

# SHRIMP AUTHENTICITY REPORT



## Introduction:

This report examines the authenticity of shrimp dishes served in restaurants from Texas to North Carolina from 11/8/24- 5/24/25 using SeaD Consulting's RIGHTTest™, a proprietary, patent-pending genetic species identification tool developed with Florida State University. The study uncovered widespread mislabeling of imported, farm-raised shrimp as domestic wild-caught, harming consumers, honest restaurants, and the domestic shrimp industry.

## Key Findings:

The study and analysis revealed several critical findings regarding shrimp authenticity overall.



This is not a fringe issue, it is widespread and systemic.

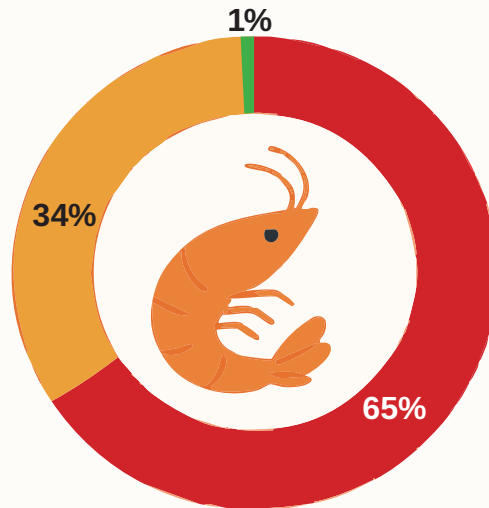


Enforcement is crucial to ensure the authenticity of the seafood supply chain.

## Widespread Inauthenticity

65% of restaurants sampled in 8 states misrepresenting farm-raised shrimp as US Wild Caught

### Inauthentic Dishes accounted for the majority of shrimp dishes sold at restaurants sampled in eight-state study



1. Inauthentic Dishes: Menu items containing imported, farm-raised shrimp, where menu, staff claims, or location, branding, imagery and language implied the product was domestic wild-caught.

2. Authentic Domestic Wild-Caught Dishes: Dishes that are genuine domestic wild-caught shrimp as described.

## State-by-State Variations

Laws & Enforcement Matters

**States with active labeling laws have a significantly higher authenticity rate compared to states without legislation.**

### States with Active Labeling Laws

(Alabama & Louisiana)

**58%**

### States with Pending Legislations

(Mississippi & Texas)

**51.14%**

AUTHENTICITY RATE

### States without Legislation

(Florida, Georgia, South & North Carolina)

**14.77%**

These states demonstrate a higher level of authenticity due to existing regulations that mandate accurate labeling of seafood products. The presence of these laws creates a stronger incentive for restaurants to comply with labeling standards and avoid misrepresentation.

The moderate authenticity rate in these states may reflect anticipation of upcoming legislation.

While not yet fully enforced, the prospect of future regulations may encourage some restaurants to improve their labeling practices.

The significantly lower authenticity rate in these states may reflect anticipation of upcoming legislation in ensuring accurate seafood labeling. The absence of labeling laws may create an environment where mislabeling is more prevalent.

### Economic Impact:

**\$49M/year**  
Added Revenue

(Low Sales Scenario)

**\$163M/year**  
Added Revenue

(Medium Sales Scenario)

**\$299M/year**  
Added Revenue

(High Sales Scenario)

### Total Ripple Effect:

**\$300-\$600M/year**

in US for Coastal Communities

# Shrimp mislabeling has far-reaching economic consequences.



## Consumers:

Misled about the origin and quality of shrimp, leading to financial losses and potentially health risks.

## Businesses:

Reputational damage and unfair competition for restaurants engaging in honest labeling practices.

## Domestic Shrimp Industry:

Undetermined by the influx of cheaper mislabeled imported shrimp, resulting in reduced market share and economic hardship.

## Conclusion:

### Laws, Testing and Enforcement Needed Now

## Urgency:

**Addressing shrimp mislabeling could be the single biggest lever to revitalize the domestic wild-caught shrimping industry.**

The findings of this report underscore the urgent need for stronger environment and transparency in seafood labeling. Implementing and enforcing comprehensive labeling laws is crucial to protect consumers, support honest businesses, and safeguard the domestic shrimp industry. Greater awareness and stricter regulations are essential to combat shrimp mislabeling and ensure fair practices in the seafood market.

## Key Takeaways:

- 65% of shrimp dishes are **misrepresented**
- Even with laws, **absence of routine testing enables deceptive practices**
- **Eliminating mislabeling could restore up to \$299M/year** in direct industry revenue