

HOUSE No. 706

The Commonwealth of Massachusetts

In the Year Two Thousand Nine

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

11 The commission shall consist of 13 members, 1 of whom shall be a member of the house
12 of representatives, 1 of whom shall be a member of the senate, 1 member who shall represent the
13 department of agriculture resources, 1 of whom shall represent the division of marine fisheries, 1
14 of whom shall represent the Massachusetts marine fisheries institute, 1 of whom shall represent

15 the Massachusetts fishermen's partnership, 2 members from fishing industry advocacy
16 organizations, 1 member from a wholesale seafood dealer, 1 member from a seafood specialty
17 retail business, and 3 members representing the commercial fishing industry, 1 of whom shall
18 represent groundfish industry, 1 of whom shall represent the scallop industry, and 1 one of whom
19 shall represent the lobster industry.

20 The commission shall report to the general court the results of its study, together with
21 drafts of legislation necessary to carry such recommendations into effect, by filing the same with
22 the clerk of the house of representatives on or before December 31, 2007.