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MARKETING

A QUANTITATIVE ANALYSIS OF THE AMOUNTS OF SOUTH LOUISIANA CRAWFISH THAT MOVE TO MARKET THROUGH SELECTED CHANNELS OF DISTRIBUTION

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James C. Carroll, Ph.D.

and

Holland C. Blades, Jr., Ph.D.

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James C. Carroll, Ph.D. and Holland C. Blades, Jr., Ph.D.
Department of Marketing
The University of Southwestern Louisiana
Lafayette, Louisiana 70501

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INTRODUCTION

The crawfish producing area of South Louisiana is concentrated in two parishes (St. Martin and Iberia) lying on the west side, and two parishes (Iberville and Assumption) on the east side of the lower Atchafalaya River. The area is approximately 17 miles wide and 75 miles long. A substantial amount of crawfish are also produced in rice fields in Acadia, Evangeline, Lafayette, St. Landry, and St. Martin parishes. The most numerous crawfish genus in the area is the red procambarus.

The annual flooding and drying of the Atchafalaya Basin, together with the favorable composition of the soil, provides a vast natural habitat for crawfish. This is the major source of supply of wild crawfish. Crawfish are grown domestically in open ponds, flooded rice fields and wooded ponds. These are the sources of the pond-grown crawfish.

The major crawfish landings are at Breaux Bridge, Catahoula, Henderson, and St. Martinville on the west side of the Atchafalaya Basin; and Bayou Pigeon, Belle River, and Pierre Part on the east side of the Basin. Most of the crawfish processing plants are located in these seven places.

Since the commercial fishermen who take the wild crawfish from the Atchafalaya Basin cannot fish for crawfish the year round, they consider crawfish as a part-time source of income. Ponds and rice fields are also fished by commercial fishermen, and because of the fact that crawfish are available only from late October through early June, year-round fishing is impossible. The fishermen also move from pond fishing to Basin fishing, when the supply of crawfish in the Basin increases. Consequently, the market price varies, both seasonally and with the supply. The owners of the ponds and rice fields regard crawfish as supplemental income for the most part. These conditions cause the supply of crawfish available to the processors and wholesalers to be very unstable. Water levels in the Basin in various years are an even more serious cause of unstable supply. The seriousness of the latter problem is indicated by the fact that many processors interviewed by the researchers expressed the opinion that the 1973-74 crop of crawfish would be less than a third of what it was in the 1972-73 season.

It has been estimated that at least 85 per cent of the annual crawfish production in South Louisiana is marketed in Louisiana. The major market for crawfish is New Orleans, Louisiana. Baton Rouge and Lafayette are close seconds to New Orleans. The markets are supplied by processors who sell both live crawfish and peeled tail meat. For many of the processors, particularly on the lower east side of the Atchafalaya Basin, the peeling operations are a salvage activity used to avoid losses on live crawfish that cannot be sold quickly.

The short life of the crawfish out of water (up to approximately three days) limits the geographical market outreach for live crawfish. Although some live crawfish are sold in nearby southern Mississippi (Bilóxi and Gulfport) and southern Texas markets (Orange, Beaumont, and Port Arthur), the bulk of crawfish sold outside Louisiana are in peeled crawfish tail form.

The major established channels of distribution are: (1) from processor to seafood markets to consumer, (2) from processor to restaurant to consumer, and (3) from processor to food store to consumer. Live crawfish are retailed to the consumer in large quantities by seafood markets. Many seafood markets and a smaller number of restaurants sell boiled crawfish to consumers. The peeled crawfish tail meat is retailed to consumers by seafood markets, food stores, and restaurants. The restaurants, of course, prepare the tail meat in a variety of entrees.

Crawfish producers, fishermen, and processors have for several years been interested in the feasibility of developing stable markets for crawfish and/or crawfish products outside Louisiana.

The research project herein described was undertaken as one of a series of preliminary investigations aimed at evaluating the possibilities of developing out-of-state markets for crawfish.

PROBLEM STATEMENT

The problem dealt with by this investigation was the non-existence of information concerning the quantities of crawfish that move to market through the major established channels of distribution. More specifically, it was not known what quantities move from the processor to seafood markets to consumer, nor the quantities that move from the processor to restaurant to consumer. There was no information in existence as to what quantities move from processor to food store to consumer. Nor did any summary information exist as to the quantities of crawfish that are sold to consumers live, boiled, peeled, and as restaurant entrees. These kinds of hitherto non-existent information were needed in order to evaluate the relative importance of each major distribution channel system to the crawfish industry and to aid the University of Southwestern Louisiana Marketing Department research group in determining the most favorable channel or channels to use in a crawfish test market project in Houston, Texas, scheduled for late Fall of 1974 and early Spring of 1975.

OBJECTIVES STATEMENT

The specific objectives of the research project were:

(1) To estimate the total volume, in pounds, of live crawfish and peeled crawfish tails sold by processors during the 1973-74 season.

(2) To estimate the total dollar volume of live crawfish and peeled crawfish tails sold by processors during the 1973-74 season.

(3) To identify the market cities in which processors sell live crawfish and peeled crawfish tails.

(4) To estimate, in pounds, the quantities of live crawfish that move to the consumer via the distribution channel - processor to seafood market to consumer.

(5) To estimate, in pounds, the quantities of peeled crawfish tail meat that move to the consumer via the distribution channel - processor to seafood market to consumer.

(6) To estimate, in pounds, the quantities of live crawfish that move to the consumer via the distribution channel - processor to restaurant to consumer.

(7) To estimate, in pounds, the quantities of peeled crawfish tail meat that move to the consumer via the channel - processor to restaurant to consumer.

(8) To estimate, in pounds, the quantities of peeled crawfish tail meat that move to the consumer via the channel - processor to food store to consumer.

(9) To estimate the dollar volume of live crawfish that moves to the consumer via the distribution channel - processor to seafood market to consumer.

(10) To estimate the dollar volume of peeled crawfish tail meat that moves to the consumer via the distribution channel - processor to seafood market to consumer.

(11) To estimate the dollar volume of live crawfish that moves to the consumer via the distribution channel - processor to restaurant to consumer.

(12) To estimate the dollar volume of peeled crawfish tail meat that moves to the consumer via the distribution channel - processor to restaurant to consumer.

(13) To estimate the dollar volume of peeled crawfish tail meat that moves to the consumer via the distribution channel - processor to food store to consumer.

(14) To determine the percentages of crawfish retailed to consumers by seafood markets in the live state, boiled, and as peeled tails.

(15) To determine the rank order of the popularity of various crawfish entrees served by restaurants in selected cities of Louisiana.

(16) To determine the relative importance to the industry of the three major kinds of distribution channels, i.e.:

a. processor to seafood market to consumer
b. processor to restaurant to consumer
c. processor to food store to consumer

(17) To determine the relative importance to the industry of the major crawfish product forms:

a. live
b. boiled
c. peeled tail meat
d. tail meat as components in restaurant entrees

RESEARCH PROCEDURES

Data Sources

In view of the fact that practically all the crawfish sold commercially is handled by forty-one processors located at the major crawfish landings, it was decided that data should be collected from all processors. A processor is defined as a middleman who buys crawfish directly from fishermen, pond growers, or farmers, and sells them live to seafood markets and restaurants or sells the peeled tail meat in a chilled or frozen condition to seafood markets, restaurants, and food stores. It was assumed that interviews with processors would produce the needed information concerning the quantities and prices of live crawfish and peeled tail meat that move to market through the three major established channels of distribution.

Since the number of seafood markets and restaurants in Louisiana that sell crawfish are too numerous to permit interviews with each establishment, it was decided that data should be collected from a convenience sample of seafood markets and restaurants in the major cities of South Louisiana and in selected smaller cities close to the crawfish producing areas. It was assumed that these interviews would produce needed information concerning the quantities of crawfish sold to consumers in a boiled condition, a live condition, and a peeled tail condition.

Interviews with restaurant proprietors of course, were the only method of obtaining information with which to rank order the popularities of various crawfish entrees sold in restaurants.

Data Collection Methods

Using a questionnaire of the kind shown in Exhibit 2, data was collected from thirty-four processing plant proprietors by personal interview, during the period April 1, 1974 through August 30, 1974. Seven existing processing plants were closed for the season at the time efforts were made to interview. A list of the forty-one processing plants is shown as Exhibit 1.

Using a questionnaire of the kind shown in Exhibit 3, data was collected by personal interview, from a convenience sample of fifty-five seafood market proprietors in fifteen cities of the Southern part of Louisiana during the period April 1, 1974 through August 30, 1974.

A questionnaire of the kind shown as Exhibit 4 was used to collect data by personal interview from a convenience sample of forty-five restaurant proprietors in fifteen cities of the southern part of Louisiana during the period April 1, 1974 through August 30, 1974.

Special Problems Encountered in Data Collection

Lists of crawfish processing plants available prior to the field data collection were found to be extremely inaccurate. Of a total of fifty-six plants, nineteen were found to have gone out of business. Some of these had been out of business for several years. Four processing plants were located which had not been included in existing lists of processors. Apparently, entry and exit from the crawfish processing business is easy and frequent.

Many of the processing plant proprietors stated that records of purchases and sales were non-existent or inaccurate. They were able only to make estimates of their volumes of crawfish handled.

Pond-grown crawfish, rice field crawfish, and wild crawfish lose their separate identities at the processing plant. It was impossible to determine what volume of pond-grown and rice field grown crawfish move to the consumer via seafood markets and via restaurants as distinguished from the volumes of wild crawfish that move to the consumer via these channels of distribution.

Initial interviews with food store proprietors and managers quickly revealed that the volume of crawfish sold in food stores compared to the volumes sold through seafood markets and restaurants is relatively small. Most food stores in South Louisiana do not offer crawfish for sale. The food stores that do handle crawfish buy the chilled tail meat from nearby processors or from food brokers who handle crawfish on an incidental basis. Several food brokers were contacted, but only one (located in New Orleans) reported that he sold crawfish to food stores. His total sales of chilled tail meat to food stores in the New Orleans, Louisiana market during the 1973-74 season was approximately 350 pounds.

Since commercial fishermen harvest the bulk of the pond-grown crawfish as well as the total of the wild crawfish, the processors interviewed were usually not able to identify quantities produced in ponds and rice fields.

Since their sources of supply are jealously guarded secrets, the processors were unwilling to reveal the names of fishermen who supplied their crawfish. The fishermen incidentally are so elusive and inconspicuous in the industry that it was impossible to conduct interviews with them other than on a few isolated occasions when they happened to make a delivery at the time the researchers were interviewing the processing plant proprietors.

Although crawfish do move to market through a few channels other than the ones upon which this investigation concentrated, they were found after preliminary investigation, to account for such a relatively low proportion of total commercial volume as to be regarded as insignificant. These less important channels of distribution are: (1) fisherman to seafood market to consumer, (2) fisherman to restaurant to consumer, (3) fisherman to non-processing crawfish wholesaler to seafood market to consumer, and (4) fisherman to non-processing wholesaler to restaurant to consumer. The first two are believed to be low volume because of the inability of one fisherman to establish himself as a reliable source of supply. The second two are believed to be low volume because of the high risk involved in the fact that live crawfish, which cannot be sold immediately, are highly perishable. These beliefs are based upon conversations of the researchers with seafood market proprietors, restaurant proprietors, non-processing wholesalers, and processors.

Since data collection started during the 1973-74 season, the respondents interviewed, in some instances, had to estimate total volume for the 1973-74 season.

Data Tabulation

The data obtained from proprietors of crawfish processing plants was tabulated by processor, by pounds sold in live state to seafood markets and restaurants, by pounds of peeled tail meat sold to seafood markets, restaurants, and food stores, by prices per pound received for live crawfish and peeled tail meat, and by market area in which the crawfish were sold.

The data obtained from interviews with proprietors of seafood markets was tabulated in matrix form with the names of seafood markets as row headings and the number of pounds of live crawfish sold each year, price per pound received for live crawfish, number of pounds of boiled crawfish sold annually, price per pound received for boiled crawfish, number of pounds of chilled crawfish tail meat sold annually, and price per pound received for chilled crawfish tail meat as column headings.

The data obtained from proprietors of restaurants was tabulated in a frequency distribution matrix with rank orders one through eight as row headings and the eight most popular entrees as column headings.

Data Analysis

The data obtained from processors was analyzed by pounds, dollars and percentages sold to seafood markets, restaurants, and food stores. The datails of this analysis are shown in Tables 1 through 4 in Appendix B.

The data obtained from seafood markets was analyzed in terms of percentages of volume sold live, boiled, and as peeled tails. The details of this analysis are shown in Table 5 in Appendix B.

The data obtained from restaurants was analyzed by rank ordering the eight crawfish entrees most frequently mentioned by restaurant operators as being the most popular with patrons. The composite rank order positions of these entrees are shown in Table 6 in Appendix B.

The analysis of four product form preferences among consumers in terms of pounds and percentages sold is shown in Table 8 in Appendix B.

STATEMENT OF FINDINGS

The specific findings of the investigation are enumerated below:

(1) The total number of pounds of live crawfish and peeled crawfish tails (live weight) sold by thirty-four Louisiana processing plants during the 1973-74 season was 12,068,000.[1] See Table 1.

(2) The total dollar volume of crawfish sold by thirty-four processors during the 1973-74 season was $5,247,152. See Table 1.

(3) Among the processors interviewed, a total of twenty-five Louisiana cities were mentioned as market cities. The most important Louisiana markets apparently are New Orleans, Lafayette, and Baton Rouge. Out-of-state market cities mentioned were: Beaumont, Dallas, Houston, and Port Arthur in the state of Texas; Gulfport, Mississippi; and Kansas City, Kansas. See Table 7.

(4) The volume in pounds of live crawfish that move to the consumer via the distribution channel - processors to seafood market to consumer was 7,185,700 during the 1973-74 season.

(5) The volume in pounds of peeled crawfish tails (live weight) that move to the consumer via the distribution channel - processor to seafood market to consumer during the 1973-74 season was 666,000.

(6) The volume in pounds of live crawfish that move to the consumer via the distribution channel - processor to restaurant to consumer was 685,775 during the 1973-74 season.

(7) The volume in pounds of peeled crawfish tails (live weight) that move to the consumer via the channel - processor to restaurant to consumer during the 1973-74 season was 2,911,125.

(8) The volume in pounds of peeled crawfish tails (live weight) that moves to the consumer via the distribution channel - processor to food store to consumer during the 1973-74 season was 620,000.

(9) The dollar volume of live crawfish that move to the consumer via the distribution channel - processor to seafood market to consumer during the 1973-74 season was $2,874,280.

(10) The dollar volume of peeled crawfish tails that move to the consumer via the distribution channel - processor to seafood market to consumer during the 1973-74 season was $333,000.

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[1] It is estimated on a proportional basis that an additional 2,471,710 pounds are sold by the seven processing plants from which no data was obtained. This would increase the total estimate of the 1973-74 crawfish crop to 14,540,310 pounds.

(11) The dollar volume of live crawfish that move to the consumer via the distribution channel - processor to restaurant to consumer during the 1973-74 season was $274,310. See Table 3.

(12) The dollar volume of peeled crawfish tails that move to the consumer via the distribution channel - processor to restaurant to consumer during the 1973-74 season was $1,455,562. See Table 3.

(13) The dollar volume of peeled crawfish tails that move to the consumer via the distribution channel - processor to food store to consumer during the 1973-74 season was $310,000. See Table 4.

(14) The percentages of crawfish volume (in pounds) sold by seafood markets to consumers during the 1973-74 season in three forms are: live, 74.4 per cent; boiled, 5.1 per cent, peeled tails, 20.1 per cent. See Table 5.

(15) The rank order popularity of eight crawfish entrees served by Louisiana restaurants is: (1) boiled crawfish, (2) crawfish etouffe, (3) crawfish bisque, (4) fried crawfish tails, (5) crawfish gumbo, (6) crawfish dinner, (7) crawfish jumbalaya, and (8) crawfish stew.

(16) The distribution channel - processor to seafood market to consumer handles the greatest volume of crawfish, 7,851,700 pounds, which is 65 per cent of the total output. Total dollar sales to seafood markets was $3,207,280, which is 61.6 per cent of total dollar output. See Table 1.

(17) The distribution channel - processor to restaurant to consumer handles the second largest volume of crawfish 3,596,900 pounds, which is 29.8 per cent of the total output. Total dollar sales to restaurants was $1,729,872, which is 32.9 per cent of the total dollar output. See Table 1.

(18) The distribution channel - processor to food market to consumer handles the smallest volume of crawfish, 620,000 pounds, which is 5.1 per cent of the total output. Total dollar sales to seafood markets was $310,000, which is 5.9 per cent of the total dollar output. See Table 1.

(19) During the 1973-74 season, consumers purchased 5,266,160 pounds (43.6 per cent) of crawfish in the live state; 2,605,315 pounds (21.5 per cent) boiled; 1,286,000 pounds (10.6 per cent) as peeled tails, and 2,911,125 pounds (24.1 per cent) as peeled tail components in restaurant entrees. See Table 8.

CONCLUSIONS

The conclusions resulting from this investigation are enumerated below:

(1) The three most important market cities for crawfish and crawfish products are New Orleans, Louisiana, Lafayette, Louisiana, and Baton Rouge, Louisiana.

(2) The only market cities of any consequence outside the state of Louisiana are located along the Gulf Coast of Mississippi and in the Southern part of Texas.

(3) The major distribution channel for crawfish is processor to seafood market to consumer.

(4) The second most important distribution channel for crawfish is processor to restaurant to consumer.

(5) The distribution channel - processor to food market to consumer is the least important of the three channels investigated.

(6) Live crawfish account for the major portion (65.1 per cent) of the processor's annual sales.

(7) For many of the processors, the peeling operation is a salvage activity engaged in to avoid losses on live crawfish that can not be readily sold.

(8) Approximately 75 per cent of the crawfish retail sales of seafood markets consists of live crawfish.

(9) Approximately 80 per cent of crawfish sales in restaurants consist of peeled tails in the form of entree components, although boiled crawfish is the single most popular entree among restaurant patrons.

(10) Crawfish etouffe is the second most popular entree sold in restaurants.

(11) Since 43.6 per cent of the crawfish crop is sold to consumers live, and 10.6 per cent is sold as peeled tails, the conclusion is drawn that slightly more than half the consumers prefer to prepare crawfish at home.

(12) Since non-natives of South Louisiana are not knowledgeable concerning methods of preparing crawfish entrees at home, it is concluded that peeled crawfish tails could be more successfully marketed to restaurants in out-of-state locations than to seafood markets.

(13) Since crawfish can survive only two to three days on the average out of their natural habitat, the chance of introducing the live product in restaurants or seafood markets successfully in out-of-state markets seems to be limited.

(14) Initial attempts to test market crawfish in markets outside Louisiana should concentrate upon restaurants, perhaps the larger, better-known restaurants in major cities.

A P P E N D I C E S

APPENDIX A

Exhibits

EXHIBIT 1

Louisiana Crawfish Processing Plants - 1974

Arnaudville	Hardy Fisheries
Bayou Benoit	Paul Daigle
Belle Rose	Cavalier's Seafood Co.
Breaux Bridge	Alfred Daigle Crawfish Plant Amy Fisheries Bayou Land Fisheries Bergeron Seafood Co. Breaux Bridge Seafood, Inc. Calcais-Kilchrist Dobies' Seafood Don's Crawfish Ranch, Inc. Henderson Crawfish Farm Henderson Seafood Las's Seafood Monte's Place Mr. Crawfish, Inc. Mulate's Seafoods Randol Enterprises Scrantz Seafoods Thibo's Seafood
Catahoula	Clearwater Processors
Donaldsonville	The Crawfish Market, Inc.
Eunice	John's Crawfish Plant
Lafayette	L&L Seafoods Lee's Seafood Market
Mamou	Mamou Sea Foods & Crawfish Packing Plant
Opelousas	Bellards Crawfish Plant
Pierre Part	Allemans Seafood Blanchards' Blanchards' Oak Packing Co. Breaux and Daigle, Inc. Hebert and Daigle Seafood Co. Henry Blanchard Seafood Market Oaks Seafood Pierre Part Seafood Enterprise
Plaquemine	Berthelot's Leonard's Crawfish Plant

St. Martinville	Catahoula Crawfish Plant Chex Sidney Robicheaux, Euclide, & Son Crawfish Plant Sidney Latiolais Seafoods

EXHIBIT 2

QUESTIONNAIRE FOR PROCESSORS

No.__________

Name of Company ____________________________________
Address ____
Name of person interviewed __________________________
Date of interview __________________________________

1. How many pounds of live crawfish did you sell during the 1973-74 season to:
   a. Seafood markets __________lbs, price:_____per lb.
   b. Restaurants __________lbs, price:_____per lb.
   c. Food Stores __________lbs, price:_____per lb.

2. How many pounds of peeled crawfish tails did you sell during the 1973-74 season to:
   a. Seafood markets __________lbs, price:_____per lb.
   b. Restaurants __________lbs, price:_____per lb.
   c. Food Stores __________lbs, price:_____per lb.

3. In what Louisiana cities did you sell live crawfish and/or peeled crawfish tails during the 1973-74 season?

4. In what cities outside Louisiana did you sell live crawfish and/or peeled crawfish tails during the 1973-74 season?

EXHIBIT 3

QUESTIONNAIRE FOR SEAFOOD MARKETS

No.__________

Name of Company ________________________________
Address ______________________________________
Name of Person interviewed ______________________
Date of interview ______________________________

1. How many pounds of live crawfish did you sell to consumers during the 1973-74 season and at what price per pound?
   __________________lbs, ____________price.

2. How many pounds of boiled crawfish did you sell to consumers during the 1973-74 season and at what price per pound?
   __________________lbs, ____________price.

3. How many pounds of peeled crawfish tails did you sell to consumers during the 1973-74 season and at what price per pound?
   __________________lbs, ____________price.

EXHIBIT 4

QUESTIONNAIRE FOR RESTAURANTS

No.__________

Name of Company ______________________________
Address ______________________________
Name of person interviewed______________________________
Date of interview______________________________

1. On a scale of one to eight would you rank order the popularity of crawfish entrees served in your restaurant in descending order?

Rank Order

______________________________ 1 most popular

______________________________ 2 second most popular

______________________________ 3 third most pupular

______________________________ 4 fourth most pupular

______________________________ 5 fifth most pupular

______________________________ 6 sixth most pupular

______________________________ 7 seventh popular

______________________________ 8 least popular

APPENDIX B

Tables

TABLE 1

QUANTITIES, PERCENTAGES, AND DOLLAR VOLUMES OF SOUTH LOUISIANA CRAWFISH SOLD BY FORTY-ONE PROCESSING PLANTS TO SEAFOOD MARKETS, RESTAURANTS, AND FOOD STORES IN LOUISIANA, KANSAS, MISSISSIPPE, AND TEXAS

Total Pounds Sold	Total Dollar Volume Sold	Pounds Sold to Seafood Markets	Percentage of Total Pounds Sold to Seafood Markets	Dollar Volume Sold to Seafood Markets	Percentage of Total Dollar Volume Sold to Seafood Markets	Pounds Sold to Restaurants.	Percent of Total Pounds Sold to Restaurants	Dollar Volume Sold to Restaurants	Percentage of Total Dollar Volume Sold to Restaurants	Pounds Sold to Food Stores	Percentage of Total Pounds Sold to Food Stores	Dollar Volume Sold to Food Stores	Percentage of Total Dollar Volume Sold to Food Stores
12,068,600	$5,247,152	7,851,700	65.0	3,207,280	61.6	3,596,900	29.8	$1,729,872	32.9	620,000	5.1	$310,000	5.9

TABLE 2

QUANTITIES, PERCENTAGES, AND DOLLAR AMOUNTS OF SOUTH LOUISIANA CRAWFISH SOLD LIVE AND AS PEELED TAILS BY PROCESSORS TO SEAFOOD MARKETS

Pounds sold to Seafood Markets	Percentage of Total Pounds sold to Seafood Markets	Pounds Sold Live to Seafood Markets	Percentage of Total Pounds Sold Live to Seafood Markets	Pounds of Peeled Tail Meat (live weight) Sold to Seafood Markets	Percentage (live weight) of Total Pounds sold as Peeled Tails to Seafood Markets	Dollar Volume Sold to Seafood Markets	Percentage of Total Dollar Volume Sold to Seafood Markets	Dollar Volume Sold Live to Seafood Markets at Average Price of 40c per Pound	Percentage of Total Dollar Volume Sold Live to Seafood Markets	Dollar Volume Sold as Peeled Tails to Seafood Markets at Average Price of 50c per Pound	Percenta of Tota Dollar Volume Sold as Peeled Tails t Seafoc Market
7,851,700	65.0	7,185,700	59.5	666,000	5.5	3,207,280	61.1	$2874,280	54.7	$333,000	6.3

Note:

Since a crawfish tail is approximately 14 per cent of the carcass weight, live weight can be converted to tail meat weight by multiplying by 7 (14% is approximately one-seventh of 100%). **Similarly the average price of tail meat was $3.50 per pound. This price can be converted to a live weight price per pound by dividing by 7.**

TABLE 3

QUANTITIES, PERCENTAGES, AND DOLLAR AMOUNTS OF SOUTH LOUISIANA CRAWFISH SOLD LIVE AND AS PEELED TAILS BY PROCESSORS TO RESTAURANTS

Pounds Sold to Restaurants	Percentage of Total Pounds Sold to Restaurants	Pounds Sold Live to Restaurants	Percentage of Total Pounds Sold Live to Restaurants	Pounds of Peeled Tails (live weight) Sold to Restaurants	Percentage (live weight) of Total Pounds Sold as Peeled Tails to Restaurants	Dollar Volume Sold to Restaurants	Percentage of Total Dollar Volume Sold to Restaurants	Dollar Volume Sold Live to Restaurants at Average Price of 40¢ per Pound	Percentage of Total Dollar Volume Sold Live to Restaurants	Dollar Volume Sold as Peeled Tails to Restaurants at Average Price of 50¢ per Pound	Percentag of Total Dollar Volume Sold as Peeled Tails t Restaurants
3,596,900	29.8	685,775	5.6	2,911,125	24.1	$1,729,872	32.9	$274,310	5.2	$1,455,562	27.7

TABLE 4

QUANTITIES, PERCENTAGES, AND DOLLAR AMOUNTS OF SOUTH LOUISIANA CRAWFISH SOLD AS PEELED TAILS BY PROCESSORS TO FOOD STORES

Pounds of Peeled Tails (live weight) Sold to Food Stores	Percentage (live weight) of Total Sold to Food Stores	Dollar Volume of Peeled Tails Sold to Food Stores at Average Price of 50¢ per Pound	Percentage of Total Dollar Volume Sold to Food Stores
620,000	5.1	$310,000	5.9

TABLE 5

PERCENTAGES OF CRAWFISH SOLD LIVE, BOILED, AND AS PEELED TAILS BY SEAFOOD MARKETS IN SELECTED LOUISIANA CITIES

Percentage Sold Live	Percentage Sold Boiled	Percentage Sold As Peeled Tails	Total
74.4	5.1	20.1	99.6

TABLE 6

RANK ORDER POPULARITY OF EIGHT CRAWFISH ENTREES SOLD BY RESTAURANTS IN SELECTED LOUISIANA CITIES

ENTREE	RANK ORDER
Boiled Crawfish	1
Crawfish Etouffe	2
Crawfish Bisque	3
Fried Crawfish Tails	4
Crawfish Gumbo	5
Crawfish Dinner	6
Crawfish Jambalaya	7
Crawfish Stew	8

TABLE 7

MARKET CITIES IN WHICH PROCESSORS SELL SOUTH LOUISIANA CRAWFISH

Market Cities	Numbers of Processors That Sell in the City
Louisiana:	
Abbeville	1
Baton Rouge	9
Belle Rose	1
Breaux Bridge	3
Crotz Springs	1
Crowley	2
Eunice	2
Franklin	1
Henderson	2
Houma	1
Jennings	2
Lafayette	16
Lake Arthur	1
Lake Charles	3
Loreauville	1
Mamou	1
Monroe	1
Morgan City	1
New Iberia	4
New Orleans	13
Opelousas	2

Table 7 --continued

cities	processors
Rayne	2
St. Martinville	1
Shreveport	1
Ville Platte	2
Mississippi and Kansas:	
Gulfport, MS	1
Kansas City, KS	1
Texas:	
Beaumont	1
Dallas	1
Houston	1
Port Arthur	1

TABLE 8

QUANTITIES AND PERCENTAGES OF CRAWFISH SOLD TO CONSUMERS LIVE, BOILED, AS PEELED TAILS, AND AS PEELED TAIL COMPONENTS IN RESTAURANT ENTREES DURING THE 1973-74 SEASON

Total Pounds Sold to Consumers	Pounds Sold Live	Percentage Sold Live	Pounds Sold Boiled	Percentage Sold Boiled	Pounds Sold as Peeled Tails	Percentage Sold as Peeled Tails	Pounds Sold as Peeled Tail Components in Restaurant Entrees	Percentage Sold as Peeled Tail Components in Restaurant Entrees
12,068,600	5,266,160	43.6	2,605,315	21.5	1,286,000	10.6	2,911,125	24.1