

## **Commercial Red Drum Fishing in the Gulf of Mexico Region**

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### **Red Drum Commercial Landings**

According to Gulf FINFO (<http://gulffishinfo.org/>), red drum (Fig. 1, *sciaenops ocellatus*) are also known as “channel bass, redfish, reds, spottail bass. The commercial harvest and sale of red drum is prohibited in Texas, Louisiana, Alabama, and Florida state waters and Gulf federal waters. As a result, Mississippi accounts for all commercial red drum landings in the Gulf”.

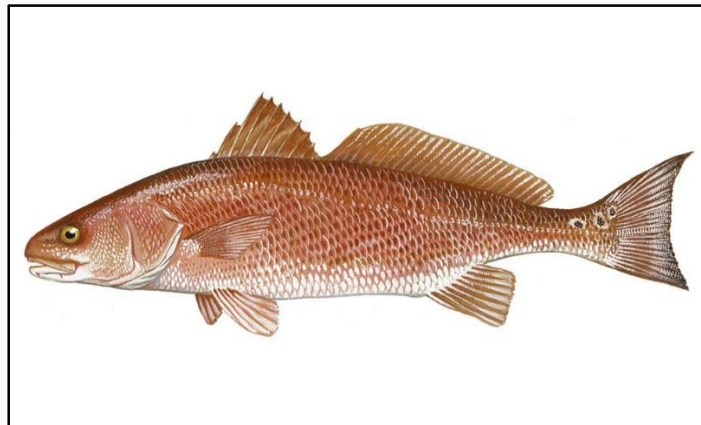


Figure 1. Red drum.

Source: Gulf FINFO (<http://gulffishinfo.org/>).

Fig. 2 shows the commercial landings of red drum harvested from the Gulf of Mexico Region since 2000. The commercial landings databases are compiled from the National Marine Fisheries Service website. On average, about 31,528 pounds of red drum were landed each year (standard deviation =  $\pm 11,562$ ) from Jan. 2000 to Dec. 2015. Since 2000, Mississippi supplies 19 percent of total domestic landings, while 78 percent are landed from North Carolina. There is clearly a huge shortage of supply of wild-caught red drum to satisfy local demand. As stated in Gulf FINFO website, “most red drum which are currently available in the local market is farmed, primarily from Texas, or imported from Latin America.”

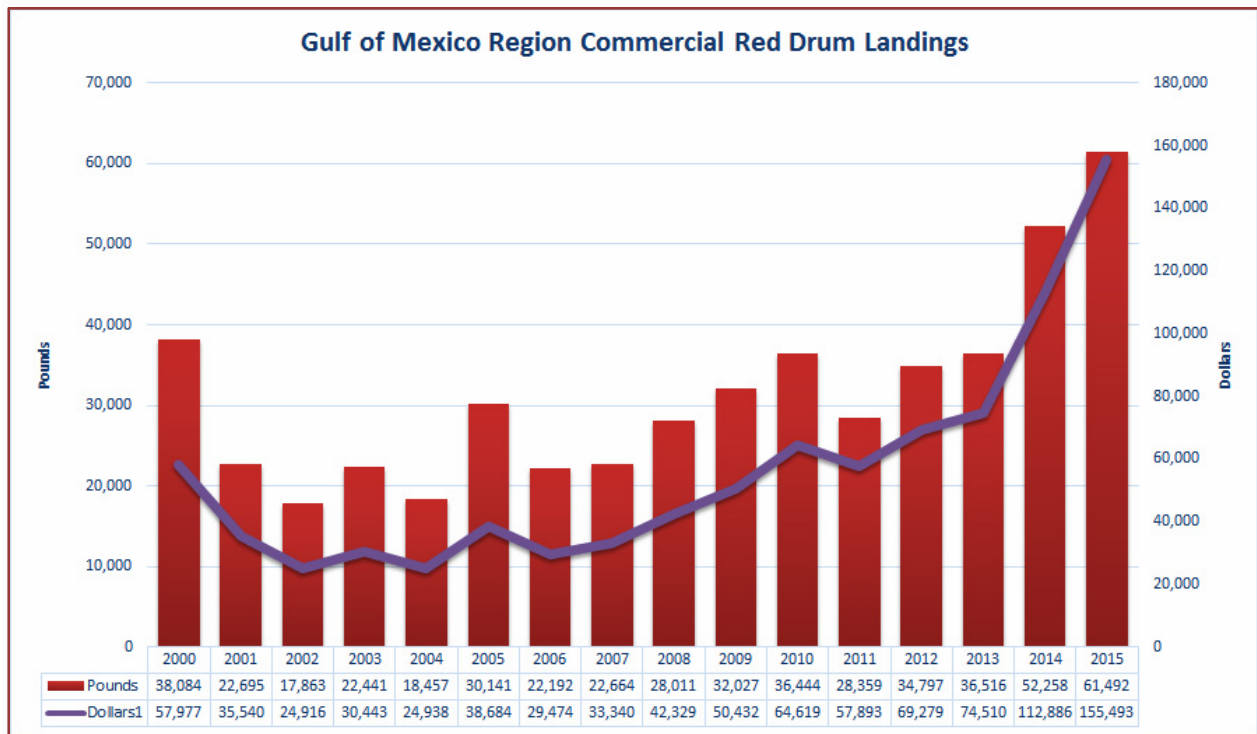


Fig. 2. Annual commercial red drum landings in the Gulf of Mexico Region.  
 Source: NOAA Fisheries (<http://www.st.nmfs.noaa.gov/>).

### Red Drum Businesses Registered in MarketMaker

Thirty-three charter boats for-hire businesses registered in MarketMaker offer to take recreational fishermen to catch red drum. Click this [LINK](#) to view the search results online.

Twelve seafood and fish markets registered in MarketMaker sell red drum. Click this [LINK](#) to view the search results online.

### Economic Contribution of Red Drum Commercial Fishing

The economic contribution of red drum commercial fishing to the Mississippi economy was estimated using IMPLAN (<http://implan.com/>) software and the 2013 input-output data for Mississippi. Sector 17 of the 2013 IMPLAN input-output data, the commercial fishing sector, was used to represent commercial red drum fishing. The base IMPLAN model estimated the economic contribution of commercial red drum fishing with the assumption that the local purchases coefficient was 100%.

The total landing values of red drum in the Gulf of Mexico Region in 2015 reached \$155,493, which were all harvested from Mississippi state waters. The total economic contribution of commercial red drum fishing in 2015 reached \$237.2 thousand (Fig. 3). Commercial red snapper fishing created 3.8 jobs and generated labor income amounting to \$95.8 thousand in Mississippi.

<b>Economic contribution of commercial red drum fishing in Mississippi in 2015</b>				
<b>Impact Type</b>	<b>Employment (Jobs)</b>	<b>Labor Income (Thousand \$)</b>	<b>Total Value</b>	
			<b>Added (Thousand \$)</b>	<b>Output (Thousand \$)</b>
Direct Effect	3.3	73.6	87.8	158.6
Indirect Effect	0.1	6.4	10.5	27.8
Induced Effect	0.4	15.8	30.8	50.8
<b>Total Effect</b>	<b>3.8</b>	<b>95.8</b>	<b>129.1</b>	<b>237.2</b>

Figure 3. Total economic impact includes direct, indirect and induced effects estimated by using 2015 annual landing values and 2013 IMPLAN data. Local purchases percentage was set to 100%. Dollars are rounded to nearest \$1,000.

## **FREQUENTLY ASKED QUESTIONS**

### **What is MarketMaker?**

**MarketMaker** is the largest and most in-depth database of its kind featuring a diverse community of food-related businesses: buyers, farmers/ranchers, fisheries, farmers markets, processors/packers, wineries, restaurants and more. **MarketMaker** provides simple yet powerful search tools to connect with others across the production and distribution chain (<http://ms.foodmarketmaker.com/>).

### **Where can you find Mississippi MarketMaker?**

MarketMaker is located at <http://ms.foodmarketmaker.com/>.

Ask Siri or Cortana to search for “Mississippi MarketMaker” on your smart phone.

### **How do you register your food business in Mississippi MarketMaker?**

Click **Register** and type your email address and a password in the spaces under **Register**. Be prepared to enter information (and pictures) about your business.

### **What are the benefits in registering your food business in Mississippi MarketMaker?**

Producers register their businesses in **MarketMaker** because food buyers of all types access our database to find products and services to meet their specific needs. Through **MarketMaker**, producers can reach more buyers and more efficiently form profitable business alliances.

### **How do you search for your business profile in Mississippi MarketMaker?**

Click **Search** and type the name of your business in the space under **Search MarketMaker**.

### **How do you update your business profile in Mississippi MarketMaker?**

Click **Register** and then click **UPDATE YOUR PROFILE**. Type your email address and password in the spaces under **Account Login**. Be prepared to enter updated information (and pictures) about your business.

### **MarketMaker Training Workshops**

This training workshop is available upon request by a group of 6-12 producers, extension agents, state regulatory agencies staff and teachers. Each workshop will best fit the needs of the participants. Email Dr. Ben Posadas for details at [ben.posadas@msstate.edu](mailto:ben.posadas@msstate.edu).

### **How do you search for local food businesses in Mississippi MarketMaker?**

Click [Search](#) and type a keyword in the space under **Search MarketMaker**.

### **What is the Market Research tool of MarketMaker?**

The MarketMaker research tool is an interactive mapping resource for identifying target markets, developing customized census profiles and mapping food related businesses over demographic maps.

### **Where do you find the Market Research tool in MarketMaker?**

Look for the **Market Research** section in MarketMaker and click [Research your market now](#) or [Use previous version](#).