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# Florida's Fish Marketing Problems Can Be Solved

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## ABSTRACT

The Florida fin fisheries have suffered a market decline during the past few years. After 1953, the market price of mullet, the leading food fish, decreased rapidly.

Research has centered around the following points: (1) the past and present markets for Florida mullet, (2) the forces competitive with the markets for Florida mullet, (3) the possible expansion of present markets, (4) the present methods of handling, preserving, packaging, shipping and selling fish. The major portion of the decrease can be attributed to three factors: first, increased competition from other seafood and meat products; secondly, accelerated growth of the supermarket and conversion of these supermarkets to self-service; and thirdly, the inability of the Florida seafood industry to take advantage of the marketing and technological innovations that occurred during the past few years.