

## **Management & Marketing Assistance for Increased Profitability**

(Revised Objective 2.2 of the S.C. Shrimp Fisheries Assistance [SCSFA] Project\*)

### **A. Infrastructure Development Programs**

- \* We will provide the Committee with feasibility studies or reviews of programs requesting financial assistance from the infrastructure development fund.
- 1. Is the program feasible, that is, can the goals of the program be accomplished with the resources requested?
- 2. Is the program likely to increase the profitability of shrimp trawlers and dock owners?
- \* The above information may be used by the Advisory Committee in selecting among requests for funding.

### **B. “Mark of Quality” and “Buy Wild Caught America Shrimp” Programs**

- \* We will provide analysis of the alternative quality improvement and marketing programs to determine which programs provide the greatest benefit to South Carolina shrimpers. This analysis will focus on:
  1. Estimating the costs associated with alternative quality improvement programs.
  2. Estimate the impacts of quality improvements and the marketing of quality shrimp on the profitability of shrimp trawlers and dock owners.
  3. Train the SCFSA extension agent working through the SC Sea Grant office to assist shrimpers and dock owners in selecting the quality improvement and marketing programs that improve their “bottom line.”

### **C. Higher Prices for Wild Caught Shrimp for Shrimpers**

- \* The “mark of quality” and “Wild Caught” marketing programs work to increase the price of shrimp at the retail level. We will provide analysis of marketing systems, such as co-operatives, that bring part of the retail price increase down to the shrimper. If a group is interested in starting a cooperative, we will assist them in writing grant proposals to get federal assistance monies.

\*No additional funds will be expended for these efforts, only those designated in the original project for Objective 2.2 will be directed to economic analysis of the above.