

**IDENTIFYING THE ATTITUDES AND PREFERENCES OF PARENTS AND
CHILDREN FOR SEAFOOD AND AQUACULTURE PRODUCTS
FY 2010**

The National Center for Chronic Disease Prevention and Health indicates the prevalence of obesity among children aged 6 to 11 more than doubled in 20 years, rising from 6.5% in 1980 to 17.0% in 2006. In a population-based sample of 5- to 17-year-olds, 70% of obese children had at least one cardio-vascular disease risk factor. The American Heart Association, American Medical Association, American Diabetes Association and USDA recommend people eat fish at least twice a week to reduce the risk of stroke, heart disease, inflammatory conditions and the effects of diabetes. By understanding the seafood attitudes and preferences of families with young children, the industry can implement new marketing techniques to promote their products. This project was undertaken to identify the attitudes and preferences of parents and children with regard to consuming of seafood and aquaculture products, and to develop a marketing campaign based on the findings.

FINAL REPORT

Contact:

Nicole Haugdahl
Division of Marketing and Development
Florida Department of Agriculture and Consumer Services
850-617-7291
Nicole.Haugdahl@FreshFromFlorida.com

To: Janise Zygmont, Staff Officer
Federal-State Marketing Improvement Program (FSMIP)
Agricultural Marketing Service
United States Department of Agriculture

Title: Final Report
Identifying the Attitudes and Preferences of Parents and Children for
Seafood and Aquaculture Products



Submitted by: The Florida Department of Agriculture and Consumer Services
Bureau of Seafood and Aquaculture Marketing
Nicole Haugdahl, Development Representative
(850) 617-7291

Date: November 29, 2012

Abstract

The Florida Department of Agriculture and Consumer Services (FDACS) requested \$80,900 of federal grant funds to be used in 2010-11 to determine the attitudes and preferences of parents and their children in relation to seafood. The National Center for Chronic Disease Prevention and Health indicates the prevalence of obesity among children aged 6 to 11 more than doubled in 20 years, going from 6.5% in 1980 to 17.0% in 2006. Obese youth are more likely to have risk factors for cardiovascular disease (CVD). In a population-based sample of 5- to 17-year-olds, 70% of obese children had at least one CVD risk factor. The American Heart Association, American Medical Association, American Diabetes Association and the U. S. Department of Agriculture recommend eating fish at least two times a week to reduce the risk of stroke, heart disease, inflammatory conditions and the affects of diabetes. By understanding the seafood attitudes and preferences of families with young children, the industry can implement new marketing techniques to promote their products and a healthy diet.

In 2010, the Florida Department of Agriculture and Consumer Services (FDACS) applied for and received a grant from the United States Department of Agriculture's Federal State Marketing Improvement Program (FSMIP) to identify the attitudes and preferences of parents and children for seafood and aquaculture products, specifically related to product consumption and developed a marketing campaign based on the findings.

Project Description

Phase One of the project was to qualify and quantify the attitudes and habits of the target consumer as well as the message and means that will influence the purchase and consumption of seafood and aquaculture products.

The research was conducted by Drs. Lisa House, Bill Messina and Xiang Bi of the University of Florida Ag-Food Resources Department. The methodology of the research had a two prong approach. The first approach was to gain qualitative information from the target market through focus groups. The second approach was to conduct internet surveys.

Phase Two included developing educational components that targets both the parents and children based on the findings and recommendations obtained in Phase One. This included the design, printing and distribution of the "*Savory Seafood*" mailer. The mailer will be showcased on various social media venues and in magazine articles for the FDACS Division of Marketing.

Goals and Objectives

The goal of this proposal is to identify the regional attitudes and preferences of parents and children in relation to seafood. The findings will determine the means and message needed to positively influence their purchasing and consumption which will increase the potential for them to lead a healthy lifestyle.

More specifically, the objectives of the study were to:

1. Identify parents' and children's attitudes and opinions regarding seafood and aquaculture product consumption.
2. Identify and characterize the socioeconomic status of this target market that predisposes them to purchase seafood and aquaculture products.
3. Identify current eating habits.
4. Determine parental food purchasing habits.
5. Identify informational channels, i.e. media, social, etc., which influence consumption for parents and children.
6. Identify marketing messages to positively influence both parents and children's purchasing and consumption.

Discoveries

During both the focus groups and telephone surveys, several key factors were identified as important to the seafood purchase decision for parent and child. The University of Florida's detailed findings and analysis are included with this report.

- Most participants indicated that they thought seafood was about as convenient to prepare as other protein sources like beef, chicken or pork.
- However, “convenience” is a multi-faceted concept, and other perceived “inconveniences” associated with home seafood preparation, most notably objectionable odor, constrain home seafood consumption among “lite” seafood consumers.
- In general there seems to be a lack of knowledge about seafood selection and preparation that is more pronounced than for beef or chicken. For “lite” seafood consumers this lack of knowledge is elevated to the point where some perceive seafood consumption as being riskier than consumption of beef or chicken.
- A targeted program providing information on seafood selection and preparation may help to improve the most encompassing view of the concept of “convenience” of seafood.

Critical Findings

The following findings are critical for the industry to tap into this economically influential market.

- There are opportunities for the industry to grow this market by focusing on consumers who are open to or are already seafood consumers by providing them with the health benefits and preparation information.
- Staff at the point-of-sale should be knowledgeable about all aspects of seafood products
- Careful attention to appearance and odor should be given at the point of purchase.

Recommendations

The University of Florida researchers made the following recommendations after analyzing the research results.

Provide seafood recipes and increase knowledge with regards to seafood:

- Be on priority websites that show ratings for each recipe, like www.allrecipes.com
- Include attractive, high-resolution photographs of the dish to take advantage of the power of visual cues that were reported during the focus group sessions
- Should NOT include unusual ingredients
- Should be quick (approximately 30 minute preparation time) and easy to prepare.
- Create or tie into smart phone “apps” to disseminate seafood recipes along with establishing a presence on facebook, twitter, etc.
- Introduce recipes that can be used to prepare the same dish with either fish or chicken.

- A list of “low” or “lower” odor seafood varieties could be an important educational and marketing tool
- A set of guidelines on how to select fish for freshness

Educating Consumers and Producers

Based on the findings and recommendations, a “*Savory Seafood*” mailer was designed and printed. This booklet includes information about the preparation of some simple and quick recipes for families. Recipes were laid out in a step-by-step fashion, with clear instruction. Included in the information are table and handling, buying and cooking tips. The recipes are perforated and meant to be torn apart and put in a recipe box or taken to the store to buy ingredients. This will enable parents who are not as comfortable cooking seafood to try it by starting simple. A lot of the recipes were designed to include ingredients that the average family already has at home. The recipes either use shrimp; a known kid favorite; or a “light” white fish such as grouper or mahi-mahi. Although all fish has a “fishy” smell, some have a stronger odor so these recipes steered away from that type of fish. The first step to educating new seafood buyers on how to select fish for freshness is to have them ask right there at the counter. This can help an uneasy shopper find out the type and amount of seafood they need.



The distribution plan of the mailers includes the following:

- Mailers will be distributed at three Children’s Expo’s in Jacksonville, Orlando and Miami
- Consumers will have the opportunity to visit our website and request one that will be mailed to them.
- Seafood retail markets and grocery stores will be able to order mailers to give to their customers.

Budget Information

The totals below represent the expenditures. The Financial statement (SF 269A) will be submitted by the FDACS Finance and Accounting Division.

	State	Federal
• In-kind FDACS personnel salary & benefits	\$14,273.35	
• UF Contractor In-kind	\$60,260.00	
• UF Contractor		\$60,260.00
• Focus group facilities/participant incentives		\$12,030.00
• Travel		\$385.65
• Other (Printing costs):	\$6,567.65	\$8224.35
Total Direct	\$81,101.00	\$80,900.00
TOTALS	\$81,101.00	\$80,900.00



**Identifying the Attitudes and Preferences of Parents and Children
for Seafood:
Summary of Focus Groups Results**

By

Xiang Bi, Lisa House and William A. Messina, Jr.

FAMRC Industry Report 11-1

June 20, 2011

**Florida Agricultural Market Research Center
Food and Resource Economics Department
Institute of Food and Agricultural Sciences
University of Florida, Gainesville, Florida 32611**

Identifying the Attitudes and Preferences of Parents and Children for Seafood: Summary of Focus Groups Results

Xiang Bi, Lisa House and William A. Messina, Jr.¹

Key Findings

- Parents understand their children's tastes and preferences regarding seafood.
- Parents' consumption habits influence children's preferences.
- Parents and children have limited knowledge on Floridian fin fish species, but children seem interested in trying new foods based on photos.

Introduction

Consuming seafood has several health benefits: omega-3 fatty acids found in fish could help in the development of the brain, nerves, and eyes in children. Seafood also offers lean protein compared to red meat and could potentially help to reduce childhood and adult obesity. Despite those benefits, the average consumption of seafood by consumers in the United States is far less than the recommended level. One of the reasons for low levels of consumption of seafood is that fish is not made part of the diet when people's tastes were developing as children. Children's food preferences are largely developed by the time they are five (Kluger, 2010) and are closely related to their parents' preferences. To explore parents' and children's perception of seafood, a series of focus groups were held to discuss their seafood consumption habits, concerns and preferences.

Methodology

Four focus groups consisted of parents and their children age 10-14 were held in Jacksonville, Florida and in Atlanta, Georgia on March 7th to March 8th, 2011. Each focus group consisted of eight to ten parents and their children. Participants were selected from people that are not allergic to any seafood and were divided into groups based on their seafood consumption patterns. In each location, one group consisted of parents who consume seafood frequently and their children and the other consisted of parents who do not consumer seafood frequently and their children. Throughout the remainder of this report, the groups will be referred to as seafood consumers and lite-consumers. Parents were asked to bring along one child between the age of 10 -14 to participate in the focus group.

All participants started in one room for a general introduction and the informed consent process, and then parents and children were divided into separate rooms for discussions. Both parents' and children's focus groups included discussion and filling in questionnaires. The questionnaires included questions about children's preferences, consumption frequency and their preferences

¹ Bi is a post-doctoral researcher, House is Professor and Director, and Messina is a economic analyst in the Florida Agricultural Market Research Center, Food and Resource Economics Department, University of Florida.

for specific types of seafood. Since both parents and children answered the same questionnaires, we can compare the answers provided by parents about their children’s consumption with the answers provided by children.

The focus groups with parents included discussions on seafood consumption of the household in general, as well as their children’s seafood consumption. The focus groups with children included a discussion on their perception and habits of seafood consumption. Children also were shown pictures of common seafood and asked to indicate whether they had tried it, and if so, if they liked it.

Demographics of the Focus Group

Demographics of the participants are summarized in Table 1. In total, we interviewed 32 pairs of parents and children, 16 from Jacksonville and 16 from Atlanta. The majority of the parents are Caucasian and female. Approximately 60% of the children were boys, and the majority of children were also Caucasian.

Table 1. Participant Demographics.

		Seafood Consumers		Lite Consumers	
		Parents	Children	Parents	Children
Jacksonville	% female	89%	33%	71%	43%
	% white	78%	78%	86%	86%
	Total	9	9	7	7
Atlanta	% female	43%	29%	78%	56%
	% white	57%	57%	67%	67%
	Total	7	7	9	9

Summary of Focus Group

1. Word association game

Each session with parents and children was started with a word association game to ‘break the ice, get people talking, and explore their ideas about seafood. Results for adults are summarized in Table 2 and for children are in Table 3. In general, seafood consumers were more likely to associate fish with fresh, good, and food, whereas lite-consumers were more likely to associate fish with a bad smell.

Table 2. Summary of the Word Association Game (Parents).

WORD GIVEN	RESPONSE			
	Consumers		Lite-Consumers	
	Jacksonville	Atlanta	Jacksonville	Atlanta
Fish	-Fresh -Fried -Fillet	-Seafood -Fresh water -Sea bass -Good food	-Captain D -Smelly -Grilled	-Smell -Mercury -Dirty -Fish oil
Shell-fish	-Lobster -Shrimp	-Crab -Bland -Craw fish	-Creepy, except for shrimp	-Shrimp -Bottom of the ocean -Dirty
Fin fish	-Fresh	-Sword fish	-Fresh	-Dolphin -catfish
Catfish	-Fried -Tender	-Deep fried -Scavengers -Whiskers -Huge	-Whiskers	-Bottom feeder -fatty
Seafood	-Crab	-Platter -Scallop	-Platter	-Shrimp/crab Fish tanker
Farm raised	-Lobster -Fish	-Clean -Salmon -Safer now due to oil spills	-Not so good -Could be good	-Cat fish -More mercury -American farm raised is better than Chinese ones
Aquaculture	-Not familiar -Water	-Not familiar	-Not so sure	-Not familiar, related to agriculture
Sustainable	-Manage on their own	-Maintain	-Consistency in Producing , over fished	-Would not affect the natural numbers of fish
Organic	- No response	-Less processed	-Farmed with different methods	-Without antibiotic -Without coloring -Not sure the term of organic is related to fish
Processed	-Fish sticks -Macdonald	-Fish sticks/fish fillet -Preservatives -Salt	-Fish sticks -Patty	-Color added -Additives -Preservatives
Fresh		-Oil spills	-Fish market	

Table 3. Summary of Word Association Game (Children).

WORD GIVEN	RESPONSE			
	Consumers		Lite-consumers	
	Jacksonville	Atlanta	Jacksonville	Atlanta
Fish	-Bones -Tuna -Trout -Fishing	-Seafood -Tilapia -Water -Shrimp	-Ocean/water -Fisher Man/fishing -Captain D's	-Gross -Nemo -Salmon -Trout -Grilled
Shell fish	-Clam -Crab -Oyster	-Ocean -Shells	-Clam -Oyster -Seashore/beach -Crab	-Salt -Shell -Creepy
Catfish	-Whiskers	-Whiskers	-Whiskers -Captain D's	-Whiskers -Giant -Catfish pond
Seafood	-Salty -Shrimp -Crab	-Fish -Crab -Restaurants	-Captain D's -Food -Lobster	-Never tried -Horrible
Fin fish	-Fin	-Biology/fins -Cook	-Sharks -Fins -Dolphin	-Fins -Different species of fish -Flipper
Organic	-Healthy -Colorful -Vegetables	-Healthy -Leafs -Vegetarian -Apples	-Nature -Plants(trees) -Confusing -Tomatoes	-Trader Joes/Whole Foods
Processed	-Factory	-Not as good	-Milk/ice cream -No idea	-Soup in a can -School Food -Not healthy
Fresh	-Salad -Good -Yummy -Tomato		-Salad -Shrimp -Big	
Crab	-Claw/crab leg -Captain D's	-Claws/beach -Yummy	-Lobster -Pinchers	-Meat -Lobster
Shrimp	-Grilled/fried shrimp	-Marinara - Fried/soup/scampi	-Favorite -Butter -Pasta with	-Most of them like it -One never

		-do not like it(only one kid)	shrimp	tried it
Lobster	-Red Lobster	-Butter -Crabs -Good -Red Lobster	-Dad likes it -Red lobster -Red /pinch	-Got grabbed by lobsters -Have not tried
General perception of seafood	-Most of them like shrimp and crab -A few of them like oysters, tilapia, and sushi	-Like tilapia, lobster, crab, and shrimp - A few do not like fin fish such as salmon	- Shrimp (most kids like shrimp, but do not like other seafood much) -Do not eat often -Captain D's	-5 children do not like seafood at all -One has salmon -4 of them like at least one type of seafood
Fish as healthy alternatives	-Good/health -Depends on preparation -Probably better than red meat -Food pyramid	-Depends on the preparation (fried is not good) -Fish is healthier(2 kids) -About the same(1)	-Depends on the preparation (greasy is not good) -Depends on where they caught the fish/what the fish was eating	-Probably fish and chicken are healthier -Do not know -Chicken is healthier
Consumption site	-Home(most) and restaurants -Two only ate at restaurants	-Mostly in restaurants	-Home (a couple of times) -Restaurants(most have it there)	-Most respond that their family go to restaurants to have seafood
Seafood restaurants	-Captain D -Red Lobster - Chinese/Japanese restaurants and local ones -Long John Silvers	-Red Lobster	-Captain D's -Red Lobster(a few) -Long John Silver(a few)	
School lunch	-Few has fish nuggets and sticks(patty) -Worse than	-Fried fish patty -Do not like fish sticks -Worse than other	-Do not have seafood very often -Tuna /fish sticks	-Do not have seafood at school, one

	other lunch	lunch	-Do not like it , worse than other lunch	said he had shrimp once
Reasons that like seafood	-Taste	-Juice (butter/lemon) -Taste	-Fried -Just liked it -Some fish do not have fishy taste	-Taste / texture
Others Reasons do not like seafood	-Heard it is unsafe to eat seafood because of oil spills -Some fish are not good for health	-Does not taste good -Hard to open the shells -Smell	-Smells, fishy, salty, greasy -Bones(one from seafood)	-Smell
Cooking shows/cooking experience	-Most kids like cooking, a few have cooked seafood with parents Food networks shows -Chopped - Cake Boss -Top Chef - Ace of Cakes		Food networks -Iron Chef -Ace of Cakes -Cake Boss -Rachel Ray -Good Eats -Disney Channels' Pass the Plate	- Competition shows on the Food Network -Ace of Cakes

Parents' focus groups

The next phase of the focus group included discussions on the family and children's seafood consumption (Table 4). In general, seafood consumers consumed a wider range of fish than lite-consumers. Lite-consumers tended to prefer more common seafood such as canned tuna, salmon, shrimp, and tilapia. Most of the seafood consumers like to have fresh seafood, followed by frozen fish fillets. Lite consumers tended to prefer canned fish, or a frozen entrée with fish or fillets, mainly to avoid the fish smell from cooking. Seafood consumers in Jacksonville were concerned about the bones/scales if they have fresh caught fish and prefer the fillets from the grocery stores. Seafood consumers in Atlanta mostly prefer fish fillets. Consumers in both groups mentioned that they like the vacuumed-packaged individual frozen fillets in the grocery store. The common preparation methods are fried, boiled and grilled.

Though both groups of consumers purchase seafood from local grocery stores, some seafood consumers go to seafood markets. Parents who are non-seafood consumers do not serve seafood at home (often) either because they do not like the smell, or because they think that preparing seafood must be complicated (they do not know how to prepare it). Some only eat seafood at

restaurants in order to avoid the smell and preparation. Both groups liked eating seafood at restaurants, but the type of restaurant was different. Lite-consumers were more interested in chain restaurants such as Captain D's, while consumers tended to name local seafood restaurants. Though parents who do not consume seafood have heard about the nutritional benefits of seafood, this information was not enough to change their behavior, which was more based on habit, taste, smell, and lack of preparation information. However, there was one observation of a parent who indicated that she started to consume seafood specifically to lose weight.

Parents who are seafood consumers serve seafood at home because they think it is a substitute to other protein and preparing seafood requires less time compared to other meat. They are sensitive to prices (aware of sales) and think there are seasonal times to consume seafood (particularly in Jacksonville, and usually in reference to oysters). Parents in Jacksonville said that they decide on what protein to eat given the preparation time required and their schedule. Most of the seafood consumers have seafood at least once a week; however, the lite-consumers only have seafood about once a month (if at all).

Seafood consumers in Jacksonville were less concerned about safety issues than those in Atlanta. However, they also keep track of the oil spills and fish consumption advisory information (on fresh caught fish). One parent also said that they cut back tuna consumption after they learned that tuna could have high levels of mercury. Seafood consumers in Atlanta are more concerned about freshness and place of origin when purchasing seafood. In general, seafood consumers think of seafood as being healthy and fresh. Consumers in Atlanta consider seafood as a healthy alternative to other types of red meat. One of them mentioned he cares about the omega-3 fatty acids and uses supplements in addition to consuming seafood. However, consumers in Jacksonville care more about preparation time when they compare seafood with other meats. One of the seafood consumers also mentioned that she would eat seafood when she puts on weight (to take the weight back off).

Florida seafood consumers mentioned the oil spill but did not indicate they reduced consumption because of it. One of the Atlanta consumers however mentioned switching from consuming Gulf seafood, to seafood from Alaska.

Most of the seafood consumers prefer wild caught over farm raised fish (or shellfish), although they are aware that some of their favorite seafood is farm raised. One said he would eat farm raised if he knows how the fish is grown. Some lite-consumers would prefer farm raised, one of whom said it was because they think farm raised fish would not smell badly (such as tilapia).

When asked if they have concerns about serving children seafood, both groups of parents mentioned bones. However, the lite-consumers groups also mentioned that their kids may not like seafood because of smell and because they are not familiar with seafood.

Table 4. Summary of Parents Focus Group.

	Consumers		Lite-consumers	
	Jacksonville	Atlanta	Jacksonville	Atlanta
Consumption and type of seafood	-All types of seafood	-All types of seafood	-Not very often	-Only like fish that do not smell
Type of production	-Fresh (more) -Frozen	-Fresh -Frozen	-Not important -Frozen -Fresh	-Frozen -Canned -Fresh (less often)
Type of fish specifies	-Mahi-mahi -Grouper -Tilapia -Catfish -Shrimp -Lobster -Crab	-Prefer fish from sea -Bass -Lobster/crab -Grouper	-Canned tuna -Shrimp -Salmon -Tilapia -Flounder	-Canned tuna -Shrimp/craw fish -Salmon -Seasoned frozen fish in the packages -Frozen fish sticks -Vacuum packed frozen fish
Form purchase/location	-Fishing -Grocery store -Wal-Mart /Sam's -Fish market	-Grocery store -Sam's -Fishing -Farmer's market	-grocery stores	- Grocery stores
Consumption site	-Home -Restaurant	-Home (most of them) -restaurants and home (half and half)	-Mostly at home -Restaurant	-Restaurants for special occasions, to avoid smell at home -home
Prep method	-Grilled / fried -Blackened -Boiled	-Deep fried -Baked -Stir fried -Boiled	-Fried -Grilled -Boiled -Canned -Processed (nuggets/sticks) -Frozen (more often than fresh)	-Grilled -Baked
Frequency	-Once/twice a week	-Once or twice a month for fin fish -Once a week	-Once a month -Tuna lunch (weekly)	-Not very often

		for shellfish -Canned tuna (very often)		
Reasons of not consuming fish	-Bones -Clean scales		-Smell -Dirt taste -Can not bring fish to lunch because of common micro wave	-Smell -not a lot of varieties of fresh fish available -can not bring fish to lunch because of common micro wave
Other reasons of consumption	-Controls weight -Adds variety -Habit	-Realized the health benefits of fish started to eating fish -Flavor and habit	-Convenience -Health diet -Sales	-Health/diet
Reasons Kids do not like seafood	-Bones	-Deep fried -Smell	-Unfamiliar	-Taste -Bones -Look of fish
Nutritional information	Do not check the nutritional information	-not available on packages -place of origin is desirable	-Not much into consideration	-Depends on the prep methods -Might need to eat more fish to get the healthy benefit and then get also the mercury
Informational source	-Sales person -packages (restaurants information)	-Vendor	-Internet -package (tuna)	
Primary concerns	-Fresh -Price -Season -Origin -Time of preparation	-Fresh/clean -Origin -Date of caught -Price -Season	-Price - Origin (fresh fish) - Storage time in the fridge - Production time(frozen one)	
What other information you desire/care	-Provide prep information especially preparation	-Origin	-Place of origin -From Florida	-Make fish does not taste like fish

	time -filleted			
Seafood restaurant	-Captain D -Seafood sit down restaurants -Japanese restaurants	-Red lobster -Jones Crab - Carrabba's and other local restaurants	-Red lobster -Capitan D -Long john silver -Ruby Tuesday	-Special occasions go to restaurants with good seafood
Recipe	-Preparation time		-Could help, do not know how to prepare(go search on the internet)	- Would not help because preparing it at home makes the smell
Wild-caught/farmed	-Prefer wild caught	-farm raised (what feeds are used) -wild caught is better (some)	-Like wild caught but farm raised probably do not have fishy smell	
Substitution of protein	-Adds variety of protein	-Healthier than other meat(except for mercury)	-Healthier than other meat -Consider shrimp and children as healthy alternatives to red meat	-Dependents on the prep method, does not rate fish as healthier option

Children's groups

Half of the children of seafood consumers indicated that one of the reasons they like seafood are that their parents eat it and because it is healthy. Children in these groups were more likely to recognize different species and tastes of seafood. Though seafood consumption was more common in the children of seafood consumers, some of the children of the lite-consumers also ate seafood. For this group, the main reasons for eating seafood were that they wanted variety and they liked the taste.

There was little discussion of safety, but in Jacksonville, the children discussed that they have learned about the gulf oil spill in class and have been told that consuming seafood is not safe. However, kids in Atlanta were less aware of the oil spill.

Another unique feature of Jacksonville was a high awareness of television cooking shows by the children. This was pursued by the moderators in all groups, and in most cases, children could name a number of TV shows from the food network, as well as various other shows from other channels. This seemed more common in Jacksonville than Atlanta.

Most children indicated that they have seafood at home or at a restaurant. A few children said they had seafood in school, however, they said lunches with seafood in their school are usually less appealing than other school lunches.

Summary of the Questionnaires

Parents and children completed the same questionnaire on children’s seafood consumption to allow for comparison of answers and to test if parents understand their children’s perceptions of seafood.

When asked to identify if children eat seafood at home/at a restaurant/ at school (Table 5), answers provided by parents and their children are very similar, though children’s recounts are consistently less than their parents’ responses. This is a main finding of the focus groups as a main goal of the project was to determine if parents could reliably estimate their children’s tastes and preferences with regard to seafood.

Most (88%) of the children answered that they like seafood when their parents are regular seafood consumers while just over half(56%) do when their parents are lite (or non) seafood consumers. This is an expected result as children’s food preferences often mirror their parents.

Reported frequency of consumption was similar, with parents answers closely correlated with their children’s (Table 6). A large percent of children report having seafood for dinner once per month, and report having seafood for lunch less than once per month. Parent’s answers about their children’s consumption frequency followed a similar pattern. Half of the answers on frequency of consumption of fish for dinner were a perfect match between parents and children, while the remainder of the answers varied only slightly. The answers about lunch between children and parents differed slightly more and only 33% of the answers matched perfectly. If we compare the children’s answers to their parents’ responses, children report having seafood for dinner less frequently than their parents, and report having seafood for lunch more frequently than their parents. Again, this is probably explained by parents not always knowing what a child consumes at school lunch.

Table 5. Children’s Seafood Consumption.

Reported by:	Parents are Seafood Consumers		Parents are Lite-Consumers	
	Child	Parent	Child	Parent
Eat seafood at home	81%	100%	75%	75%
Eat seafood at a restaurant	88%	100%	63%	81%
Eat seafood at school	25%	50%	6%	19%
Child likes any kind of fish	88%	63%	56%	56%

Table 6. Frequency of Children’s Seafood Consumption.

Answered by:	Dinner		Lunch	
	Child	Parent	Child	Parent
Everyday	3%	0%	3%	0%
More than once per week	6%	13%	3%	3%
About once per week	13%	25%	6%	19%
About once per month	44%	28%	28%	25%
Less than once per month	22%	25%	38%	28%
Never	13%	9%	22%	25%
Parent-children answer match perfectly		50%		33%
Children report higher frequency than parents		16%		38%
Children report lower frequency than parents		34%		28%

Reasons why children like and don’t like fish are summarized in Tables 7a and 7b. The most frequent answers provided by children on why they do not like fish are taste (flavor), followed by smell and texture. The same pattern is observed for children of both seafood and lite consumers. The most frequent answers provided by the parents on the same question are: taste (flavor), smell, afraid of bones and habit. The most frequent answers from children on why they like fish are taste (flavor), health (nutrition) and parents eat it. The parents also identified that taste (flavor) and parents eat it as the most common reasons. However, only two parents (4%) mentioned about health (nutrition) as the reason that their children like fish. Interestingly, children of lite consumers identified health (nutrition) more frequently than the children of seafood consumers.

Table 7a. Reasons Why Children Do or Do Not Like Seafood, Aggregated to Include both Consumers and Lite Consumers

Answered by:	Reasons why children:			
	Don’t like Seafood		Do Like Seafood	
	Child	Parent	Child	Parent
Habit	8%	14%	7%	8%
Taste(Flavor)	20%	22%	29%	40%
Adds variety			8%	8%
Bones(illness)	16%	17%		

Smell	18%	17%	7%	6%
Texture	18%	11%	8%	11%
Parents do not eat it	5%	8%		
Parents eat it			13%	25%
Health(nutrition)	1%	0%	14%	4%
Other	14%	11%	12%	0%

Table 7b. Reasons Why Children Do or Do Not Like Seafood by Parent Consumer Type

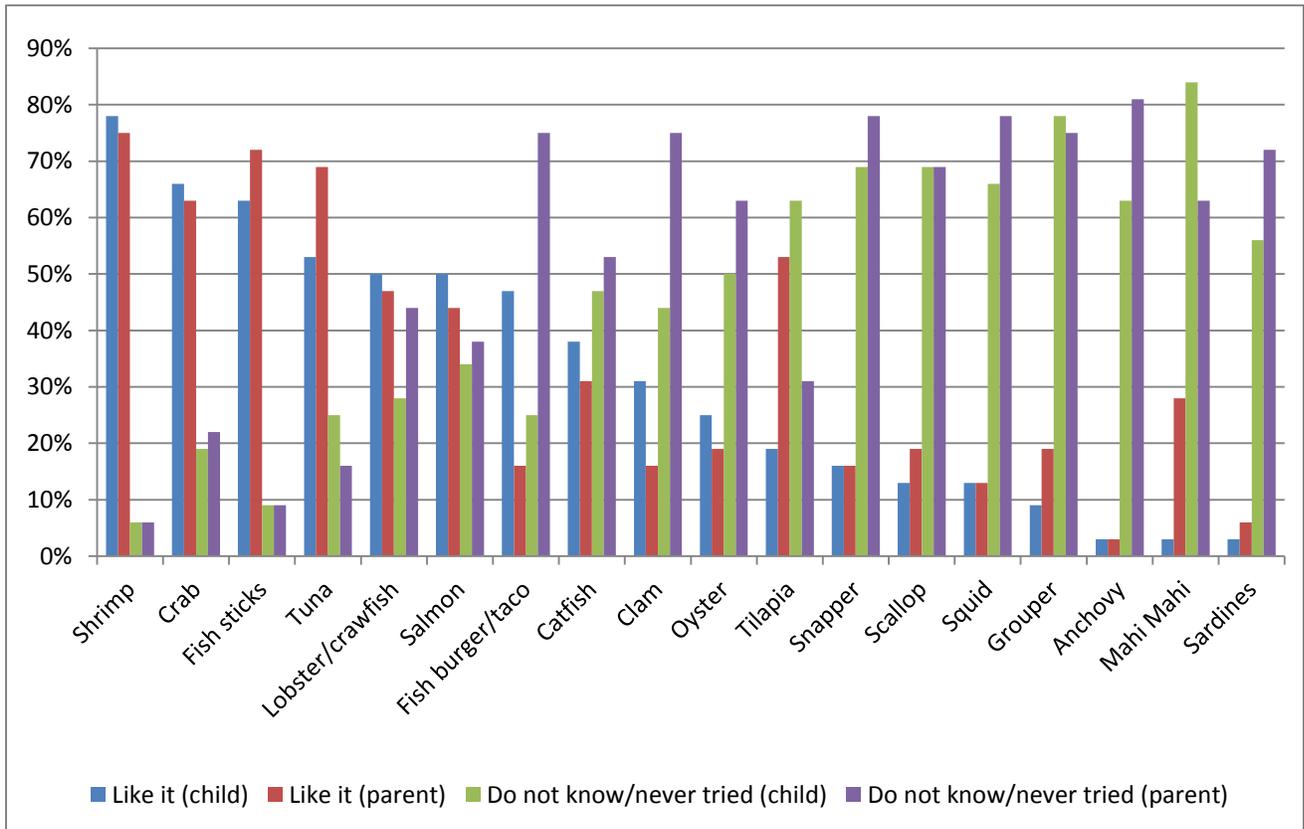
Answered by:	Reasons why children:			
	Don't Like Seafood		Do Like Seafood	
	Child of Consumer	Child of Lite-Consumer	Child of Consumer	Child of Lite-Consumer
Habit	10%	6%	11%	0%
Taste(Flavor)	28%	17%	24%	38%
Adds variety			11%	3%
Bones(illness)	19%	17%		
Smell	22%	17%	7%	7%
Texture	19%	20%	11%	3%
Parents don't eat it	3%	9%		
Parents eat it			15%	10%
Health(nutrition)	3%	0%	13%	17%
Other	16%	14%	9%	21%

Finally, parents and children were asked to classify a number of seafood products into one of four categories: “like it”, “do not like it”, “never tried it”, and “do not know.” Results are summarized in Figure 1. Both children and parents indicated that children favor shrimp, crab, fish sticks, tuna (including canned tuna), and salmon. From our discussion, most parents were also familiar with tilapia, catfish, clam, lobster, shrimp, and oyster. But the majority of the parents and children do not know or never tried mahi-mahi, Grouper and Snapper, except for a few seafood consumers in Jacksonville whose family members go fishing often. Though the children were not familiar with mahi-mahi, grouper, and snapper, after seeing a photo of the prepared fish, many showed an interest in trying them. This was even the case with children of lite-seafood consumers.

At the same time, some children did not always recognize the seafood they consume. Children discussed (as did parents) how sometime the parents ‘trick’ them into eating seafood by calling breaded fish “chicken nuggets”. When comparing parent and child responses, some of the

largest divergence of opinion came with tilapia (children are less aware of it), fish sandwiches (children like it but parents are less aware), and tuna (children may think canned tuna as something else instead of seafood).

Figure 1. Percent of Children Who Like or Don't Like/Don't Know Different Types of Seafood, as Reported by the Child or Parent.



References

Kluger, J.(2010, Aug 25). Salmon Baby Food: How to Get Kids to Eat Fish. Time. Retrieved May 24 ,2011, from <http://www.time.com/time/health/article/0,8599,2013098,00.html>

FOCUS GROUP MODERATORS GUIDE

MODERATOR'S GUIDE (Children) FOCUS GROUP INTERVIEW – SEAFOOD CONSUMPTION

**FISH/SEAFOOD/ – 2011
Location: Jacksonville, FL and Atlanta, GA**

Introduction

Group process (explain) and purpose: Bill and I are part of the Florida Agricultural Market Research Center. What this means is I study what people eat and why they eat it. Today I am going to be asking everyone questions about whether you do or don't like different types of fish (and why). Bill will be talking to the parents while I talk to the kids. You can answer our questions, or skip answering any question you don't want to answer. There are no right or wrong answers to these questions, we want everyone to say their opinion and to respect each other if we have different answers. We don't grade you on this material, so it is really about you telling us what you think so people who produce seafood can learn what kids and their parents think about eating fish. Before we start asking you questions about seafood, I need to ask your permission to continue. Please let me know if you are willing to participate today.

For parents, I actually need to get your signature to participate. Bill has those forms in the other room and will take you there in a minute, but first, I want to see if anyone has any questions about what we are doing.

BILL – MOVE TO OTHER ROOM, have them read and sign IRB, then repeat that it is voluntary...

There is no particular order for the responses. There are no right or wrong answers to any of the questions. Each of you has a valid perspective that we ask you to share. For the sake of clarity, we do ask that you speak one at a time.

Introduction of Focus Group participants and others in attendance (name, age, occupation) – establishing rapport. (The ages of the children, in what grade they are in, what schools you attend, how many sibling they have)

Objective of Focus Group

“Ice Breaker” – Rapport building (5-10 minutes)

BEFORE WE PROCEED, Let's play a game. Look at these fish pictures and match their names with the pictures. [Hand out the game to the participants]

Do you find them familiar or not familiar at all?

Where have you seen them before?

Aquarium ? super market? Restaurant? Wild? Fishing trip?

We are going to start with a bit of a game. I'm going to state some words and I want you to tell me the first thing that comes into your mind and what you think they mean. Keep in mind we need one person to speak at a time, but for this question, I'd like everyone to try to answer.

Fish
Shellfish
Catfish
Finfish
Seafood
Organic
Processed
Fresh
Crab
Shrimp
Lobster

Define that seafood will mean any kind of fish – finfish or shellfish, give examples

Perceptions on seafood [5-10 mins] [Hand out questionnaire, Part I]

Do you eat seafood?

Where do you eat seafood?

Do your parents make it at home?

Do they serve it for school lunch (do you eat school lunch)?

At restaurants do you ever order it? (give Long John Silver and Red Lobster as examples)

See if they have seen commercials and what they think of them

How do you like seafood in general?

On a scale of 1 to 7.

Why don't/do you like seafood?

Yes topics:

Healthy alternatives

Habit/tradition

Convenience food

Too expensive or cheap

Good taste/flavor, etc.

Adds variety

No topics:

Allergy

Previous bad experiences like bones or foodborne illness

Convenience

Flavor/texture/smell

Price

Not healthy

Just because my parents don't eat it

Never tried

At what age your parents introduced seafood to you?

How often do you eat seafood for dinner, lunch, breakfast – fill out form and discuss

Seafood consumption [30 mins] [insert the seafood PowerPoint here][Hand out questionnaire here]

Tell us what types of food you have eaten, and where? When?

Tell us what types of seafood you like/dislike the most? Why?
Shrimp , tuna, tilapia, lobster, crab, shellfish, oyster , etc?

Tell us what forms of seafood you like the most?
Fried? Fish fingers? Steak? fillet? Frozen? In a salad/sandwich?

Tell us what types of seafood you have not eaten but would like to try?

Talk about healthy food and food consumption in general [5 mins]

Play words game [15 mins]

FOCUS GROUP MODERATORS GUIDE

MODERATOR'S GUIDE FOCUS GROUP INTERVIEW – SEAFOOD CONSUMPTION

FISH/SEAFOOD/ – 2011
Location: Jacksonville, FL and Atlanta, GA

Introduction

Have Participants sign release/waiver form.

Group process (explain) and purpose: Bill and I are part of the Florida Agricultural Market Research Center. What this means is I study what people eat and why they eat it. Today I am going to be asking everyone questions about whether you do or don't like different types of fish (and why). Bill will be talking to the parents while I talk to the kids. You can answer our questions, or skip answering any question you don't want to answer. There are no right or wrong answers to these questions, we want everyone to say their opinion and to respect each other if we have different answers. We don't grade you on this material, so it is really about you telling us what you think so people who produce seafood can learn what kids and their parents think about eating fish. Before we start asking you questions about seafood, I need to ask your permission to continue. Please let me know if you are willing to participate today.

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BILL – MOVE TO OTHER ROOM, have them read and sign IRB, then repeat that it is voluntary...

There is no particular order for the responses. There are no right or wrong answers to any of the questions. Each of you has a valid perspective that we ask you to share. For the sake of clarity, we do ask that you speak one at a time.

Introduction of Focus Group participants and others in attendance (name, children, etc) – establishing rapport. (Find out how the number of kids they have, ages of the kids)

Today we are trying to learn and understand the perceptions, knowledge, and preferences of seafood and aquaculture product consumption of parent and children. You are helping us start this process, so we appreciate your honest thoughts and answers.

“Ice Breaker” – Rapport building (5 minutes)

We are going to start with a bit of a game. I’m going to state some words and I want you to tell me the first thing that comes into your mind and what you think they mean. Keep in mind we need one person to speak at a time, but for this question, I’d like everyone to try to answer.

- Fish
- Shellfish
- Catfish
- Finfish
- Seafood
- Farm-raised
- Wild-caught
- Aquaculture
- Sustainable
- Organic
- Processed
- Fresh

DISCUSSION OF SEAFOOD AND FISH CONSUMPTION (Approximately 30 minutes)

We are going to start by talking about fish and seafood consumption in your family in general. This will include both your opinions, and what everyone else in your family thinks. We will be specific about the children you brought with you later. To begin, I want to clarify that when we talk about seafood, we mean to include all types – shellfish and finfish. Some examples would include shellfish like shrimp, crab, and oysters and finfish like grouper, mahi mahi and tuna.

First ask each person to describe fish usage, eating habits, etc in their household.

The follow up to discuss following topics (in any order)

Fish – does type of production matter:

- Seafood (from the ocean) – fish and other
- Fresh water fish (farm raised)
- Fresh water fish (wild-caught)

Types of Fish/Seafood Consumed by Parents – ask them what types they eat, but then bring up others not discussed

- | | |
|---------------|------------------|
| Alligator | Oysters |
| Amberjacks | Pompano |
| Blue Crab | Porgies |
| Catfish | Shark |
| Clams | Shrimp |
| Flounder | Snapper |
| Golden Tile | Spanish Mackerel |
| Grouper | Spiny Lobster |
| Grunts | Stone Crab |
| Jack Crevalle | Swordfish |
| King Mackerel | Tilapia |
| Mahi Mahi | Tuna |
| Mullet | Whiting |

Where do you usually purchase seafood for your family and in what forms?

Local grocery store, fish market/fresh market, discount stores,

Are you the Primary Shopper for the household?

If you are not who does the primary shopping?

Does that influence the amount of seafood consumed by your household?

Consumption locations and habits – where do they consume and what kind of consumption:

Do you prepare seafood at Home or restaurant? Both?

Occasions? Traditions?

Prepared how? (Fried? Grilled? Baked/Broiled? Other?)

When?

How often do you eat fish? shellfish?

Include forms of fish/Seafood consumed (parents):

Canned (Tuna) Do you see this as a Seafood?

Caught Locally/Self caught

Fillet

Fresh

Frozen

Nuggets

Steaks

Whole

What do you personally like/dislike about seafood?

Now we are going to ask you a few questions about your children's attitudes and opinions on seafood consumption

First, we are going to have you fill out a survey about seafood consumption (mostly focusing on your children, but there are a few questions for you.

[hand out questionnaire on kid's consumption here]

Do you feed seafood to your children at home?

If yes, why?

If not mentioned or discussed at length determine if seafood is seen as a:

Healthy alternatives

Habit/tradition

Convenience food

Too expensive or cheap

Good taste/flavor, etc.

If not, why?

Ask about

Allergy

Previous bad experiences like bones or foodborne illness

Convenience

Flavor/texture/smell

price

Why you give/don't give seafood to your children? What are their views on seafood in general?

Dislike it, Why?
Allergy? Tastes? Smells? Other particular reasons?

Consumption sites and Forms of fish/Seafood consumed by children, and how often :

Do you know if the kids eat fish at school (do they buy school lunches)
Do they eat it at home
restaurants?
How often?
Do you include things like Canned(Tuna), Fillet, Frozen, Nuggets, Steaks, fish sticks, burgers
What forms do they like best?

What types of seafood do they like the most?

Shrimp , tuna, tilapia, lobster, crab, shellfish, oyster , etc?

What forms of seafood do they consume and like to consume?

Fish sticks, taco, hamburgers, sushi, fillet, steaks, tuna salad/sandwiches, frozen,

Do you ever look for information on nutrition and seafood or kids and seafood? If so, where would you go for information?

Internet(particular websites), local stores, other parents, family members?

Now we will leave just talking about your children and return to your family's perceptions in general.

Food/Nutrition/Concerns

What are you concerned about when buying seafood for your family and consuming fish and seafood?

Quality?
Freshness?
Price?
Chemicals?
Convenience?
Taste?
Flavor?
Appearance?
Sustainable?
Local?
Organic?

Criteria: Most Important? Discussion

Flavor
Health (switching to fish from other protein choices)
Cost
Habit (Custom/Religion)
Convenience
Appearance
Form: fresh, frozen, whole, fillet, nuggets
Freshness
Safety issues

Packaging
Other issues related? Any other?

Factors that influence fish consumption:

Price
Processing (e.g., precooked, cleaned, frozen, fresh)
Exposure/previous experience with preparing fish
Knowledge of farm-raised concept
Wild-caught
Cultural or Religious affiliations (as influence)
Seasonality
Social groups (friends' tastes and preferences)
Availability: at restaurants
 What are your top three seafood restaurants?
Availability: in grocery stores
Availability: in fish markets
 Where do you typically purchase seafood?
Varieties available
Relevant information: (e.g., recipes, benefits, image)
Other

Do you see fish as a protein, a substitute for beef/chicken/pork? Or how does it fit into your diet?

Brief discussion of meat/fish/poultry and other protein sources and the how's and why's of purchase and consumption: general concerns, issues, perceptions .
Proportion of protein in diet?
Proportion of Meats (red?), Poultry, Fish/Seafood as protein sources?

NOW I WOULD LIKE TO KNOW SOMETHING ABOUT WHERE YOU ARE FROM? (5 min)

Do you visit Florida Seasonally?

If so do you consume seafood more while you're in Florida?

Does your consumption vary with season?

If not how long have you lived in Florida/Atlanta?

Where did you live before you moved to Florida/Atlanta?

Did your consumption of Seafood increase when you moved?

FINALLY, DO YOU PAY ATTENTION TO WHERE YOUR FOOD COMES FROM? (10 min)

Do you make your decision to buy based on the location the seafood was harvested from? Is **country of origin** important to you?

Do you consider **Florida seafood** to be better than other types of seafood?

Is this more or less important when ordering seafood in a restaurant?

Have you changed your eating habits substantially in the last 5 years? 10 years?

Has your seafood consumption changed in this time? If so, how?

If you still have time, you can have a GENERAL DISCUSSION OF FOODS, SOURCES, ISSUES, AND CONCERNS (GENERAL) [Approximately 15 minutes]: a brief discussion of “recent” issues and behaviors in food consumption; generally things that are considered in deciding, buying, preparing, or consuming various foods (ex: safety, chemicals, price, etc.)

SAVORY SEAFOOD

STEP BY STEP RECIPES YOUR KIDS WILL LOVE

“What’s for dinner?” The question asked by children daily.

We'll never fear! You now have a handy guide to quick and easy seafood recipes for your family.

We know that buying seafood might not be something everyone is familiar with, so here are a few basic guidelines:

- Always purchase from reputable commercial sources such as your neighborhood fish market or grocery store. The seafood you buy should have a mild smell, similar to the ocean and have a translucent look with flesh that is firm and not separating.
- If you're not sure how much to buy, speak with the person behind the counter. For the recipes below, you can use any type of mild, white fish. You can purchase shrimp that is already peeled and de-veined or with the shell-on.
- Fish is done when the flesh becomes opaque and flakes easily at the thickest part. Shrimp cooks quickly and changes to a pink color.

Now that you know some seafood basics, you are ready to start! These recipes are laid out step by step with clear instructions.

Simple and fast- perfect for your busy family!

FL-Seafood.com

State funds for this project were matched with Federal funds under the Federal-State Marketing Improvement Program of the Agricultural Marketing Service, USDA.



SAVORY SEAFOOD

STEP BY STEP RECIPES YOUR KIDS WILL LOVE



Florida Department of Agriculture and Consumer Services

Adam H. Putnam, Commissioner

Crispy Baked Florida Fish Stix

Ingredients

- 1 pound Florida fish (mahi-mahi or grouper), cut into strips
- 1 large egg, lightly beaten
- 1/4 cup low-fat milk
- 2 cups panko bread crumbs
- 1 cup natural all-purpose flour
- Cooking spray
- Sea salt to taste

Preparation

Preheat oven to 400°. Pour flour and panko bread crumbs into separate bowls. In a third bowl, mix the egg and milk together. Lightly dredge the bottom of each fish strip in flour and shake off excess. Next, take the floured fish strips and put them into the milk and egg mixture. Make sure all sides are coated with the egg mixture. Finally, put the egg-mixture-coated fish strips into the panko bread crumbs. Use your hand to help coat the fish strips with the panko bread crumbs. Continue this process until all the fish strips are breaded.

Spray a cookie sheet lightly with cooking spray. Arrange the breaded fish strips on the cookie sheet 1 inch apart. Lightly spray over the top of the breaded fish strips.

Place cookie sheet in the preheated oven. Cooking time of the breaded fish strips will vary depending on size, but should only take about 7 to 10 minutes to cook. To test the doneness of the fish strips: cut one in half - it should flake easily - or insert a kitchen thermometer into the thickest part of the fish and obtain a reading of 145° or higher.

Yield 4 Servings



Florida Fish Dog

Ingredients

- 1 pound Florida fish (mahi-mahi or grouper), cut into bite-size nuggets
- 4 whole-wheat hot dog buns
- 1/2 cup natural all-purpose flour
- 1 teaspoon canola or olive oil
- 2 tablespoons light mayonnaise or plain yogurt
- 1/2 lemon, juiced
- 1 teaspoon low-sodium seafood seasoning
- 1/4 cup scallions, sliced
- 1/4 cup Florida celery, finely diced
- 1/2 cup pickle, finely diced
- 1 large Florida tomato, sliced

Preparation

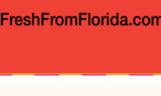
Preheat a medium-sized non-stick sauté pan over medium-high heat. Lightly dust the fish bites with the flour and shake off excess. Add oil to the hot pan. Carefully add the fish bites to the hot pan. Cook the fish bites for several minutes until golden brown and cooked throughout.

Cooking time of the fish bites will vary depending on size but should only take 2 to 4 minutes to cook. To test the doneness of the fish strips: cut one in half - it should flake easily - or insert a kitchen thermometer into the thickest part of the fish and obtain a reading of 145° or higher.

When the fish is cooked, remove from pan onto clean paper towel to cool and drain. Place in the refrigerator to cool off completely. This step can be done well ahead of serving time.

In a medium sized mixing bowl, combine mayonnaise or yogurt, lemon juice, seasoning mix, scallions, celery and pickle. Add more seafood seasoning to mixture to your taste. Carefully stir fish into dressing, trying not to break fish apart. Serve on hot dog buns and top with sliced tomato.

Yield 4 Servings



Curly Shrimp Pasta

Ingredients

- 1 pound small fresh Florida shrimp, peeled, cut in half long ways and blanched
- 1 tablespoon canola oil or olive oil
- 1 Florida zucchini, finely diced
- 1 Florida yellow squash, finely diced
- 1 pound whole wheat pasta (your favorite shape), cooked per package directions and drained
- 2 cups marinara sauce (homemade or your favorite)
- Grated parmesan cheese for garnish
- Sea salt and freshly ground pepper to taste

Preparation

Heat oil in a large sauté pan over medium-high heat. Add the diced zucchini and squash and cook for two minutes or until it starts to become soft. Add the shrimp to the pan and continue to cook for another minute. Add cooked pasta and sauce to the shrimp mixture and stir to combine. Simmer for 5 minutes. Serve warm with grated cheese.

Yield 4 Servings

Chef's Tip: This is a great recipe for using up leftover shrimp. Serve pasta with a garden salad and crusty bread.



Florida Shrimp Rolls

Ingredients

- 1 pound medium fresh Florida shrimp, peeled and cooked
- 4 to 6 whole wheat tortilla wraps
- 4 large Florida lettuce leaves
- 1 cup Florida carrots, shredded
- 1 large Florida tomato, sliced
- 1/2 lemon
- Low-fat mayonnaise
- Seafood seasoning blend
- Sea salt and freshly ground pepper to taste

Preparation

To assemble wraps, spread a light layer of mayonnaise over the surface of 3/4 of each wrap. Add lettuce, carrot and tomato evenly on each wrap. Top each wrap with cooked shrimp. Lightly season the wrap with seafood seasoning, salt and pepper and a squeeze of lemon juice. Firmly roll each wrap up. Slice rolls in half or into quarters. Serve with fresh Florida fruit salad.

Yield 2 to 4 Servings

Chef's Tip: Experiment with a variety of freshly cooked Florida seafood in this recipe.



Cheesy Shrimp Nachos

Ingredients

- 1/2 pound small fresh Florida shrimp (or large shrimp cut into bite sized pieces), blanched and peeled
- 1/4 pound tortilla chips
- 1 cup low sodium black beans, cooked, rinsed and drained
- 1 1/2 cup shredded low-fat cheese
- 1 large Florida tomato, finely diced
- 1/4 cup scallions, sliced

Preparation

Pre-heat oven to broil. In a large oven-proof platter, place tortilla chips in a single layer. Sprinkle black beans on top of the chips. Sprinkle half of the shredded cheese evenly on top of the tortilla chips. Evenly distribute the shrimp on top. Add the diced tomato as the next layer. Sprinkle the remaining cheese over the top of everything else. Place the platter of nachos in the oven, and watch it carefully. Cook under broiler for 2 minutes or until cheese is melted. Remove from oven and let cool slightly. Garnish nachos with sliced scallions.

Yield 2 to 4 Servings

Chef's Tip: This is a great recipe to use with leftover shrimp. Picked Florida crabmeat is a great addition to this recipe. Serve nachos with low fat sour cream and fresh Florida tomato salsa.



Honey Glazed Shrimp

Ingredients

- 1 pound large fresh Florida shrimp, peeled and deveined
- 1 tablespoon canola or olive oil
- 1 Florida orange, juiced
- 1 tablespoon Florida honey
- 1 cup natural all-purpose flour

Preparation

Preheat a large sauté pan over medium-high heat. Lightly dredge shrimp in the flour and shake off excess. Add 1 tablespoon of oil to hot pan. Add the floured shrimp to the pan and cook for about 3 minutes until lightly golden brown. Add orange juice and honey. Continue to cook shrimp until the juice and honey have formed a glaze. Remove from pan and serve warm.

Yield 4 servings

Chef's tip: Serve shrimp with sweet potato fries and fresh fruit.



Florida Fish Mini Burgers

Ingredients

- 1 pound fresh Florida fish (mahi or grouper), cut into 4 ounce portions
- 1 teaspoon canola or olive oil
- 4 mini whole wheat rolls
- 2 large Florida lettuce leaves, torn in half
- 1 medium Florida tomato, sliced
- 1 medium Florida tomato, sliced
- 1 medium Florida tomato, sliced
- Your favorite condiments
- Sea salt and freshly ground pepper to taste

Preparation

Preheat a medium-sized sauté pan over medium-high heat. Add oil to hot pan. Lightly season fish fillets on both sides with salt and pepper and carefully add to the sauté pan. Cook fish 3 minutes on both sides until golden brown and completely cooked throughout. Make sure to test the doneness of the fillets by inserting a kitchen thermometer into the thickest part of the fish and obtaining a reading of 145 degrees or higher. Remove fish from pan and let the fillets rest while you assemble the other ingredients.

To make a fish burger, place fish on the bottom bun and add lettuce, tomato, your favorite condiments and the top bun.

Yield 4 Servings

Chef's Tip: Use any topping you like – cheese, onion, cucumber, etc. Serve with pickles and whole wheat chips.

