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FISH AND WILDLIFE SERVICE

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FISH STICKS SHOW HIGH 1954 OUTPUT

Domestic production of fish sticks, the popular new breaded food item, totaled 50,100,000 pounds in 1954, as compared with 7,500,000 pounds in 1953, the Fish and Wildlife Service revealed today.

Acclaimed as a revitalizer of the commercial fishing industry, fish sticks brought a gross income of nearly \$40,000,000 to retailers in 1954, with proportionate revenue to all segments of the industry concerned with the production, distribution, and marketing of this unique commodity.

Monthly production of fish sticks reached a high of 5,618,600 pounds in October 1954. This compares with 1,434,900 pounds in the same month of 1953 when volume output first began. Production for the last quarter of 1954 came to 15,367,800 pounds, as against 5,337,900 pounds for the same quarter of 1953. The first, second, and third quarters of 1954 showed outputs of 9,953,700 pounds, 12,176,500 pounds, and 12,590,100 pounds, respectively.

Fish sticks are uniformly shaped pieces of fish dipped in batter, breaded, frozen, and distributed in consumer-size packages. Similar to french-fried potatoes in appearance, they are marketed in precooked and uncooked form. Production of precooked sticks in 1954 came to 43,941,500 pounds and uncooked sticks showed a 1954 output of 6,146,600 pounds. Precooked sticks, which have been deep-fat fried before freezing, are oven-heated by the consumer for serving. Uncooked sticks are designed for those housewives and chefs who prefer to do the frying themselves.

Both imported and domestic fish go into the production of fish sticks. Cod is the principal species but haddock, ocean perch, and a few others are also used.

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