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RESEARCH REPORTS

Sustainable Aquaculture for a Secure Future

Title: Potential restaurant markets for farm-raised tilapia in Nicaragua

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Abstract: This study assessed the potential to increase sales of farm-raised tilapia through domestic restaurants in Nicaragua. Direct personal interviews were conducted with 118 restaurant managers. Information was collected on tilapia and other seafood sales, restaurant and market characteristics, attitudes towards tilapia characteristics, and willingness to add tilapia to the menu. The results from logit analyses suggest that the most promising restaurant markets for tilapia are older restaurants that offered a variety of food and those that served steaks. Larger restaurants that considered tilapia to be a high-quality product and that offered "ceviche" (fish marinated in lime juice) on the menu were those that tended to sell tilapia. Tilapia farmers and processors in Nicaragua will need to guarantee and ensure the flavor, quality, and safety of their product, and promote these attributes.

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