



MINISTRY OF AGRICULTURE,  
FISHERIES & MINING

Jamis  
Jamaica Agricultural Marketing Information System

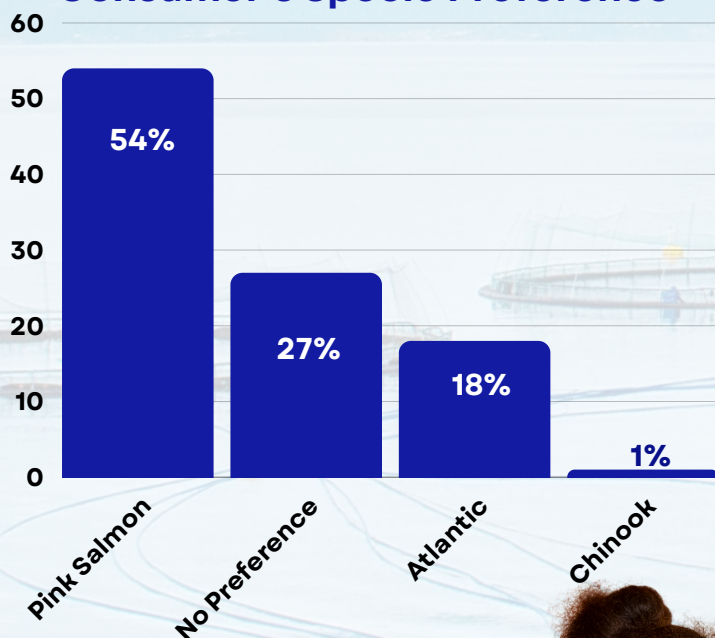
MARKET NEWS  
January 2024 Edition

# What's YOUR Preference ?

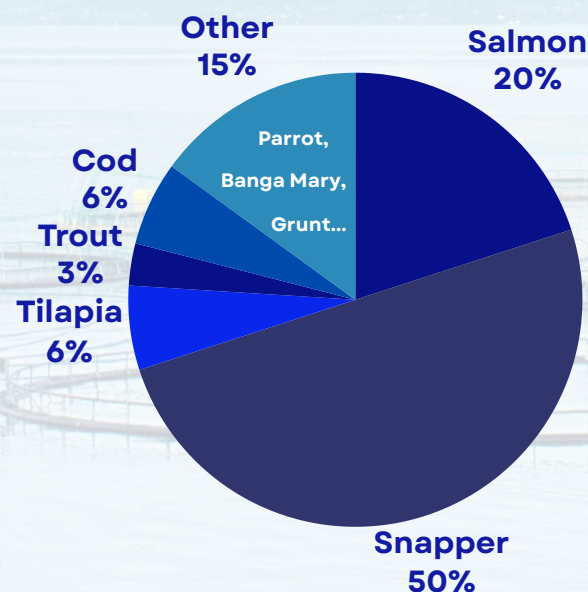
## FARMED SALMON

*"SALMON CULTIVATED IN A CONTROLLED ENVIRONMENT SUCH AS FISH PENS OR TANKS, AS OPPOSED TO BEING CAPTURED IN THEIR NATURAL HABITAT".*

### Consumer's Specie Preference



### Consumer's Fish Preference



75%

of consumers prefer Salmon grown in its natural environment in comparison to Farmed Salmon.

52%

of the respondents stated that they prefer Salmon Fillet.

39%

of consumers revealed that Price is the main influence when purchasing Salmon.

60%

of respondents mentioned that they only purchase Salmon on special occasions.

87%

of the respondents noted that they had no difficulty sourcing Salmon.

\*Approximately 140 consumers surveyed.