

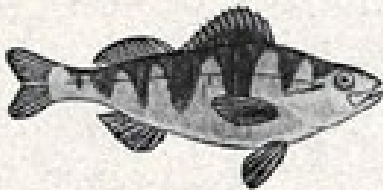
Consumer Attitudes in Wisconsin Toward Walleye and Lettuce Grown in Aquaponic Systems



Mark H. Schmitz & Tim P. Macafee

My background...

**Intensive Aquaculture
Of Yellow Perch
In Conjunction With
Recirculating Aquaculture
Systems**



Friday, January 26, 1996

**Lakeshore Technical
College
Sheboygan County
Cleveland, WI**

**Sponsored by:
University of Wisconsin
Sea Grant Institute
Advisory Services
Subprogram**





Dr. Jim Rakocy – the Godfather of Aquaponics

Concordia Center for Environmental Stewardship



**THE CHRISTOPHER
FARM & GARDENS**
Sheboygan, Wisconsin



**CONCORDIA
UNIVERSITY**
WISCONSIN

CENTER FOR
ENVIRONMENTAL STEWARDSHIP

Survey Design

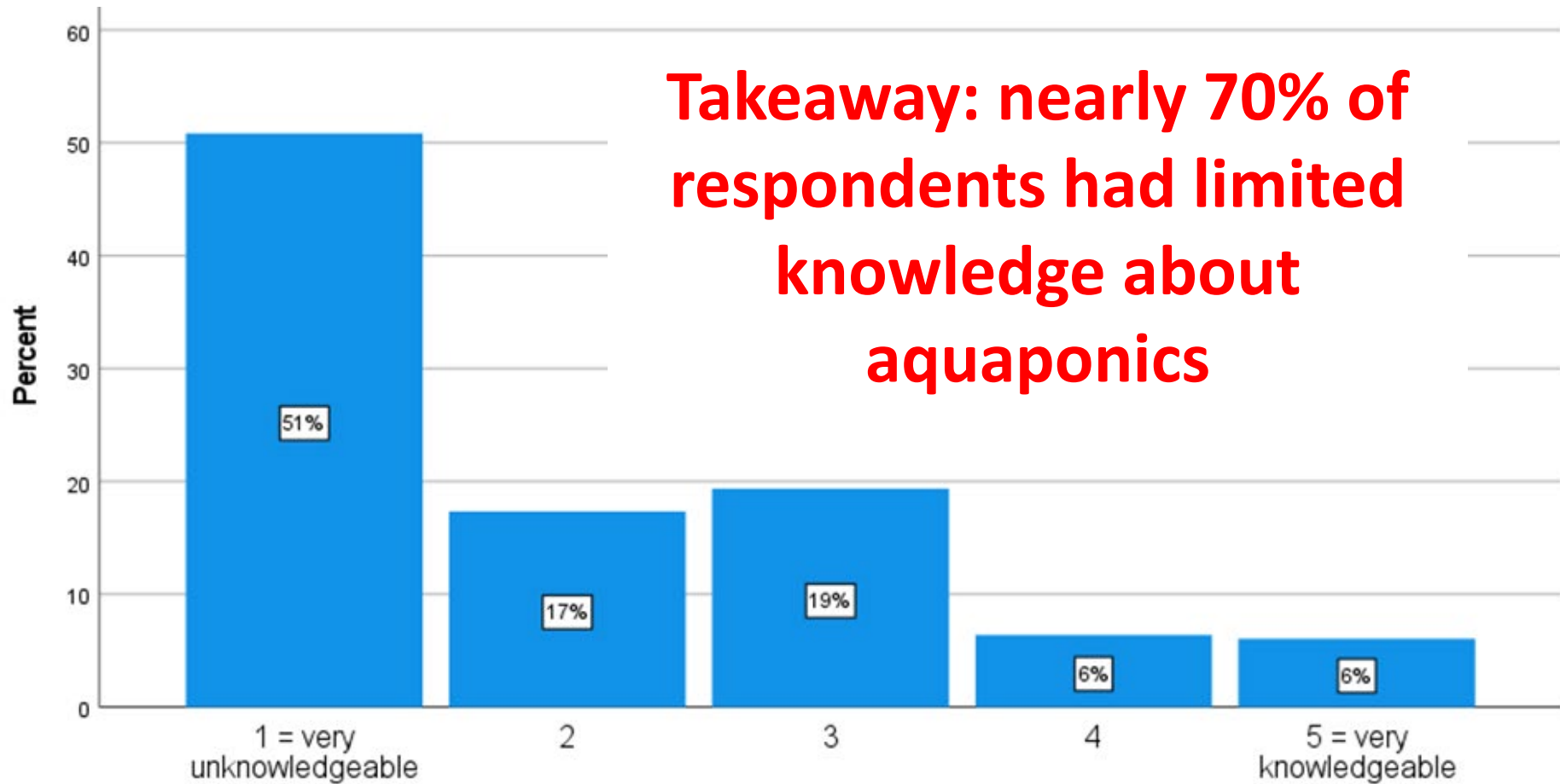
- Marketing firm **Dynata** administered an online survey: December of 2021
- Restricted to residents of Wisconsin
- Respondents represented general demographic sample for state
- Followed a similar study out of Minnesota – Short et al. 2017



**Sample Size:
545 people**

“Aquaponics is the integration of aquaculture (raising fish) and hydroponics (the soil-less growing of plants) that grows fish and plants together in one system. The fish waste provides a food source for the growing plants and the plants provide a natural filter for the water the fish live in.”

“How knowledgeable would you say you are about aquaponics?”

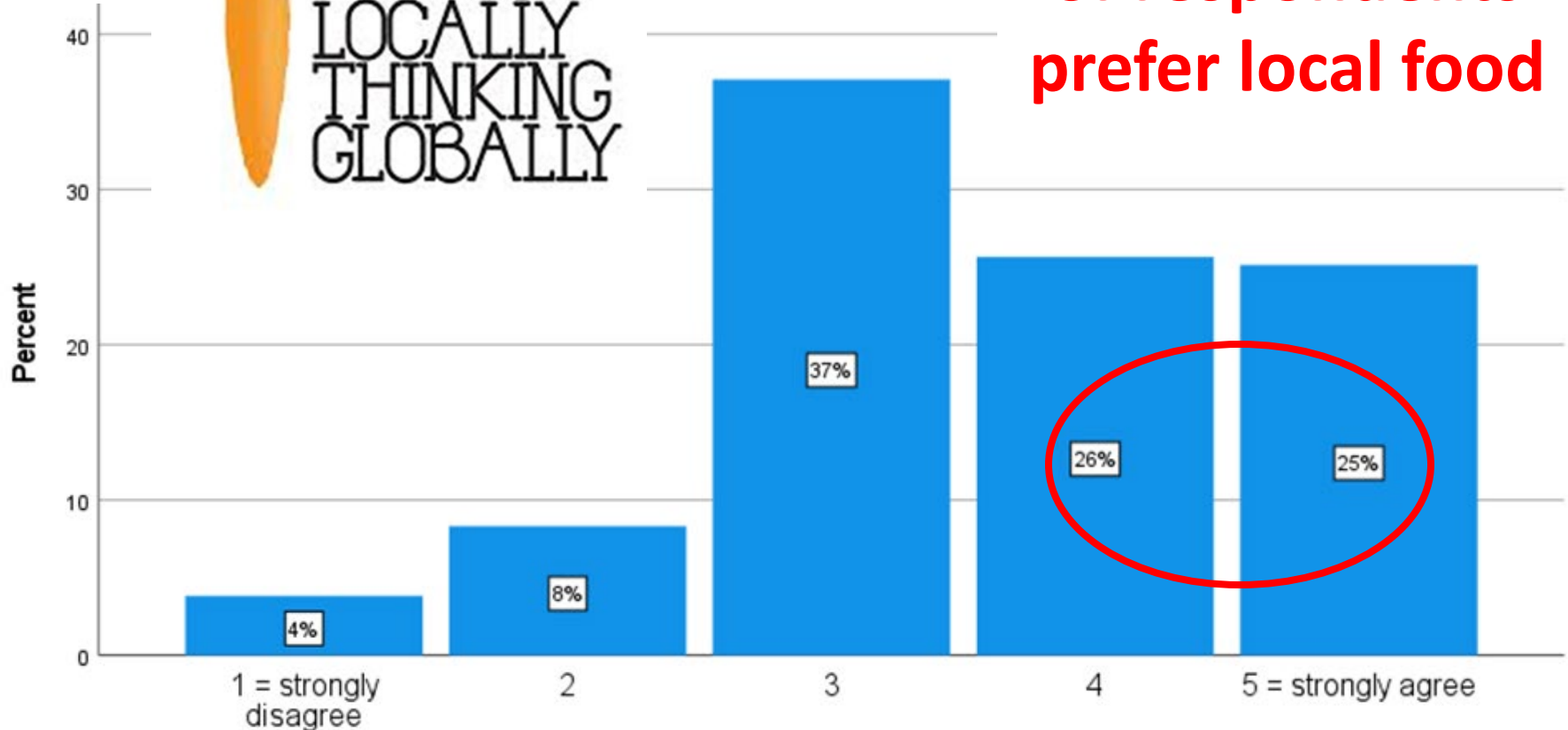


45% wanted to learn more about aquaponics

“When given the chance, I prefer to eat food from a local producer”



**Takeaway: 51%
of respondents
prefer local food**

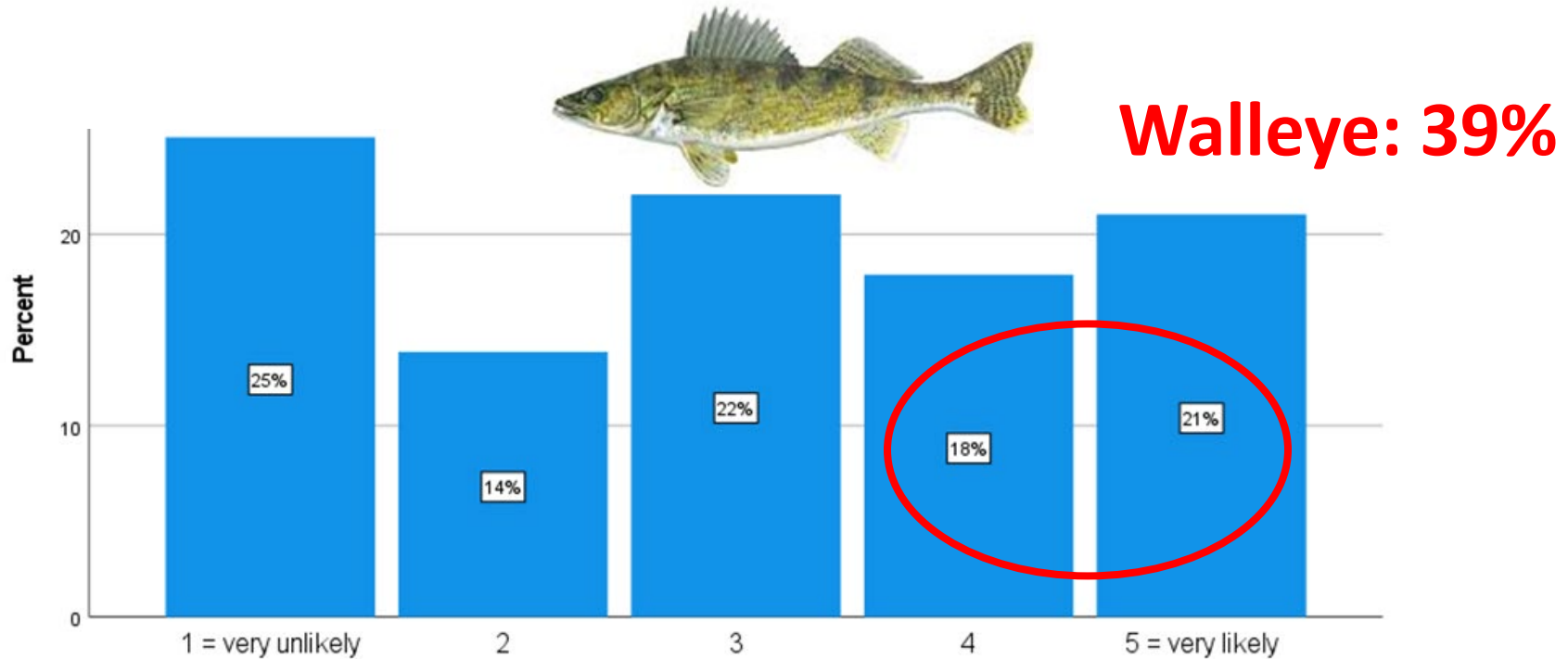
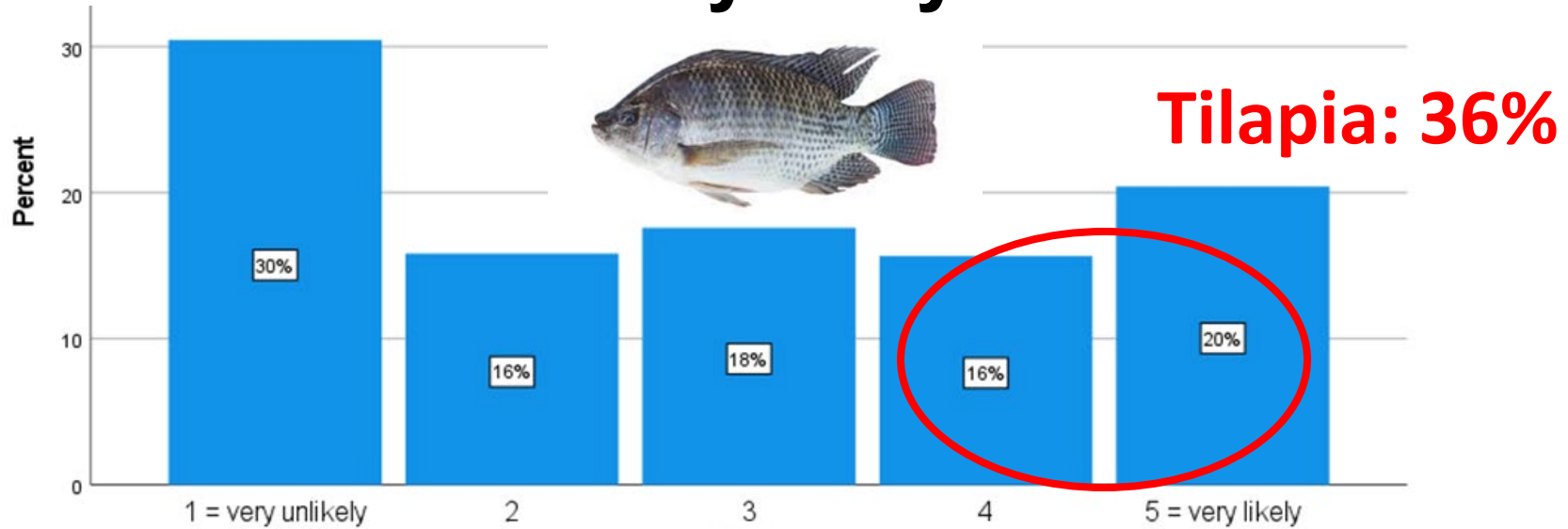


Insights into consumer perceptions about **foodfish** raised in aquaponics:

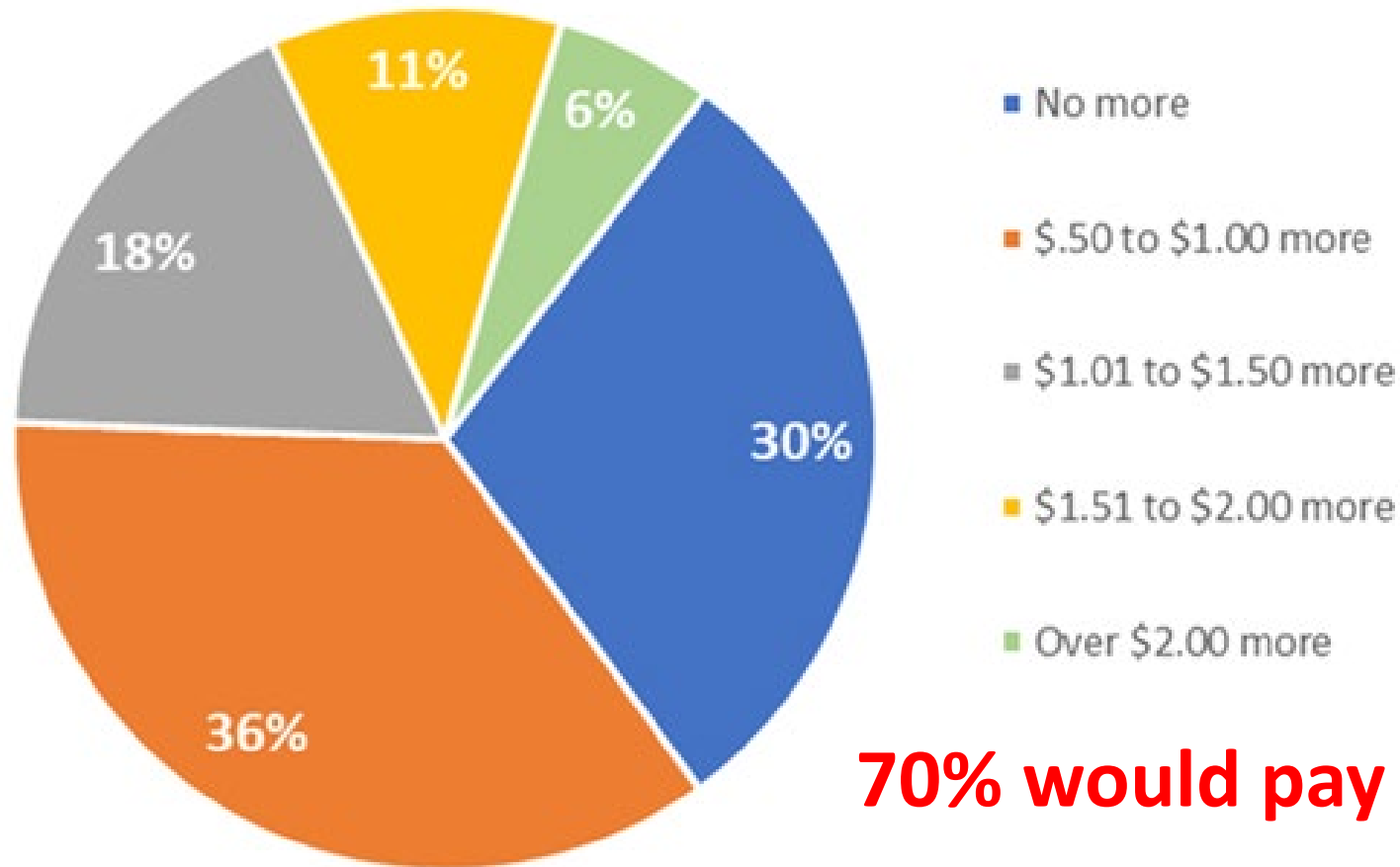
- It is a safe & clean method for growing fish: **59%**
- Impacts the environment positively: **63%**
- Grows high nutritional value products: **56%**
- Is a humane way to raise fish: **59%**



“How likely are you to eat...”



Insights into consumer perceptions about lettuce raised in aquaponics:



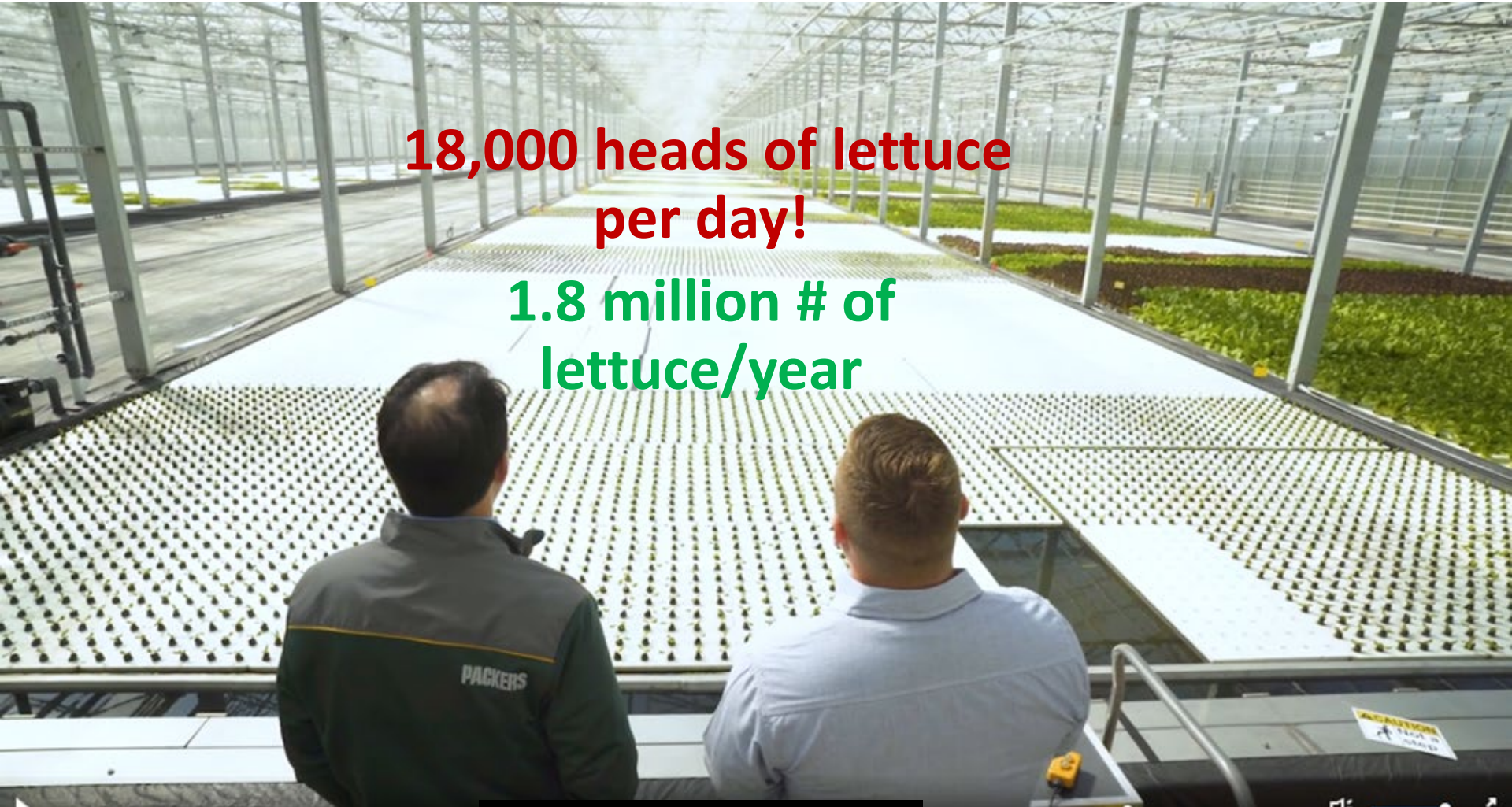
70% would pay more

1 in 5: willing to pay between 10% to 20% more

The competition...

18,000 heads of lettuce
per day!

1.8 million # of
lettuce/year



SUPERIOR
fresh







Wholesale & retail sales

Sheboygan Area Retail Outlets

- Goodside Grocery Co-Op in Sheboygan
- Woodlake Market in Kohler
- Il Ritrovo Pizza in Sheboygan
- Piggly Wiggly in Plymouth

Sheboygan Area Retail Outlets

Find our products on the menu at these Sheboygan/Manitowoc area businesses:

- The Blind Horse (Sheboygan)
- Trattoria Stefano (Sheboygan)
- Holla (Manitowoc)
- Hundred Mile House (Port Washington)
- Shuffs (Sheboygan)
- Deo's Pizza





Community Supported Agriculture





Community Supported Agriculture

- Consumers pay up front for future production
- Farmer reduces their “risk”
- Members pay 3x per year
- Gets members in the door – buy other products
- Relies on “honor system” for walk-in purchases

**Pat Wilborn: Real value of aquaponics:
“Therapy” and as a teaching tool.**