

AMENDED IN SENATE AUGUST 8, 2012

CALIFORNIA LEGISLATURE—2011–12 REGULAR SESSION

**Assembly Joint Resolution**

**No. 39**

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**Introduced by Assembly Members Chesbro and Huffman**  
**(Coauthor: Assembly Member Hagman)**  
(Coauthors: Senators Evans and La Malfa)

May 9, 2012

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Assembly Joint Resolution No. 39—Relative to California seafood.

LEGISLATIVE COUNSEL'S DIGEST

AJR 39, as amended, Chesbro. California seafood.

This measure would express the Legislature's support of the use of a portion of federally generated seafood product import revenues for the domestic marketing and promotion of California *fish and* seafood.

Fiscal committee: no.

1 WHEREAS, California *fish and* seafood products face  
2 ever-increasing domestic competition from imported seafood  
3 products, with more than 80 percent of the total fish and seafood  
4 consumed annually in the United States currently originating from  
5 foreign countries; and

6 WHEREAS, Effective domestic marketing of California seafood  
7 in the face of aggressive competition from foreign products requires  
8 innovative and consistent promotion to highlight the high quality,  
9 seasonal abundance, and sustainability of California seafood; and

10 WHEREAS, The California fishing and seafood industry has  
11 paid for promotional activities to provide the greatest return on  
12 the investments made by fishing associations and councils; and

1 WHEREAS, Despite the money raised within the California  
2 fishing and seafood industry, promotional activities are limited  
3 and underfunded; and

4 WHEREAS, Annual funding for domestic production of  
5 California seafood is not sufficient to effectively develop the  
6 thriving markets that sustainable California seafood products merit,  
7 especially when confronted with nationally supported promotional  
8 programs aimed at United States consumers by key rival producer  
9 countries; and

10 WHEREAS, There is not a federally funded national seafood  
11 marketing fund available for the domestic marketing of American  
12 seafood; and

13 WHEREAS, The federal government collects approximately  
14 \$400,000,000 annually through customs laws regulating the  
15 importation of seafood products, many of which compete with  
16 California's seafood products; and

17 WHEREAS, Revenue from antidumping and countervailing  
18 duties on imported fish and fish products collected by the United  
19 States government total hundreds of millions of dollars annually;  
20 and

21 WHEREAS, Funds collected from the importation of seafood  
22 products are not available for the domestic marketing of American  
23 seafood; and

24 WHEREAS, Using a portion of the revenue collected on the  
25 importation of foreign seafood products to promote American  
26 seafood and sustainable fishing practices to domestic consumers  
27 will expand consumer appreciation of domestic fisheries, secure  
28 and improve competition for American fisheries and seafood  
29 processing jobs, create robust and enduring domestic markets,  
30 attract investors from all sectors of the economy, and greatly  
31 enhance the nutritional value of American diets; now, therefore,  
32 be it

33 *Resolved by the Assembly and the Senate of the State of*  
34 *California, jointly*, That the Legislature supports the use of a  
35 portion of federally generated seafood product import revenues  
36 for the domestic marketing and promotion of California *fish and*  
37 *seafood*; and be it further

38 *Resolved*, That the Chief Clerk of the Assembly transmit copies  
39 of this resolution to the President and Vice President of the United  
40 States, to the Speaker of the House of Representatives, to the

- 1 President pro Tempore of the United States, and to each Senator
- 2 and Representative from California in the Congress of the United
- 3 States.

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