



DEPARTMENT OF THE INTERIOR
INFORMATION SERVICE

FISH AND WILDLIFE SERVICE

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REGIONAL PATTERNS OF SEAFOOD PREFERENCES ANALYZED BY FWS

Consumer preferences for various species of fresh and frozen fish and shellfish are indicated by the U. S. Fish and Wildlife Service in a new fishery leaflet, "Sales Patterns for Fresh and Frozen Fish and Shellfish, 1936 & 1946," the Department of the Interior has announced.

Increased utilization of fish fillets and shrimp are two trends observed in the evaluation of the 1936 and 1946 surveys conducted in about 65 U. S. cities, the Fish and Wildlife Service states.

Analysis of these surveys indicates consumer buying habits in various regions and localities. As in 1936, the 1946 report shows that the species of fish and shellfish consumed in the greatest quantities in cities close to important producing waters usually are those caught in those waters. Certain species of seafood, however, have become so well-known and well-liked in areas far from their sources that they are consumed in preference to local species--as, for example, salmon, halibut, haddock, shrimp and oysters.

Processors and wholesalers may learn from the report where they can take advantage of certain consumer preferences--for example, in Milwaukee shrimp has become an item greatly preferred by consumers. Before these surveys, the industry had to rely principally on production data--from the point of origin of the fish--as a guide in fish marketing.

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