

Trout Sales Down

Wisconsin's trout producers reported \$1.68 million in trout sales during 2003, down 5 percent from 2002. In addition to sales, about 8.42 million trout were distributed for restoration or conservation uses, valued at \$2.07 million. The number of trout producers selling trout was reduced from 47 to 39 operations. The number of trout producers distributing for conservation and restoration remained the same at 21.

Sales of trout that were at least 12 inches long totaled \$1.46 million, down 2 percent from 2002. Compared to a year earlier, 4 percent more trout were sold in this size category. Live weight of sales, at 441,000 lbs., fell 20 percent. Producers received an average price of \$3.30 per pound, an increase of 61 cents. Trout that were at least 12 inches long were most commonly sold to restaurant and retail buyers.

The value of trout sold in the 6 to 12 inch range, at \$191,000, declined 10 percent from 2002. The number of fish sold in that size range, at 300,000, rose 36 percent from the previous year. The average price was \$2.69 per pound, 4 cents higher than a year earlier.

Sales of 1 to 6 inch trout, at \$31,000, dropped 47 percent from 2002. There were 165,000 trout sold, down 51 percent. Total pounds sold, at 2,000, were down 1,000. The price, at \$185 per 1,000 fish, increased \$13.

Trout-for-sale producers lost 213,000 trout to various causes during 2003. Predators continued to be the leading cause of loss, accounting for 80 percent of all losses.

The one to 6 inch size was the most common type distributed for conservation or restoration purposes, at 5.23 million trout. The second highest category was 6 - 12 inch trout, at 3.18 million, followed by 12 inch and larger, at 13,000.

Trout, Wisconsin

Item	Unit	2002	2003
Trout 12 inches and longer			
Number sold	1,000	470	490
Pounds sold	1,000	554	441
Value of sales	1,000 dollars	1,490	1,455
Average value per pound	Dollars	2.69	3.30
Foodsize sales by outlet:			
Live haulers	Percent	1	3/
Fee/recreational fishing	Percent	19	8
Other producers	Percent	3	3/
Direct to consumer	Percent	7	8
Restaurants & retail	Percent	63	69
Other outlets 1/	Percent	5	15
Trout 6 to 12 inches in length			
Number sold	1,000	220	300
Pounds sold	1,000	80	71
Value of sales	1,000 dollars	212	191
Average value per pound	Dollars	2.65	2.69
Stocker sales by outlet:			
Fee/recreational fishing	Percent	20	35
Direct to consumer	Percent	32	6
Other outlets 2/	Percent	48	59
Trout 1 to 6 inches long			
Number sold	1,000	340	165
Pounds sold	1,000	3	2
Value of sales	1,000 dollars	58	31
Average per 1,000 fish	Dollars	172.00	185.00
Total sales	1,000 dollars	1,760	1,677
Distributed for conservation & restoration			
Trout 12 inches and longer	1,000 fish	22	13
Trout 6-12 inches in length	1,000 fish	3,780	3,180
Trout 1-6 inches long	1,000 fish	2,850	5,230
		2003	2004
Number of operations	Number	65	56
Selling trout	Number	47	39
Distributing trout	Number	21	21

1/Other outlets for foodsize trout sales include government, processors, and other buyers. 2/Other outlets for stocker size trout sales include live haulers, other producers, government, processors, restaurant & retail, and other buyers.

3/Included in "other outlets" to avoid disclosure of individual operations.

Source: Wisconsin Agricultural Statistics Service.