

Investigating changes in acceptance of wild caught barramundi in foodservice and hospitality sectors

Start of Block: Default Question Block

INTRO Interview protocol: Investigating changes in acceptance of wild caught barramundi in the foodservice and hospitality market sectors Briefing the respondent

Thank you for agreeing to participate in this research. This interview is part of a project being conducted by the University of the Sunshine Coast University for the FRDC and the Queensland and Northern Territory Seafood industries. The aim of this project is to enable the Australian wild caught barramundi sector to better understand industry demands for wild caught barramundi and as a result adapt and develop strategies to ensure the sector is meeting these needs. Ethical considerations are important to us. This research is confidential, and your business will not be identified in the research project. I would like to record the interview in order to assist with the data analysis process. If you agree to this, you are welcome, at points during the recording, to ask me to cease recording the interview. May I have permission to record the interview? You will be provided with a Research Project Information Sheet that provides more detail on the project and the ethical considerations regarding the data obtained from this interview. Please take the time to read this document and please ask me if you have any questions regarding this form.

I have read and understood the above project information. I consent to participate and for my data and information to be used for this project and future related ethics approved projects undertaken by this research team.

- ☐ Yes, I consent. (1)
- ☐ No, I do not consent. (2)

End of Block: Default Question Block

Start of Block: Block 1: THE BUSINESS



DATE Date of interview? (dd/mm/yyyy)

BUSNAME Name of business?

BUSTYPE Type of business?

- ☐ Catering service (1)
 - ☐ Functions and events (2)
 - ☐ Pub/club (3)
 - ☐ Restaurant medium cost (4)
 - ☐ Restaurant high end (5)
 - ☐ Resort/casino (6)
 - ☐ Cruise ship/airline (7)
 - ☐ Processor/distributor (8)
 - ☐ Other, please specify (9)
-

BUSLOC Location of business?

☐

Darwin (1)

☐

Other NT (please specify) (2)

☐

Brisbane (3)

☐

Other QLD (please specify) (4)

☐

Sydney (5)

☐

Other NSW (please specify) (6)

☐

Melbourne (7)

☐

Other VIC (please specify) (8)

PARTICIPANTNAME Name of participant?

POSITION Position in business?



POSLength How long have you held that position (in years)?

POSITIONReason Can you tell me briefly your background and how you came to this position?

End of Block: Block 1: THE BUSINESS

Start of Block: Block 2: THE BUSINESS OPERATIONS

Q10 The following questions are about your business and the role the business plays in the seafood supply chain. (Skip questions that do not apply to the business).

WHOcust Can you tell me a bit more about your business, what you do and who your customers are?

FISHHANDLE What fish do you handle?

FISHLOC For each fish you handle who/where do you get them from?

☐ Fisher boat (1) _____

☐ Fisher farm (2) _____

☐ Wholesaler (3) _____

☐ Auction (4) _____

MAINCUSTOMER Who are your main customers?

Q15 What is the most popular finfish product that you handle? Why do you think it is the most popular? Is the demand seasonal?

IMPORTANTFISH What are the three most important factors (with 1 being the most important) you consider when purchasing fish?

☐ 1 / Most important (1) _____

☐ 2 / second most important (2) _____

☐ 3 / third most important (3) _____

End of Block: Block 2: THE BUSINESS OPERATIONS

Start of Block: Block 3: BARRAMUNDI

WORDASBARRA What are the first three words that come to mind when I say barramundi?

☐ 1st word (1) _____

☐ 2nd word (2) _____

☐ 3rd word (3) _____

WORDASWILDBARRA What are the first three words when I say **WILD CAUGHT Australian barramundi**?

☐ 1st word (1) _____

☐ 2nd word (2) _____

☐ 3rd word (3) _____

DESCRIBE BARRA Can you describe your ideal piece of barramundi?

BARRASTOCK What type of barramundi do you currently stock (in %)?

_____ % Wild caught in Australia (1)

_____ % Imported farmed (2)

_____ % Australian farmed (from which state?) (3)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] = 0

WHYNOSTOCK If % wild caught is 0% ask Why do you not stock wild caught barramundi?

PASTSTOCKBARRA Have you stocked wild caught barramundi in the past and if so why have you stopped using it?

PREFCHANGE Have you noticed any changes over time in your customers preferences regarding barramundi?

PREFBARRA I prefer to buy wild caught barramundi to farmed barramundi?

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

End of Block: Block 3: BARRAMUNDI

Start of Block: Block 4: WILD CAUGHT BARRAMUNDI

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Q25 Now specifically considering WILD CAUGHT barramundi...(for all those who have indicated they do stock wild caught barramundi – all others finish here)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Q26 In what form(s) do you purchase your WILD CAUGHT barramundi?

- _____ % fresh whole fish (1)
- _____ % frozen whole fish (2)
- _____ % fresh fillets (3)
- _____ % frozen fillets (4)
- _____ % other, please specify (5)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Q27 Do you consistently stock WILD CAUGHT barramundi?

☐ Yes (1)

☐ No (2)

Display This Question:

If Do you consistently stock WILD CAUGHT barramundi? = No

Q28 Why do you not consistently stock WILD CAUGHT barramundi?

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

PROCUREWILDBARRA How do you procure your WILD CAUGHT barramundi?

- _____ % Auction (1)
_____ % Direct from fishers(s) (2)
_____ % Wholesaler (3)
_____ % Other, please specify (4)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

LIKEWILDBARRA What do you like about WILD CAUGHT barramundi?

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

IMPROVEWILDBARRA What do you think could be improved with the WILD CAUGHT barramundi you are purchasing?

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

WILDBARRASUPPLY What is one thing that your supplier could do to help you with WILD CAUGHT barramundi?

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

WILDBARRACONSISTENCY Is consistency of WILD CAUGHT barramundi an issue? In what way?

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

QUALITYWILDBARRA What does quality mean to you in relation to WILD CAUGHT barramundi?

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

ORIGINWILDBARRA How important is the provenance or origin of the WILD CAUGHT barramundi to you?

- ☐ Not at all important (1)
- ☐ Little importance (2)
- ☐ Somewhat important (3)
- ☐ Important (4)
- ☐ Very important (5)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

ORIGINCERTAINTY When you purchase WILD CAUGHT barramundi, how certain are you of its provenance/origin?

- ☐ Definitely not certain (1)
- ☐ Probably not certain (2)
- ☐ Unsure (3)
- ☐ Probably certain (4)
- ☐ Definitely certain (5)

Display This Question:

If When you purchase WILD CAUGHT barramundi, how certain are you of its provenance/origin? = Definitely not certain

Or When you purchase WILD CAUGHT barramundi, how certain are you of its provenance/origin? = Probably not certain

TRUST If not certain – what could be done to improve your trust?

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

STORYTELLING Storytelling as part of your product offering

We would like to get your thoughts on the following statement: *Current research has found that there is a business case for seafood businesses such as yourselves to boost their seafood sales using “storytelling” as part of their overall product offering. There is an increasing interest in food provenance and provenance assurance from both consumers and government regulators. Both are seeking assurances that food is safe and in the case of premium products, that it is authentic - “it is what it says it is”. Using storytelling to wrap information into a provenance story that is authentic, and which can provoke an emotional response is a powerful way to communicate with consumers. Various technologies are now available to help communicate stories throughout the supply chain. This helps increase consumer knowledge of a product’s provenance that enables seafood businesses to effectively differentiate themselves in competitive markets.*

We would like to know how you think “storytelling” as part of YOUR PRODUCT offering would be received by your customers.

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

STORYTELLINGPURCHASE Would the storytelling behind the WILD CAUGHT barramundi you are supplied/buy influence your purchasing decision?

☐ Yes (1)

☐ No (2)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

INFORMATIONINFLUENCE What further information influence your purchase of WILD CAUGHT barramundi?

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Wildbarrafisher If you were speaking to a WILD CAUGHT barramundi fisher, what would you ask? What would you want to know?

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Idealweight **WHOLE FISH**What is your ideal weight for a **WHOLE WILD CAUGHT barramundi fish (to be sold whole)** to be used in your establishment?

- ☐ <800g (1)
- ☐ 800-1.2kg (2)
- ☐ 1.2-2kg (3)
- ☐ >2kg (4)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Barrastocktype **What is your ideal weight for a whole WILD CAUGHT barramundi fish (to be sold as FILLETS)** to be used in your establishment?

- ☐ <800g (1)
- ☐ 800-1.2kg (2)
- ☐ 1.2-2kg (3)
- ☐ >2kg (4)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

packaging **What type of packaging would you prefer the whole fish to come in?**

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

WTP How much are you willing to pay per kg of whole WILD CAUGHT Australian barramundi of good quality?

☐ \$ per kg (1) _____

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Fillets FILLETS Would you prefer the fillets to come fresh or frozen?

☐ Fresh chilled (1)

☐ Frozen (2)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Fillets2 Do you prefer to fillet yourself or purchase fillets?

☐ Fillet myself (1)

☐ Buy fillets (2)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Skin Would you prefer the skin on or off the fillet?

☐ Skin on (1)

☐ Skin off (2)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Portionsize What do you think is a reasonable portion size/serving size for a WILD CAUGHT barramundi fillet?

☐ 120g (1)

☐ 150g (2)

☐ 180g (3)

☐ >200g (4)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Packaging What type of packaging would you prefer the fillets to come in?

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Fillets in package How many fillets would you like to come in each package?

☐ 1 (1)

☐ 5 (2)

☐ 10 (3)

☐ 20 (4)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

\$perkg Approximately how much are you willing to pay per kg for Australian WILD CAUGHT barramundi fillet?

☐ \$ per kg (1) _____

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

sustainablepackaging **Is sustainable packaging important to you?**

- ☐ Not at all important (1)
- ☐ Little importance (2)
- ☐ Somewhat important (3)
- ☐ Important (4)
- ☐ Very important (5)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

sustainabilitycert **When deciding who/where to purchase from how important is sustainability certification to you?**

- ☐ Not at all important (1)
- ☐ Little importance (2)
- ☐ Somewhat important (3)
- ☐ Important (4)
- ☐ Very important (5)

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

awarenessofcert **Which seafood sustainability certification marks are you familiar with?**

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Foodtrendinfo **Where do you GET information about food and the latest food trends etc. from? (Please tick all that apply.)**

- ☐ Word of mouth (1)
- ☐ Supplier (2)
- ☐ Instagram (3)
- ☐ Facebook (4)
- ☐ Other social media (please specify) (5)
-
- ☐ Trade journal or magazine (please specify journal/magazine) (6)
-
- ☐ Trade show (please specify trade show) (7)
-
- ☐ Internet (please specify web site) (8)
-
- ☐ Other (please specify) (9)
-

Display This Question:

If What type of barramundi do you currently stock (in %)? [% Wild caught in Australia] > 0

Inform distribute **Where do you DISTRIBUTE information about food and the latest food trends etc. from? (Please tick all that apply.)**

- ☐ Word of mouth (1)
- ☐ Supplier (2)
- ☐ Instagram (3)
- ☐ Facebook (4)
- ☐ Other social media (please specify) (5)

- ☐ Trade journal or magazine (please specify journal/magazine) (6)

- ☐ Trade show (please specify trade show) (7)

- ☐ Internet (please specify web site) (8)

- ☐ Other (please specify) (9)

ADDITIONAL COMMENTS Any other comments?

Q59 Thank you for your time and cooperation in completing this survey.

End of Block: Block 4: WILD CAUGHT BARRAMUNDI
