

## **Report of the Evaluation Team on the Marketing Information Session**

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We encourage GCFI to continue a Marketing Session at all future meetings. Increased consumer demand is essential and a successful fishing industry depends on its products reaching the marketplace in a worthwhile and profitable manner.

The report on the market activities of the FAO-INFOPESCA project was extremely informative. We would have liked to hear more from someone in INFOPESCA concerning their work, especially the trading house proposal. We believe the need was expressed for further work in this area, possibly by some foundation, to overcome the obstacles mentioned by Dr. Schroedter.

The excellent work of the Gulf and South Atlantic Fisheries Development Foundation in increasing the use of and finding new markets was reported by Roger Anderson for fishery products. We would like to see an increased emphasis begin for the Caribbean, in addition to the fine work done in the U.S.A. and in locating export opportunities in Germany, Japan, and elsewhere.

The excellent report of John Adams on fishery preferences in St. Vincent gave an in-depth study of consumer preferences, but many more studies of this type need to be done. Our only concern with this paper was that the work was done in 1974 and we would like to have had a follow up on the situation in St. Vincent of more recent date.

Rolf Juhl's report of the National Marine Fisheries Service activities in the Western Central Atlantic Fishery was broad and very informative. We would like to have heard from someone from WECAF also on their participation with NMFS.

In summation, as always is the case, more time, if possible, might have been provided for marketing questions and discussion from the group. We recommend that "up to date" marketing work be placed on future agendas. We further suggest that speakers in the marketing area be invited, such as people from the National Marine Fisheries Service, the National Fisheries Institute, the Shrimp Association of the Americas, the Southeastern Fisheries Association and foundations.