



DEPARTMENT OF THE INTERIOR  
INFORMATION SERVICE

UNITED STATES FISH AND WILDLIFE SERVICE

For Release MARCH 22, 1958

INITIAL STEPS TAKEN IN MARKET DEVELOPMENT PLAN FOR NEW ENGLAND FISHERIES

Initial steps to help the New England groundfish industry establish a comprehensive market development plan have been taken by the Bureau of Commercial Fisheries of the Department of the Interior Fish and Wildlife Service.

The objective of this initial program is to determine those fields in which the industry's sales promotion efforts can best be directed. This phase of the program is being conducted through a contract awarded to Trade Ways, Incorporated, of New York City. The study is financed from funds provided by the Saltonstall-Kennedy Act for the betterment of the domestic fishing industry. This organization will point up problem areas in the field of marketing the cod, haddock, ocean perch and other groundfish produced by the New Englanders. A general plan of approach will be included in the report which is to be submitted to the Bureau of Commercial Fisheries by April 1, 1958.

The Bureau in turn will submit the findings to the New England Committee for the Aid of the Groundfish Industry for industry consideration and action.

The Bureau of Commercial Fisheries has already completed or has underway several studies on the New England fisherman's production and processing problems.

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