

**HOUSE . . . . . No. 4872**

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The Commonwealth of Massachusetts

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**In the Year Two Thousand Ten**  
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An Act RELATIVE TO A SPECIAL COMMISSION ON SEAFOOD MARKETING..

*Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:*

1           SECTION 1. There shall be a special commission to make an investigation and study into  
2 the feasibility of establishing a coordinated, generic marketing program for seafood caught in the  
3 commonwealth and determine whether such program will enhance and stabilize the economic  
4 environment for the commercial fishing industry and fishing communities. The investigation and  
5 study shall include, but not be limited to: determining, via an economic analysis, whether a  
6 generic seafood marketing program has the potential to enhance the consumer surplus derived  
7 from Massachusetts’ seafood catches; exploring the creation of a branded identity for  
8 Massachusetts seafood which embraces the historic roots of fishing in the commonwealth; and  
9 continuing development of sustainable fishing practices through cooperative research.

10           The commission shall consist of 13 members: 1 of whom shall be a member of the house  
11 of representatives; 1 of whom shall be a member of the senate; 1 of whom shall be a  
12 representative of the department of agriculture resources; 1 of whom shall be a representative of  
13 the division of marine fisheries; and 9 of whom shall be appointed by the governor 1 of whom  
14 shall be a representative of the Massachusetts marine fisheries institute; 1 of whom shall be a

15 representative of the Massachusetts fishermen's partnership; 1 of whom shall be a member of a  
16 wholesale seafood dealer; 1 of whom shall be a member of a seafood specialty retail business; 2  
17 of whom shall be members of a fishing industry advocacy organization; and 3 of whom shall be  
18 members of the commercial fishing industry, 1 of whom shall be a representative of the  
19 groundfish industry, 1 of whom shall be a representative of the scallop industry and 1 of whom  
20 shall be a representative of the lobster industry. The commission shall report its findings together  
21 with legislation, if any, to the clerks of the house of representatives and senate and to the joint  
22 committee on environment, natural resources and agriculture no later than July 31, 2011.