

Commercial Striped Mullet Fishing in the Gulf of Mexico States

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Striped Mullet Commercial Landings

According to Gulf FINFO (<http://gulffishinfo.org/>), striped mullet (Fig. 1) which are also known as popeye mullet, black mullet, or gray mullet are wild-caught in fresh and salt waters mostly from West Florida, Alabama, and Louisiana. More than 100 mullet species are found worldwide (<http://www.seafoodsource.com/>).

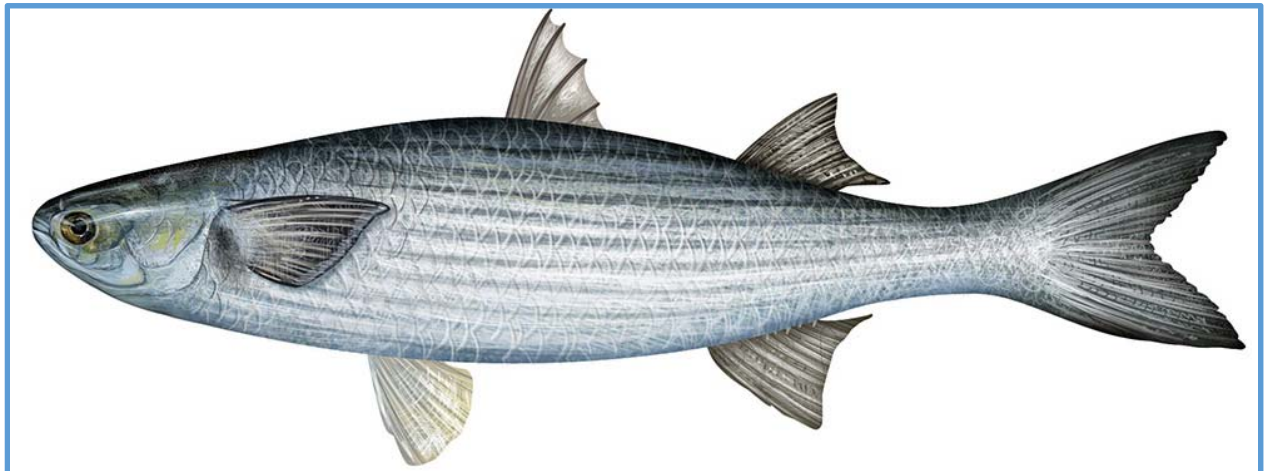


Figure 1. Striped mullet (*Mugil cephalus*). Source: Gulf FINFO (<http://gulffishinfo.org/>).

Fig. 2 shows the commercial landings of striped mullet harvested from the Gulf of Mexico Region since 2000. The commercial landings databases were compiled from the NOAA Fisheries website. On average, about 12.7 million pounds were landed each year since 2011. The Gulf States supplied 81 percent of the striped mullet in the United States valued at \$9.8 million per year during the last five years.

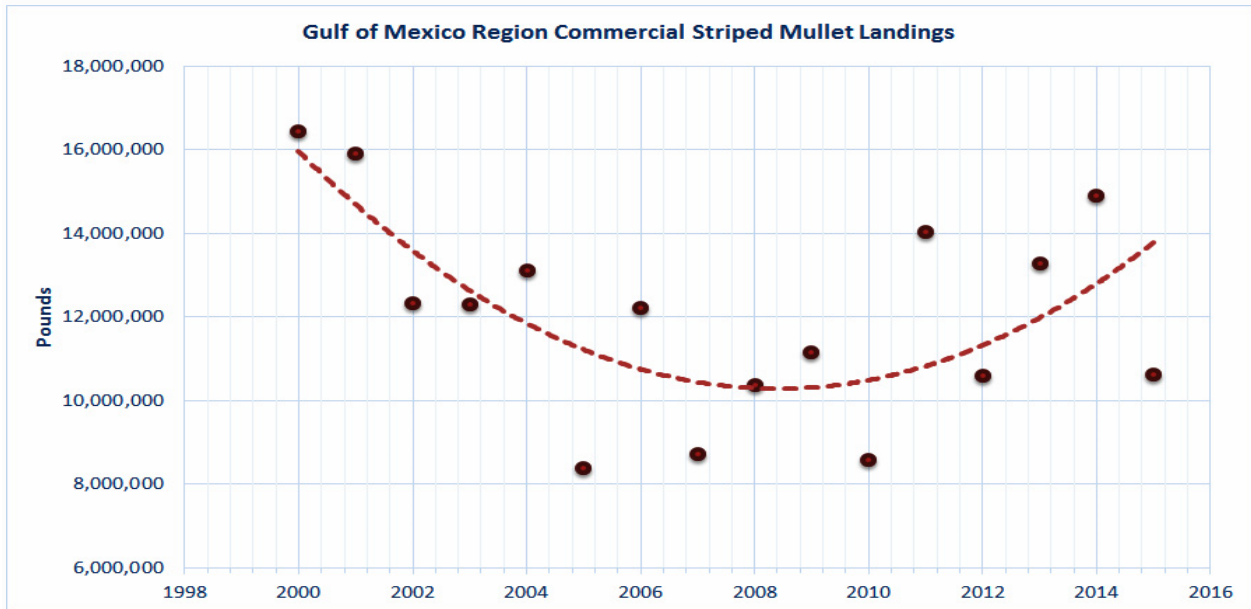


Fig. 2. Annual commercial striped mullet landings in the Gulf of Mexico Region. Source of raw data: NOAA Fisheries (<http://www.st.nmfs.noaa.gov/>).

Striped Mullet Businesses Registered in MarketMaker

In 2015, the Gulf-wide landings of commercial striped mullet fishing reached about 10.6 million pounds. The fish species was caught year-round with almost two-thirds of the landings reported from November to January (Fig. 3).

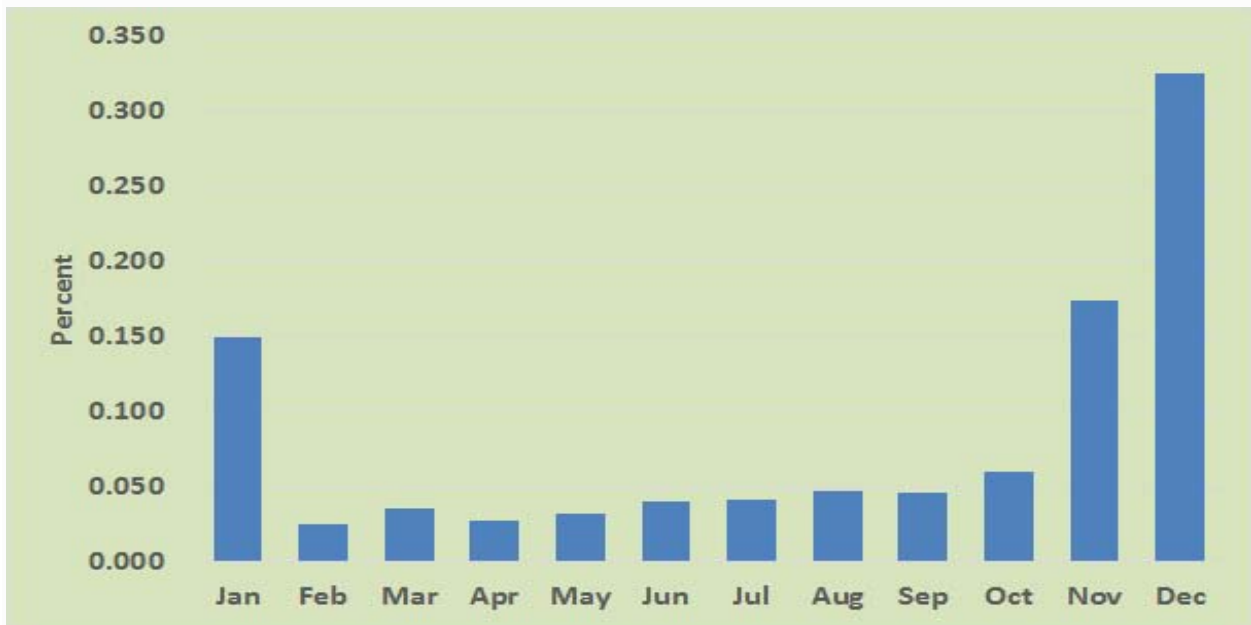


Fig. 3. Monthly commercial striped mullet landings in the Gulf of Mexico Region. Source of raw data: NOAA Fisheries (<http://www.st.nmfs.noaa.gov/>).

There are 37 fishing businesses, seafood and fish markets registered in MarketMaker which harvest, process, and sell striped mullet. Click this [LINK](#) to view the search results online. Since May 2014, more than 36,000 web users visited the Mississippi MarketMaker website (Fig. 4). These web users visited more than 76,000 webpages and stayed about 86 seconds per visit.

Google Web Statistics

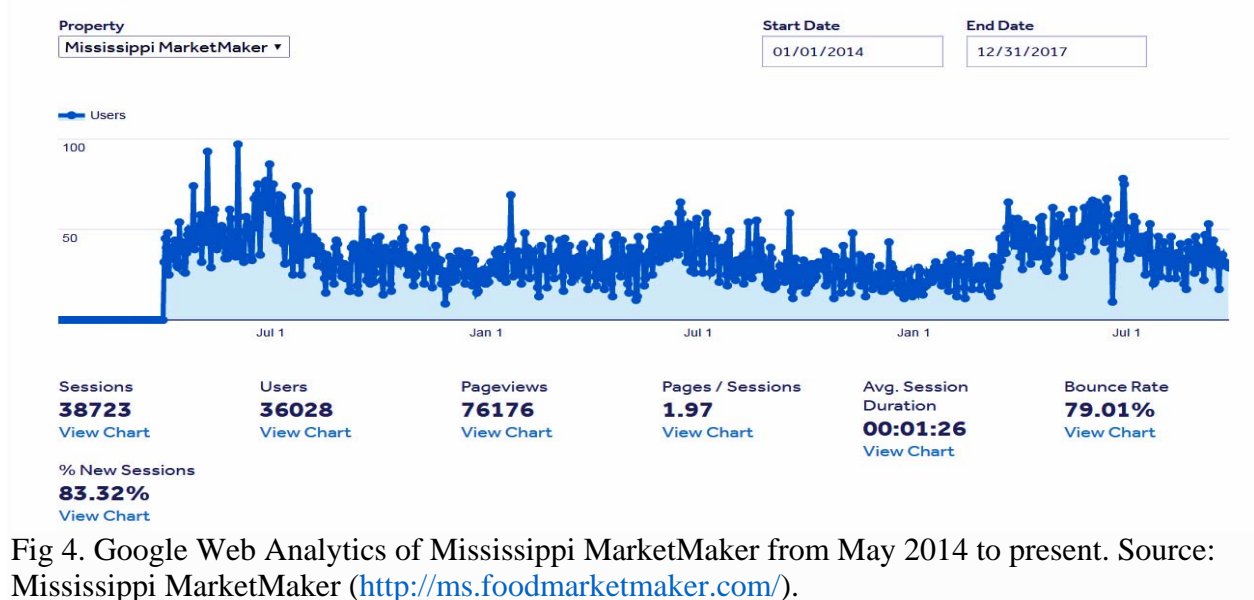


Fig 4. Google Web Analytics of Mississippi MarketMaker from May 2014 to present. Source: Mississippi MarketMaker (<http://ms.foodmarketmaker.com/>).

Economic Contribution of Striped Mullet Commercial Fishing

The economic contribution of commercial fishing to the Gulf of Mexico regional economy was estimated using IMPLAN (<http://implan.com/>) software and the 2013 input-output data for the five Gulf States. Sector 17 or commercial fishing of the 2013 IMPLAN input-output data was used in the economic analysis. The total commercial landing values of this saltwater fish species in the Gulf of Mexico Region in 2015 reached \$7.3 million. The total economic contribution of commercial fishing in 2015 amounted to \$14.3 million (Fig. 5). Commercial fishing created 196 jobs and generated labor income amounting to \$5.2 million in the Gulf regional economy.

Economic contribution of commercial striped mullet fishing in the Gulf States in 2015				
Impact Type	Employment (Jobs)	Labor Income (\$M)	Total Value Added (\$M)	Output (\$M)
Direct Effect	159.5	3.2	3.9	7.5
Indirect Effect	11.8	0.8	1.6	3.3
Induced Effect	24.4	1.2	2.1	3.5
Total Effect	195.7	5.2	7.6	14.3

Fig 5. 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%.

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**.