

# Local + Sustainable Seafood: The Competitive Advantage

Proposed Locally-Sourced Seafood Product Strategy  
for North Carolina Grocery Retailers

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**NC GROWING TOGETHER**

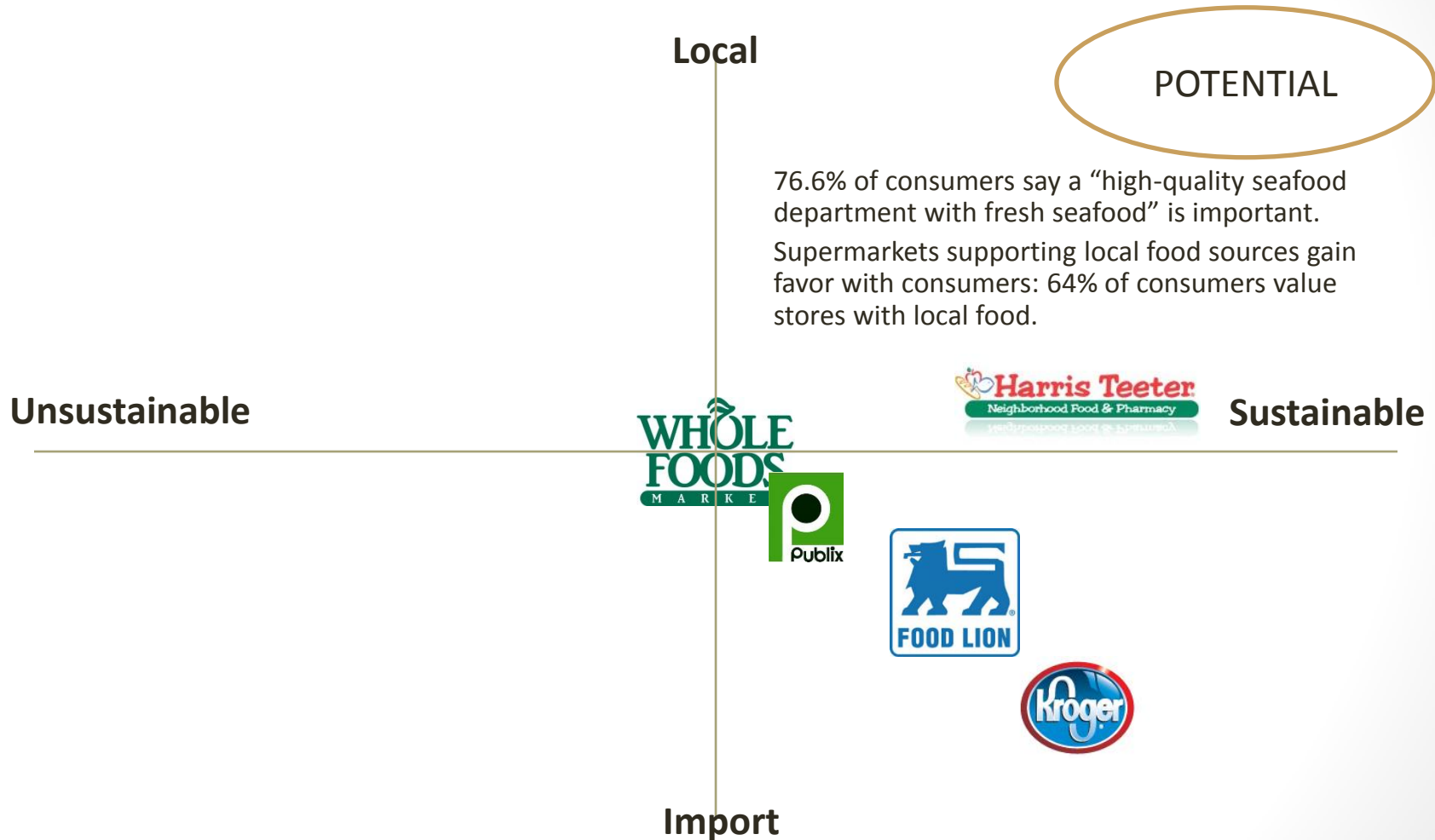
*Connecting Local Foods  
to Mainstream Markets*

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# Situation: Competitive Seafood Market

Growing consumer trend: Local food:



# Business Problem Proposed

## 4 Pain Points

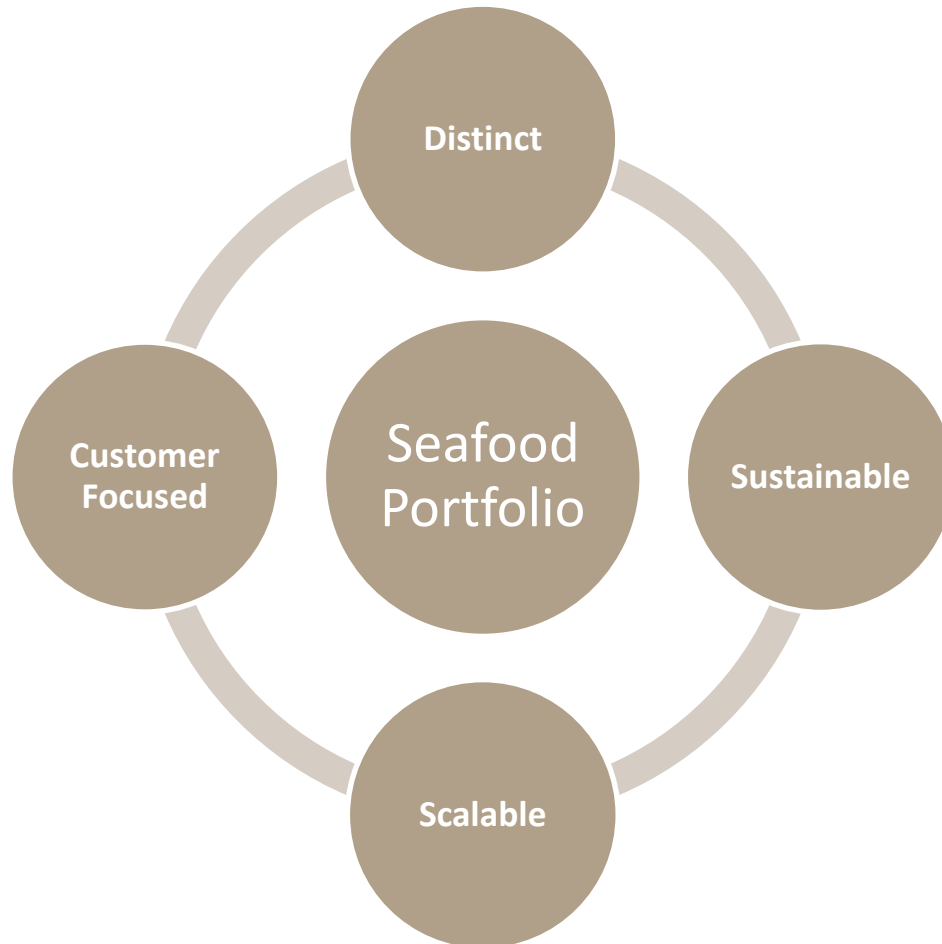
1. Immediate sourcing needs: fresh seafood 700-1000 lbs. per week.
2. Delivery: weekly transport to distribution center on specific days.
3. Supplier commitment: 700-1000 lbs. per week, provided as needed.
4. Customer expectations: seafood of choice is available year round.



The true business problem is not finding more fresh NC product to sell, but rather how can you consistently beat your competitors with a winning local seafood strategy?

# Solution

The *Seafood Portfolio* is a re-imagined strategy designed to help a grocery retailer win with local NC seafood by introducing a product mix approach that works within supply constraints.



# Solution: Promotes Sustainable Sourcing

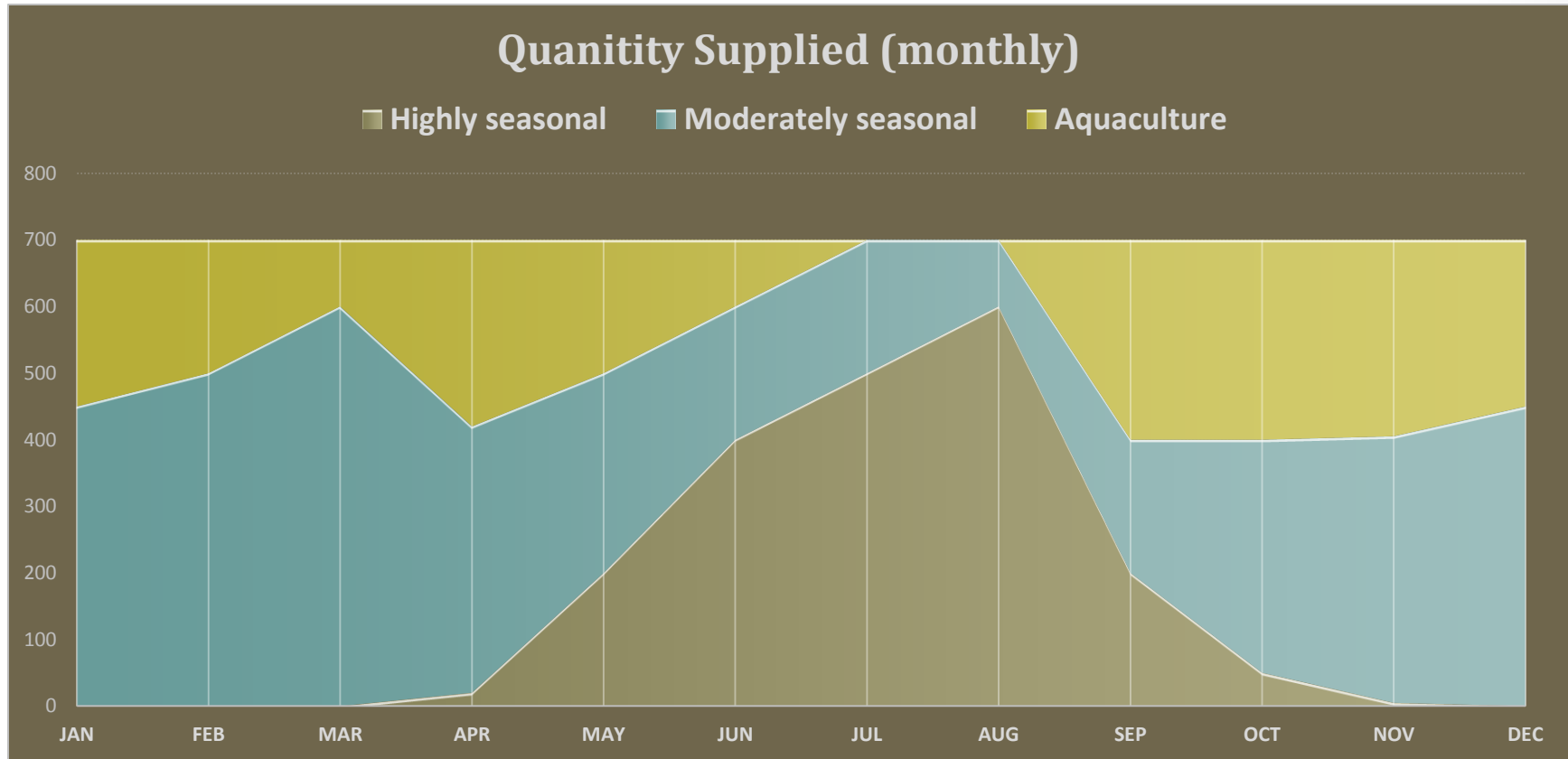
**The *Seafood Portfolio* approach incorporates sustainably sourced seafood to ensure that the grocery retailer offers products that resonate with customer values, align to the company's focus on community, and support practices to guarantee product supply.**

- Utilizes the bio-diversity of fish species of NC
- Avoids supply disruptions due to regulatory shifts
- Addresses growing customer needs

**The Seafood Portfolio allows the grocery retailer to vary its local seafood offerings with the season; it gives your guests a reason to always check out what's new at the Seafood Department.**

# Solution: Scalable

The Seafood Portfolio allows the retailer to consistently meet demand year round by combining wild caught and aquaculture products.



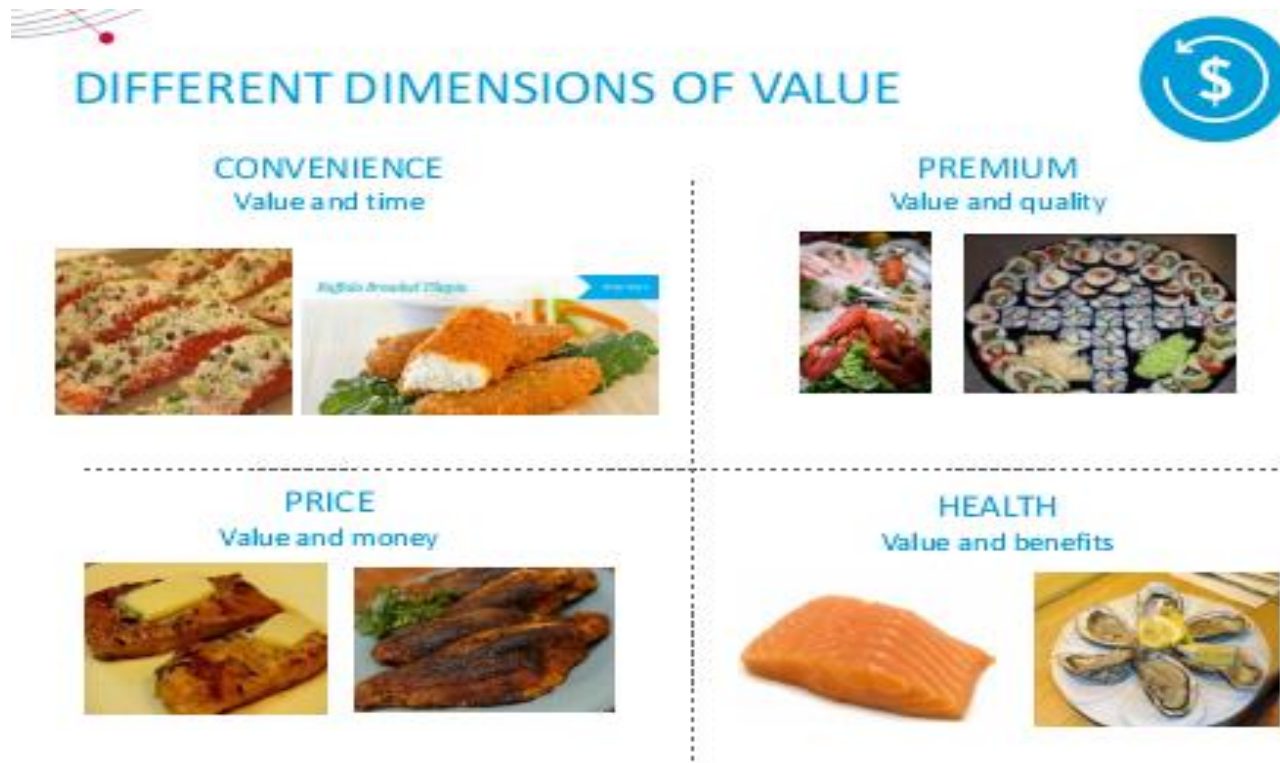
## SEAFOOD PORTFOLIO

SEAFOOD PORTFOLIO										
VARIETY						CONSISTENT SUPPLY AVAILABILITY			ECOLOGICAL SUSTAINABILITY	PRICE
#	Fish Species	Wild caught	Aquaculture	Fin-fish	Shell	Willing Suppliers	Seasonality	Available for sale	Mid/High Fish Stock Levels	Competition from Imports
1	Amberjack	✓		✓		✓	✓	✓	✓	
2	Grouper	✓		✓		✓	✓	✓	✓	✓
3	Flounder, Summer	✓		✓		✓	✓	✓	✓	✓
4	Dogfish	✓		✓		✓	✓	✓	✓	
5	Red Drum	✓		✓		✓	✓	✓	✓	
6	Trigger Fish	✓		✓		✓	✓	✓	✓	
7	Red Snapper	✓		✓		✓	✓	✓	✓	✓
8	Blue Fish	✓		✓		✓	✓	✓	✓	
9	Blue Crabs	✓			✓	✓	✓	✓	✓	
10	Soft Crabs	✓	✓		✓	✓	✓	✓	✓	
11	Hybrid Striped Bass		✓	✓		✓		✓	✓	
12	Tilapia		✓	✓		✓		✓	✓	✓

Note: The business client for this project was supplied with more detailed information on the sources of product (a vendor listing).

# Solution: Customer Focused

The Seafood Portfolio is compromised of shellfish and finfish species that customers are already familiar with in terms of taste and texture plus the concept delivers on values which are important to your customers.





# Opportunities: Delivery Method

Inland distance from the coast, a fragmented East-to West supply chain, and delivery schedule will limit ability to provide fresh seafood and can cause undue hardship for suppliers.

## Through central distribution facility

### Pros

- Equipped to accept deliveries
- Easier delivery to stores in later stages

### Cons

- Delay
- Distance

## Direct to Stores

### Pros

- Freshness factor Can cater to demand quickly

### Cons

- Training needed
- Complication for more stores

# Opportunities: Consumer Awareness

**Guests need to be educated on the diversity of local seafood so that seasonal variety becomes a product differentiation point for the retailer.**

- Seasonal promotion boards
- Recipes and wine pairings
- Local fishermen connection

## Implementation

**To reduce uncertainty with the new concept, we suggest running a pilot into your XXX stores based on the seafood portfolio strategy with the vendor list provided by the project team and using direct to store delivery.**

# Next Steps

- Discuss the seafood portfolio concept with all functional areas in the grocery retailer that would be called on to help in implementing the strategy.
- Work with vendors to establish transportation and delivery options that can move seafood supply from the coast to your stores on a schedule that works for both parties.
- Work with marketing to develop consumer behavior and educational materials to promote biodiversity, health and premium attributes inherent in NC seafood.
- Implement pilot project as recommend to determine scalability to additional stores in high income, urban areas.

# Summary

We presented a seafood strategy that works within the constraints of the NC seafood industry to provide the retailer with a unique opportunity to differentiate its seafood department from other stores in the state.