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FISH AND WILDLIFE SERVICE

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FISH AND WILDLIFE SERVICE GETS RETAIL SALES DATA FOR SHRIMP INDUSTRY

America's penchant for shrimp, as reflected in the over-the-counter sales in the Nation's retail food stores, is portrayed by a study made by the Fish and Wildlife Service. This study on shrimp in the retail market is one of several which the Service is making in its comprehensive survey of the shrimp industry, the first such survey ever made in this field.

During the course of the comprehensive survey the Service will examine the potential market for shrimp products, the efficiency of the processing plants, primary marketing methods, work practices in shrimp fishing vessels, cost of vessel operations and other matters pertaining to the production, preparation and distribution of shrimp and shrimp products.

A review of the retail sales in August and September 1955 showed that during those months Americans were buying shrimp and shrimp products at the rate of more than 13,000,000 pounds a month. Fresh and bulk-frozen shrimp were most popular, with consumers buying over the fish counter at the rate of nearly 7,000,000 pounds a month. Packaged frozen shrimp and shrimp products were next in popularity with 5,400,000 pounds coming out of the freezer display cabinets into the kitchens of the homes. Canned shrimp was third with monthly sales of 900,000 pounds. The total sales value was approximately \$12,000,000 per month with each class averaging as follows: fresh and bulk-frozen shrimp, \$5,160,000; packaged frozen shrimp and shrimp products, \$5,135,000; canned shrimp, \$1,365,000.

The total retail inventory at that time was only 7,980,000 pounds of shrimp of all classes. Of this 3,030,000 pounds were fresh and bulk-frozen shrimp; 2,070,000 pounds of frozen, uncooked; 590,000 pounds of cooked breaded; 1,780,000 pounds of canned shrimp, 300,000 pounds of frozen cooked breaded, and 210,000 pounds of miscellaneous shrimp products.

The retail trade segment of the comprehensive survey is being made by the A. C. Nielsen Company of New York and Chicago. It is being done on the basis of a reliable sample of the 413,000 retail food stores in the United States.

The project is financed by funds available through the Saltonstall-Kennedy Act which was passed in 1954 to help the free flow of domestic fishery products into the channels of trade. The shrimp industry is America's No. 1 fishery measured in terms of money paid at the boats, Fish and Wildlife Service officials say.

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