

# PENOBSCOT MARINE MUSEUM

Inventory for  
Manuscript Collection

**PMM 30**

**Maine Sardine Council Collection**

1951-2008

4 boxes  
3.5 linear feet  
Accession No. LB1998.12, LB2012.5

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# PMM 30

## Maine Sardine Council Collection

### **Maine Sardine Council**

Papers, ephemera, and audio-visual material, 1951-2008

4 boxes (3.5 linear feet)

Promotional, quality-control and advocacy group for the Maine sardine industry.

Marketing and publicity materials, statistical reports, industry regulations and standards, newspaper and magazine articles, correspondence, and historical writing, all documenting sardine fisheries, canneries, and the consumption of sardines at a time when the sardine industry was a major contributor to the Maine economy. Most material was generated by the activities of the Maine Sardine Council. There are also a few documents from individual sardine canneries.

In English

Organized in two series: Series I. Maine Sardine Council; Series II. Sardine Industry

Maine Sardine Council; Gift; 1998; LB1998.12. Jeff Kaelin; Gift; 2012; LB2012.5

Finding aid available; folder level control

### **Subject Headings:**

Maine Sardine Council

Advertising

Atlantic herring fisheries.

Fishery management.

Sardine industry -- Maine.

Sardine fisheries -- Maine.

Sardines.

Sardines -- Marketing

Canneries -- Maine.

Maine -- Politics and government.

Canneries.

Politics and government.

Sardine fisheries.

Sardine industry.

Maine.

### **Acquisition:**

This collection was given to the Penobscot Marine Museum by the Maine Sardine Council, and, after the Council disbanded, by former executive director Jeff Kaelin.

### **Restrictions**

This collection is open for research. Some materials may retain their original copyright: it is the user's responsibility to determine this when exceeding fair use standards. Access to a file of contracts for design services for a 1989 promotional campaign is restricted until 2065.

### **Condition:**

The collection is in good condition.

**Related Materials:**

Penobscot Marine Museums owns a large collection of photographs from the Maine Sardine Council, which have been individually cataloged and are available digitally at <<<https://penobscotmarinemuseum.org/maine-sardine-council/>>>. The museum also has a collection of three-dimensional ephemera from the Sardine Council's promotional programs, including stamps, lapel pins, sardine cans, and kit containing a copy of *The Sardine Show* video, sample sardines, and classroom materials. These are stored separately, under the accession number 2001.26.

Records from the Maine Sardine Council are also housed in the Maine State Archives in Augusta, Maine.

**Processing Note:**

The physical arrangement of this collection was determined, in part, by the size of materials. The box and folder list, however, reflects the logical arrangement of material, meaning that folders listed sequentially may be in different boxes, and folders filed next to each other in a box may house material from different series. Oversize materials have been stored with the plans collection as PMM 30-1, and in Flat File P. Please consult staff to access these.

**Historical Note:**

The Maine Sardine Council was established by the Maine Legislature in 1951 to promote Maine sardines and ensure high quality standards. A staffed, independent state agency, the Council was made up of active members of the sardine packing industry. The Council operated a quality control lab in Brewer, which was responsible for grading and inspections of processed sardines. It also worked with scientists and government agencies as the industry advocate in determining fisheries regulations, and ran marketing campaigns aimed at consumers. The Council's work was supported by a tax levied on each case of sardines produced in the state. A steep decline in the number of packing plants in Maine caused the Maine Sardine Council to close its quality control lab in 1998 and disband entirely in 2000.

The last executive director of the Maine Sardine Council, Jeff Kaelin, continued to work with the fish packing industry after the Council dissolved. He subsequently served as the government relations officer for the Stinson Seafood Company and, later, for Lund Fisheries.

**Scope and Content:**

This collection contains a wide variety of documents and ephemera, mostly related to the Maine Sardine Council's marketing and advocacy campaigns. There are marketing and media plans, posters, ads, brochures, recipe booklets and nutritional guides, children's comic books, educational videos, and fact sheets, all illustrating the Council's extensive promotional activities. There are also statistical reports, industry regulations and standards, and scientific articles on sardines gathered for the Council's efforts to promote and protect the fishery. Newspaper and magazine articles, correspondence, and a self-published book entitled *Maine Sardine History: an Anthology* (1986) document the fisheries, canneries, and consumption of sardines at a time when the sardine industry was a major contributor of the Maine economy.

The collection also contains a small quantity of original manuscripts from sardine canneries and fishing vessels connected with the Stinson Seafood Company. Many of these are mortgages, tax records, and other official paperwork. There are also specifications for herring seiners and a record book listing sardine deliveries to a Jonesport cannery in 1992.

## Box and Folder List:

### Series I. Maine Sardine Council

Box	Folder	
1	1	Maine Sardine Council logos
	2	General correspondence and ephemera, 1974-2000
	3	Correspondence re: quality control and nutrition content, 1977-1987
	4	Regulations and herring fishery management, 1984-1998
	5	Diagrams for cutting herring steaks, undated
	6	Labels—sardines
	7	Labels—fish steaks, mackerel, and herring
	8	Labels—shrimp

### Marketing & Outreach:

		General Promotion:
	9	News releases
	10	Trade shows
	11	Outreach to food and nutrition publications
	12	Recipe development: notes and correspondence
	13	“Flavor of Maine: Sardine Secrets” cookbook, U.S. Department of Commercial Fisheries, c. 1965
	14	Restaurant recipe pack, circa 1970
	15	“Maine Sardine Recipes,” Maine Sardine Council, 1975
4	1	Advertising: ads placed by the Maine Sardine Council
	2	Maine Sardine Council, in-store advertising campaign
	3	Maine sardine company advertisements
OS	P11	Mooseabec Sardines, poster, “Moneybags and Mooseabecs”
On Shelf		Beach Cliff Sardines, video ad, “Fresh from the Sea,” 1992
	4	“Catch the Taste” campaign, Maine Department of Marine Resources
	5	Miscellaneous Maine advertisers (one is oversized: see box 1 folder 16)
	6	Original artwork
	7	National Fisheries Institute
	8	Miscellaneous American seafood advertisements
	9	Canadian seafood advertisements
	10	Norwegian sardine advertisements
1	17	“Save Our Sardine Industry” bumper stickers

### Marketing and Outreach Campaigns:

O.S.	Plans	Posters, Office of War Information, 1943
2	1	“Maine Sardines: The Food and the Industry.” Artwork for an educational video, c. 1960
	2	Teacher’s filmstrip manual, photocopy
4	11	<i>Ricky and Debbie in Sardineland</i> ( <i>Ricardo y Debora en la Tierra de las Sardinias</i> ), comic book, 1975, 1989, and 1995 (see also box 4 f. 22)
		<i>The Sardine Show</i> : video and promotion campaign, 1986-1993:
	12	<i>The Sardine Show</i> , educational video, 1991
	13	<i>The Sardine Show</i> development: film archive assessment, 1986
	14	Script development
	15	Requests for feedback
	16	Teacher’s guide development
	17	Promotional kit (for a complete, packaged kit: 2001.26.15)

- 18 Marketing
- 19 Distribution, Karol Media
- 20 Distribution, educational film services
- 21 Video slot, CNN, 1991
- 22 *Ricky and Debbie in Sardineland*, updates, proofs, and printing, c. 1987
- 23 "The Sardine Story," pamphlet
- 24 "The Sardine Story," development: notes
- 25 Brochure text development
- 25 Nutrition section development: correspondence with Joyce Nettleston
- 27 Artwork
- 28 Photographs
- 29 Layout drafts
- 30 Design contract bids (photo from Liz Damon Design is oversized: in P11)
- 31 **RESTRICTED UNTIL 2065:** Design and consultant services contracts.
- 3 1 Gulf of Maine Aquarium Website project, 1999: overview and section drafts
- 2 Research and notes: Communities
- 3 Management
- 4 Harvesting and Processing
- 5 Fisheries Science
- 6 Penobscot Bay Regional History Conference, presentation by Jeff Kaelin, 2002
- 7 Transparencies, miscellaneous

Studies, Papers and Reports:

- 8 *Maine Sardine History: An Anthology*. Compiled by James L. Warren and the Maine Sardine Council, 1986
- 9 Unbound copy, part 1
- 10 part 2
- 11 part 3
- 12 Extra material, fisheries reports
- 13 "Preservation of Fishery Products for Food," by Charles H. Stevenson, 1899
- 14 Statistics on the Maine sardine industry, compiled by the Maine Sardine Council
- 15 "The Maine Sardine Industry, the First One-Hundred Years 1876-1976," by Tracy B. Bigney, 1977
- 16 "The Maine Sardine Industry," by Melissa Waterman, 1996
- 17 "An Economic Evaluation of the Maine Sardine Industry," by Stephen Reiling and Roderick Bennet, University of Maine, for the Maine Sardine Council, 1998
- 18 "Case Study: The Maine Sardine Packing Industry," by John D. Rule, 2008
- 19 Articles on canning and packing, 1959-1968
- 20 Gulf of Maine Aquarium, acoustic data logging project, 1998-2001
- 21 Eastern Gulf of Maine Atlantic Herring Spawning Area Survey Project Year 4 Summary," by Benjamin P. Neal and Christopher E. Brehme for the Island Institute, 2001
- 22 Herring biology, articles, 1951-2001
- 23 "Maine Sardine Carriers & Seiners," by Jon B. Johansen; "Sardine Carriers and Seiners of the Maine Coast Addendum," by Paul E. Bennett, 1992
- 24 Sardine carriers, articles and research material

Newspaper and Magazine Clippings:

- 25 Burrell's Press Clipping Service, correspondence
- 26 Magazine feature articles, undated
- 27 Clippings, 1965-1989
- 28 1990-1995
- 29 1996-1999
- 30 2000
- 31 2001-2010 and undated
- 32 Images from clippings and postcards
- 33 Clippings, unsorted
- 1 25 Clippings, 1965-2010, oversize

Series II. Sardine Industry

- 1 18 Addison Packing Co. deeds and mortgages, Southwest Harbor, 1955-1960
- 19 Stinson Canning Co., fishing vessels, 1973-1984
- 20 EVA GRACE, 1974-1979
- 21 JOYCE MARIE, 1979-1989
- 22 MARION H., 1973
- 23 Cannery record book, sardine carrier deliveries, Lubec, 1992-1993
- 24 F/V PROVIDIAN, herring seiner, specifications
- OS Plans Plans for a 125' Trawler-Seiner, John W. Gilbert Associates, Inc.