

NOTICE OF PUBLICATION



AQUACULTURE & FISHERIES INNOVATION LAB

RESEARCH REPORTS

Sustainable Aquaculture for a Secure Future

Title: Oyster Preferences in Sinaloa, Mexico, Survey: Buyers Would Pay More for Quality, Availability

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Abstract: The authors performed a small- scale survey of owners/managers of restaurants in Sinaloa, Mexico, to assist aquaculture cooperatives in identifying opportunities for marketing oysters within the state. Results showed that potential buyers preferred live, large- sized oysters with a three-day shelf life. Buyers also considered water quality at product origin and mode of transportation, important factors in food safety. All would pay more for quality product with year-round delivery.

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