

S 3615

National Seafood Marketing and Development Act of 2012

Congress: 112 (2011–2013, Ended)

Chamber: Senate

Policy Area: Commerce

Introduced: Sep 21, 2012

Current Status: Read twice and referred to the Committee on Commerce, Science, and Transportation.

Latest Action: Read twice and referred to the Committee on Commerce, Science, and Transportation. (Sep 21, 2012)

Official Text: <https://www.congress.gov/bill/112th-congress/senate-bill/3615>

Sponsor

Name: Sen. Begich, Mark [D-AK]

Party: Democratic • **State:** AK • **Chamber:** Senate

Cosponsors

No cosponsors are listed for this bill.

Committee Activity

Committee	Chamber	Activity	Date
Commerce, Science, and Transportation Committee	Senate	Referred To	Sep 21, 2012

Subjects & Policy Tags

Policy Area:

Commerce

Related Bills

No related bills are listed.

National Seafood Marketing and Development Act of 2012 - Directs the Secretary of Commerce to establish Regional Seafood Marketing Boards. Designates states eligible to have members appointed to Boards of the: (1) Northeast Atlantic, (2) Mid and South Atlantic, (3) Gulf and Caribbean, (4) Pacific, and (5) West and North Pacific.

Requires the Secretary to solicit nominations for members of each Board from the public and to seek recommendations from the governors of states in the geographical area of each Board.

Sets forth the seafood industry expertise requirements for Board members.

Requires the establishment of a National Coordinating Committee.

Authorizes each Board to prepare an annual marketing plan, including grant award requirements and plans to coordinate activities with those of other Boards. Permits plans to include marketing activities referencing a particular brand or trade name and addressing projects designed to promote the consumption or purchase of a specific seafood species or group of similar seafood.

Directs each Board to make grants to carry out projects consistent with a Board marketing plan. Requires grantees to provide at least 50% of the total estimated cost of the project.

Establishes within the U.S. Treasury the National Seafood Marketing and Development Fund to be used by the Secretary to make annual grants to Boards.

Actions Timeline

- **Sep 21, 2012:** Introduced in Senate
- **Sep 21, 2012:** Read twice and referred to the Committee on Commerce, Science, and Transportation.