

## Inching up

Trout sales increase negligibly

The seafood department at traditional grocery stores exhibited growth during the 52-week period ending Jan. 23 as consumers continued to replicate restaurant-quality and healthful meals at home. Fresh seafood showed the greatest dollar growth (up 6.5 percent), driven by finfish. Nationally, trout accounted for 1.6 percent of finfish sales, making it the

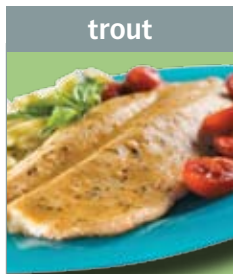
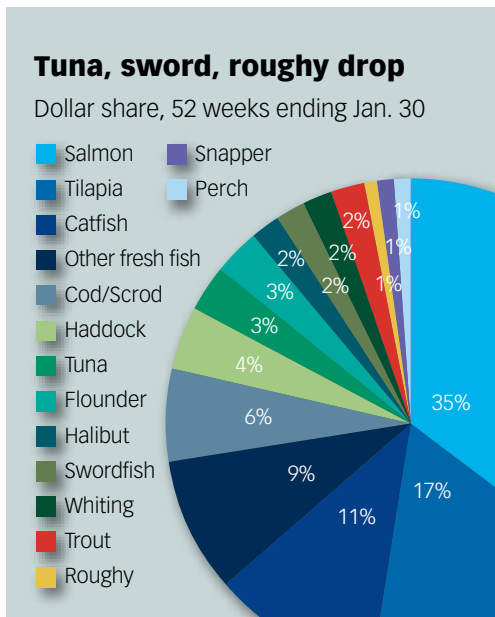
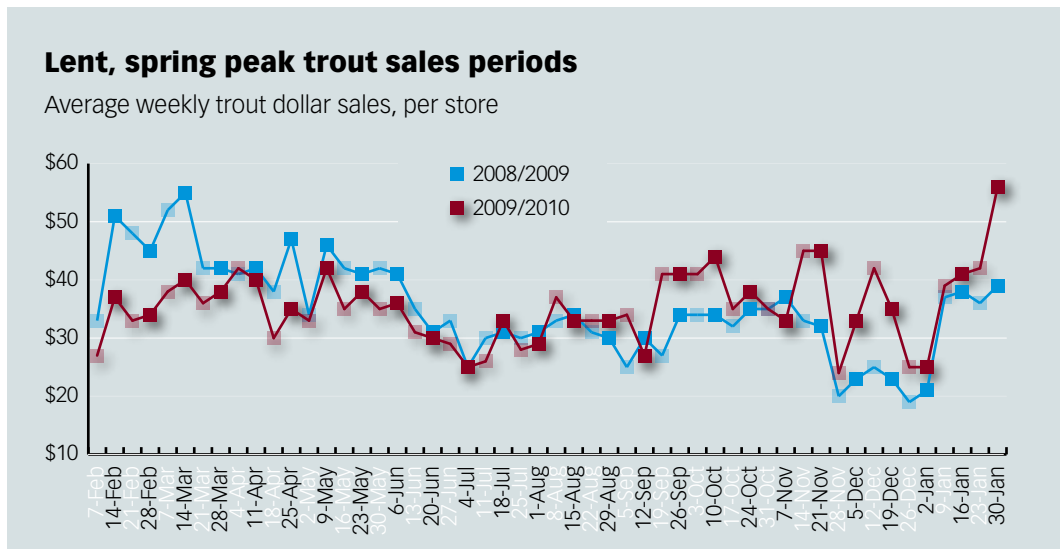
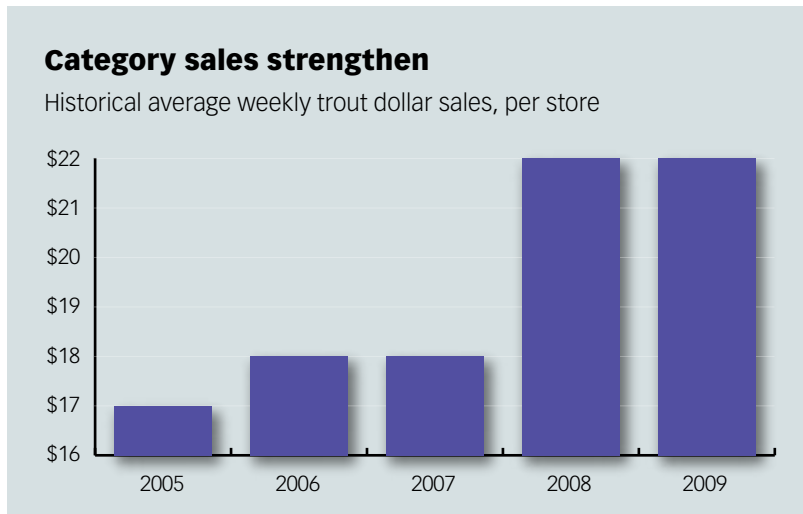


Photo courtesy of Clear Springs Foods

12th largest contributor for the category in terms of sales dollars.

Nationally, weekly trout sales averaged \$35 per store, up 0.7 percent from the prior

year. Weekly trout sales in the Central and East regions surpassed the national average. Weekly trout sales in the Central region averaged \$53 per store, a 12.7 percent increase from the prior year. The Central region also outpaced the national trout dollar contribution to the seafood department, contributing 1 percent versus the 0.6 percent contribution of the total United



States. The East region showed the second highest average weekly trout sales at \$52 per store, but sales declined 10.5 percent compared to the prior year.

Trout contributed 0.6 percent to seafood department dollars in the West, and showed an increase in average weekly stores sales from the prior year, up 3 percent to \$31 per store. Finally, the South region averaged weekly trout sales of \$25 per store, up 2 percent

from the prior year.

Weekly trout sales were lower during early February 2009 through the end of July 2009, when compared to the previous year. Beginning in mid-August, trout sales showed an increase compared to the prior year through the end of January, with sales peaking at an average of \$56 per store for the week ending Jan. 30, 2010.



This sales review is provided by the Perishables Group in Chicago, an independent consulting firm focused on innovation and creating value for clients in the fresh food industry. Reported results are for Feb. 7, 2009, through Jan. 30, 2010, compiled from grocery stores nationwide, representing 63.6 percent of national supermarket ACV share. Sales data provided by Perishables Group FreshFacts®, powered by Nielsen.

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