



DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

UNITED STATES FISH AND WILDLIFE SERVICE

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REPORTS ON USE OF CANNED FISHERY PRODUCTS IN 1956 NOW AVAILABLE

Nine of every ten households in the United States served canned fish or shellfish in 1956, according to a survey of consumer preferences of canned fish products, Assistant Secretary of the Interior Ross L. Leffler announced today.

The survey was made by W. R. Simmons and Associates Research, Inc., of New York City, under contract with the United States Fish and Wildlife Service of the Interior Department. It was financed with funds made available by the Saltonstall-Kennedy Act which was designed to promote the free flow of domestically produced fish and fishery products.

Two reports on the survey have just been made available. Household Consumer Preferences for Canned Fishery Products, 1956, Fish and Wildlife Service Circular No. 45, contains graphic presentations almost exclusively. The other report, Canned Fish and Shellfish Preferences of Household Consumers, 1956, Special Scientific Report-Fisheries No. 200, presents detailed discussion of many of the findings, as well as tabular data on all canned fishery products, and separate breakdowns for individual items such as tuna, salmon, sardines, and shrimp.

The survey findings will be of special interest to fish canners, home economists, food editors, and others in the food industries, since the reports reflect a study on the use or nonuse, purchase patterns and preferences for the canned products obtained by personal interview of American housewives. Tabulations include responses on both Nationwide and regional bases, by city size and by income, by size of household, by religion, employment, age and race of householder.

Included in the reports are findings on the sizeable market for canned fish as pet food. They show that one-third of the 48 million households in the United States own dogs, and one-fifth own cats. In these households one in four of the dog owners feed their pets canned fish, while four in ten of the cat owners feed canned fish. With estimates showing more than 23 million "family owned" dogs in the country, and more than 28.5 million cats, this pet market has become significant

Copies of the reports are available from Bureau of Commercial Fisheries, United States Fish and Wildlife Service, Washington 25, D. C.

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