

# The S.C. Shrimp Industry Crisis : An Extension Response

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A partnership of:

S.C. Shrimp Industry,  
Clemson University,  
Clemson Extension Service, and  
S.C. Sea Grant Extension Program



## THE PROJECT

The South Carolina Shrimp Fishery Assistance (SCSFA) project was developed as a result of and in response to collaborative planning by the South Carolina shrimp industry facilitated by Clemson Extension. Through the project, Clemson University and other partners bring together industry associations and government agencies and coordinates their efforts to help South Carolina shrimpers. SCSFA participants include:

- Individual Shrimpers
- Dock Owners
- The S.C. Shrimpers Association
- The S.C. Seafood Alliance
- The Southern Shrimp Alliance
- The S.C. Sea Grant Consortium
- Clemson University
- Berkeley, Charleston, Dorchester Council of Governments
- The S.C. Department of Natural Resources

## THE PLAN

From these partners, a S.C. Shrimp Industry Task Force was formed to create a strategic plan for establishing an economically sustainable shrimp fishery in South Carolina.

As a result of federal economic assistance funds, made possible through the efforts of U.S. Senator Ernest Hollings and others, the Task Force became an advisory group to Clemson University for the use and distribution of funds to the S. C. Shrimp Industry.

The S.C. Shrimp Industry Task Force voted to utilize the funds for direct relief to the S.C. Shrimp Industry, research and education projects, and marketing projects.

The projects, which are currently underway include:



## PROJECT ACTIVITIES

### ECONOMIC ASSISTANCE FUND DISTRIBUTION:

Economic relief for shrimpers, dock owners, and shrimp related businesses.

### RESEARCH PROJECTS:

#### Economic

- Industry inventory
- Cost analysis survey
- Business planning
- Adaptations to changing market

#### Marketing

- Product differentiation
- Niche marketing: Case studies, strategies, and impacts on profits to the industry

#### Travel & Tourism Marketing

- Local marketing strategies
- Community based food systems enterprise
- Shrimp surveys of S.C coastal tourism industry
- Case study development

#### Packaging & Infrastructure Support

- Packaging and processing operations (synchronizing, cost analysis, optimizing costs)
- Potential infrastructure needs (processing, storage capacity, cooperatives)

#### Quality Assurance

- Quality assessment of S.C. shrimp (chemical, microbiological, sensory)
- Comparison of domestic wild caught vs. imported farm raised shrimp

### EDUCATION PROJECTS:

#### S.C. Sea Grant Consortium

- Hiring of Fisheries Extension Specialist to provide outreach and serve as liaison between the shrimp industry and state/federal agencies and other partners on shrimp fishery issues

#### Trade Adjustment Assistance (TAA) program

- Certification of product and training for domestic commercial shrimpers – wild harvested and farm raised

#### S.C. Shrimpers Association

- Development of shrimp festivals for South Carolina coastal communities

#### Clemson Extension Service

- Hiring of Shrimp Quality Extension Associate for quality assurance education to the industry

### OTHER PROJECTS:

#### S.C. Seafood Alliance

- Advertising campaign for local shrimp and other seafood

#### Southern Shrimp Alliance

- Anti-dumping litigation funds
- Marketing of wild caught shrimp

#### Shrimp Inspection Program

- Inspecting S.C. shrimp to Wild American Shrimp, Inc. (WASI) quality standards for niche market success

## ADDITIONAL EXTENSION ACTIVITIES WITH THE SHRIMP INDUSTRY

Through the hiring of the Fisheries Extension Specialist with the S.C. Sea Grant Extension Program, the S.C. Shrimp Industry will continue to receive on the ground support and assistance for many years to come. Some of the current activities include:

- Educational seminars on current amendments to the federal South Atlantic shrimp fishery management plan
- Participating in meetings of the South Carolina Shrimpers Association, regional shrimp festivals, and other industry events
- Collaborating with the Southern Shrimp Alliance and the S.C. Shrimp Industry on providing essential paperwork and educational information on the shrimp antidumping petition
- Facilitating communication between state and federal fishery managers and the shrimp industry and providing outreach information to the S.C. Shrimp Industry regarding state/federal shrimp fishery management issues
- Assisting with providing information regarding shrimp related research results for marketing and infrastructure issues
- Facilitating communication between Clemson University researchers, other regional agencies, and the S.C. Shrimp Industry to ensure positive information exchange for the industry on a regional level

