

**HOUSE . . . . . No. 706**

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**The Commonwealth of Massachusetts**

PRESENTED BY:

**James Cantwell**

*To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:*

The undersigned legislators and/or citizens respectfully petition for the passage of the accompanying bill:

An Act relative to a special commission on seafood marketing.

PETITION OF:

NAME:	DISTRICT/ADDRESS:
James Cantwell	4th Plymouth
Garrett J. Bradley	3rd Plymouth

[SIMILAR MATTER FILED IN PREVIOUS SESSION  
SEE HOUSE, NO. 777 OF 2007-2008.]

## The Commonwealth of Massachusetts

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In the Year Two Thousand and Nine

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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 the feasibility of  
2 establishing a coordinated, generic marketing program for the commonwealth's caught seafood and determine  
3 whether such program will enhance and stabilize the economic environment for the commercial fishing industry and  
4 fishing communities. The investigation and study shall include, but not be limited to, determining whether a generic  
5 seafood marketing program, via an economic analysis, has the potential to enhance the consumer surplus derived  
6 from Massachusetts' seafood catches. Further, the commission shall explore the creation of a branded identity for  
7 Massachusetts seafood which embraces the historic roots of fishing in the commonwealth and the continuing  
8 development of sustainable fishing practices through cooperative research.  
9 The commission shall consist of 13 members, 1 of whom shall be a member of the house of representatives, 1 of  
10 whom shall be a member of the senate, 1 member who shall represent the department of agriculture resources, 1 of  
11 whom shall represent the division of marine fisheries, 1 of whom shall represent the Massachusetts marine fisheries  
12 institute, 1 of whom shall represent the Massachusetts fishermen's partnership, 2 members from fishing industry  
13 advocacy organizations, 1 member from a wholesale seafood dealer, 1 member from a seafood specialty retail  
14 business, and 3 members representing the commercial fishing industry, 1 of whom shall represent groundfish  
15 industry, 1 of whom shall represent the scallop industry, and 1 one of whom shall represent the lobster industry.  
16 The commission shall report to the general court the results of its study, together with drafts of legislation necessary  
17 to carry such recommendations into effect, by filing the same with the clerk of the house of representatives on or  
18 before December 31, 2007.