



DEPARTMENT OF THE INTERIOR
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FISH AND WILDLIFE SERVICE

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2,500 HOUSEWIVES TO BE QUERIED ON CANNED FISH PURCHASES PATTERN

Approximately 2,500 housewives in 100 selected counties throughout the United States will be interviewed this month in the course of a national consumer survey designed by the Fish and Wildlife Service to give a cross section of the purchase pattern of the American housewife with respect to canned fishery products.

The results of the study will be of considerable importance to the domestic fishing and fish processing industries in fitting their products into the general food tastes and buying habits of the householder, according to John L. Farley, Director of the Fish and Wildlife Service. The study will show whether the marketing practices of a given area are such that the consumers' desires for canned fishery products are satisfied.

Information will be obtained on (1) factors influencing the use or nonuse of the various species and types of canned fish and shellfish in the household, (2) opinions and preference of consumers regarding certain characteristics of canned fishery products and (3) methods of preparing and serving canned fish.

The project is being financed by funds made available by the Saltonstall-Kennedy Act, which is designed to help the domestic fishing industry with its production and marketing problems.

The survey will be conducted under supervision of the Fish and Wildlife Service by W. R. Simmons and Associates Research, Incorporated, of New York City, Mr. Farley said.

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