

**Proposal #:** 20WCR019-011

**Project Title:** Consumer Acceptability and Shelf-life Assessment of Frozen Seafood for Market Success

**Applicant:** Oregon State University / Oregon Sea Grant

**Priority Addressed** Priority #2 – Science or Technology that Promotes Sustainable U.S. Seafood Production and Harvesting

**Principal Investigator:** Jamie Doyle, jamie.doyle@oregonstate.edu

**Abstract:** This project seeks to determine shelf life (nutrient density, oxidation, texture) and consumer acceptability of four types of frozen seafood stored in two different freezers, commercial/industrial and home, over 18 months, and to develop and pilot educational outreach efforts about frozen seafood. Past research shows that consumers find frozen seafood to be as good as, if not better, than fresh (never frozen) products. This project combines the shelf life testing with extensive seafood industry input to guide the research design/questions, and help package the past information and new results in ways that can and will be used by industry.

**Summary of potential commercial benefits to the fishing community of the research results:** [W]e are conducting research that has the potential to develop “science and technology based pilot projects” that would lead to the strengthening of markets for frozen seafood and increase consumer access to and confidence in frozen products. Our project makes connections from the moment a fish is landed and frozen to marketing and consumers; the results have the potential to impact fishermen, consumers, and retailers, leading to small fishermen accessing more markets, consumers accessing more products, and less waste along the supply chain. This project has the seafood industry (i.e., fishermen, seafood marketers, retailers, chefs) built into it, and their guidance is a critical component of making this research relevant and usable.

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