

The medicine which the industry may apply to stabilize the market is composed of many ingredients. Some of the ingredients have to be obtained from the outside and some of the ingredients can be developed within the industry. From the outside come (a) constant employment; (b) balanced price level and (c) even flow of credit; from the inside come (a) balanced production; (b) loans on inventories; (c) maintenance of quality; (d) adjustments of costs to business variations including costs of advertising; (e) multi-purpose fishing and (f) futures trading. In former years the meetings of the Gulf and Caribbean Fisheries Institute gave opportunity to discuss many of the ingredients in greater details. Only one is newly mentioned to date. It is the introduction of shrimp into commodity markets and the establishment of futures trades on shrimp.

A Summary of Studies on the Marketing of Florida Fish

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ABSTRACT

Segments of Florida's fin fisheries have suffered depression since 1952, when there was a decrease in the demand for mullet, the principal food fish produced.

Factors contributing to the decrease in demand for mullet are: (1) increased competition from other seafoods, meat and other protein items; and (2) changes in food marketing techniques as exemplified by the growth of the super market and the increase in packaged frozen fishery products.

Restrictive legislation and the failure of the Florida industry to take advantage of recent developments made in the fishing industry are contributing factors to the decline in the demand for mullet and other Florida fishery products.

It is recommended:

1. That problems of competition from imported fishery products on the marketing of southern species be examined.
2. The impact of transportation rates on sales of southern species be investigated.
3. That a rigorous and continuous public relations campaign be conducted to improve the public sentiment toward commercial fishing.
4. That strong emphasis be applied to improving the quality of fishery products. Experience has shown that, left to itself, the industry has been slow in improving quality. Therefore, some enforceable regulations may be necessary to improve sanitary laws applying to fish houses, and quality standards applying to the product.
5. That efforts be made to develop new products, to take advantage of the trends in marketing fish. Possible new products include: smoked mullet, headed and gutted mullet, mullet fillets, canned mullet and fish sticks.
6. That a vigorous and continuous advertising and promotion campaign be conducted to increase sales of southern sea foods.