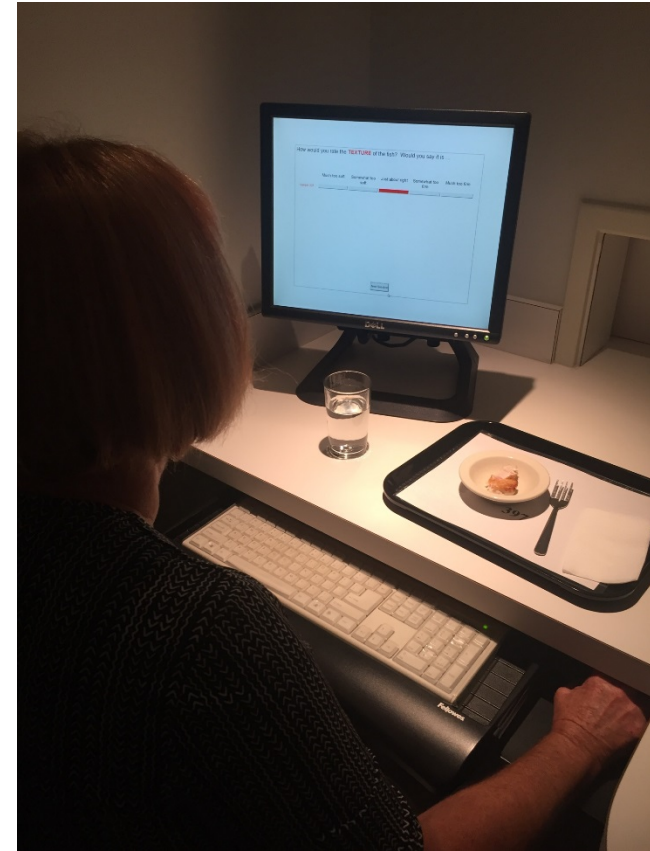




Albacore Consumer Test



Oregon State University
Food Innovation Center



Food Innovation Center – OSU Experiment Station
Portland, OR
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Project Objectives

- To measure if consumers can perceive a difference between fresh and frozen albacore, then measure the overall liking, appearance, aroma, flavor liking and texture (texture liking, moisture content JAR, oil content JAR) of fresh vs. fresh-frozen albacore tuna.
- To better understand consumer perception of frozen fish.



Overall Results

- Fresh vs. frozen Albacore were found to be liked equally in appearance, aroma, overall liking, flavor liking, texture liking, quality and purchase intent by a statistically significant group of Albacore consumers in Portland, Oregon.
- Consumers felt the two most important factors influencing their seafood purchase intent were to “support more sustainable fisheries” and “support smaller-scale, local fishermen.”
- “Quality” is the most important attribute above price, sustainability, origin and safety, when albacore consumers consider purchasing fish.
- A large majority (89%) reported that if the quality of seafood prior to freezing was objectively rated on a scale, it would increase their confidence in frozen seafood.
- And 91% reported that if they had assurances of the traceability, they would buy albacore more often.