Crawfish Poll Distributed Here

Some 200 households in Lafayette will be sent a questionnaire this week by the department of marketing at the University of Southwestern Louisiana in conjunction with crawfish research being conducted at USL.

Marketing of crawfish is one phase of a four-part Crawfish Research Project now underway at USL. This phase of the research is under the direction of Dr. James Carroll, USL professor of marketing and department head. The questionnaire will be mailed out on Tues., May 8, to predominantly Lafayette residents.

Those receiving the questionnaires are urged to complete the form and return it.

Tom F. Griffin, III, USL assistant professor, who is conducting the consumer research phase of the project said, “Every individual’s answers to the questionnaire are important to the research project.”

Researchers on the marketing phase of the crawfish project include, in addition to Dr. Carroll and Griffin, Dr. Holland and C. Blades, USL assistant professor, who is doing research on the channel of distribution for crawfish, and Hnda McCall, New Orleans, a student.