

2016 -- S 2724

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LC005135
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STATE OF RHODE ISLAND

IN GENERAL ASSEMBLY

JANUARY SESSION, A.D. 2016

SENATE RESOLUTION

RESPECTFULLY REQUESTING THAT COMMERCE RI, IN COLLABORATION WITH
THE RHODE ISLAND DEPARTMENT OF ENVIRONMENTAL MANAGEMENT,
INTEGRATE SEAFOOD MARKETING AND BRANDING LOGO WITH THE STATE'S
TOURISM AND REBRANDING CAMPAIGN

Introduced By: Senators Sosnowski, Sheehan, Crowley, Jabour, and Walaska

Date Introduced: March 08, 2016

Referred To: Placed on the Senate Consent Calendar

1 WHEREAS, Seafood industries are a growing sector in Rhode Island; and

2 WHEREAS, Annual retail, import and export sales of commercial fishing in Rhode
3 Island exceed \$389 million; and

4 WHEREAS, Approximately 90 percent of all seafood consumed by Americans is
5 imported from overseas; and

6 WHEREAS, In 2011, the General Assembly established the Rhode Island Seafood
7 Marketing Collaborative in response to a lack of resources to support Rhode Island fishermen and
8 small businesses to combat this trend; and

9 WHEREAS, Rhode Island already has ready access to culturally diverse and upscale
10 seafood markets, however, competition is lowering prices; and

11 WHEREAS, An important initiative of the Rhode Island Seafood Collaborative is the
12 development of the Rhode Island seafood logo which was designed to increase demand for Rhode
13 Island seafood in the marketplace and spur the economic interests of Rhode Island's commercial
14 fishing and seafood industry; and

15 WHEREAS, A strong local food system also drives growth in related businesses,
16 including agricultural supply businesses, food processors, cold storage facilities, food hubs,
17 transportation networks, restaurants, retailers and tourism; and

18 WHEREAS, The Commerce Corporation of Rhode Island has been authorized to oversee

1 and invest in the development of a comprehensive tourism campaign and rebrand the state; and

2 WHEREAS, The integration of tourism and seafood branding would increase the
3 likelihood of a surge in local seafood sales, bolster the reputation of Rhode Island seafood,
4 support in-state jobs, and strengthen our economy; and

5 WHEREAS, Collaborative seafood marketing strategies in other states have fostered
6 economic development within the seafood industry and increased positive awareness of state
7 seafood brands; now, therefore be it

8 RESOLVED, That this Senate of the State of Rhode Island and Providence Plantations
9 hereby respectfully requests that Commerce RI, in collaboration with the Rhode Island
10 Department of Environmental Management, integrate seafood marketing and branding logo with
11 the state’s tourism and rebranding campaign; and be it further

12 RESOLVED, That the Secretary of State be and hereby is authorized and directed to
13 transmit duly certified copies of this resolution to the Director of the Rhode Island Department of
14 Environmental Management, Commerce RI, and the Rhode Island Seafood Collaborative.

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