FISH TALES

Winter, 1990-1991

DEVELOPING YOUR RETAIL SEAFOOD IMAGE

Americans have an on-going love affair with seafood. In most cases, their attitudes are enthusiastic. "Seafood–I love it, I eat it every chance I get," is a typical reaction. However, last year, Americans only consumed 15.9 pounds of seafood per capita, a figure lagging far behind those for beef and poultry. This means that we, as an industry, are not effectively meeting the retail challenge.

The first step in developing your seafood image is to do some homework. Know your competition. Are there supermarkets in the area that have no fish department, a self-service counter, a service counter or a combination? Many supermarket chains seem to move in cycles — first they decide that self-service is the key to profits, then switch to full service, and then back to self-service.

Are there successful independent retailers? What about dockside operations? Often these can operate with low overhead since their position is guaranteed by the freshness of their product, low price and ambience. Restaurants are another category that shouldn't be overlooked since between 60 and 80% of all seafood is consumed at the restaurant level.

What is the potency of assortment at each location? Visit on several different days to see how product moves throughout the week. Do they cater to certain ethnic groups? What is the price structure? What about the quality at each location? Bear in mind that many consumers buy on price rather than quality. The common question is "Why does Joe's Market have the same product at a lower price?"

What types of service are provided? Are the fish custom cut? Is there an extra charge? Will the store provide the customer with ice to pack his/her purchases? Are recipe cards and cooking instructions readily available?

Continued on page 2

Know your clientele. Look at the local demographics. Ethnic mix and religious background are important. If you can provide some product that is particular to a certain ethnic group and that is not available at other stores, you can effectively bring new business through the door.

Look at the economic level of your clientele and provide product that fits the pocketbook of your customer. Consider the educational background of the customer. Magazines like "Bon Appetit" and "Gourmet" often feature some of the lesser known species. If your store is located in an upwardly mobile neighborhood, tape up a copy of an article if it features a product you'd like to move.

The five o'clock consumer has become an important market segment. With more single parent households, and two wage earner families, the demand for ready to eat product is on the upswing. These value-added products, especially if they are prepared in the store can significantly contribute to the bottom line.

An important clientele that we often forget is the male consumer. Supermarkets are beginning to discover the number of men who are doing the shopping. This is especially true in the area of seafood purchase since there is carry over from the recreational fishing sector.

The third area that needs some extensive study is the product itself. Nothing sells seafood as well as a knowledgeable, friendly counterperson. A variety of groups offer training programs and educational materials at little or no cost. Investments in training can provide major dividends.

Once you've done your homework, you can begin to develop your position in the market place. Most people focus on shiny, upscale operations, but don't be fooled there are other approaches that work depending upon the market you hope to serve.

MARINE LAB CONSTRUCTION TO START

George Grant

The federal government has operated a marine sciences and fisheries laboratory at Sandy Hook since the mid-1960's. The Sandy Hook Lab represents the only broad-based federal fisheries research center between New England and North Carolina. Its mission focuses on marine habitat, water quality, fish behavior and environmental impact assessment and emphasizes the waters off the Mid-Atlantic states.

In 1985, this facility was destroyed by fire and subsequently New Jersey was faced with the possible loss of the laboratory to a New England location. Recognizing the importance of the lab to N.J's environmental, fisheries and economic interests, State government and our congressional delegation instituted a concerted effort to retain and re-

build the Lab at Sandy Hook. In early 1986, Senator Lautenberg succeeded in blocking a move from N.J. pending a detailed analysis of options. Later that year the National Oceanic and Atmospheric Administration (NOAA) prepared a detailed description of space needs and operational requirements for a new laboratory.

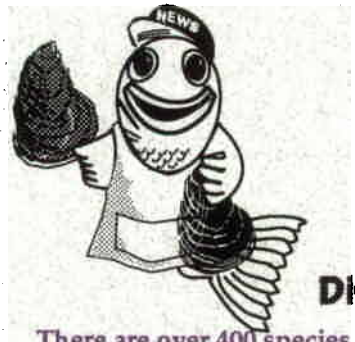
The New Jersey Fisheries Development Commission took the lead in responding to these NOAA requirements and submitted a detailed facility and financing proposal to NOAA in May, 1987. This proposal, which encompassed a joint federal/state marine research laboratory, was accepted by NOAA in August, 1987.

Because the facility is located within a historic district (Fort Hancock on Sandy Hook) under the jurisdiction of the U.S. National Park Service it became necessary to develop a design which was appropriate to a historic venue and still met NOAA's requirements. In addition, federal legislation was required to permit use of National Park land for this purpose (sponsored by Senator Bradley) and to clear title to the land being made available (sponsored by Congressman Pallone). All of these steps were completed by late 1989 and the intervening period was devoted to acquiring the several permits required and preparing detailed construction drawings. The construction bid documents were released in mid-October, 1990 and bids are due by the of November, 1990.

Construction will begin in February, 1991. The project, as finally approved, has two major elements: 1) construction of a new 35,000 sq. ft. laboratory (to be completed by August, 1992) and 2) a complete rehabilitation of the historic barracks building now occupied by NOAA to create an administrative, support, office and library space (to be completed by August, 1993). The entire complex will be known as the James J. Howard Marine Sciences Laboratory; honoring the late N.J. Congressman who was instrumental in keeping the facility in N.J.

The laboratory building will include 5 large seawater labs, six smaller seawater labs and a large research tank, all fed by a 360 gallon per minute temperature-controlled circulating seawater system using water drawn from Sandy Hook Bay. In addition, the building will contain a complex of some 30 biological, chemical and other analytical labs. All of these facilities are designed for flexible use to accommodate possible changes in research needs.

Approximately 75% of both buildings will be leased to NOAA and the remainder will be used by the NJDEP and marine scientists from N.J. academic institutions. This joint use of the facility will greatly improve the interaction among researchers and provide N.J. scientists with access to a state-of-the art facility which cannot reasonably be duplicated at individual institutions. The creation of this facility will benefit our efforts to understand and improve the State's marine resources and environment and the ability of our scientists to capture research projects from federal and private sponsors.



Did you know...

There are over 400 species of oysters who pursue their sedentary ways in bays, esturaries and seaside lagoons all over the world.

Oysters can tolerate a wide range of salinity, from the high salt level of the ocean to the barely brackish waters of inland rivers.

Oysters have a three-chambered heart that throbs at a rate of 6 to 50 beats a minute.

Oysters are drawn to their own kind and often live on top of and around each other in great housing complexes called reefs or bars that can be more than a mile wide.

When left alone oysters can live 25 to 30 years and get to be 10 to 12 inches in length.

Oysters change sex one or more times during their lifetime.

A "Hangtown Fry" is a concoction of oysters and eggs.

The "R" rule began with a fussy English parson named William Butler who said in 1599 that it was "unseasonable and unwholesome" to ingest oysters in months lacking an R.

Oysters commonly spawn in R-less months and are thus full of eggs and sperm making them less tasty, but still fine to eat.

A female oyster commonly emits 100 million unfertilized eggs a season.

The Greeks made the first attempt at oyster farming in 4th century B.C., using shards of pottery as setting sites.

Casanova would consume 50 oysters in one sitting because he thought they were an aphrodisiac.

1. Clam chowder should never be prepared during what type of weather since it is liable to curdle?

Computer Models Helping to Revitalize the Delaware Bay Oyster Industry

Tim Jacobson

Revitalization of New Jersey's Delaware Bay Oyster industry has been a central theme of State and Federal Agencies during recent years. With funding from the National Sea Grant Program, scientists at Rutgers University are using computer models to help understand how oyster larvae are transported by currents in Delaware Bay. These complex models predict where and how fast currents move in Delaware Bay.

Although adult oysters spend their lives attached to the bottom of Delaware Bay, they release their offspring into the water as microscopic larvae. These larvae are moved around Delaware Bay by the tides and currents for nearly two weeks before they "set" (attach to the bottom) and continue their life as adult oysters. If these larvae reach muddy areas unsuitable for growth, they will die. Success for oyster larvae depends on reaching areas of the bay where they can attach to the bottom and grow.

By using these computer models, scientists have found that oyster larvae are transported in different ways than previously thought. In fact, tidal currents appear to even concentrate oyster larvae in different areas of the bay. The results predicted by computer models have been tested in the bay. Field studies have found high concentrations of oyster larvae in rows or streaks. Tidal currents are responsible for concentrating the larvae. These features seem to keep oyster larvae near the oyster beds in the bay and in areas where they can set and grow.

Understanding where these oyster larvae are taken by the currents is an important concern in developing programs for transplanting oysters resistant to the MSX parasite. If these oysters are transplanted in unfavorable areas of the bay, the larvae they produce will be carried away from areas where oysters grow in the bay. By placing these oysters in the best locations, larvae from these oysters will be transported to other good areas for growing oysters in the bay. By defining these good areas, scientists hope that small transplantings of oysters will produce many fold more oysters that are resistant to the MSX parasite.

2. Which famous historical statesman said "fish and house guests should be thrown out after 3 days"?

FISHING FOR INDUSTRY COMMENTS

This column of Fish Tales will provide space for those who like to express their viewpoints on industry and marine related issues. We welcome any statements, comments, suggestions or criticisms you may have concerning the fish and seafood industry.This is your chance to speak out and be heard! We look forward to hearing from you.

DEAR EDITOR:

I have done many food and trade shows around the world over the last 12 years, but never before have I been more disappointed in a show than the recent SIAL '90 in Paris, France. As a former director and planner of American seafood pavilions for use in overseas food shows, I cannot emphasize enough, the need for the NMFS to do something to change the current direction of export promotions. Even though our firm probably made some sales at the show and will do follow-up that might result in additional sales, I cannot emphasize my disappointment any stronger.

We participated in SIAL'90 with the U.S. Department of Commerce, National Marine Fisheries Service (NMFS) in an "exhibit pavilion area" that represented the remnants of the former "SEAFOOD USA" program funded by S-K funds from the NMFS through the regional Fisheries Development Foundations. The American seafood exhibit area this year cannot hold a candle to any of the previous shows, bar none.

For SIAL '90, the American seafood pavilion was "re-cycled" from earlier exhibitions, and it showed. Unlike other pavilions that are re-used from year to year (to an extent), and are well maintained, the American seafood pavilion was re-erected in the same condition it was taken down last Oct. in Germany for ANUGA'89. Only this year, it was even worse, because one of the trucks carrying the exhibit materials from Germany (where they are stored) had an accident and materials were spilled out onto the road and surrounding ground, further damaging an already tired exhibit.

To make matters worse, there was not even a visible attempt to "fix" or "dress-up" the pavilion so that previous and new damage would be covered up from view. We know such things were not done because when the show opened, walls had rips in them,. cabinets had doors torn off the hinges or missing, walls had holes in them, and facings were cracked, gapped or chipped. When the names were being placed on the facings, there were misspellings or the company names put up backwards.

The exhibitors within this pavilion certainly did not get any value for their money, and would have done better with simple "pipes and drapes." Light fixtures were secured with masking tape and hung over the walls in a fashion that would outrage

the stage director of a high school play. There was no lounge area for exhibitors to bring customers for a quiet cup of coffee and to talk business as there is in the pavilions of every country exhibiting in SIAL, even the small countries like Senegal in West Africa has a lounge and an overall better pavilion than the American seafood area.

As always, the age-old rivalries between the USDA and Commerce were renewed at SIAL. American seafood people had to "sneak" into the USDA lounge with forged badges just to get a cup of coffee from them in the morning or visit the lounge during the day. Use of USDA communications was absolutely forbidden.

The USDA pavilion was the same as in previous years, and well maintained with last minute touch-ups where necessary after erecting at the show. There were clean, painted, wholly intact booths for each exhibitor. There was also a lounge and bar, meeting areas, a second floor office for communications and other show management functions, all so that USDA people could effectively and professionally help promote American foods.

Cost is the same: $6,000/booth for USDA gets the booth, 300 pounds of product shipped to the show from back home, and a display case. In the Commerce-sponsored area, the seafood people get a booth for $4,500, but they have to pay extra for the display case and the freight of samples. All total, these costs bring the seafood participator's cost over $6,000.

The sad thing about all this, is that there is no excuse for the most powerful nation in the world, who tells its industries we want to help you export and reduce the trade deficit, and will go to war at the drop of "oil" for billions of dollars, cannot project a common and unified front with respect to food and exports. To be placed "in the back of the hall" opposite blank walls with a crumbling assemblage of severely damaged and shabby materials, is an absolute crime. I felt embarrassed to no end when customers would "joke" about how much money the U.S. government spends on frivolous items yet shows such a bad face to the international market with a pavilion such as we had in SIAL '90.

It is quite apparent that NMFS has little or no commitment toward seafood exports and international trade in seafood products. Yet, despite the same budgetary constraints in Washington, the U.S. Dept. of Agriculture can provide a stable commitment and funding in order to maintain a professional and strong image on a continual basis.

If the NMFS and Commerce/NOAA does not want to increase funding of such endeavors to levels appropriate for a professional showing of seafood, then they should right now make a deal with USDA, give up the floor space to them and have a single, large exhibit pavilion for all U.S. foods, including seafood. Maybe we would also have to eliminate the empty booths that are always present in the seafood pavilions.

Bill Carroll,
BG Lobster & Shrimp Company.

ELEANOR BOCHENEK JOINS MAS

New Jersey Sea Grant recently welcomed Dr. Eleanor Bochenek on-board, as the new Marine Advisory Service Marine Agent/Recreational Specialist. A former research assistant for the Virginia Sea Grant Marine Advisory Service and Sea Grant Fellow, Dr. Bochenek received her Ph.D in Marine Science last December from the Virginia Institute of Marine Science. Prior to joining the New Jersey MAS, Dr. Bochenek worked for Louis Berger and Associates as an environmental scientist, specializing in fisheries and natural resource management.

Since her arrival in early October, Dr. Bochenek has been busy getting her feet wet meeting with recreational-related marine and coastal organizations and constituencies. Her diverse duties as the state's first female Marine Agent will include working with the New Jersey Marine Recreation Coalition, participating in the state's waterfowl management program, initiating marine debris prevention and marina recycling programs and assisting state-wide 4-H groups with marine education efforts. Dr. Bochenek will also be contributing articles and special features to future issues of New Jersey Shoreline.

THE RESULTS ARE IN AND ITS JIM AGAIN!

Its official! The results from the Great New Jersey Shack-Off, the state's third annual clam shacking competition are in, and Jim Jones of Cardiff, a clam shacker at Goff's Seafood in Pleasantville, was a winner by a landslide for the third year in a row. Jones shacked his 24 clams in an amazing 1 minute and twenty-three seconds beating his last year's time of 1 minute and 44 seconds. Gregory Goff Jr., a 22 year old commercial fisherman took second place and Jeffrey Rescisno, a cook and clam shacker at Allen's Clam Bar in New Gretna came in third. The contest was part of the Third Annual Clam Festival held at the Village Green in Smithville on September 17th.

3. What is a mermaids purse?

ONCE UPON A TIDE

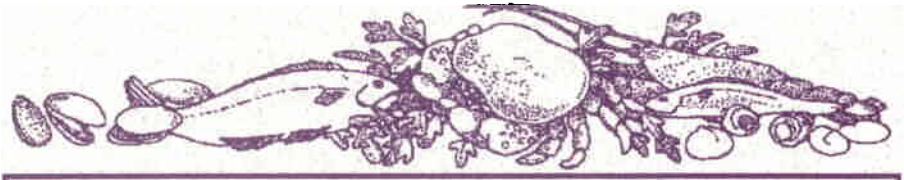
Kim Kosko

In an underwater world, the dangers lurking in the pollution zone were beginning to worry Mayor Moonsnail, Freddie Flounder and Sandy Shark. The marine debris dilemma is just one of the storylines and subplots included in an environmental education, musical production, created by the New Jersey Marine Sciences Consortium and New Jersey Sea Grant Communications. Performances will be held at schools throughout the state, festivals and fairs, and other special events.

The show, scheduled for a spring debut, will feature marine creatures costumes and center around a musical soundtrack titled "What's in the Sea", written by Lois Skiera-Zucek of Burbank, California. Lois was commissioned by Kimbo Educational Productions, of Long Branch, N.J., to write 13 marine-related songs. While writing the lyrics and music, Lois consulted with Victor Omelczenko, Director of Communications at the National Sea Grant Office and Dr. Sharon Walker of Mississippi-Alabama Sea Grant, who reviewed the songs for scientific accuracy.

The production, tentatively titled "Once Upon a Tide..." evolved when New Jersey Sea Grant Communicator Kim Kosko, discovered the "What's in the Sea" soundtrack in a local gift shop. The supplier turned out to be a New Jersey-based firm that produces and distributes educational resource materials. After contacting the company, Kim learned about Sea Grant's initial involvement with the project and acquired permission to use some of the songs for a marine science project that was on the drawing boards at NJMSC. Funding had already been obtained from the Jersey Shore Foundation for the design and production of four marine costumes. Tom Blauvelt of Largo Florida, who has worked with Disney Studios, designed the first four central characters for the show. Stewart Costumes of Orlando, Florida was awarded the contract for producing the costumes. A script has also been written, which incorporates five songs from the "What's in the Sea" soundtrack and a new rap song written for the finale. Although the project is moving forward, additional funding is needed to operate and market the show. Several foundations and corporations have expressed interest in the project, but sponsors and project volunteers are still needed.

Anyone interested in learning more about "Once Upon A Tide.." can contact Kim Kosko, Communications Coordinator at (908) 872-1300.



UPCOMING EVENTS

December 18

Solving the Seafood Inspection Puzzle

This workshop will provide you with a wealth of information pertaining to the latest news on seafood inspection and its possible impact on vessel operations.

Atlantic Community College, Room J204/205
Mays Landing, N.J.
Contact: N.J. Dept. Of Agriculture, Fish & Seafood Development Program at (609) 292-2472

January 22

Solving the Seafood Quality Puzzle
Long Island Workshop

Plainview Plaza
150 Sunnyside Blvd
Plainview, New York
Contact: Ken Gall, New York Sea Grant at (516) 632-8730

Febuary 1-2

Long Island Fisherman's Forum

Suffolk County Community College, Eastern Campus
Riverhead, Long Island, N.Y.
Contact: Cornell Cooperative Extension of Suffolk County Marine Program at (516) 727-3910

February 5

Solving the Seafood Quality Puzzle
Upstate New York Workshop

Days Inn
400 7th North Street
Syracuse, New York
Contact Dr. Joe Regenstein, Cornell University at (607) 255-2109

UPCOMING EVENTS

February 19

Solving the Seafood Quality Puzzle
Philadelphia Workshop

Guest Quarters Suite Hotel
Philadelphia International Airport
One Gateway Center
Philadelphia, Pennsylvania
Contact Linda O'Dierno, New Jersey Department of Agriculture at (609) 292-2472

March 12-14

Boston Seafood Show

Hynes Convention Center, Boston, MA
Contact: National Fisherman's Expositions at (207) 772-3005

April 18-21

Cape Atlantic Boat Show

Harbor Cove Marina, Bay Ave., Somers Pt., N.J.
Contact: N.J. Marine Trades Association at (201) 269-1412

April 20

Bayfest at Somers Point

Six city blocks of arts & crafts, marine & educational exhibits, a seafood festival & restaurant chowder contest

Bay Ave., Somers Pt., N.J.
Contact: N.J. Marine Trades Association at (201) 269-1412

FLORIO ATTENDS SEA GRANT CEREMONY

Kim Kosko

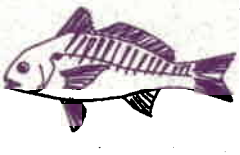
New Jersey Sea Grant and the New Jersey Marine Sciences Consortium were honored by a group of federal and state dignitaries, including Governor Jim Florio, during a special Sea Grant recognition ceremony on September 28th at Sandy Hook.

Federal representatives included three distinguished "founding fathers" of the National Sea Grant Program. Dr. John A. Knauss, Under Secretary of Commerce; Robert Wildman, Director of the National Sea Grant Program and Dr. Ned Ostenso, Chief Scientist of the National Oceanic and Atmospheric Administration (NOAA). Keynote speaker, Dr. Knauss, praised New Jersey Sea Grant for its accomplishments and presented Governor Jim Florio with a plaque designating the program as the nation's 26th "Sea Grant College."

Accepting the award on behalf of the New Jersey Marine Sciences Consortium, which manages the New Jersey Sea Grant College Program, Florio noted, "New Jersey's 127-mile shoreline and its critical importance to tourism, shipping and fishing defines us as a state. Scientific research and education will play a significant role in unlocking new resources and this designation shows that the New Jersey Marine Sciences Consortium and New Jersey Sea Grant will be a leader in the field of marine science."

Governor Florio was flanked by Judith Yaskin, Commissioner of the New Jersey Department of Environmental Protection who called New Jersey an "extraordinary state with a wonderful coastline," and Secretary of Agriculture Art Brown. The presence and support of the governor and key cabinet members at the ceremony emphasized the importance of the environment in the priorities of the current administration.

4. What clam was accidentally introduced from Japan in the 1930's when Japanese oyster seed was introduced to Washington State Bay?

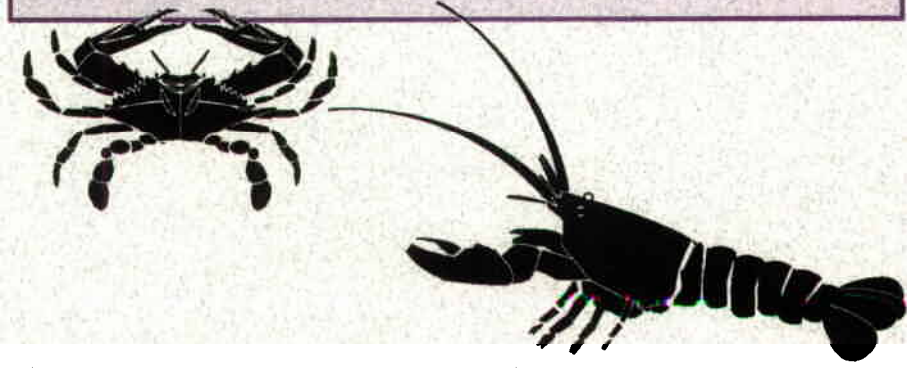


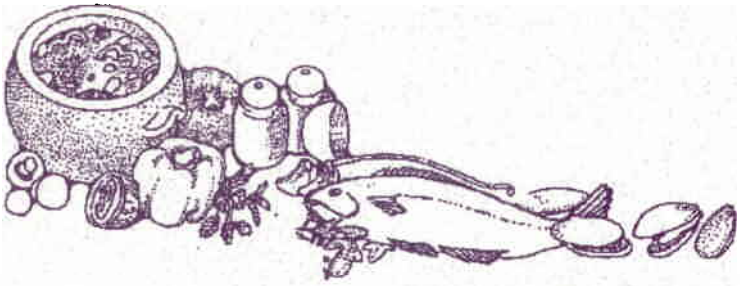
FOR THE RECORD SEAFOOD IS SAFE

"According to the FDA and the Center for Disease Control (CDC), on a per weight consumed basis, fish is a far safer source of muscle protein than poultry. Estimates by the FDA indicate that one foodborne illness may occur for every 25,000 servings of chicken, while seafood may account for one illness for every 250,000 servings. If raw molluscan shellfish is eliminated from the picture, that figure drops to 1 illness per every 5 million servings." *(FDA risk assessment report presented to Congress in 1989)*

"According to the U.S. Centers for Disease Control in Atlanta, from 1973 to 1987 shellfish accounted for 2.8 percent of all cases of food poisoning and finfish for 2.2 percent of all cases of food poisoning – a total of five percent." *(FDA Backgrounder - May 1990)*

"Our review of FDA statistics does not indicate widespread, serious problems with seafood ...On the basis of the information that we gathered and the views of experts we interviewed, there does not appear to be a compelling case at this time for implementing such a federal mandatory seafood inspection system. Three factors support this position: 1) available seafood illness statistics, while incomplete, do not indicate widespread problems, 2) while not viewed as a comprehensive inspection effort, federal and state monitoring and assessment activities do provide checks on seafood safety and conditions, and 3) concerns that the experts identified, such as the need for better microbiological tests, more public awareness, more attention to illegal harvesting, and additional research on chemicals, are not generally the type of problems that would be solved by a mandatory inspection program." *(GAO Report on "Seafood Safety –Seriousness of Problems and Efforts to Protect Consumers" August, 1988)*





SEAFOOD INSPECTION SUMMARY

During the 101st Congress, five seafood inspection bills were proposed and none was passed. The primary area of disagreement was the establishment of a lead agency for the program.

On September 12, 1990, the Senate approved (S-2924) a seafood inspection bill sponsored by Senate Majority Leader George Mitchell and others, and supported by the National Fisheries Institute, Public Voice and several other organizations. The bill gave the Department of Agriculture lead responsibility for inspection. The F.D.A. would continue to set tolerances for products and the National Marine Fisheries Service would oversee fisheries and growing waters.

Prior to approving (S-2924) the Senate rejected, by a vote of 59 to 39, a proposal of Senators Earnest Hollings, Edward Kennedy and Ted Stevens which would give inspection duties to both the Food and Drug Administration and National Marine Fisheries Service. Mitchell successfully argued against this bill on the basis that the lack of a lead agency would "muddle lines of authority and accountability."

Three separate bills were introduced in the House supported by Agriculture Committee Chairman Kika de la Garza (H.R. 3508), Commerce Committee Chairman John Dingell (H.R. 3155) and Fishery Subcommittee Chairman Gerry Studds (H.R. 2511). The House rejected the Mitchell bill by a vote of 77-153, and substituted a bill based on the Dingell and Studds bills. The compromise measure failed to gain support and the Congress adjourned with no resolution.

All bills were based on the Hazard Analysis Critical Control Point (HACCP) concept rather than continuous inspection which is currently used for meat and poultry under the Food Safety Inspection Service (FSIS) operated by the Department of Agriculture. The major difference among the bills is the responsible agency. Two bills (S-2924 and H.R. 3508) refer to the U.S.D.A., (H.R. 3155) gives authority to F.D.A. and (H.R. 2511) calls upon Department of Commerce.

Based on recommendations of the National Academy of Sciences, a study of the HACCP concept and a Model Seafood Surveillance Program were initiated by the National Marine Fisheries Service.

The HACCP Program is based upon:

1. identification and assessment of health hazards associated with growing, harvesting, processing, distributing and preparation of fish and seafood,

2. determination of critical control points to control any identifiable hazard, and

3. establishment of systems to monitor critical control points.

Control points are being identified not only for particular steps in the supply and distribution sectors but also for particular classes of products such as smoked fish, molluscan shellfish and breaded fish. This is a more effective and cost efficient approach than continuous inspection.

The preliminary report recommends that a HACCP program be initiated that would require plant registration and inspection, sampling and testing of products, equal treatment of domestic and imported products, public education and research.

On June 27, 1990 the F.D.A. and D.O.C. published a notice announcing their intent to establish a voluntary fee for service program following HACCP principles. At the same time they solicited firms to participate in a two month pilot study of the new program.

In addition to the question of which agency should administer any proposed inspection program a second major issue is that of user fees. The White House position required that any inspection program be funded through user fees. The genesis of the U.S. meat inspection program in 1890 was an effort designed to expand the export market by meeting European requirements and restoring European confidence in the quality of American beef. The U.S. seafood industry is now at that same threshold. Decreasing strength of the dollar and growing global demand for American seafood products is providing a window of opportunity for producers. Certainly a major priority of any program should be to enhance the position of American products in the export market. This is especially true of fishery products where many species have little acceptance in the domestic market but are in high demand in Europe and the Orient.

Given the lack of resolution of the seafood inspection issue in Congress, the onus falls upon the seafood industry to upgrade the quality of products by devising their own in-house inspection criteria, thereby, raising consumer confidence in fish and seafood products, and increasing sales and market opportunities.

Any future proposed legislation should consider the inequity of providing free services to one commodity group while requiring fees from another.

The New Jersey Department of Agriculture is currently offering a series of workshops on upgrading seafood quality. Please call for more information.

Fish and Seafood Legislative Summary

Below is a listing of Legislative appropriations pertaining to the fish and seafood industry for the 1990-1991 session. If you would like to comment on any of these proposed bills you may either submit written testimony to the Office of Legislative Services or contact their office for a schedule upcoming public hearings. For more information please contact: Office of Legislative Services, Legislative Budget and Finance Office, Room 431, State House Annex, CN-068, Trenton, New Jersey 08625 (609) 292-1170.

1990-1991 SESSION ASSEMBLY BILLS

No: A-1514 (A-4236)
Purpose: Appropriates $75,000 to the Maurice River Oyster Culture Foundation.
Sponsor: Stuhltrager

No: A-3430 (S-2674 Palaia)
Purpose: Regulates taking of Menhaden.
Sponsor: Jacobson, Villapiano, Mecca

No: A-3093 (S-935 A-2135)
Purpose: Appropriates $1,200,000 for oyster propagation and related projects.
Sponsor: LoBiondo, Stuhltrager

No: A-3094 (S-934)
Purpose: Appropriates $600,000 for oyster propagation and disease control projects.
Sponsor: LoBiondo, Collins

No: A-465 (A-4235)
Purpose: Creates shellfish industry Task Force; $10,000.
Sponsor: Salmon

No: A-872 (A-4721)
Purpose: Transfers shellfish and Div. Fish, Game & Wildlife to DOA
Sponsor: Villapiano, Jacobson

No: A-3774
Purpose: Directs DEP adopt regulations regarding taking of certain shellfish.
Sponsor: Salmon

No: A-1940 (A-3671)
Purpose: Establishes a special account for the stranded marine animals.
Sponsor: Moran, Connors

No: A-1941 (A-3672)
Purpose: Creates Marine Mammal Stranding Study Commisssion, $25,000.
Sponsor: Moran, Connors

No: A-3286
Purpose: Regulates taking of fish with nets, taking of weakfish in Delaware Bay.
Sponsor: Collins, Stuhltrager

No: A-2154 (A-572)
Purpose: Establishes a Division of Aquaculture in the Department of Agriculture.
Sponsor: Rocco

No: AJR 20 (AJR 123)
Purpose: Requests withdrawal of proposal to limit taking of bluefish.
Sponsor: Villapiano, Doyle

No: A-1894 (A-1083)
Purpose: Creates "Commercial Fisheries Assistance Loan Fund", $5,000,000
Sponsor: Moran, Connors

No: A-1172 (A-3114)
Purpose: Permits disabled person to obtain resident's fishing license at a reduced fee.
Sponsor: Kalik

No: ACR 121
Purpose: Urges PSE&G protect marine life at Salem Nuclear Generating station.
Sponsor: Salmon

No: A-1033 (A-4848) (S-2395 Palaia)
Purpose: Establishes reward for finding and turning in lost or abandoned fishing nets.
Sponsor: Kronick, Schluter

1990-1991 SESSION SENATE BILLS

No: S-1770 (S-2480)
Purpose: Establishes an autumn harvest season for oysters.
Sponsor: Zane

No: SR 52
Purpose: Memorializes Congress to take appropriate action to discourage drift-net fishing by certain foreign fleets.
Sponsor: Connors, Bubba, Bassano, Cafiero

No: S-1520 (S-3230) (A-2648 LoBiondo)
Purpose: Appropriates $250,000 for fish and seafood development and promotion.
Sponsor: Connors

No: S-1506 (S-2218) (A-1932 Moran, Stuhltrager)
Purpose: Transfer shellfish law enforcement to Marine Bureau.
Sponsor: Connors, Bubba

No: S-1486 (S-1329)
Purpose: Requires that clam license fees fund shellfish protection.
Sponsor: Connors

No: S-1442 (S-3638) (A-3385 Schuber)
Purpose: Prohibits sale of striped bass and imposes closed season.
Sponsor: Bassano

No: SCR 19 (SCR 135) (ARC 3, ARC 48, ARC 86)
Purpose: Expresses the sense of the Legislature that the United States take action to declare striped bass a game fish.
Sponsor: Russo, Palaia, Assemblyman Doyle

No: S-1447 (S-3787) (A-2922)
Purpose: Revises size limits for taking striped bass.
Sponsor: Bassano

JULIA CHILD MAKES THE MOST OF MACKEREL AT FISH EXPO

The Women's Fisheries Network in conjunction with National Fisherman Expositions recently sponsored "Julia Child: Making the Most of Mackerel" a seafood seminar and demonstration which was held at Fish Expo in Boston on October 18, 1990.

The seminar started off with restaurateur Roger Berkowitz of Legal Seafoods in Boston, who discussed the care, handling and marketing of this abundant yet underutilized Northeast species. According to Berkowitz, "mackerel is a smart choice for today's consumer because it is simple and easy to prepare, while being nutritious and economical. Mackerel is nearly 20% protein, provides an abundance of vitamins and minerals and contains less than 200 calories per 3 1/2 ounce serving. Its meat is soft textured and full flavored, with a sweet distinctive taste which lends itself well to heavier flavors. One of the benefits of eating oilier fish such as mackerel is that they contain a high level of polyunsaturated fats called omega-III fatty acids which are believed to reduce the risk of coronary heart disease."

After hearing how good mackerel was for your health, it was on to the cooking. Chef Chris Schlesinger of East End Grill in Boston started off the demonstrations with his Escabeche of Mackerel with Mangoes and Potatoes. Escabeche is a very popular dish in the Caribbean and according to Schlesinger this particular recipe was inspired by a West Indies version. In this dish the potatoes and mango provided a textural contrast to the mackerel and the spices, lime and cilantro complimented its richness.

A good tasting dish indeed! Then Julia took the stage and prepared her smoked mackerel pate. According to Ms. Child, "as a child I spent my summers in Maine and loved to catch mackerel, now I love to cook it!" The pate was easy to prepare and delicious to eat. She then prepared her New England Fish Chowder with Smoked Mackerel. "This would taste especially good on a cold winter night" said Julia and after tasting it everyone agreed.

Chef Andree Robert of Maison Robert in Boston was next in line with her Mackerel Gravlox. This salt and sugar dish is usually prepared with salmon, but mackerel worked especially well, as demonstrated by this celebrated chef. The trick to this dish is lots of fresh dill and everyone who tasted it agreed.

Make the most of mackerel and sample these delicious recipes!

5. In live weight what percentage of a *Homarus* species of lobster is meat?

JULIA CHILD'S SMOKED MACKEREL PATE

1. Remove the skin and brown meat from smoked mackerel fillet.
2. Process in machine with 1 tablespoon of sweet, unsalted butter per fillet.
3. Adjust seasoning with pepper and worcestershire.
4. Option: Add 1 hard boiled egg yolk per fillet, then use the pate to stuff the whites.

Garnish with capers.

MACKEREL GRAVLOX BY EXECUTIVE CHEF ANDREE ROBERT

4 mackerel fillets
1/2 cup sugar
1/2 cup salt
1 bunch dill
2 Tbsp. white peppercorns
1/4 cup Aquavit or vodka
2 flat pans that fit one inside the other

for sauce:

1/2 cup sour cream
2 Tbsp. mustard
2 lemon's juice
salt & pepper
chopped dill

Lay the mackerel in the pan and spread with sugar/salt mixture, cover with dill and sprinkle with peppercorns. Turn the fillets over and repeat procedure on the other side. Sprinkle alcohol all over. Fit the second pan on top and weigh down with something weighing 2-3 pounds. Marinate overnight in a refrigerator. Wash off marinade. Slice paperthin. Can be used in salads, as an appetizer with toast or as an hors d'oeuvre. For sauce mix all ingredients well.

ANSWERS TO TRIVIA

1. A thunderstorm, 2. Benjamin Franklin, 3. The egg case of a skate, 4. The manila clam, 5. 25%

NEW DIRECTORY AVAILABLE

The revised edition of New Jersey Sea Grant's "Projects and Progress" directory is now available. The 20 page booklet includes an overview of the National Sea Grant research projects and a complete address, phone and fax directory for program management, staff, researchers and advisory board members. The booklet is updated every two years and distributed to legislators, educators, scientists, the press and the general public.

If you would like a free copy, send a self-addressed, stamped, business-size envelope to:

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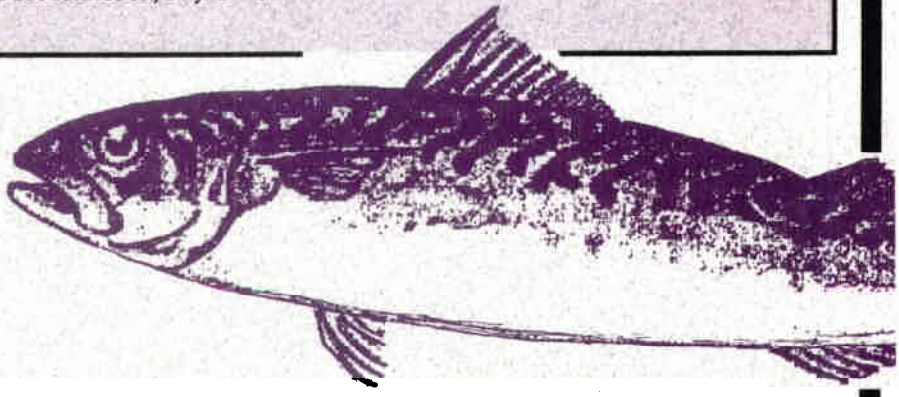
Fort Hancock, N.J. 07732.



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