



The University of Georgia

Center for Agribusiness and Economic Development

College of Agricultural and Environmental Sciences

Snail Market Analysis

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Snail Market Analysis

The Center for Agribusiness and Economic Development (CAED) was contacted by Morgan Williams of Jasper County to investigate the market for live snails. Mr. Williams is interested in breeding and producing live snails for both food service and home consumption.

Escargot Market Overview

The snail market is enjoying a growing market in Europe and North America. France consumes approximately 5 million kilograms annually and imports three of the five million kilograms they consume. Italy alone annually consumes an estimated 306 million snails. The snail market also is thriving in West Africa. West Africans residing in the high-forested areas have traditionally utilized snail meat as a major ingredient in their diets and consume an estimated 7.9 million kilograms annually¹.

The major markets for live snails appear to be in Western Africa and Western Europe. The preferred snail appears to favor the big "helix pomatia" (Burgundy snail) and "helix aderspersa" (common garden snail). Snails are not widely accepted in the United States but are consumed by gourmets, young urban couples with no children, bachelors, and career women². Three countries, Belgium, Germany, and the United States consume about 71% of France's total snail exports.

Given that the United States consumes a significant number of snails annually, The CAED investigated various markets to determine their market potential. Three markets for live snails were identified and they are the ethnic markets in Northeastern Atlanta, high-end French restaurants in Metropolitan Atlanta and Georgia seafood distributors.

- Mr. Williams accompanied the CAED to Northeast Atlanta to investigate the ethnic market potential for live snails. Five ethnic markets were visited and two offered live snails. The snails being offered were of an inferior quality (achatinae) to those being proposed by Mr. Williams. There appears to be a market for the inferior live snails however, the size of the market was unattainable.
- The CAED located seven upscale French restaurants in the Metropolitan Atlanta area. Three of the seven identified restaurants purchase snails. However, the snails are purchased in cans. These establishments were not interested in purchasing live snails because they use so few. Le Clos indicated that they have only purchased two cans of snails during the last five years.
- The CAED identified five seafood distributors operating in Georgia. Four of the five distributors were contacted to gauge their interest in purchasing live snails. None of the seafood distributors were interested in purchasing live snails.

In summary, the CAED was unable to identify a high-end market for live snails. There does appear to be a limited low-end market in the ethnic community.

¹Mini-Livestock: The Importance of Snail Farming, Mike K. F. Owolabi,
http://www.succesdigestcybermall.com/mabevic/mini_livestock.htm

²*Modern Snails*, Slow Food, Alberto Capatti
http://www.aboutfood.co.uk/articles/content/article_312.html

The Center for Agribusiness & Economic Development



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To provide feasibility and other short term studies for current or potential Georgia agribusiness firms and/or emerging food and fiber industries.

To provide agricultural, natural resource, and demographic data for private and public decision makers.

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