Marketing activities included LDWF staff activities and contracting with consultants to: (1) develop and evaluate local, national, and international nutria meat market potential for human consumption; (2) develop a nutria meat marketing plan, including a Nutria Marketing Strategic Report which proposed various ways to encourage the public to eat nutria; (3) participate in festivals and chef’s competitions; (4) distribute nutria meat to the public through sales at grocery stores, restaurants, and other retail outlets; (5) determine nutria meat processing costs, product price structure, and potential meat production volume; and (6) plan promotional and advertising activities based on the Nutria Marketing Strategic Report.

The LDWF 1999, 2000, and 2001 nutria coastal damage surveys and reports indicated continued nutria-related marsh damages in the Louisiana deltaic plain at a level of approximately 100,000 acres per year impacted. Because of the January 2002 Task Force approval of the larger Coastwide Nutria Control Program (LA-03b), the LDWF discontinued providing incentive payments to trappers and conducting nutria herbivory surveys under this demonstration project. Those two items will be funded under the larger project. However, funding for nutria meat processors enrolled in the program, as well as nutria meat marketing activities, continued until the project was completed in October 2003. This project is on Priority Project List 6.

For more information, please contact:

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