

Technical Report - Maine Aquaculture Marketing Needs Survey

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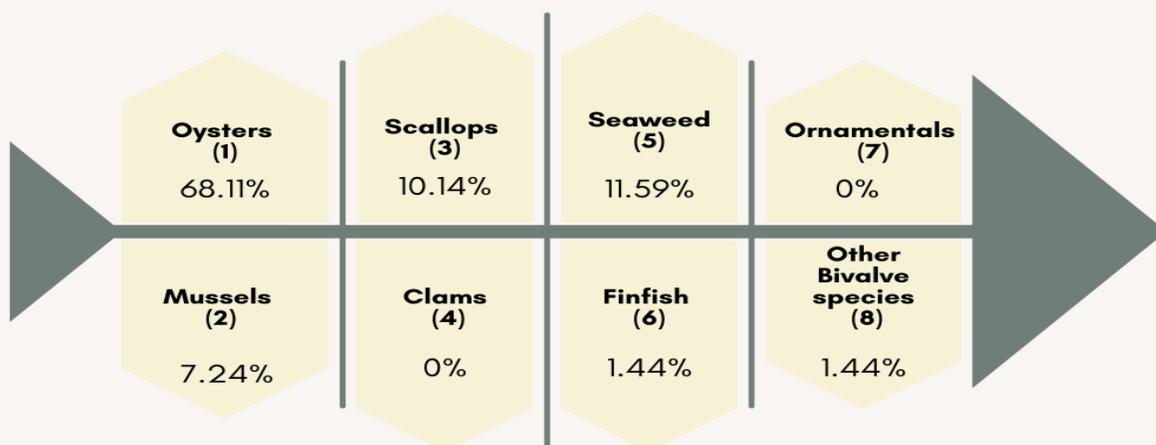
Survey Distribution

- Surveys were distributed to the entire Maine aquaculture sector in the winter of 2022 using DMR lease data
 - 226 emails were sent to LPA holder emails
 - There were estimated to be ~100 active LPA holders within these 226 email addresses
 - 92 emails were sent to email addresses of active leaseholders
 - 72 responses were received
 - The response rate totaled 38%

1. **What is the primary species that you raise?** *(Numbers in parentheses indicate the order in which the answers were presented in the survey. They do not indicate the total number or ranking of responses.)*

Species	Percentage
Oysters (1)	68.11%
Mussels (2)	7.24%
Scallops (3)	10.14%
Clams (4)	0%
Seaweed (5)	11.59%
Finfish (6)	1.44%
Ornamentals (7)	0%
Other (8) (Bivalve Species)	1.44%

1. **Q1. WHAT IS THE PRIMARY SPECIES THAT YOU RAISE?**

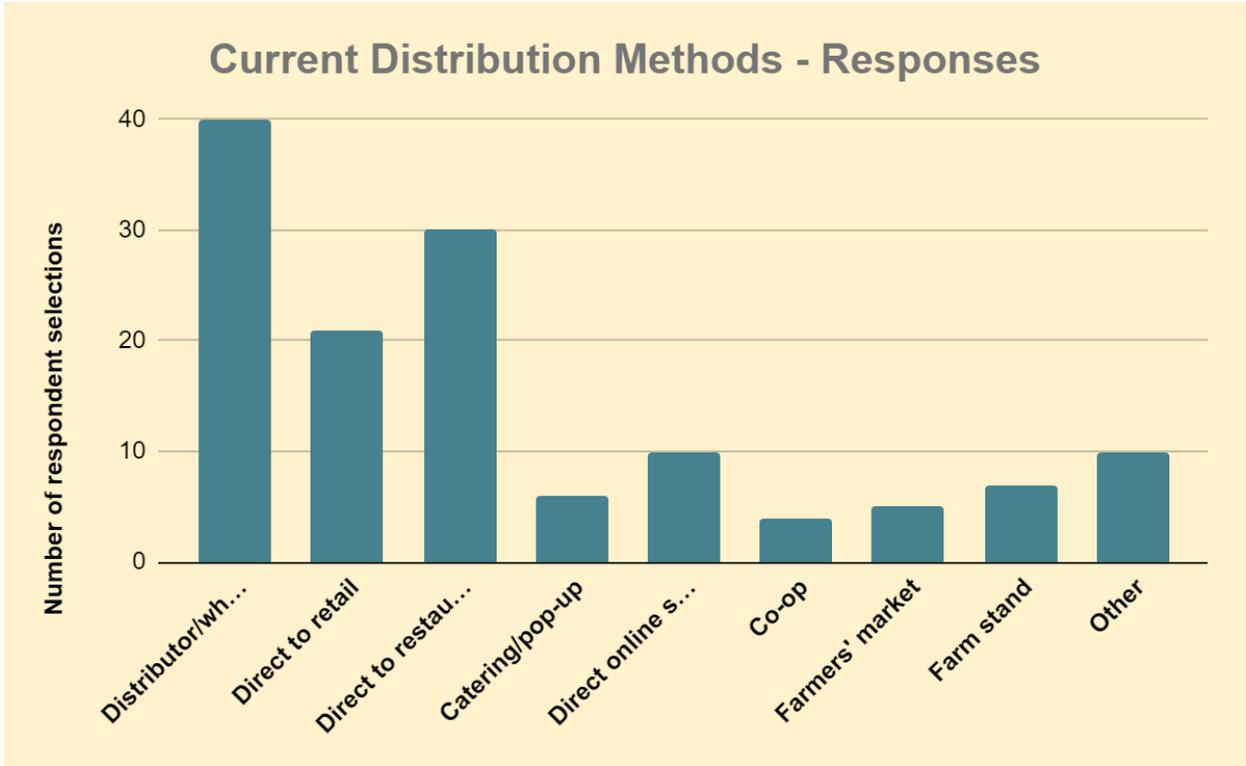
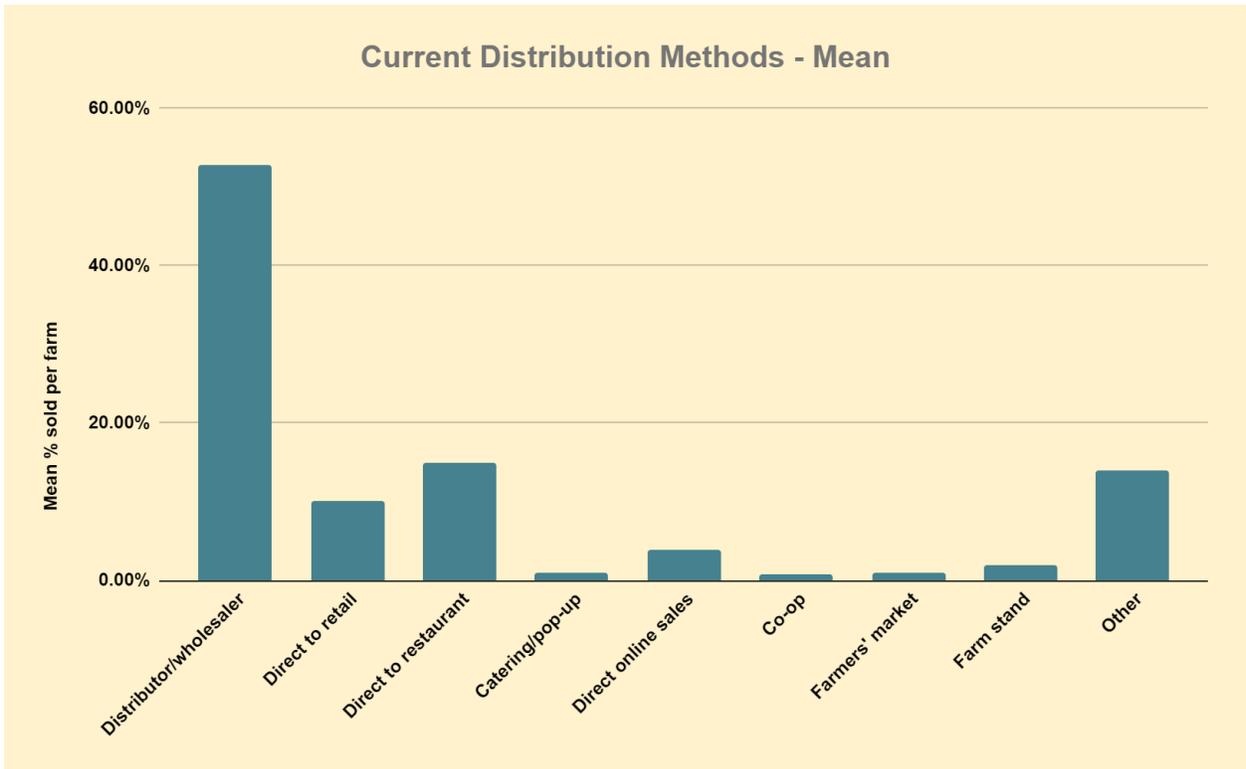


Summary: The majority of respondents primarily produce Oysters (68.11%). No respondents produce Ornamentals or Clams. Seaweed producers make up 11.59% of the responses, with scallops at 10.14%, and mussel producers at 7.24%. Finfish and bivalve species producers responded each with 1.44% of the total primary species raised by survey respondents. Based on best estimates, this is in line with the Maine aquaculture sector.

2. **What are your current distribution methods?**

Please include all that apply. Percentage (%) of total volume sold

Distribution Method	Mean percentage (%) of total volume sold
Distributor/wholesaler (1)	52.79%
Direct to retail (2)	10.04%
Direct to restaurant (3)	14.87%
Catering/pop-up (4)	0.93%
Direct online sales (5)	3.90%
Co-op (6)	0.74%
Farmers' market (7)	0.92%
Farmstand (8)	1.86%
Other (9) [explained below]	13.94%



Summary: Survey respondents were asked to answer which distribution methods they used by percentage out of total volume sold. Out of all categories, aquaculture producers responded that 52.79% of their total volume sold was to wholesalers/distributors. Direct to restaurant and direct to retail sales also captured a notable amount of the distribution. The “other” category mostly contained respondents who were growing their product for research/education and personal consumption, as noted below. The first chart details the mean percentage of product distributed in each manner. For example, one farm might have distributed 100% through a wholesaler, while perhaps another farm distributed 50% through direct online sales and 50% direct to retail. The second chart shows the number of respondents who selected each method. The two charts follow a similar distribution. However, a larger gap between distributor/wholesaler and all other categories in the first chart highlights the large percentage of product that goes to distributors/wholesalers, and the relatively smaller percentage that goes to the remaining categories.

Other

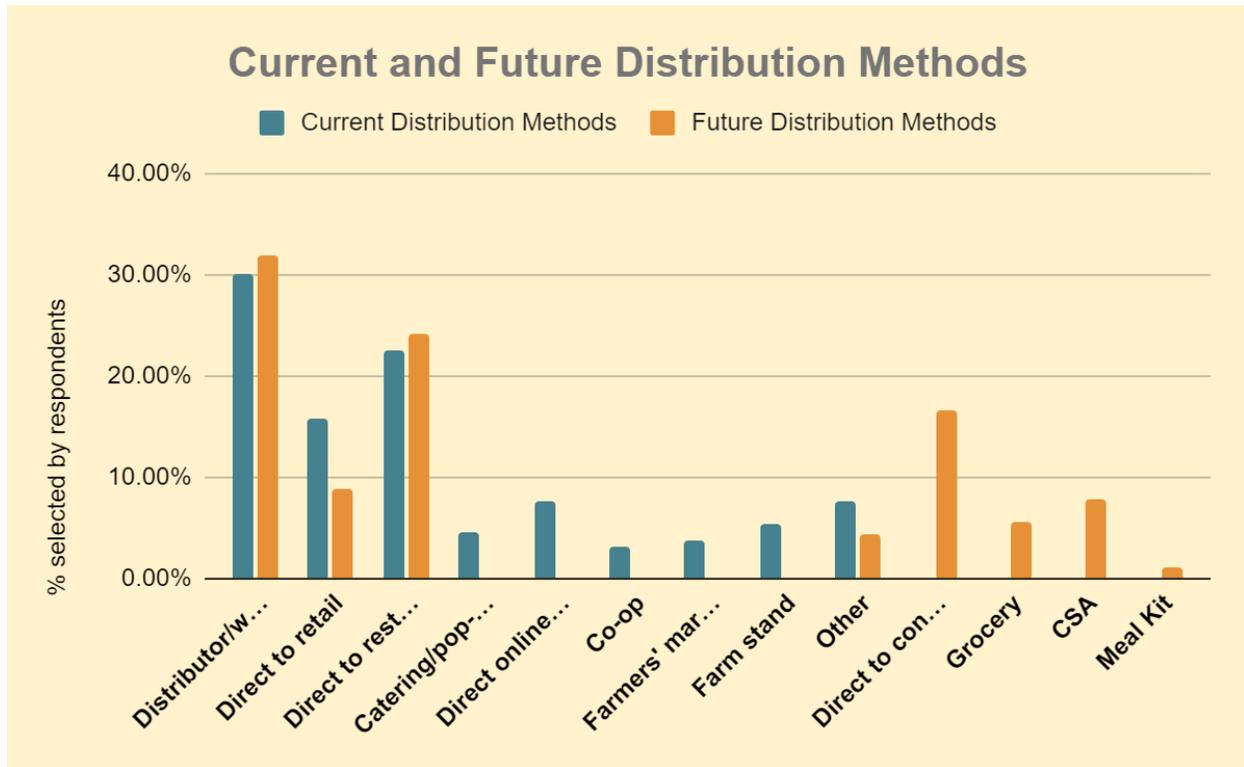
- Research and education
- Farm tours
- Personal consumption

3. How do you plan to sell your product in new markets? Please select all that apply.

New market	Percentage
Distribution/wholesale (1)	31.87%
Direct to retail (2)	8.79%
Direct to restaurant (3)	24.18%
Direct to consumer (4)	16.48%
Grocery (5)	5.49%
CSA (6)	7.69%
Meal kit (7)	1.10%
Other (8)	4.40%

Other:

- Catering
- Not marketable size yet
- Networking with teachers and school administrators



Summary: Question five reads “How do you plan to sell your product in new markets?” The largest number of respondents indicated that distributor/wholesale is the method that they plan to implement to sell in new markets. Direct to restaurant is the second-highest response, and direct to consumer is the third-largest response category. This question is linked to question two, “What are your current distribution methods?” The comparison between the two questions is shown in the above figure as percentage of respondents who selected each category. Respondents indicated a slight increase in distributor/wholesaler and direct to restaurant distribution methods, with a decline in direct to retail. An increase in the “direct to consumer” sales is noted, which could include several options listed in question two such as direct online sales. CSA, grocery, and meal kit options were selected as well.

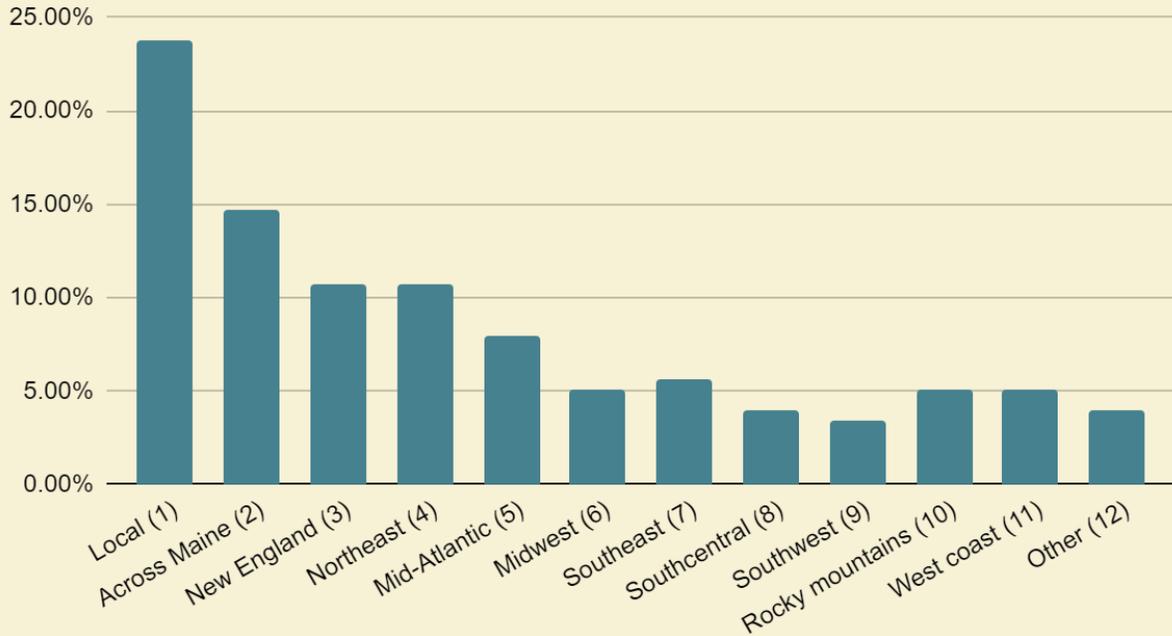
4. Q3. Where do you currently distribute your product? Please select all that apply.

Distribution Method:	Percentage:
Locally (1)	23.73%
Across Maine (2)	14.69%
New England (3)	10.73%
Northeast (4)	10.73%
Mid-Atlantic (5)	7.91%
Midwest (6)	5.08%
Southeast (7)	5.65%
Southcentral (8)	3.95%
Southwest (9)	3.39%
Rocky mountains (10)	5.08%
West coast (11)	5.08%
Other (12)	3.95%

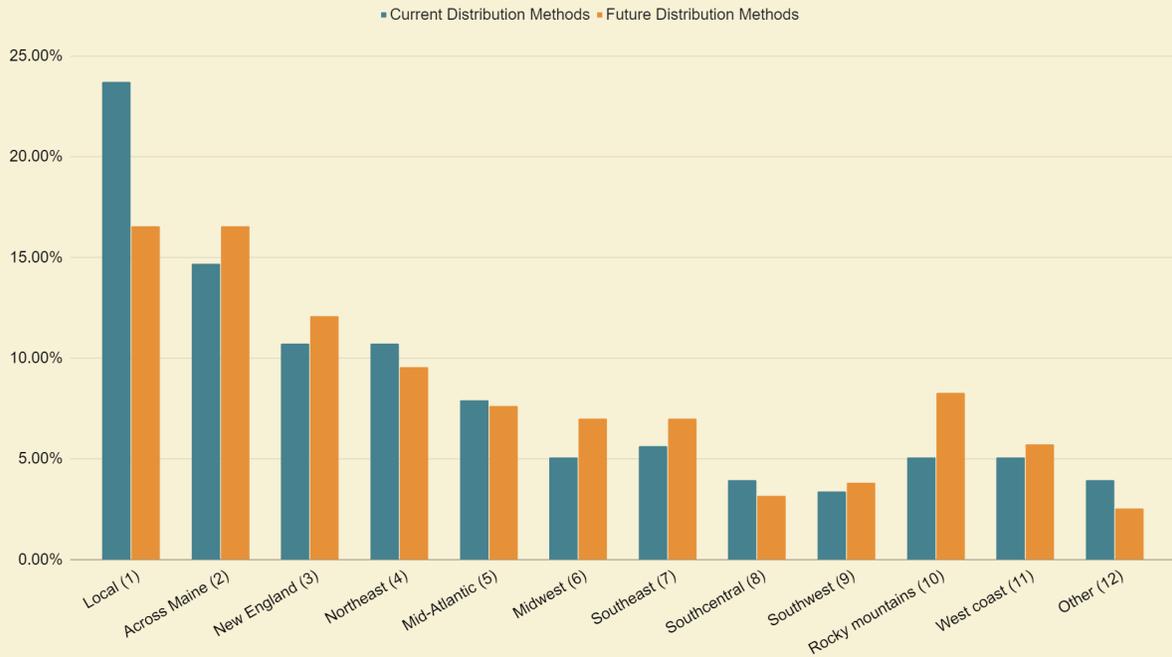
Other:

- I don't distribute- 3 respondents denoted this answer
- First-year producer
- Maine wholesalers
- Middle and high school

3. Q3 Where do you currently distribute your product?



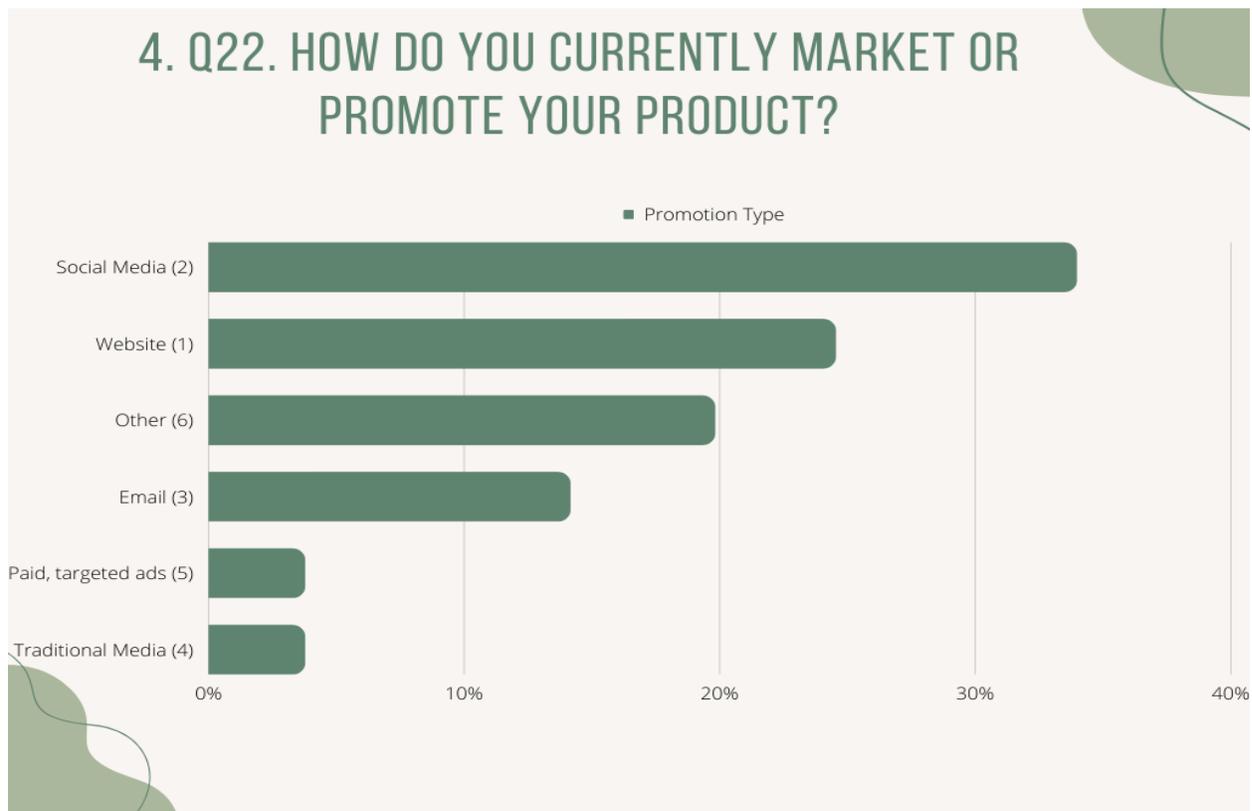
Q3 & Q4 Current and Future Product Distribution



Summary: Question three reads “Where do you currently distribute your product?” The majority of respondents indicate local distribution or within the state of Maine. The third-largest distribution method noted was New England, with 10.73% of respondents selecting it. This question is linked to question four, “What markets are you targeting for expansion?” The graph above shows the comparison of the markets that aquaculture producers in Maine are currently using versus future plans in question 4. Noteworthy is the reduction in reliance on local distribution methods, and instead a larger focus on statewide and countrywide distribution, with notable growth projected in the Rocky mountains, Midwest, and Southeast.

5. Q22 How do you currently market or promote your product?

Promotion Type:	Website (1)	Social Media (2)	Email (3)	Traditional media (4)	Paid, targeted ads(5)	Other (6)
Percent:	24.53%	33.96%	14.15%	3.77%	3.77%	19.81%



Paid ads

- Instagram
- Social media
- Targeted advertisements

Other promotion types:

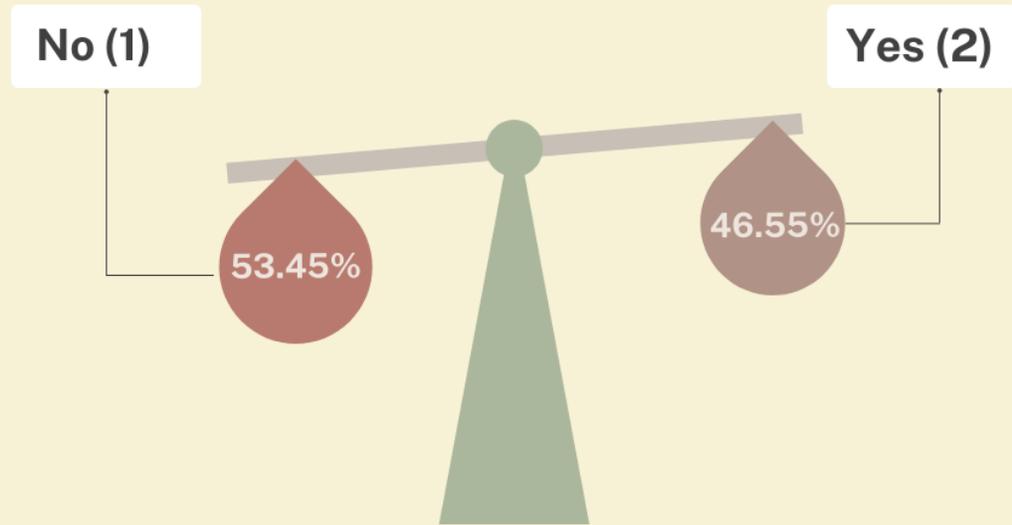
- No promotions or marketing
- Farm stand signage
- Word of mouth
- Direct contact with distributors
- Stories in newspapers
- Phone calls
- Salesperson
- Teachers
- Personal contacts
- Earned media

Summary: Currently, respondents market or promote their products in many ways, with the largest portion (33.96%) promoting their development on Social Media. The second most common answer (24.53%) is promoting their product on a website. After that, the third most common answer is “other,” with 19.81% answering with different promotion types from farm stand signage to stories in the newspaper. Overall, Maine Aquaculture producers who responded to this question have a wide variety of ways in which they market or promote their products. Earned media (e.g. newspaper articles, etc.) has begun to play a larger role in Maine aquaculture promotion as well, with notable positive impacts for the farms featured in the story.

6. Q9. Have you previously tried to expand your business?

No (1)	Yes (2)
53.45%	46.55%

5.Q9 Have you previously tried to expand your business?



Summary: Maine Aquaculture producer respondents are divided on whether they have previously tried to expand their business, with 53.45% responding that they have not tried to grow their business and 46.55% responding that they have tried to expand their business.

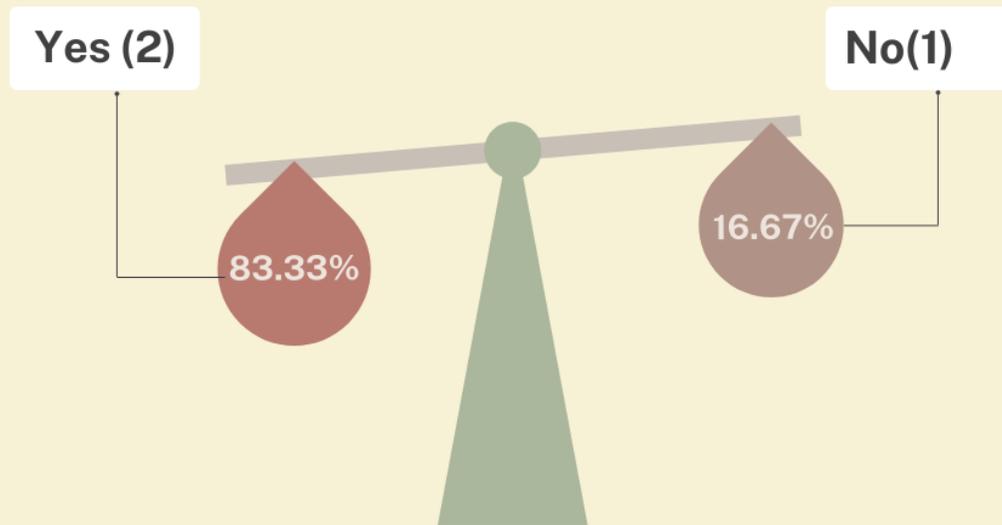
7. Q10. What were your lessons learned? e.g. Why did you succeed? Fall short?

The responses are included in the matrix of open ended responses.

8. Q7. Do you plan to expand your business within the next 2 to 3 years?

No (1)	Yes (2)
16.67%	83.33%

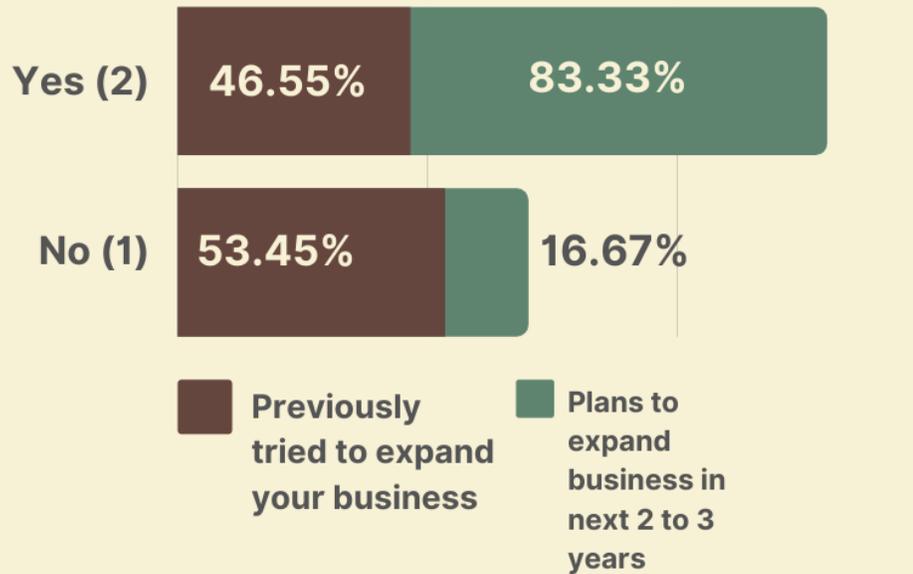
7. Q7. Do you plan to expand your business within the next 2 to 3 years?



Summary: Maine Aquaculture producers responded that they want to expand their businesses in the next two to three years, with 83.33% responding that they plan to expand. Only a small percentage (16.67%) responded that they did not intend to grow their aquaculture business in the next two to three years.

Plans to expand business vs. previously tried to expand business.

Comparison of Q9 and Q7



Summary for Q9 and Q7 combined:

While a little less than half of the responding aquaculture producers had previously tried to expand their business, when the same aquaculture producers were asked if they plan to expand their business in the next two to three years, 83.33% responded that they plan to expand their business. This highlights the need for new markets. Only a small fraction of aquaculture producers (16.67%) indicated that they do not intend to expand their business in the next two to three years.

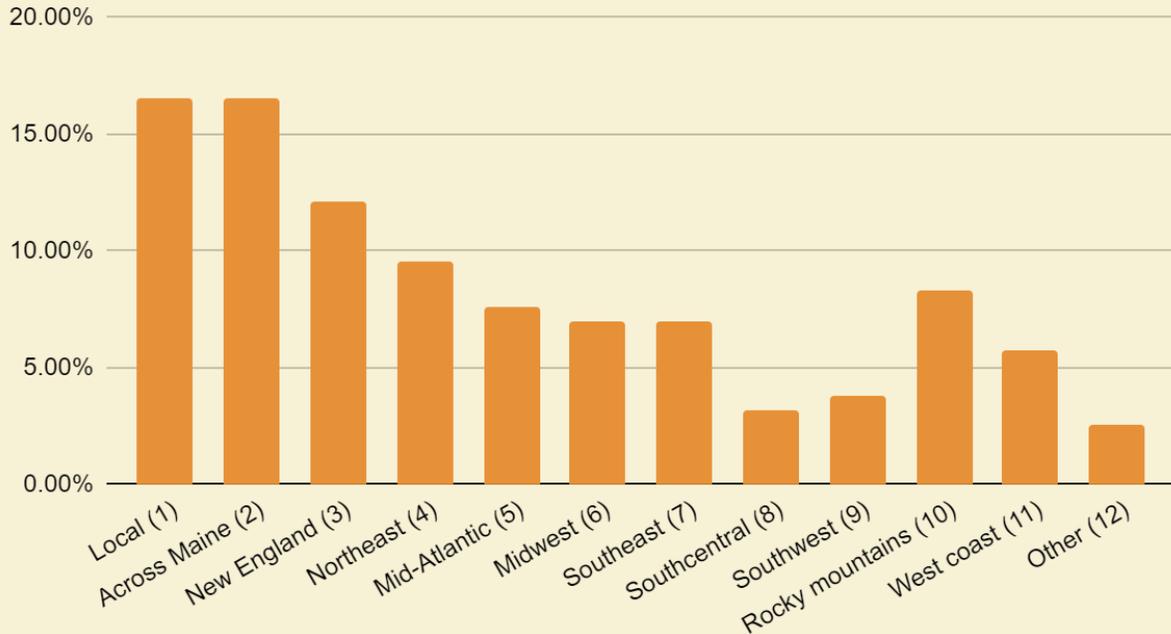
9. Q4. What markets are you targeting for expansion? Please select all that apply.

Markets:	Percentage:
Local (1)	16.56%
Across Maine (2)	16.56%
New England (3)	12.10%
Northeast (4)	9.55%
Mid-Atlantic (5)	7.64%
Midwest (6)	7.01%
Southeast (7)	7.01%
Southcentral (8)	3.18%
Southwest (9)	3.82%
Rocky mountains (10)	8.28%
West coast (11)	5.73%
Other (12)	2.55%

Other:

- Will supply more to distributors
- Nation Wide
- European Union

8. Q4. What markets are you targeting for expansion?



Summary: Question Four reads “What markets are you targeting for expansion?” The majority of the plans for expansion plan to distribute locally and across the state of Maine. The third-largest distribution method is New England, with 12.10% of respondents responding to this answer. This question is linked to question three, “Where do you currently distribute your product?” The graph after question three shows the comparison of the markets that aquaculture producers in Maine are currently using versus future plans in question 4.

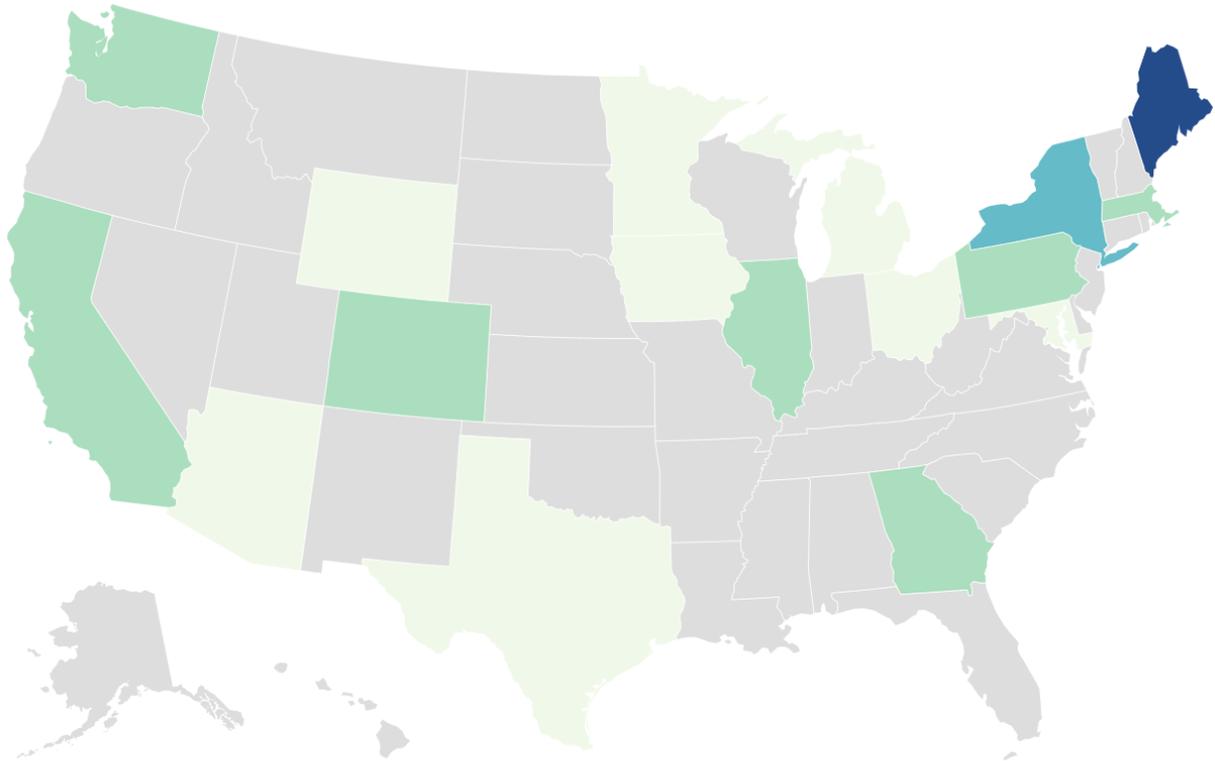
10. Q15. Why did you select these locations?

These responses are included in the qualitative section.

11. Q17. Are there other specific cities or metro areas that you are targeting? Please indicate them below.

The map below indicates the states in which specific cities or metro areas were targeted, including their frequency of selection.

Future Aquaculture Expansion Targets

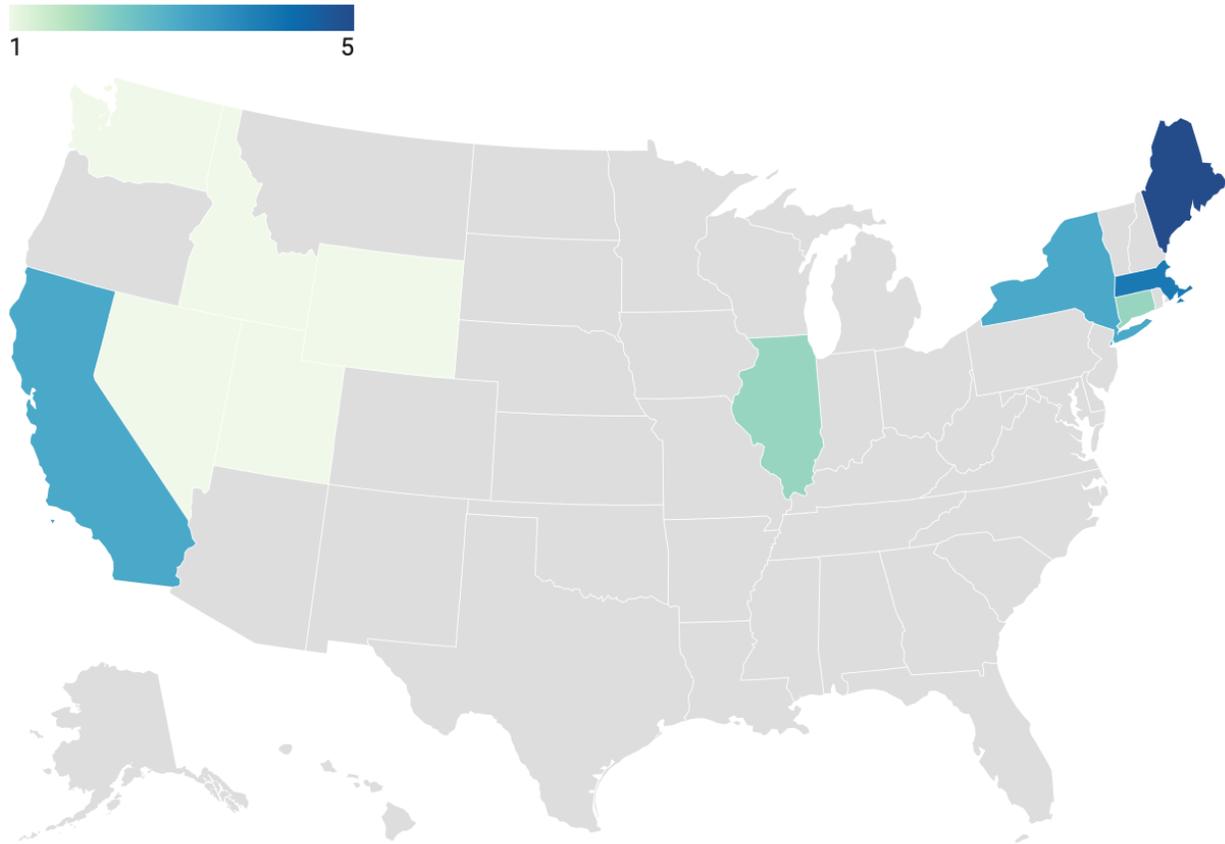


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12. Q18 Are there specific markets, or cities/metro areas on which you would like more detailed market or distribution information? Please indicate them below.

The map below indicates the states in which more detailed market or distribution information was requested on specific markets or cities/metro areas.

11. Q18 Are there specific markets, or cities/metro areas on which you would like more detailed market or distribution information?

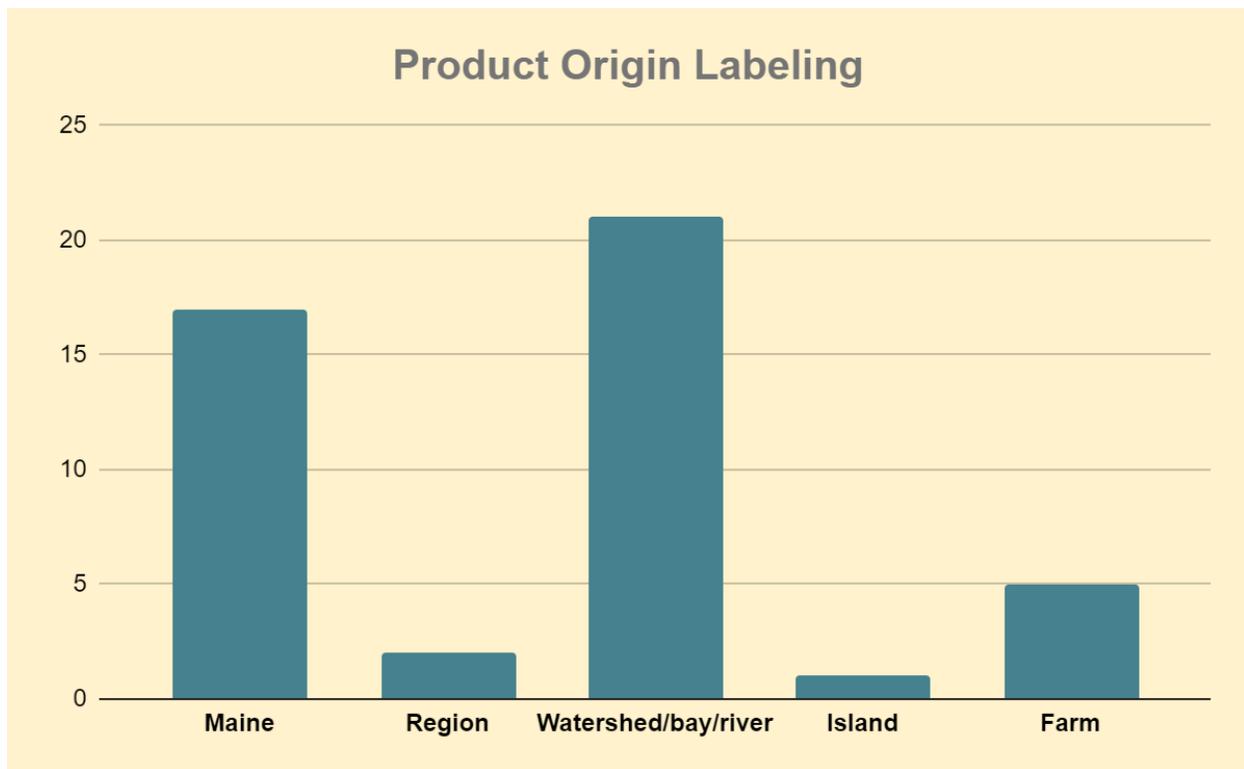


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The map below shows a combination of the two maps above, combining the states of targeted markets/metro areas and those from which additional information has been requested.

14. Q11. How do you indicate where your product is from? e.g. Maine, Bagaduce River, Cow Island.

Location	Quantity
State of Maine	17
Region	2
Watershed/bay/river	21
Island	1
Farm	5



Summary: Question 11 “How do you indicate where your product is from? e.g., Maine, Bagaduce River, Cow Island”. These were then sorted into the table above based on if the answers fell into the five categories of state of Maine, region, watershed/bay/river, specific island, and farm. The majority fall into the State of Maine and Watershed/bay/river categories. Since the majority of sales are within Maine, it is not surprising to see that Maine is not always

listed, but the watershed/bay/river is most common, as Mainers would likely be more familiar with it. It remains to be seen if the prevalence of labeling products as “Maine” will increase in out of state sales.

15.Q6 How do you differentiate your product?

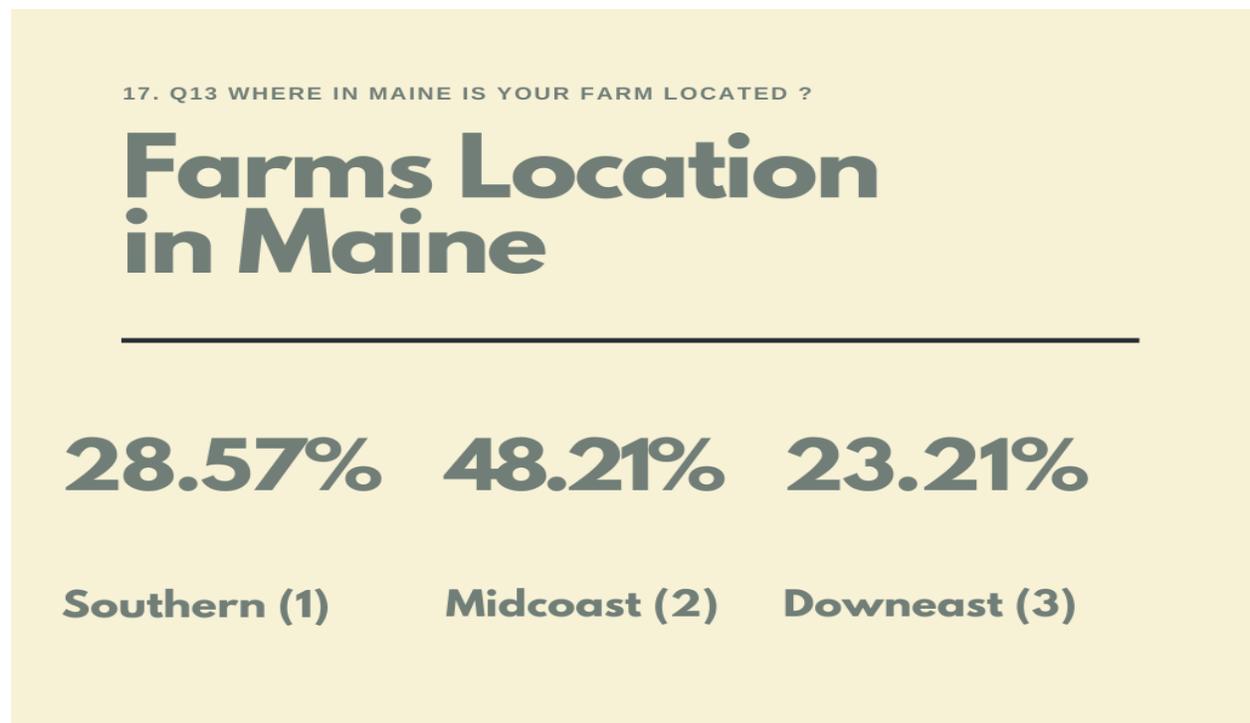
This is included in the qualitative section.

16.Q16.What attributes do you think consumers want in your product? e.g. freshness, shell color, taste, etc.

This is included in the qualitative section.

17.Q13 Where in Maine is your farm located?

Summary: Aquaculture farms in Maine are located with the majority in the midcoast, with 48.21% being located in the midcoast. At the same time, 28.57% are located in Southern Maine, and 23.21% are located in Downeast Maine.



Qualitative Responses from the Maine Aquaculture Marketing Needs Survey

6. Q10. What were your lessons learned? e.g. Why did you succeed? Fall short?

6. Q10. What were your lessons learned?	Where did you fall short?	Why did you Succeed?	Future plans
Buyers say too much inventory from more established farms and offering very low price	Difficult two years selling wholesale	Website helped drive a lot of traffic	We are working to support the commercial oyster farmers in the greater [midcoast] Maine area by having more people understand and love oysters and the business of oyster farming.
Introduce yourself to Maine Oyster Trail	I've held back in hope of better prices but not sure with all the inventory out there	Tour clients also buy oysters	Currently looking to apply for an experimental and then a standard lease,
Quality mentors make a huge difference.	We need more oysters	Increased infrastructure (bigger cooler,bigger truck,mechanized lifting)	As the program continues to grow (3 middle schools in 2017 - 11 middle schools and 1 high school this year) [a plan is needed for more] efficient use of time and [to] expand resources.
Need to be sure of inventory and ability to provide consistent quality and quantity.	Market demand far exceeds what we [can sell from] 20+ farms in Maine.	More space to pack and fulfill orders, increased oyster / other products supply.	We are currently expanding our production and quickly running out of space. We are considering building another facility
Just starting out this will be our 3rd year the hardest is that you can't get new sales until you raise the product	Shipping has been challenging.	Slow and steady growth	This coming season we will (hopefully) be scaling up slightly (we are still a relatively small farm) and that might mean we will need to explore selling to a wholesale distributor.

<p>There is very little support from the Maine Department of Marine Resources. Quite frankly we have been harassed by the Department from the very beginning of our family business.</p>	<p>Failure to find adequate help who are capable working on the water</p>	<p>Made contact with distributors</p>	
<p>Our first year of sales was 2020 - right at the start of the pandemic when restaurants were closed and wholesalers were not buying. This meant we had to pivot to direct to consumer and direct to restaurant sales right from the beginning</p>	<p>I gave away samples to restaurants and store buyers, but didn't get any sales from those. I don't know why that failed. I followed up, and was even told one vendor would be placing an order, but they never did.</p>	<p>We had more supply to offer for sale and the market has been strong.</p>	
<p>A key piece of learning for us has been that direct to consumer sales are extremely important to our community, and they have gone a long [way] towards supporting our social license to operate.</p>	<p>Selling online not successful due to transportation cost</p>	<p>The reason we have been successful is because we have a product that is right for so many different reasons. All without an advertisement budget!</p>	
<p>Local people want to eat the local seafood that they can see growing in their local community.</p>	<p>Issue with landowner relationship management</p>	<p>Time, equipment, and easy access to necessary materials (i.e. filtered seawater and deionized water).</p>	
<p>I learned that a consistent harvest schedule will be helpful but despite the irregularity of harvesting my product I still had success. I learned my demand well exceeds my ability to supply my product. I have experienced a lot of interest throughout the United States</p>	<p>Not having business cards</p>	<p>personal contact plus free samples -- [our] oysters taste great!</p>	

including New Jersey, Chicago, Nashville, Florida, Denver, and New York City and willingness to pay a premium price but I did not have sufficient product or licensing to distribute myself			
	Not having write up of farm	Successful because I rely upon my distributor to build my sales network.	
	Another time I declined a recurring order due to not having sufficient product to deliver through the entire season.	Consistent high quality.	
	I lost orders when buyers were able to buy from other growers at a price point lower than I was willing to go.	Part of the Maine brand.	
		We can differentiate our product.	
		We're continuously working on growing our business. We are cautious about taking on too much investment too quickly. We look at the return on investment of each new purchase of equipment, new hire, etc.	
		To date we have small production (we are a small boutique farm) and we have found that we have been able to sell all of the products so far.	

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Other Answers:
No business. research farms only.
No Lessons learned (2 responses)
Growing oysters recreationally
Just getting started

Summary: The responses to Question 10 “What were your lessons learned? e.g., Why did you succeed? Fall short”. Were sorted into four categories: what lessons were learned, where did they fall short, why did you succeed, and what are your future plans? The producers' wide variety of responses included product transportation struggles, product supply issues, and market demand. The lessons learned by producers included having a consistent harvest schedule, quantity harvested, and quality, not starting a business in the pandemic, and local people wanting to eat local seafood they can see growing in their community. Reasons producers succeeded included contacting a distributor, having a website, giving tours, increasing infrastructure, slow and steady growth, and personal contacts. Plans for producers included applying for an experimental and standard lease, plans for more efficient use of time and expanding resources, and exploring selling to wholesale distributors.

9. Q15. Why did you select these locations? [Markets targeted for expansion.]

The summary can be found below the table.

9. Q15. Why did you select these locations?	Number of Responses
Local	5
Shipping	2
Best distributions routes	2
Environmental choice/Sustainable choice	2
New to Industry	1
LPA holder- Do not have wholesale license	1
Large amount of consumers	1
Convenient transportation logistics and regulations	1
Profit	1
Wholesaler	1
Manageable	1
Inquiries from these areas to co-op	1
Market receptivity for our types of products	1
Proximity lessens transportation logistics	1
Looking to sell direct to restaurants & individuals	1
Expanding brand awareness	1
Lowest carbon footprint	1
Transportation costs	1
Existing distribution channels of our wholesalers	1
Easy to move the product within the northeast	1
FedEx overnight	1

Brand recognition	1
Diversification	1
These are the regions that support the type of shellfish seed that we produce.	1
Locations further down the coast may be more progressive.	1
Farmers market	1
My distributors	1
Less saturation of market	1
This is where the people are	1
Has the bulk of our products stay in New England	1
Geographically reasonable	1
Shellfish dealer requirements are restrictive and burdensome.	1
I would like to have our seaweed farming program in at least 1 middle school and 1 high school in every County in Maine.	1
Regionally, I wouldn't have to ship, just put them on a truck. [There is a CSA connection to the Rockies]	1
We sell to some wholesalers in these areas already and would like to increase our weekly shipments, but we also have some connections that we've been unable to sell to because of low inventory. These areas seem to be able to pay a higher price and have good demand.	1
We are expanding everywhere. Our online and wholesale markets are far reaching, we currently sell in every state in the US except Alaska and Hawaii. There is growth opportunity just about everywhere and we have the ability to get products anywhere.	1
I targeted primarily my local market and sold nearly all of my product within this area and captured a premium price (\$.90 to \$1 average). As my I become able to sell more product I seek to expand to other markets	1

across Maine and the northeast to ensure diversity of demand for multiple reasons - protection against a potentially saturated market in the future,	
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Summary:

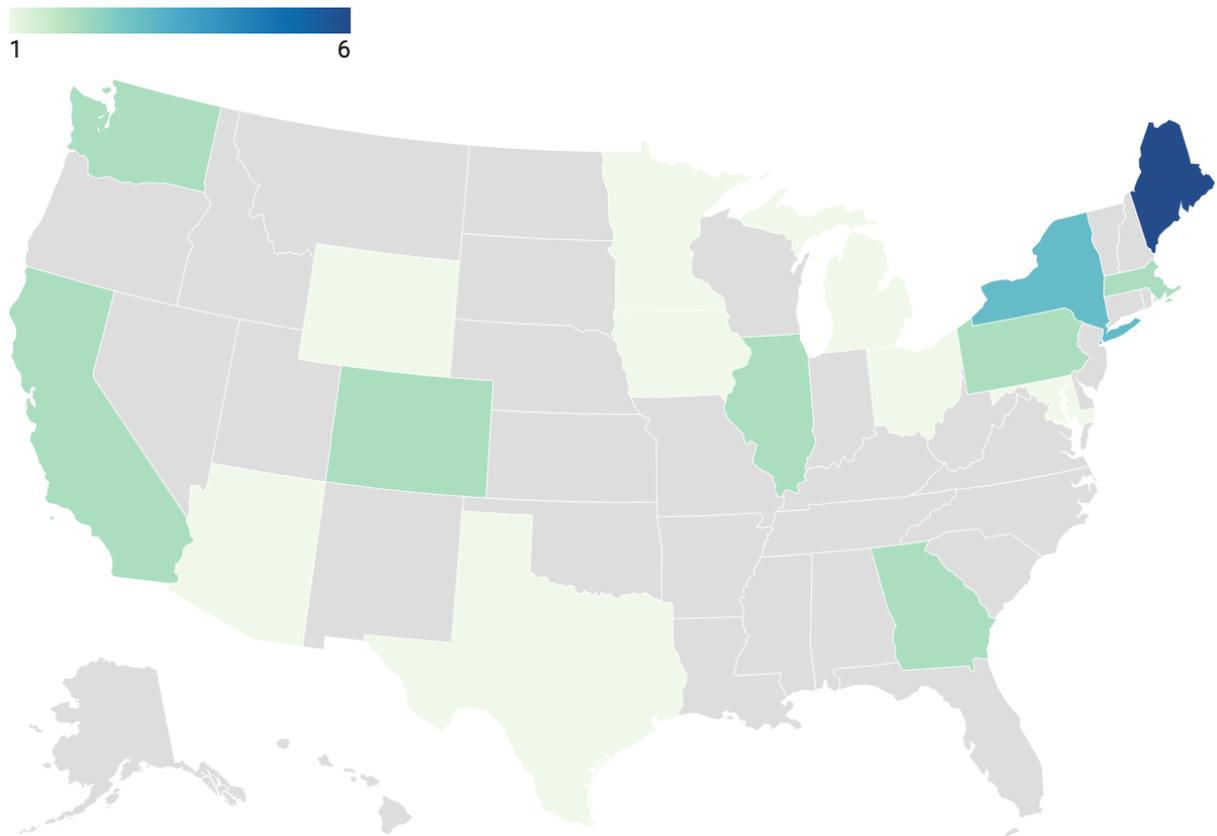
Question Fifteen "Why did you select these locations". Based on question four, What markets are you targeting for expansion, and the highest percentage of responses were Local and in the state of Maine. The most popular answer for Question fifteen is because these locations were local, which tracks with the responses for question four. The second most popular responses were shipping, best distribution routes, and environmental or sustainable choice.

**10. Q17. Are there other specific cities or metro areas that you are targeting?
Please indicate them below.**

10. Q17. Are there other specific cities or metro areas that you are targeting? Please indicate them below.	Number of Responses
Not now or No	8
Portland, Maine	4
New York	3
Boston, Massachusetts	2
Atlanta, Georgia	2
Houston, Texas	2
Chicago, Illinois	2
Denver, Colorado	2
Washington D.C	2
San Francisco, California	2
Los Angeles, California	2
Southern Atlantic	1
Wyoming	1
Minneapolis, Minnesota	1
Baltimore, Maryland	1
Rockland, Maine	1
Traverse City, Michigan	1
Dallas, Texas	1
Philadelphia, Pennsylvania	1
Pittsburg, Pennsylvania	1
Cleveland, Ohio	1
Phoenix, Arizona	1
Seattle , Washington	1

Charlotte, North Carolina	1
Mid Atlantic to New England	1
Niche Markets	1

Future Aquaculture Expansion Targets



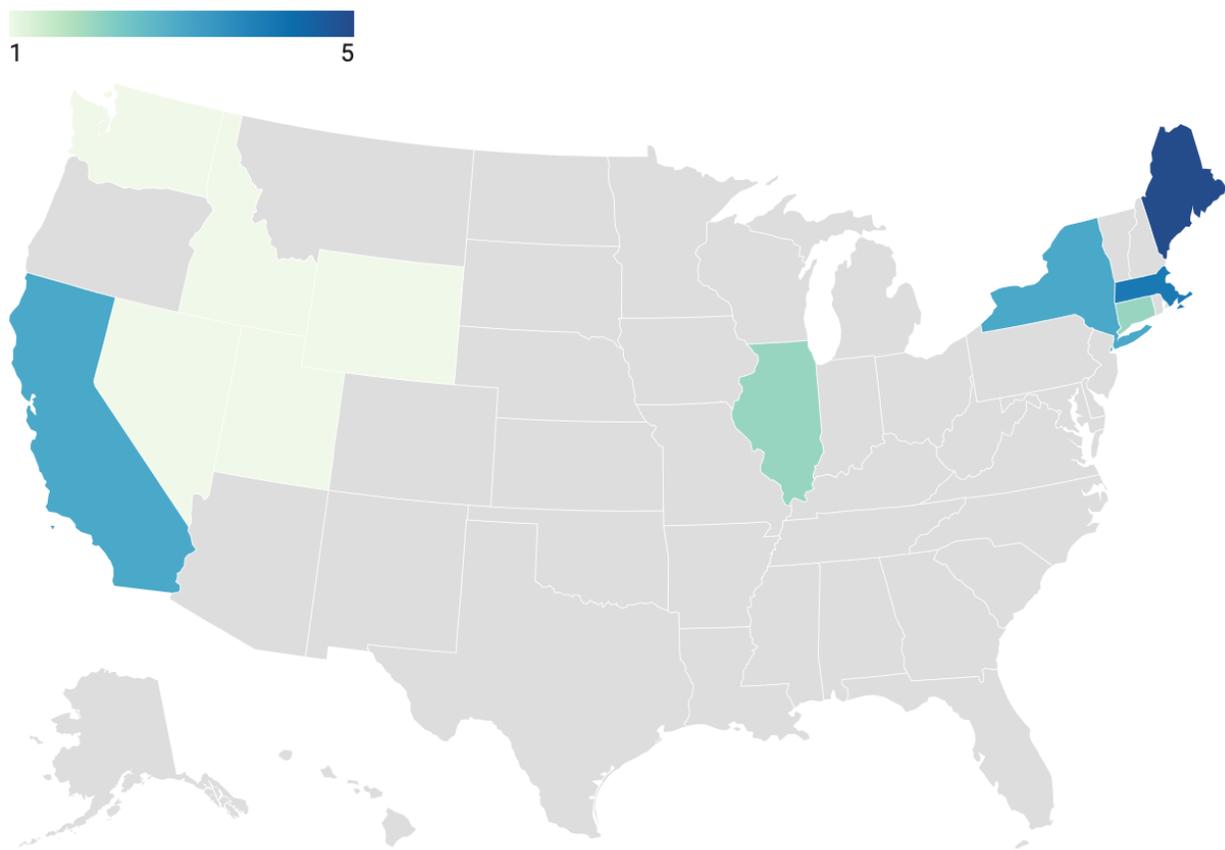
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Summary: Question 17: “Are there other specific questions or metro areas you are targeting”. The highest response was no, not right now, with the second-highest answer being Portland, Maine. New York was the third most common response. The map above shows the answers based on the state in the United States, indicating that the cities that Maine aquaculture producers plan on targeting in the future are all across the United States.

11. Q18 Are there specific markets, or cities/metro areas on which you would like more detailed market or distribution information? Please indicate them below.

11. Q18 Are there specific markets, or cities/metro areas on which you would like more detailed market or distribution information?	Number of Responses
Boston, Massachusetts	4
New York	3
Portland, Maine	2
Los Angeles, California	2
Chicago, Illinois	2
Maine	2
Canada	2
Connecticut	1
Jackson, Wyoming	1
Groton, Connecticut	1
Midwest	1
Southwest	1
San Francisco, California	1
Seattle, Washington	1
Las Vegas, Nevada	1
West Coast Cities	1
Salt Lake City, Utah	1
Boise, Idaho	1
Small boutique stores	1
Farmer's markets	1
West Coast Cities	1
No	3

11. Q18 Are there specific markets, or cities/metro areas on which you would like more detailed market or distribution information?

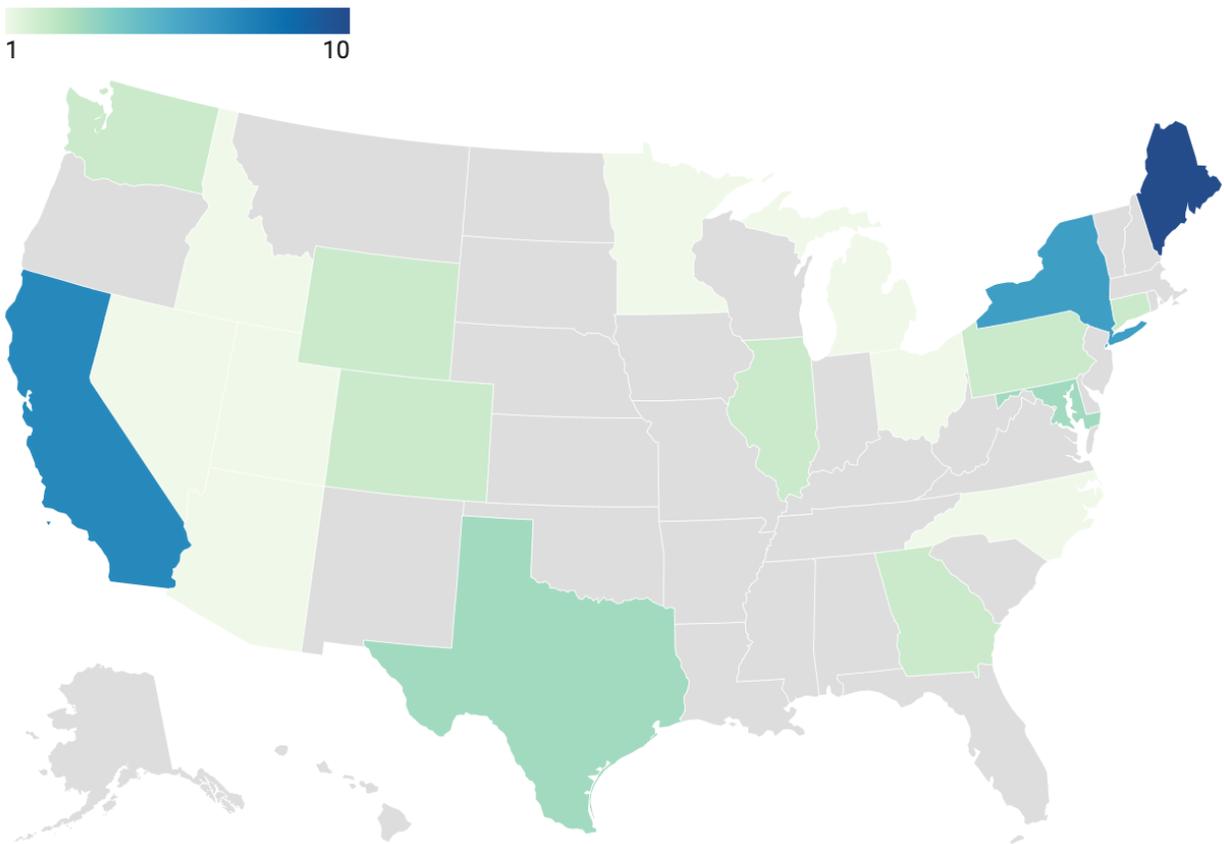


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Summary: Question 18 “Are there specific markets or cities/metro areas on which you would like a more detailed market or distribution information”. The highest number of responses was for Boston, Massachusetts, which differs from Question 17 answers about what cities producers are targeting. New York, NY and Portland, Maine were the 2nd and third most common responses for question 18 and the 1st and second most common responses for question 17. The map above illustrates the answers for question 18, expressing that Maine was the most common response, then Massachusetts, and then New York and California. The map below shows a combination of Q17 and Q18, summarizing total interest in markets based on respondent indications of where they plan to expand and information that they are seeking. The chart below shows the combined data from questions 17 and 18 for the top responses. All other responses are listed in the tables for Q17 and Q18, above.

Q17 & Q18 combined	Number of responses
Portland, ME; New York, NY; Boston, MA	6
Los Angeles, CA; Chicago, IL	4

Q17 & Q18: Are there other specific states that you are targeting and which states you would like more detailed market or distribution information?



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12. Q21 What barriers exist to accessing the selected market(s)?

12. Q21 What barriers exist to accessing	Number of Responses
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the selected market(s)?	
Shipping logistics	8
Lack of connections	6
Not enough product to meet demand	5
Licensing	4
Transportation costs	3
Being able to provide transportation	2
Not enough resources	2
None/not expanding	2
Travel time	1
Expenses	1
Lack of knowledge	1
Limited license- LPA holder with harvest license	1
Being able to provide the quantity required	1
Lack of seafood distributors	1
Costs in general	1
Freight logistics	1
Getting name and quality out there	1
Time	1
Testing for PSP's	1
Consultant product size and quantity	1
Know about chefs/markets that wish to market whole scallops	1
Price per oyster paid in other states local competition	1
Wanting to be truly sustainable	1
Velocity of sales	1
Choose markets carefully	1

Don't want to dilute effectiveness	1
Supply	1
Competitive pricing	1
Current buyers in the South are paying \$.30 - \$.60 per oyster they can purchase locally and our pricing is in many cases double.)	1

Summary: Question 21 “What barriers exist to accessing the selected market(s)”. The highest number of responses were for shipping logistics, and the second was lack of connections. Overall there is a wide variety of answers to question 21.

15.Q6 How do you differentiate your product?

15.Q6 How do you differentiate your product?	Quantity
Quality	6
Cold water	4
Clean	4
Color	4
Locally grown	3
Location	3
Low climate/ecological impact growing methods	3
Rope grown	3
Family owned company	3
Fresh	2
Cosmetically superior	2
Briney bite	2
Produce scallops	2
Branding	2
Tumbled	1
Shape	1
Taste	1
Part of [a] Co-Op	1
"Write up which describes the growing process- and body of waters/ land and ocean floor which dictate specific merroir."	1
Using geographic location in the company logo	1
Price	1
Oysters are purged	1
Farm name	1

Fresh local seafood branding using themed product names and logo	1
"I tell my story [...]."	1
Packaging	1
Unique product	1
Deliver Live	1
Women-owned company	1
Size	1
Next day delivery anywhere in Maine and country	1
Dealing direct with farm	1
Research done by students in middle schools and high schools.	1
Homegrown	1
Currently pursuing MOFGA certification	1
Connectedness to source	1
Ear-hung	1
Variety	1
Meaty oyster	1

Summary: Question six is “how do you differentiate your product”. Aquaculture producers' top response was that quality was how they differentiate their product. Cold water, clean, and color were some of the other highest-ranking answers, with four responses each for these categories. Others mentioned how their product was locally grown, or where it was grown, its low-impact method, a family-owned farm, or in general their story. Some of the unique answers include “Write up which describes the growing process- and body of waters/ land and ocean floor which dictate specific merroir” or “fresh local seafood branding using [musical band] themed product names and logo.”

16.Q16.What attributes do you think consumers want in your product? e.g. freshness, shell color, taste, etc.

Product Attribute	Number of Responses
Taste	29
Freshness	23
Shell	9
Color	8
Size	6
Cleanliness of product	5
Shuckibility	4
Price	4
Locally grown	4
Shape	3
Appearance	3
Plump meat	3
Consistency of supply	3
Story of farm & farmer	2
Quality	2

Organic product	2
Locally Grown	2
Small Independant Farm	2
Fills Shell	2
Sustainability	2
Packaging	1
All Natural	1
Quick to Market	1
Availability	1
Oyster is Salty	1
Healthy other ingredients	1
Well Purged	1
No Bio Fouling	1
Lack of Sand & Grit	1
Brine	1
Ease of Dealing with Farm	1
Attributes amplified through selective breeding	1
Deep Cup	1
Fresh Open Seawater	1
Feeling connected to the product	1
Teachers and their students are interested in where and how the seedlings are produced and the location of the farm where they will grow during the winter months.	1

Summary:

Question 16 is “What attributes do you think consumers want in your product? e.g., freshness, shell color, taste, etc.” The top two answers were taste and freshness. Other attributes that were some of the common responses include shell, color, and size. There were 39 different responses, with quality being the top response for cold water, clean, and color, tying for the

second most common response. Location, Low Climate/Ecological Impact Growing Methods, Rope Grown, and Family-owned company have three respondents each. Fresh, Cosmetically superior, Briney Bite, Produce Scallops, and Branding have two respondents. The rest of the responses only have one answer each.

18. What are your sales totals for 2021, in dollars (\$)?

Total sales (\$)	\$0 - \$25k (1)	\$25k-\$75k (2)	\$75k-\$150k (3)	\$150k-\$300k (4)	\$300k-\$500k (5)	\$500k+ (6)
Percentage	50%	14.81%	9.26%	9.26%	3.7%	12.96%

Summary: Respondents reported their 2021 sales with the most significant percentage in the \$0-\$25,000 category. The second-largest percentage was the \$25,000-\$75,000 category, with the third-largest category being the \$500,000+ category for sales in 2021. This shows a wide range of businesses who responded, from many new and beginning farmers to expanding businesses and more mature businesses.



Questions? Contact christian@maineaqua.org.

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