

So, What Exactly Does a Direct Marketer Do?

A fisherman who wants to take on the challenge of direct marketing must do some or all of the following:

- Obtain all licenses and permits, pay bonds, collect and pay fees, complete forms and file reports, submit to inspections and file and pay quarterly and annual taxes
- Find potential customers, sell them on the product and negotiate prices and terms. This can mean buying advertising, writing and printing promotional materials, posting Web sites, sitting at booths in farmers markets or aboard the boat at dockside or going on sales trips to distant cities
- Gill, gut, slime, wash and re-chill the fish for shipment or dockside sale
- Chill or refrigerate the catch on-board or immediately after getting to shore
- Box or package the product and physically move it off the boat
- Acquire equipment (such as a truck) to transport the product to the point of sale or delivery, arrange shipment, weigh, prepare airbills, arrange transportation and drayage, transfers and final delivery
- Purchase packaging and labeling materials and containers and, possibly, arrange backhaul of shipping containers
- Send bills, collect payment, deal with customers who don't pay and with complaints, as well as negotiate terms and specifications

A direct marketer may also want to process the catch before selling it. If so, the fisherman then becomes a processor who also is a direct marketer. This manual does not address processing. For a similar primer on basic seafood processing, see *A Village Fish Processing Plant: Yes or No?* published by the Institute of Social and Economic Research, University of Alaska Anchorage,

available on the Web at www.iser.uaa.alaska.edu/ResourceStudies/VillageFishProcessingHandbook/default.htm.

For some people, the idea of going into direct marketing is an emotional response to what they consider an unjust or worsening situation.

Some direct marketers perform or contract custom secondary processing. They make steaks, fillets or portions or produce salted, pickled, canned or smoked products.

Some make up fancy packaging with eye-catching labels. Some put on promotions and do in-store cooking demonstrations. Some open retail shops or kiosks, print mail-order catalogs, design tee-shirts and print postcards with designs that complement and promote their fish products. Some start out as direct marketers of the fish they catch themselves and end up as buyers, processors and sellers of fish they get from others. In essence, they become fish companies.