

Commercial Menhaden Fishing in the Gulf of Mexico States

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Economic Contribution of Menhaden Commercial Fishing

Economic impact analysis shows the contributions an industry makes locally, region-wide, or nation-wide. This information is necessary for making private investment decisions, formulating government policy, and developing research and extension programs for the industry. The Gulf of Mexico regional economic model was developed using the IMPLAN (<http://implan.com/>) software and the 2013 input-output data for the five Gulf States. The sector employed in the analysis was number 17 or commercial fishing of the 2013 IMPLAN input-output data. Due to the lack of reliable data, the contributions of menhaden processing, wholesaling, and retailing to the Gulf States economy were not included in the present analysis.

The total commercial landing values in the Gulf of Mexico States in 2015 significantly increased to \$138.51 million, which is more than twice the average annual landing value. The total economic contribution of menhaden fishing in 2015 reached \$262.8 million (Figure 1). Commercial menhaden fishing created 3,768 jobs and generated labor income amounting to \$93.8 million in the Gulf regional economy.

Economic contribution of commercial menhaden fishing in the Gulf of Mexico States				
Impact Type	Employment (Jobs)	Labor Income (\$M)	Total Value Added (\$M)	Output (\$M)
Direct Effect	3,082	57.8	71.0	138.5
Indirect Effect	224	14.5	28.3	60.5
Induced Effect	462	21.5	39.1	63.9
Total Effect	3,768	93.8	138.4	262.8

Figure 1. Total economic impact includes direct, indirect and induced effects estimated by using 2015 annual landing values and 2013 IMPLAN data. The local purchases percentage was set to 100%. The number of jobs is rounded off.

The menhaden commercial fishing industry generates annual tax revenues for the Gulf States and the U.S. federal government. A total of \$16 million were estimated to have been paid by households and businesses

in 2015 to the federal government as social insurance tax, tax on production and imports, corporate profit tax, and personal income tax. The Gulf States were expected to have collected taxes from households and businesses in 2015 amounting to \$7.8 million as social insurance tax, tax on production and imports, corporate profits tax, and personal tax.

Menhaden Commercial Landings

According to Gulf FINFO (<http://gulffishinfo.org/>), Gulf menhaden (Figure 2) “are found from the Yucatan Peninsula in Mexico, across the western and northern Gulf to Tampa Bay, Florida. They’re most abundant from eastern Texas to western Alabama. Menhaden are very boney and oily and have no appeal as food. However, they support a very important reduction fishery—meaning the whole fish is “reduced” to produce fishmeal, oil, and solubles that go into all kinds of products, from aquaculture and agriculture feed and fish oil pills to pet food and fertilizers.”



Figure 2. Gulf menhaden (*Brevoortia patronus*) “eggs float in loose groups near the surface of nearshore Gulf waters. Larvae move inshore, and early juveniles live near marsh edges of the estuary where they can find plenty of food and protection from predators. Juvenile menhaden spend most of their first year of life in brackish and near-freshwater estuaries and rivers. Adults are found in nearshore waters of the Gulf. Both juveniles and adults typically live in open water over bottoms with no vegetation. Menhaden swim and feed in huge schools, usually made up of the same size and age of fish.” Source: Gulf FINFO (<http://gulffishinfo.org/>).

Figures 3 and 4 show the long-term commercial landings and percent share of menhaden from the Gulf of Mexico States. On average, the Gulf States supplied about 68% of total domestic landings amounting to 1.29 billion pounds and valued at \$66.97 million per year. Louisiana (82%) is the largest producing state in the Gulf of Mexico, followed by Mississippi (18%). The bulk of the menhaden landings occurs starting in April until October.

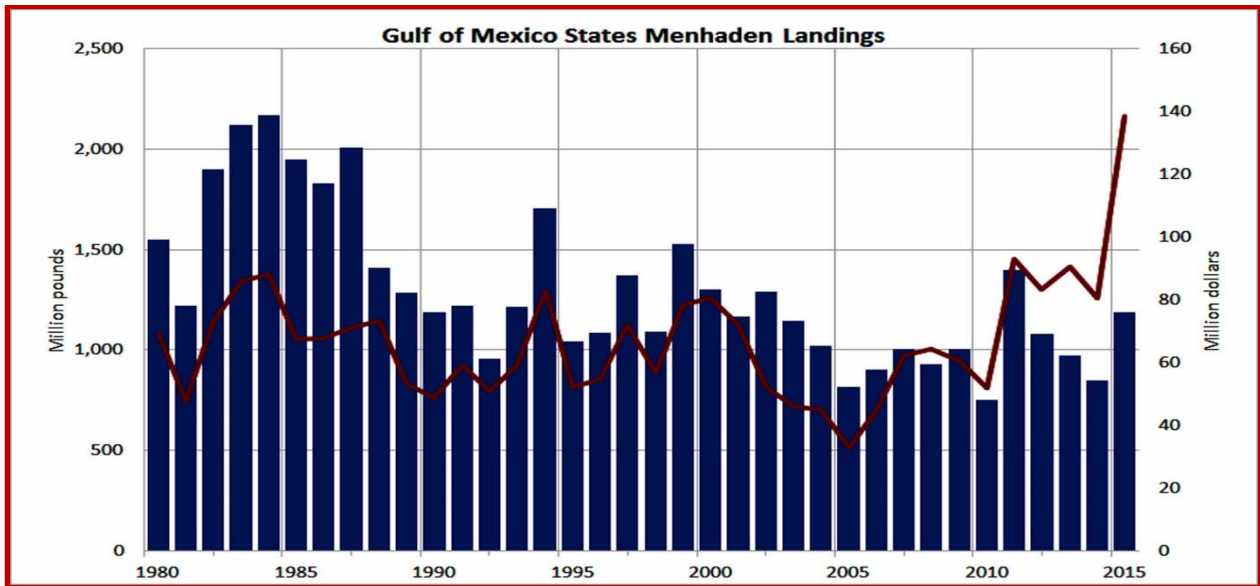


Figure 3. Annual menhaden commercial landings and exvessel values in the Gulf of Mexico States. Source of raw data: NOAA Fisheries (<http://www.st.nmfs.noaa.gov/>).

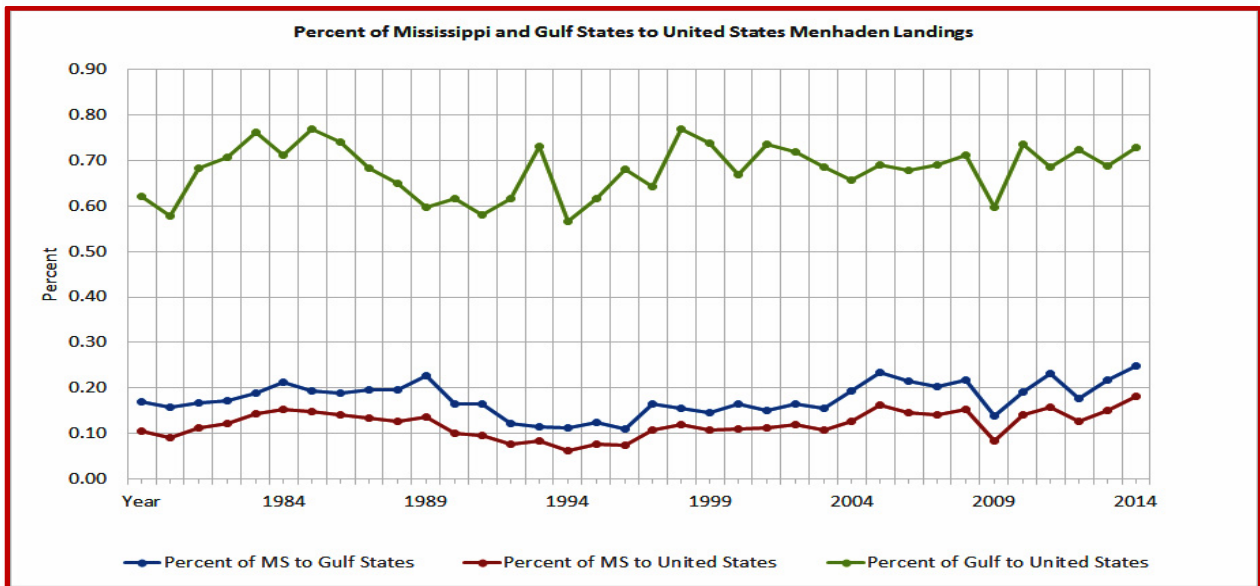


Figure 4. Percent of Mississippi and Gulf States to United States menhaden landings. Source of raw data: NOAA Fisheries (<http://www.st.nmfs.noaa.gov/>).

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.

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**.