

MAINE STATE LEGISLATURE

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114th MAINE LEGISLATURE

FIRST REGULAR SESSION - 1989

Legislative Document

No. 260

S.P. 140

In Senate, February 21, 1989

Submitted by the Department of Marine Resources pursuant to Joint Rule 24.

Reference to the Committee on Marine Resources suggested and ordered printed.

A handwritten signature in cursive script that reads "Joy J. O'Brien".

JOY J. O'BRIEN
Secretary of the Senate

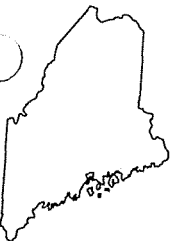
Presented by Senator BRAUN of Knox.

Cosponsored by Representative HUTCHINS of Penobscot, Senator BRANNIGAN of Cumberland and Representative MITCHELL of Freeport.

STATE OF MAINE

IN THE YEAR OF OUR LORD
NINETEEN HUNDRED AND EIGHTY-NINE

An Act Concerning Seafood Market Development.



1 Be it enacted by the People of the State of Maine as follows:

3 Sec. 1. 12 MRSA §6021-A is enacted to read:

5 §6021-A. Marine Products Marketing Program

7 The Marine Products Marketing Program is established to
9 encourage, promote and provide for direct participation of Maine
11 seafood producers in joint public and private market development
13 programs. The commissioner may enter into agreements or
15 cooperative arrangements with any person for the purpose of
17 advertising and increasing the sale and consumption of seafood
products. The commissioner may receive, administer and disburse
any funds or contributions from these persons, either
independently or in conjunction with state funds allocated to the
purpose, provided that funds so contributed shall be used only
for the purposes of market development programs.

19 Sec. 2. 12 MRSA §6101, sub-§§1 to 3, as enacted by PL 1977, c.
21 661, §5, are amended to read:

23 1. Purpose. The purpose of this section shall be to
25 increase the availability of fish fishery product inspection
services to Maine processors and packers in order to improve the
marketing of fish fishery products.

27 2. Program. The department shall be the state agency which
29 shall be responsible for cooperating with the Federal Government
in developing and administering a voluntary fish fishery product
inspection program.

31 3. Regulations. The commissioner may adopt or amend
33 regulations not inconsistent with the National Shellfish
35 Sanitation Program and National Marine Fisheries Services
regulations for the voluntary inspection of fishery products.

37 Sec. 3. 12 MRSA 6103, as enacted by PL 1981, c. 705, Pt. C,
39 §2, is amended to read:

41 §6103. Implementation of fishery product or shellfish inspection
programs

43 The Commissioner of Agriculture, Food and Rural Resources
45 and the Commissioner of Marine Resources shall cooperate in
implementing any fish fishery product or shellfish inspection
47 programs.

49 STATEMENT OF FACT

51 Section 1 of this bill establishes the Marine Resources

1 Seafood Marketing Program to create directed and specific markets
into which Maine seafood is sold. This requires the direct
3 support of Maine producers. The benefits of the publicly
supported promotional and seafood merchandizing programs may be
5 significantly enhanced by direct support from Maine producer
program participants. This financial or other support could
7 provide expanded promotional benefit if done in concert with the
departmental program. Retailers currently participate primarily
9 through very significant cooperative advertising programs,
significant both in terms of dollar value and promotional value.

11
12 Section 2 pertains to the voluntary fishery product
13 inspection program. The program is to be expanded to include
voluntary inspection of shellfish as well as fish products. This
15 wording allows for expansion of the program within the guidelines
set by the National Shellfish Sanitation Program and the National
17 Marine Fisheries Services.

19 Section 3 changes language in the title and description that
is consistent with previous changes.