

# OVERALL 30%

OF THE SHRIMP PRODUCTS TESTED

## WERE MISREPRESENTED

### GULF OF MEXICO

(63 PRODUCTS) - LARGEST SHRIMP FISHERY IN U.S

PENSACOLA & FORT WALTON BEACH, FLORIDA  
 MOBILE & ORANGE BEACH, ALABAMA  
 BILOXI & OCEAN SPRINGS, MISSISSIPPI  
 NEW ORLEANS & LAFAYETTE, LOUISIANA  
 HOUSTON & GALVESTON, TEXAS

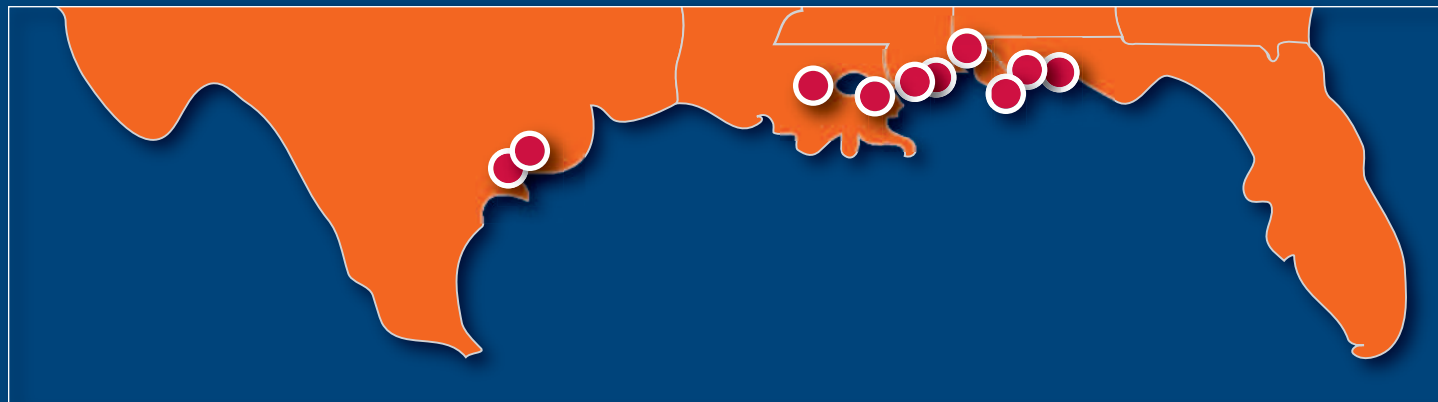
## 30% Misrepresented

Every Gulf royal red and rock shrimp sample was misrepresented

The "Gulf" label can be misleading; over one-third of the products labeled as "Gulf" shrimp were farmed

Nearly two-thirds of the samples simply labeled as "shrimp" were actually wild-caught Gulf shrimp, possibly a missed marketing opportunity for promoting domestically caught seafood

Gulf residents knew more about the shrimp they purchased than other areas, with only 15% of products surveyed lacking information on both where the shrimp was from and whether it was wild or farmed



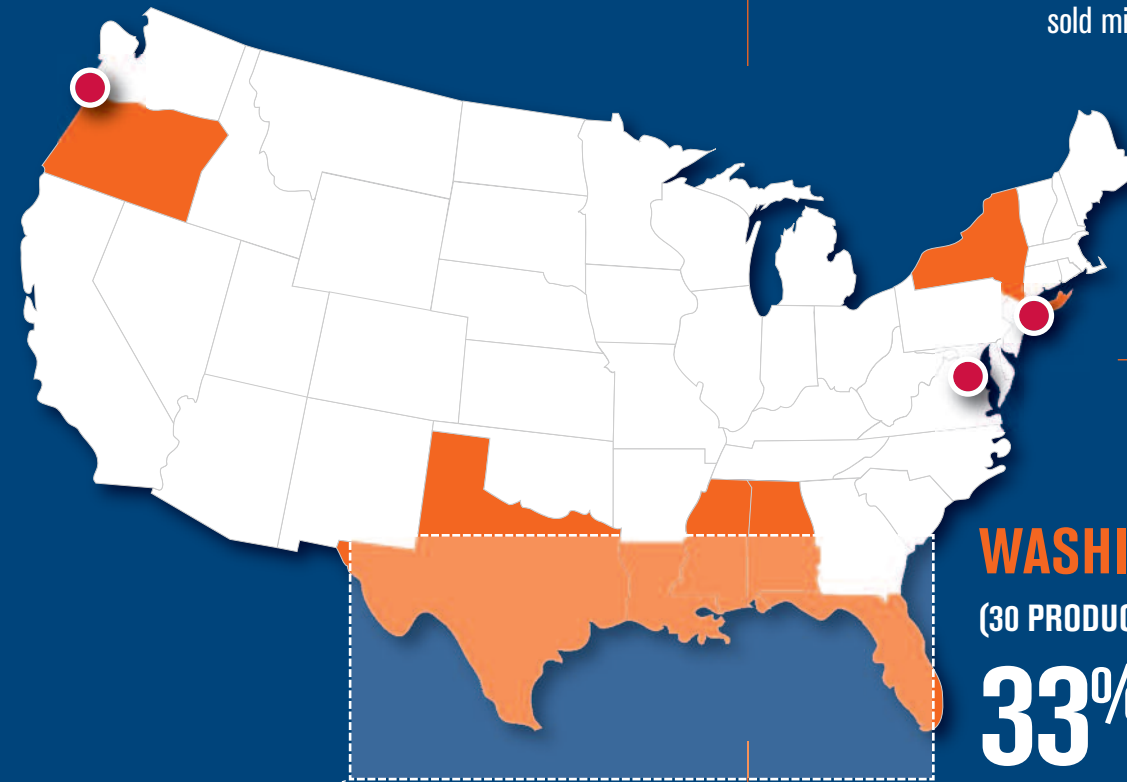
### PORTLAND, OREGON

(20 PRODUCTS) - SHRIMP-PRODUCING STATE

## 5% Misrepresented

Only one shrimp was misrepresented; a dish advertised as "wild Pacific shrimp" was actually farmed whiteleg shrimp

50% of menus surveyed listed a type of shrimp on at least one dish, the highest percentage nationwide



### NEW YORK, NEW YORK

(30 PRODUCTS)

## 43% Misrepresented

Over 50% of misrepresented shrimp were farmed whiteleg shrimp disguised as wild-caught shrimp

67% of grocery stores visited sold misrepresented shrimp

### WASHINGTON, D.C.

(30 PRODUCTS)

## 33% Misrepresented

47% of products purchased at restaurants were misrepresented

76% of menus surveyed did not reveal where the shrimp was from, and 82% failed to list the type of shrimp on any of the dishes