



FOR IMMEDIATE RELEASE

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Contact:

Glenda Beasley

Media Relations

512-750-5199

gb@seadconsulting.com

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Seafood Fraud on the Rise: Investigations Expose Widespread Mislabeled Shrimp in Mississippi Gulf Coast Restaurants

Biloxi, MS – The Mississippi Gulf Coast, known for its rich seafood heritage, is under siege from a rising tide of seafood fraud that threatens local shrimpers, honest businesses, and consumers alike. Tourists and locals flock to restaurants with the expectation of enjoying fresh, wild-caught Gulf shrimp, but an alarming new investigation reveals that many establishments are misleading diners by serving imported, lower-quality shrimp instead.

Conducted by **SeaD Consulting**, this comprehensive investigation uncovered widespread misrepresentation of shrimp served at restaurants in Biloxi, Gulf Shores, and surrounding areas. Despite heavy marketing that emphasizes “fresh local seafood,” many restaurants are substituting authentic Gulf shrimp with cheaper, imported alternatives. The results are a wake-up call for consumers who are paying for one thing but receiving another.

Key Findings from the Investigation:

- **39% of Gulf White Shrimp Served Was Not Local:** Of the 44 restaurants sampled and genetically tested, 17 establishments served imported shrimp while marketing it as local Gulf White Shrimp.
- **92% of Royal Red Shrimp Served Was Not Local:** 22 of 24 restaurants who had Royal Red Shrimp listed on their menu admitted to serving inferior, lower-value Argentinian shrimp instead of the [FDA-name protected Gulf Royal Red Shrimp](#) that was being advertised.
- **82% of the restaurants were defrauding consumers about what they were buying.** Cross referencing the Royal Red data with the local caught Gulf White

Shrimp data determined that only 8 restaurants were honestly serving what they were advertising.

- **Significant Financial Impact on Consumers:** The investigation revealed that fraudulent shrimp dishes were often priced as high as **\$24.95** per plate, meaning consumers are paying top dollar for inauthentic products. On average, diners spent **\$16.72** per fraudulent dish, with additional costs for gratuities, transportation, and parking further inflating the total.

“Consumers come to the coast expecting the finest, freshest Gulf seafood, but what they’re being served often falls far short of that,” said Erin Williams, COO of SeaD Consulting. “This isn’t just about mislabeling; it’s about eroding consumer trust, undercutting local businesses, and threatening the livelihood of hardworking Gulf shrimpers.”

Why Seafood Fraud Matters to You

Seafood fraud doesn't just undermine consumer trust—it harms the local economy and the hardworking fishermen who depend on selling genuine, wild-caught Gulf shrimp. **Wild-caught Gulf shrimp** are more expensive and harder to source than their imported counterparts, which are often produced with less stringent environmental controls. When restaurants mislead customers about their offerings, they aren't just breaking the law—they're also robbing consumers of their hard-earned money and damaging the reputation of local shrimpers who take pride in their work.

What Can You Do?

SeaD Consulting urges consumers to be vigilant when dining out and encourages them to take a stand against seafood fraud. Here's how you can help ensure you're getting the seafood you deserve:

- **Ask Questions:** Inquire about the origin of the shrimp served. Don't be afraid to ask your server for proof that the shrimp is locally caught, such as seeing the box it came in—restaurants should be proud to show where their seafood comes from.
- **Demand Accountability:** Support stronger regulations that require better transparency and enforcement against seafood mislabeling. Seafood fraud is illegal, and businesses should be held accountable.
- **Support Ethical Restaurants:** Choose to dine at restaurants that can prove they are serving authentic, locally sourced seafood. Here are eight restaurants on the Mississippi Gulf Coast that were found to be serving 100% genuine Gulf shrimp:

- **Anthony's Under the Oaks** – 1217 Washington Ave, Ocean Springs, MS
- **Bayview Café** – 850 Bayview Ave, Biloxi, MS
- **Da Best Wings** – 157 Hardy Court Shopping Ctr., Gulfport, MS
- **Parrain's Jambalaya Kitchen** – 179 Reynoir St, Biloxi, MS
- **Patio 44**-124 Main St, Biloxi, MS
- **Port City Café**- 2561 Pass Rd Ste A, Biloxi, MS
- **Rouse's Market 88** – 2384 Pass Rd, Biloxi, MS
- **Phoenicia Gourmet Restaurant** – 1223 Government St, Ocean Springs, MS

The Fight for Transparency and Integrity in Seafood

SeaD Consulting's innovative **RIGHTTest** technology is a key tool in the battle against seafood fraud. This rapid genetic test enables restaurants and consumers alike to verify the authenticity of the seafood being served. The company is calling for stronger regulations, greater consumer awareness, and better enforcement to protect both consumers and the local shrimping industry.

"We owe it to our communities, our fishermen, and our consumers to take action now," said Williams. "Transparency and accountability are essential to safeguarding the integrity of our seafood industry and ensuring the public can trust the products they're paying for."

About SeaD Consulting

SeaD Consulting is dedicated to promoting sustainable seafood practices, protecting local fishing industries, and empowering consumers to make informed dining choices. For more information about the investigation, SeaD

Consulting's **RIGHTTest** technology, or ways to support local shrimpers, visit www.seadconsulting.com or contact **media@seadconsulting.com**. To report suspected seafood fraud or to request testing in your area, please email **info@seadconsulting.com**.

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