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FISH AND WILDLIFE SERVICE

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SECRETARY MCKAY GIVES AID TO TUNA CANNING INDUSTRY

In response to requests from the Pacific Coast tuna canning industry, Secretary of the Interior Douglas McKay announced today that the Fish and Wildlife Service will cooperate in a joint industry-Government promotion campaign designed to move into trade channels the liberal supplies of canned tuna now on hand.

The nationwide campaign, now getting under way, is geared to reach its peak during the period of June 2 to 11.

Although record stocks of canned tuna are now available, leaders of the industry are confident that this high inventory can be substantially reduced during the campaign, since canned tuna fits so well into warm weather menus. With a stock of this versatile canned food on her pantry shelf, the housewife can provide her family with a variety of quick and easy-to-prepare summer meals. With the low prices now prevailing, canned tuna presents an especially good bargain for summer se.

In order to move the canned tuna stocks as rapidly as possible, the campaign will be directed toward both the institutional and home-consumer markets. The industry is planning the preparation of point-of-sale and other merchandising aids for use in encouraging increased consumption of canned tuna.

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

The tuna are available in a number of styles of pack. The solid pack consists of tuna loins packed in oil; the chunk pack, as the name implies, is a pack of chunks in oil; the grated pack is the grated or shredded portion of the tuna loin; the flake pack is the broken or mixed segments of the loin. Many specialty packs are also available, such as "tonno" consisting of solid-meat tuna packed in olive oil; tuna paste, which is excellent for hors d'oeuvres and canapes; and baby food packs. For the past several years a "dietetic" pack has been put up for those persons who must avoid salt in their diets. Practically all of these styles of pack are available in white meat, light meat, or dark meat. The imported stocks, which come primarily from Japan, are generally packed in brine rather than in oil.

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