

COOPERATIVE EXTENSION SERVICE  
**CLEMSON**  
UNIVERSITY

***SOUTH CAROLINA SHRIMP FISHERY ASSISTANCE PROJECT***

<http://www.clemson.edu/scshrimp/index.htm>

**FUNDING**

In 2003, the U.S. Congress appropriated \$5.6 Million to the SC shrimp Industry.

- ~\$2.0 Million was for economic and marketing assistance
- \$3.6 Million (out of \$17.5 million for the South Atlantic Shrimp Fishery) was appropriated for South Carolina

**COOPERATION**

The SC shrimping industry went through a planning process, facilitated by Clemson University Extension Service. Those involved in the planning process, including Clemson personnel became the SC Shrimp Industry Task Force. They are the steering committee for the SC Shrimp Fishery Assistance Project.

The SC Shrimp Fishery Assistance Project is a cooperation between:

- Shrimpers
- Dock owners
- SC Shrimpers Association
- SC Seafood Alliance
- Southern Shrimp Alliance
- SC Sea Grant Consortium
- Clemson University
- Berkeley, Charleston, Dorchester Council of Governments (BCD-COG)
- SC Department of Natural Resources (SCDNR)
- National Oceanic & Atmospheric Administration (NOAA)  
Hollings Marine Laboratory

**IMPLEMENTATION**

**Emergency Assistance**

A portion of the money was distributed as emergency assistance to industry members, based on criteria developed by the Task Force with public comment. The assistance funds were available to residents and non-residents who met the criteria and attended TAA training that delivered financial, economic, and operational advice. During two years, the BCD-COG distributed over \$2.5 million in assistance to shrimp industry businesses.

## Research

Several departments within Clemson University have conducted research to provide information that the industry can use to become more sustainable.

- Economics and marketing research has provided cost analysis tools for industry members, possible infrastructure needs, niche marketing information, and business planning tutorials.  
(<http://cherokee.agecon.clemson.edu/redrl.htm>)
- The Recreation, Travel and Tourism Department received 877 usable surveys that were used to discover how much tourists know about the industry, what types of preferences they have for shrimp, and to divide tourists into three separate groups based on that information (Culinary, General, and Experiential Tourists)
- Working parallel with the tourism study, Food Science and Human Nutrition researchers conducted taste tests to find what sensory attributes attract the public to consume wild-caught, domestic shrimp. This data is currently being analyzed for publication.
- The information gathered by the tourism study and the taste tests reveal the target audience and most popular shrimp attributes for marketing and educational purposes.
- Quality assurance research by other Food Science and Human Nutrition professionals has shown that imported shrimp products carry higher levels of antibiotic resistant bacteria than wild-caught South Carolina shrimp.
- The Food Science researchers have also indicated that shelf life of fresh un-frozen shrimp may be significantly extended by using modified atmosphere packaging and processing treatments.
- The SC Sea Grant Consortium hired a Fisheries Extension Specialist to assist the fishing industry with issues related to education, regulatory, and research information.

## Marketing

Funds were awarded to industry organizations for the purpose of marketing South Carolina wild-caught shrimp.

- The SC Seafood Alliance made contacts with news outlets to promote SC seafood, developed bumper stickers for marketing material, and developed a website for seafood promotion (<http://www.scseafood.org>)
- The SC Shrimpers Association has promoted SC wild-caught shrimp through festivals held in Beaufort, McClellanville, Daniel Island, and Mt. Pleasant. They have also developed bumper stickers, T-shirts, and hats in favor of the local product. They are currently in process of establishing a Marketing Board for the SC shrimp industry.  
(<http://www.shrimpalliance.com/index.htm>)
- The Southern Shrimp Alliance  
an eight-state industry representative, organized the Wild American Shrimp, Inc. marketing campaign, and continues to be the voice of the shrimpers in Washington, D.C.

- The Wild American Shrimp, Inc. campaign is a product certification program designed for the niche marketing of American, wild-caught shrimp. Its goal is to educate the consumer about the quality and benefits of the natural product. Wild-caught product is certified based on standards for quality and consistency. Clemson University has hired personnel to train the industry on the standards for quality of the campaign.  
(<http://www.wildamericanshrimp.com/main.html>)



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*Public Service Activities*