

Trout Sales Increase

Wisconsin's trout producers reported \$1.63 million in trout sales during 2007, a \$52,000 increase over 2006. The increase in value was driven by a price hike for trout over 12 inches long. The sales included 744,000 trout with a total live weight of 476,000 pounds. In addition to sales, 7.25 million trout, valued at \$2.95 million, were distributed for restoration or conservation uses. The number of farms producing trout for sale, at 38, declined by 10 from 2006. Operations or facilities distributing trout for conservation and restoration, at 22, increased by 2.

Sales of trout that were at least 12 inches long totaled \$1.50 million, an increase in value of 18 percent from 2006. Compared to a year earlier, 150,000 fewer trout were sold in this size category. Live weight of trout sold, at 441,000 pounds, declined 134,000 from 2006. Producers received an average of \$3.39 per pound, up \$1.19.

The value of trout sold in the 6 to 12 inch range, at \$98,000, fell \$127,000 from 2006. The number of fish sold in the size range, at 94,000, dropped 116,000 from the previous year. The average price was \$3.16 per pound, 35 cents below a year earlier.

Sales of 1 to 6 inch trout totaled \$32,000, down \$51,000 from 2006. There were 160,000 trout sold, less than half of the 2006 number. Total pounds sold, at 4,000, declined by 6000. The price for fish in the 1 to 6 inch category, at \$199 per 1,000 fish, dropped by \$52.

Trout-for-sale producers lost 171,000 trout to various causes during 2007. Predators continued to be the leading cause of loss, accounting for 75 percent of the total loss.

The 6 to 12 inch size was the most common type distributed for conservation or restoration purposes, at 4.17 million trout. The number of 1 to 6 inch trout distributed was 3.06 million, and 15,000 of the 12 inch or longer trout were distributed.

Trout, Wisconsin

Item	Unit	2006	2007
Number of operations	Number	66	57
Selling trout	Number	48	38
Distributing trout	Number	20	22
Trout 12 inches and longer			
Number sold	1,000	640	490
Pounds sold	1,000	575	441
Value of sales	\$1,000	1,265	1,495
Average value per pound	Dollars	2.20	3.39
Foodsize sales by outlet:			
Fee/recreational fishing	Percent	8	4
Direct to consumer	Percent	16	26
Other outlets 1/	Percent	76	70
Trout 6 to 12 inches in length			
Number sold	1,000	210	94
Pounds sold	1,000	64	31
Value of sales	\$1,000	225	98
Average value per pound	Dollars	3.51	3.16
Stocker sales by outlet:			
Fee/recreational fishing	Percent	35	13
Live haulers	Percent	29	9
Other outlets 2/	Percent	36	78
Trout 1 to 6 inches long			
Number sold	1,000	330	160
Pounds sold	1,000	10	4
Value of sales	\$1,000	83	32
Average per 1,000 fish	Dollars	251.00	199.00
Total sales	\$1,000	1,573	1,625
Distributed for			
conservation & restoration			
Trout 12 inches and longer	1,000 fish	22	15
Trout 6-12 inches in length	1,000 fish	3,380	4,170
Trout 1-6 inches long	1,000 fish	3,280	3,060

1/Other outlets for foodsize trout sales include restaurants & retail, live haulers, government, other producers, processors, and other buyers. 2/Other outlets for stocker size trout sales include direct to consumers, other producers, government, processors, restaurant & retail, and other buyers. Source: USDA, NASS, WI FO.