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AQUACULTURE COLLABORATIVE RESEARCH SUPPORT PROGRAM

## RESEARCH REPORTS

Sustainable Aquaculture for a Secure Future

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**Title:** Potential for Restaurant Markets for Tilapia in Honduras

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**Date:** 01 August 2003

Publication Number: CRSP Research Report 03-191

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**Abstract:** This report is part of a series of studies conducted during the third quarter of 1999 in Honduras. The project was designed to assess the Honduran market to determine the potential market for tilapia. Three different surveys were conducted: a supermarket survey, an open-air fish market survey, and a full-service restaurant survey. This report will focus on the latter. A random sample and a census of full-service restaurants were taken in all the major urban and selected rural areas of the country. The survey resulted in 72 completed questionnaires by restaurants randomly selected throughout the urban and selected rural areas. While the vast majority of restaurants were familiar with tilapia, only 30% sold tilapia. While tilapia sales were increasing, less than half of the restaurants promoted tilapia entrées. Restaurants that did not sell tilapia still rated it favorably on many attributes but had difficulty obtaining reliable supplies. These restaurant managers also were hesitant about customer reactions to tilapia. Reliable supplies, samples, and catch-of-the-day promotions in restaurants would likely be effective in increasing sales of tilapia. An emphasis on quality and year-round availability of fresh fillets will be critical factors to encourage more restaurants to experiment with tilapia.

This abstract was excerpted from the original paper, which was published as *Aquaculture CRSP Research Report 03-191* (2003) by the Information Management and Networking Component of the Aquaculture Collaborative Research Support Program (ACRSP).

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**CRSP RESEARCH REPORTS** are published as occasional papers by the Program Management Office, Aquaculture Collaborative Research Support Program, Oregon State University, 418 Snell Hall, Corvallis, Oregon 97331-1643 USA. The Aquaculture CRSP is supported by the US Agency for International Development under CRSP Grant No.: LAG-G-00-96-90015-00. See the website at < <http://pdacrsp.oregonstate.edu/> >.