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FISH AND WILDLIFE SERVICE

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SECRETARY MCKAY ASKS FOOD TRADES TO HELP HADDOCK CAMPAIGN

Secretary of the Interior Douglas McKay today asked the food trades to give their full support to a special haddock fillet promotion campaign which the Boston haddock industry is sponsoring to move the liberal supplies now on hand.

After investigating the critical nature of the problem, the Department of the Interior, through its Fish and Wildlife Service, is cooperating in the program at the request of fishery trade associations and the fishermen's union. During the next four weeks a concerted effort will be made to move these surplus stocks of fish into trade channels.

Although record stocks of frozen small haddock fillets are now in storage, leaders of the haddock industry are confident that this inventory can be substantially reduced by the special "Eat More Haddock" campaign. The surplus holdings, reports the industry, consist of recently packed merchandise.

To move this frozen haddock as rapidly as possible, the campaign will concentrate on expanding the use of haddock by institutional and food service consumers, such as schools, hospitals, and restaurants. The industry is also planning the preparation of point-of-sale and other merchandising aids for use in encouraging consumer consumption of these haddock fillets. Since most of the surplus stock is in cellophane-wrapped small fillets (about two to a pound), it offers consumers an extra good buy. There is no waste to fillets because they are the meaty sides of the fish cut lengthwise from the bone.

Secretary McKay stated that the Fish and Wildlife Service will aid the industry's promotional efforts through intensified work with schools, institutions, and food trade groups. Likewise, informational and educational activities will be increased so as to attract additional consumer attention. The Service will also work closely with the United States Department of Agriculture in this campaign.

The campaign will be given its biggest push in the so-called "haddock belt" which includes the northeastern and north-central States, and extends as far south as North Carolina.

The Fish and Wildlife Service points out that the freezing of fishery products has been developed to a high degree by the fishing industry in order to preserve the heavy seasonal production, maintain a constant supply of excellent food at reasonable prices, and facilitate the shipment of fishery products from the landing ports to inland marketing centers. Housewives in inland centers can serve fish with that "tang o' the sea" taste when they purchase frozen haddock fillets.

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