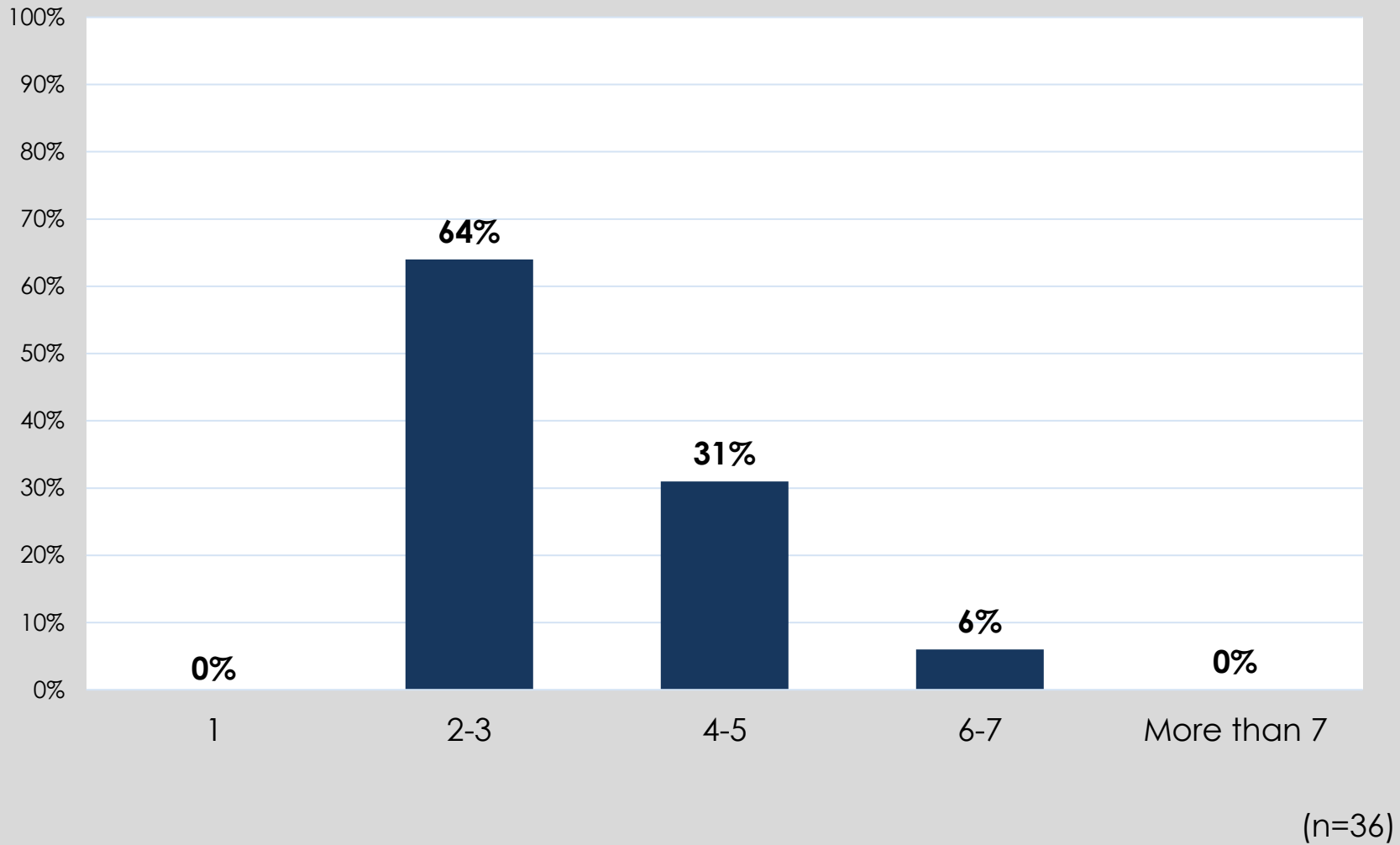




### Q15: What is your age?



## Q16: What is your household size (yourself included)



# ADDITIONAL ANALYSIS

## Analysis using those **very likely to purchase** locally sourced, frozen, shucked oysters

- 56% would pay \$11-12 for a half pint
- 62% would prefer to purchase pint size
- 52% typically consume shucked oysters in a restaurant
- 33% eat shucked oysters about once a month
- 80% thought samples contained meats that were just the right size
- 70% have households sizes of 2-3
- 78% report and excellent experience with the sample
- 59% are over 47 years old and 59% are female
- 96% would be motivated to buy locally sourced, frozen, shucked oysters if purchases support local working waterfront communities