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FISH AND WILDLIFE SERVICE

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CONSUMERS SHOW LIVELY INTEREST IN BREADED FISHERY PRODUCTS

A recent survey sponsored by the Fish and Wildlife Service revealed an upswing in domestic consumption of breaded fish and shellfish, Service Director John L. Farley said today.

Fish sticks--a new breaded item--and breaded shrimp are popular with families throughout the Nation, the survey showed.

Of 1,797 housewives responding to questions concerning meals and snacks served in their homes between November 1953 and the same month last year, nearly 37 percent stated they had used precooked fish sticks, while about 10 percent said they had purchased uncooked sticks and fried them in their own kitchens. Most of these homemakers said their families preferred the largest size fish sticks, and the 12-ounce package. Most also indicated that their families liked the fish sticks moderately seasoned. The favorite time for fish sticks was mealtime, as compared with between-meal snack periods.

The Northeast showed more interest in precooked fish sticks than did any other section of the country. More than 54 percent of the housewives responding to the survey there said they had served this item during the year. In the South, precooked fish sticks were served in 29 percent of the homes accounted for.

Breaded shrimp showed a somewhat different pattern in the survey. More than 21 percent of the housewives responding, nationwide, stated they had purchased this item uncooked, while about 18 percent said they had bought the breaded shrimp in precooked form. Consumers showed a preference, in most cases, for medium-sized shrimp cooked to a light golden brown.

Nearly 26 percent of the southern homemakers reported they had purchased uncooked breaded shrimp during the year, while about 16 percent of the northeastern housewives claimed they had bought this item during the period.

The survey showed that about 30 percent of the homemakers serving fish sticks were using them to some degree as a substitute for other fishery products. A slightly smaller percentage said they were using breaded shrimp for the same purpose. A large majority, however, indicated that their use of these items represented a net addition to their usual fish and shellfish consumption.

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