FOR IMMEDIATE RELEASE
July 16, 2025

Contact:
Glenda Beasley
Media Relations
512.750.5199

Media Kit Link
For photos, B-roll, SME interviews, resources, and report information

---

A CAPITAL CONSUMER WAKE-UP CALL

New Testing Reveals Nearly 65% of Jackson-Area Restaurants Appear to Be Duping Diners About Shrimp Origins

Jackson, MS – July 14, 2025 – In the heart of Mississippi, far from coastal docks but deeply tied to Gulf seafood culture, a new investigation has uncovered what appears to be widespread deception in seafood sourcing. Genetic testing of shrimp dishes served in a substantial percentage of Jackson-area restaurants shows that a large majority of establishments are confusing consumers by serving imported shrimp presented as domestic wild-caught.

From **June 23–26, 2025**, **SeaD Consulting**—commissioned by the **Southern Shrimp Alliance**—conducted scientific genetic testing on shrimp dishes served at 44 seafood restaurants across Jackson and surrounding areas, covering ZIP codes **39218, 39073, 39272, 39211, 39201, 39232, 39157, 39110, and 39047**. Using its patented RIGHTTest™ **(Rapid ID Genetic High-Accuracy Test)**, SeaD Consulting identified whether the shrimp being served was genuine U.S. wild-caught shrimp or imported shrimp.

Troubling Results

Only **14 of the 44** restaurants tested were found to be **serving authentic domestic wild-caught shrimp, as either implied or explicitly advertised**. The remaining **30** restaurants were found to be serving imported shrimp instead of wild-caught to consumers in the dishes tested. SeaD's investigation concluded that **18 dishes tested appeared to be explicitly inauthentic** based on menu or staff claims, while **10 were determined to be implicitly inauthentic** based on each restaurants' decor, location, or branding. **Two** restaurants openly **admitted to serving imported shrimp** (but only after being directly asked), despite the fact that their advertising appeared to imply that the shrimp their restaurants served was local or wild-caught, and they had no notices or signs posted indicating that they serve imported shrimp at the time the sample was obtained.

"Mississippians deserve to know what they're being served—especially in a region where wild-caught Gulf shrimp is a source of pride and economic livelihood," said **Erin Williams**,

Co-Founder and COO of SeaD Consulting. “We are hopeful that new restaurant labeling laws will turn the tide and bring greater honesty to the table.”

Restaurants Honored for Serving Local

The following 14 restaurants sampled and confirmed to be serving domestic, wild-caught shrimp and are being recognized for their integrity and contribution to protecting Mississippi’s shrimping heritage:

1. AHA Crawfish Bistro – 1055 U.S. 49 Frontage Rd, Richland, MS 39218
2. Berry's Seafood and Catfish House – 2942 US 49, Florence, MS 39073
3. DA SHAK – 5752 Terry Rd, Ste A1, Byram, MS 39272
4. Dragos – 1005 E County Line Rd, Jackson, MS 39211
5. Hal + Mal's – 200 Commerce St B, Jackson, MS 39201
6. Half Shell Oyster House – 115 Laurel Park Cove, Suite 105, Flowood, MS 39232
7. McB's Bar & Grill – 815 Lake Harbour Dr, Ridgeland, MS 39157
8. Primos Café (Madison) – 201 Baptist Dr, Madison, MS 39110
9. Shaggy's on the Rez – 1733 Spillway Rd, Brandon, MS 39047
10. Season’s Crawfish – 238 Wisenberger Road, Madison MS 39110
11. Shucker’s Oyster Bar – 116 Conestoga Rd, Ridgeland, MS 39157
12. Table 100 – 100 Ridge Way, Flowood, MS 39232
13. The Mayflower Cafe – 123 W Capitol St, Jackson, MS 39201
14. Twisted Turnip – 166 Calhoun Station Pkwy, Madison, MS 39110

A New Law and New Expectations

“This testing was conducted just before Mississippi’s new restaurant seafood labeling law went into effect on **July 1, 2025**,” said **Leann Bosarge**, Board Member of the Southern Shrimp Alliance and Head of Development for Bosarge Boats in Pascagoula, MS. “While the current results show a serious gap in truthfulness, we are hopeful that upon retesting, the new law will drive real improvements in transparency and accountability.”

The Stakes for Shrimpers and Consumers

Imported shrimp—often raised in less regulated and sometimes unknown conditions abroad—is not subject to the same quality or labor standards as U.S. wild-caught shrimp. Mislabeling erodes trust, undercuts honest restaurants, and threatens the livelihoods of domestic shrimpers.

“Whether you're in a coastal town or Mississippi’s capitol, when a restaurant says they serve wild-caught shrimp, it should mean it's wild-caught and not farm-raised,” said John Williams, Executive Director of the Southern Shrimp Alliance. “Restaurants capitalizing on the Gulf's seafood culture should do so with honesty, not deception.”

Next Steps and Consumer Empowerment

Follow-up testing will track improvements under the new law. Ideally, the 30 restaurants found to not be serving domestic shrimp would have signage or menu labelling to demonstrate country of origin of their offering (in addition to verbally stating upon request). Better yet, those same restaurants would start serving the U.S. wild-caught shrimp they are portraying to their customers.

Consumers are encouraged to ask restaurants where their shrimp comes from and request proof. Look for the label “wild-caught U.S.” and ask to see the product packaging.

About the Southern Shrimp Alliance

The **Southern Shrimp Alliance (SSA)** represents shrimp fishermen, processors, and businesses in the eight warmwater shrimp-producing states: Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Texas. SSA is funding this multi-state investigation into seafood mislabeling.

About SeaD Consulting, LLC

SeaD (Seafood Development) Consulting, LLC collaborates with seafood producers, researchers, governments, and environmental advocates to promote sustainability and truth in seafood sourcing. SeaD holds the patent for the **RIGHTTest™**, developed with Florida State University, and is leading this landmark study across eight states.

For more on the investigation or to report suspected mislabeling,
visit: www.seadconsulting.com

Disclaimer: SeaD’s testing and reporting is intended to be used as an investigatory tool to assist the restaurant industry's fight against seafood mislabeling and is not intended for use in any legal proceedings, nor may SeaD’s data, testing, or reporting be used in any legal proceeding without the express written authorization of SeaD.
#KnowYourShrimp #SEADConsulting #SouthernShrimpAlliance

###